

Identifying Best Strategies to Increase Restraint Among Young Children

Lawrence E. Decina
TransAnalytics LLC
Quakertown, PA

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Non-Use (By Age and Race/Ethnicity)

- NOPUS Study (NHTSA, 2009)

Age	White	Black	Latino
<1	<1%	6%	4%
1-3	1%	26%	16%
4-7	7%	28%	21%

Pickerell, T.M. and Ye, T.J. (2009). Child Restraint Use in 2008 - Demographic Results - DOT HS 811 148.

Knowledge from Literature Reviews, Focus Groups, and CPS Experts

Factors contributing to non-use of child restraints and booster seats

Socioeconomic/Demographic

Income Level, Race/Ethnicity, Driver Age, and Sex, Age and Weight of Child Occupant.

Perception, Awareness, Behavior,

Perception of Risk, Knowledge of CR Laws, Awareness of Best Practices, Unrestrained Driver, Vehicle Issues (Lack of Space, Seat Compatibility, Belt System), Driver Excuses (Hassle, Child Uncomfortable, etc.)

Recommendations

- Laws and Enforcement-related Issues
 - Enforce existing CR laws. Track citations by age.
 - Publicize CR law enforcement activities.
 - Use designated CR law enforcement details.
 - Train officers in best practices of CRs and Booster Seats.
 - Educate judges and prosecutors about CR laws and risks of unrestrained and inappropriately restrained children.
 - Evaluate effects of stronger CR laws

Recommendations (Cont'd)

- Education (in General)
 - Focus on best practices for properly securing children, especially those in the booster seat age group.
 - Increase the perception of risk of injury/fatality.
 - Visuals—crash tests with appropriately restrained, inappropriately restrained, and unrestrained crash dummies.
 - Testimonials—story told by parent whose child was injured or killed in a crash and was unrestrained or inappropriately restrained.

Recommendations (Cont'd)

- Education (for Diverse Groups)
 - Accessibility to education is critical for diverse groups less likely to restrain children.
 - Message delivery/educational role should be filled by health care providers and child safety advocates.
 - Use culturally-sensitive, bilingual messages within reading level
 - Use community-oriented and faith-based centers
 - Seat giveaways, low-cost seats, and store coupons increase accessibility to child restraints and booster seats

Recommendations (Cont'd)

- Education (Messengers)
 - CPS technicians
 - Health care providers (Pediatricians, Nurses, Physician Assistants)
 - Child care providers
 - Pre-school /elementary school teachers
 - Community groups (e.g., mothers of pre-schoolers)
 - Law enforcement officers, EMS, Firefighters
 - Media (TV, radio, billboards)