

INFORMATION



from South Lanarkshire Council Corporate Communications and Public Affairs
Council Offices Almada Street Hamilton ML3 0AA. Tel 01698 453857 Fax: 01698 454949

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The photo shows (L-R):
Colin Smith, Assistant Road Safety Training Officer (SLC), Megan Reynolds-Cowie, Sales Advisor (Mothercare), Councillor John Murray, Chair of South Lanarkshire Council's Road Safety Forum, Lynne Nimmo, Store Manager (Sainsbury's) and Sharon O'Leary, School Travel Plan Coordinator (SLC).

Safety checks for child car seats

ENSURING that your child's car seat is fitted correctly is the focus of a new campaign by South Lanarkshire Council's Road Safety team.

The team were recently at Sainsbury's in East Kilbride to help shoppers ensure their child car seats were fitted in the right way and were appropriate for the child's height.

The aim of the in-car safety campaign is to help reduce the number of child casualties in road traffic collisions.

A properly restrained child in a car is 90% less likely to be killed in an accident. Recent campaigns and research have highlighted that many child seats are incorrectly fitted and many children are not restrained at all.

The Council is supporting the Scottish Good Egg In-Car Child Safety campaign, which is running nationally, to benefit from its proven track record of success in significantly reducing casualty rates among child passengers across Scotland over the last 10 years.

Chair of South Lanarkshire Council's Road Safety Forum, Councillor John Murray, said: "Although well-intentioned parents may install a child car seat to keep their child safe, the danger of serious injury is just as great if the seat is not fitted properly or if they have chosen the wrong type of seat for the height, weight and age of the child.

"That's why it was encouraging to see so many people take part in the car seat clinic.

"Anything that can help reduce the number of children involved in accidents will always have our full support."

Director of Road Safety Scotland, Michael McDonnell says: "We have seen the number of children killed or seriously injured in cars fall by 72% over the past ten years which marks a welcome contribution to the GB Government target of a 50% reduction.

"This is a tremendous success story which I believe could not have been achieved without the Good Egg campaign."

Superintendent Alan Duncan, Lead Officer for the Association of Chief Police Officers in Scotland (ACPOS) National Campaigns said: "Recent figures show a fall in child passenger casualties which is encouraging.

"However, we are still finding children who are either not wearing seatbelts or who are restrained by unsuitable or incorrectly-fitted car seats.

“We fully support the Good Egg Campaign which helps to educate drivers about their responsibilities in relation to in-car child safety and provides practical advice to ensure children are kept safe whilst on the move.”

According to campaign organisers, this year’s campaign will be the biggest yet with high-profile radio and online advertising backed up by extensive social media activity on Facebook and Twitter.

More details about the Good Egg Campaign are available at www.protectchild.co.uk

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