

Restraint Awareness Campaign (1)

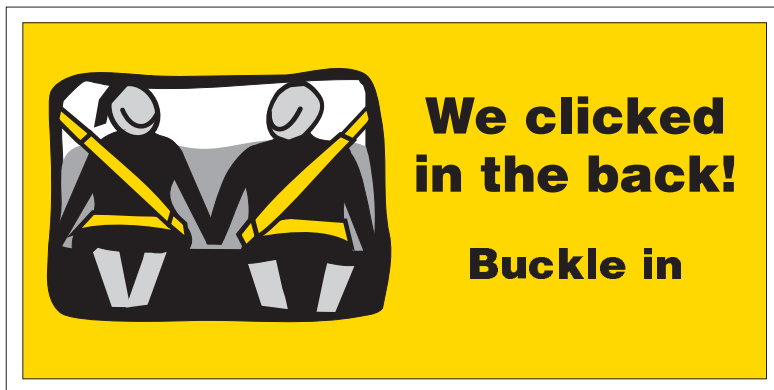
We Clicked

Promoting the use of seatbelts - general use and in the back seat.

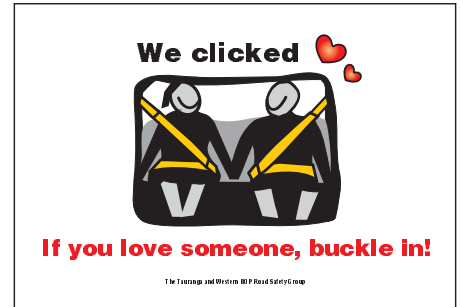
Resources available:

Concepts available for a wide range of uses.

Advertisements, posters, billboards, signage, café cards, giveaways: pens, car tidy bags, bookmarks.



Various options



Restraint Awareness Campaign (2)

Buckle In

A simple and friendly cartoon graphic that proved very popular with the public. 38,000 bumper stickers were seen all over the Bay of Plenty, accompanied with giveaways for targeted restraint campaigns by community groups. Also used frequently in community newspapers and used annually for the "Kiddiklic" project.

Resources available:

Advertisements, posters, billboards, signage, café cards, pens, car tidy bags, fridge magnets, bookmark, balloons, tattoos.

Bumper Sticker



Bookmark

Answer:
The driver of the vehicle.

Drivers must be responsible for keeping children safe in vehicles. Failing to do so will result in a \$150.00 fine.

Follow these instructions for the correct use of car seats.

1. Check the instruction booklet to see if the child is the correct size to be carried in the seat.
2. If you have front passenger-side air bags, the child or infant seat should be in the back seat.
3. Infant seats (up to 9kg) should have the handle down while in use in the car.
4. Children under 1 year old should be in a car seat facing the back of the car, preferably in the back seat.
5. Use the locking clip when the seat is using the lap/ash safety belt.
6. The harness should be threaded through the correct holes for your seat/child. Some seats must have the harness threaded through the top holes only for 'forward facing' (check the instruction book).
7. Check how old the car seat is and when it will be past its 'use by' date. If uncertain contact Plunket.
8. In a child seat (9kg-18kg) make sure the tether is bolted to your car (all Aust/N.Z. standard seats will have a tether).
9. Make sure the harness fits snugly against the child's chest.

For more information, free advice, or a safety inspection, please contact your local Plunket 'Car Seat Rental Scheme' Tauranga: 578 7813, To Puke: 573 7901

Western Bay of Plenty District Council
Tauranga City
Plunket
it's think safe
DRIVEN BY YOUR FRIENDLY THINKSAFE

Buckle in
You are Responsible

A road safety project by the Tauranga Community Child Restraint Group

Question:
Who is responsible for restraining children and young people 15 years and under in a vehicle? (please see overleaf for the answer).

“Buckle In” continued

Keyring



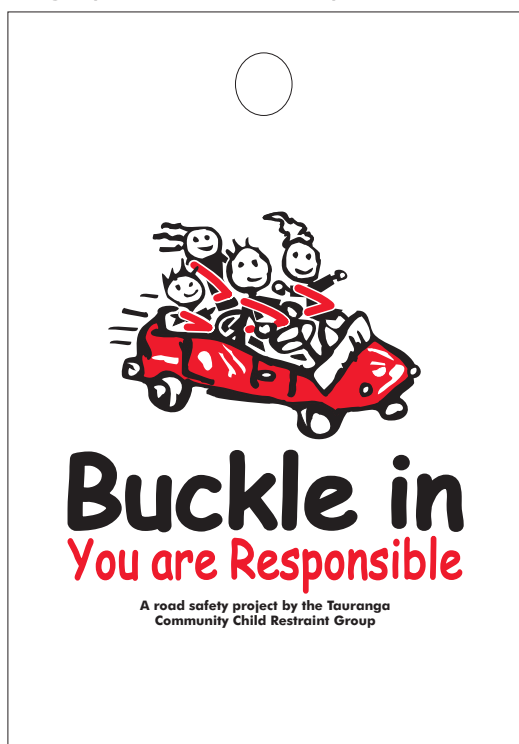
Fridge Magnet



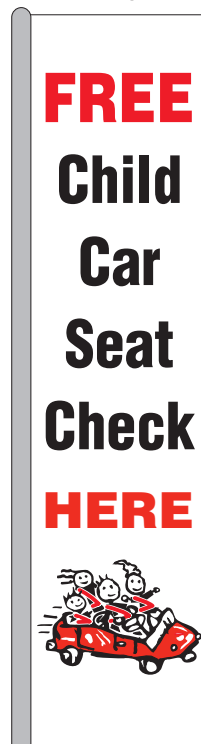
Pen



Bags (250mm x 360mm)



Flanner (1830mm x 460mm)



Restraint Awareness Campaign (3)

KiddiKlic

Campaign to promote free child car seat checks.

Resources available:

Advertisements, posters, leaflet.



Keep them buckled in

Attend a FREE Child Car Seat Check to make sure your child is safe

Follow these instructions for the correct use of car seats

- Check the instruction booklet to see if the car seat is the correct size for the child.
- The back seat is the safest place for a child restraint. If you have front passenger-side air bags, the child or infant seat should be in the back seat. Rear-facing child restraints must always be placed in the back seat if there is a front seat airbag.
- Check the instructions to find out which position the handle must be in when installed in the car.
- Children under 12 months old should be in a car seat facing the back of the car, preferably in the back seat.
- Use the locking clip when the seat is using the lap/sash safety belt.
- The harness should be threaded through the correct holes for your seat/child. Some seats must have the harness threaded through the top holes only for "forward facing" (check the instruction book).
- Check how old the car seat is and when it will be past its 'use by' date, if uncertain contact your local Plunket.
- In a child seat (9kg-18kg) make sure the tether is bolted to your car. All Aust/NZ standard seats will have a tether.
- Make sure the harness fits snugly against the child's chest.

For more information or free advice, contact your local Plunket 'Car Seat Rental Scheme' Tauranga: 578 7813, Te Puke: 573 7901

FREE Car Seat Checks

Tauranga Plunket Rooms
Saturday 4 April, at 11am-2pm.

Tahatai Coast School
Wednesday 8 April at 11am-2pm.

Katikati Primary School
Wednesday 29 April, at 11am-2pm.

Did you know that most kids need to use a booster seat until around 9 years old?



COMPETITION

Answer this question to go in the draw to win a Britax Child Car Seat or Booster seat.
Most kids need to use a Booster seat until they are around years old.

Bring this coupon to the Car Seat Check, or post to RSC, P.O. Box 1121, Tauranga.

Your name: Phone:

A PROJECT BY THE TAURANGA COMMUNITY CHILD RESTRAINT GROUP Entries close 4pm, Thursday 30 April 2009

Booster Seat leaflet also available as a Newspaper Ad

Kids need BOOSTERS to keep them safe!

Did you know that most kids need to use a booster seat until around 9 years old?

Boosters allow the vehicle safety belt to be positioned correctly to offer the best protection in a crash or sudden stop. Kids can see out when they're in a booster and they'll be much more comfortable too.



Do you think your child is safe without a booster seat?


Try this simple test to see:
If the answer is no to any of the points below, then your child needs to use a booster seat to keep them safe!

- My child can sit right back on the seat of the car or van with their legs bent comfortably over the edge.
- The shoulder belt comes over the shoulder, not across their neck.
- The lap part of the safety belt stays low against their thighs, not across their stomach.
- They can stay seated like this for the whole trip.




For more information or free advice contact your local Plunket Car Seat Rental Scheme
 Tauranga 578 7813, Whakatane 07 308 0680
 Opotiki 07 315 6282

Is your child or young passenger correctly restrained?

Follow these instructions for the correct use of car seats



- 1 Make sure you check the instruction booklet to see if the car seat is the correct size for your child.
- 2 The back seat is the safest place for a child restraint. If you have front passenger-side air bags, the child or infant seat should be in the back seat. Rear-facing child restraints must always be placed in the back seat if there is a front seat air bag.
- 3 Check the instructions to find out which position the handle must be in when installed in the car.
- 4 Children under 12 months old should be in a car-seat facing the back of the car, preferably in the back seat.
- 5 Use the locking clip when the seat is using the lap/sash safety belt.
- 6 The harness should be threaded through the correct holes for your seat/child. Some seats must have the harness threaded through the top holes only for "forward facing" (check the instruction book).
- 7 Check how old the car seat is and when it will be past its use by date, if uncertain contact your local Plunket.
- 8 In a child seat (9kg-18kg) make sure the tether is bolted to your car. All Aust/NZ standard seats will have a tether.
- 9 Make sure the harness fits snugly against the child's chest.

A project by the Tauranga Community Child Restraint Group