

CHILD RESTRAINT SYSTEMS (CRS) CAN REDUCE THE RISK OF A CHILD DYING IN A ROAD TRAFFIC ACCIDENT BY 80%.

DO YOU WANT TO BE A 5-STAR PARENT WHEN IT COMES TO PROTECTING YOUR CHILD IN THE CAR?

START BY COMPLYING WITH THE LAW THAT PROTECTS YOUR CHILD.



INSERT YOUR LOGO

WITH THE SUPPORT OF:



FIA FOUNDATION

FIA / ROAD SAFETY GRANT PROGRAMME



ARE YOU A 5-STAR PARENT IN THE CAR?

- ★ SET AN EXAMPLE BY USING YOUR OWN SEAT BELT
- ★ CHOOSE THE RIGHT CHILD SEAT
- ★ INSTALL THE CHILD SEAT IN THE RIGHT DIRECTION
- ★ FASTEN YOUR KID IN THE CHILD SEAT CORRECTLY
- ★ PROPERLY ATTACH THE CHILD SEAT TO THE CAR



SAFE KIDS IN CARS

[Insert the link to the campaign website here, e.g. www.autoclubname.com/safekidsincars]

INSERT YOUR LOGO

EVERY EIGHT MINUTES, A CHILD DIES IN A CAR CRASH SOMEWHERE IN THE WORLD, AND THE INJURIES CAUSED BY SUCH ACCIDENTS ARE AMONG THE FOUR MAIN CAUSES OF DEATH AMONG CHILDREN AGED 5 TO 17 YEARS.

THE DEATH OF CHILDREN IN ROAD TRAFFIC ACCIDENTS IS CONSIDERED A GLOBAL EPIDEMIC, WHICH MAY GROW IN THE COMING DECADES IN VIEW OF THE FORECAST INCREASES IN THE POPULATION AND THE NUMBER OF JOURNEYS.



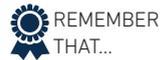
★★★★★

SET AN EXAMPLE BY USING YOUR OWN SEAT BELT

The attitudes of parents are key reference points for children. To set an example, parents and other adults travelling in a car must comply with the law on the use of CRS and seat belts by putting their seat belts on for every journey in every seat,



as well as acting respectfully towards other road users and complying with road traffic rules.



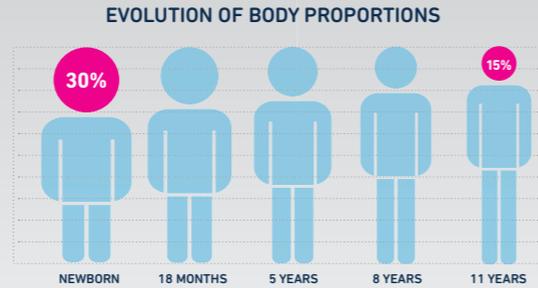
REMEMBER THAT...
Since [YEAR], a law has been in force in [COUNTRY] making the use of Child Restraint Systems mandatory for children under the age of [SUMMARY OF THE LAW]. Besides serious risk to a child's safety, breach of this law may result in penalties of [SUMMARY OF PENALTIES].

★★★★★

CHOOSE THE RIGHT CHILD SEAT

From birth to the age of 12 years, a child's body undergoes an extraordinary transformation.

Child Retention Systems (CRS) must adapt to these changes to offer the most effective protection at each stage of growth.



The main types of CRS are:



A REAR-FACING CHILD SEAT



A FORWARD-FACING CHILD SEAT



A BOOSTER CHILD SEAT WITH BACKREST



A BOOSTER CHILD SEAT WITHOUT BACKREST*

* A legal yet unadvisable system because it does not provide any side protection.

★★★★★

INSTALL THE CHILD SEAT IN THE RIGHT DIRECTION

Rear-facing or forward-facing?

In the first months of a child's life – up to approximately 15 months – a rear-facing child seat must be installed to guarantee protection of the head at a stage of growth when a baby's neck and spine are not well formed.

0 TO 15 MONTHS



REAR-FACING

To protect the neck and head.

FROM 15 MONTHS



FORWARD-FACING

Greater protection for the back and internal organs.

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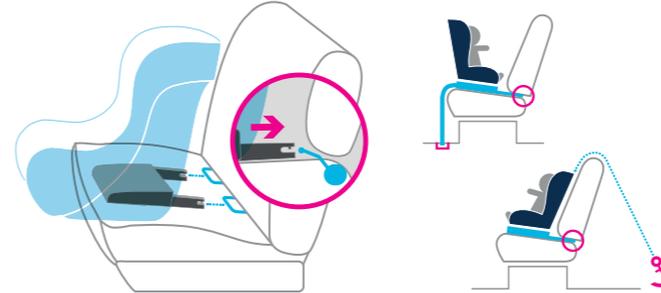
PROPERLY ATTACH THE CHILD SEAT TO THE CAR

Follow the instructions to attach the CRS to your car with the seat belt or use ISOFIX if available.

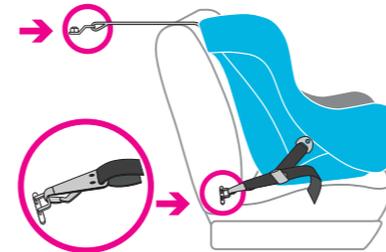
ISOFIX and LATCH, most effective systems

Properly attaching the CRS to the vehicle is crucial for assuring its effectiveness in the event of an accident. The consequences of poorly attaching it may be as serious as travelling without the appropriate device.

ISOFIX



LATCH



IN BOTH SYSTEMS, TWO CONNECTORS OR ANCHORS CONNECT THE BASE OF THE CRS DIRECTLY TO THE VEHICLE'S STRUCTURE.

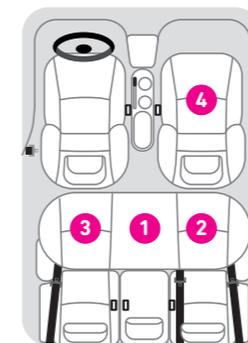
THE THIRD ANCHOR POINT IS LOCATED AT THE TOP REAR OR, FOR ISOFIX ONLY, VIA A SUPPORT LEG.



If the vehicle does not have ISOFIX or LATCH systems, the CRS must be attached using the vehicle's conventional seat belt and the guides incorporated into the child seat.

Which seat should you install the CRS in?

The rear positions are the most highly recommended for both forward-facing and rear-facing child seats. The middle position is the safest (farther away from potential side impacts and from rigid elements of the car), as long as it has a three-point seat belt, and then the side positions. The last position is the front passenger seat, with the airbag deactivated.



Recommended order of priority

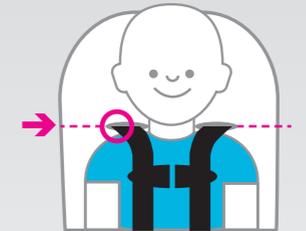
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FASTEN YOUR KID IN THE CHILD SEAT CORRECTLY

How to do it?

CHILD SEATS WITH HARNESS

Ensure that the harness fits your child's body snugly, with the protectors properly positioned. There should be no twists. The top straps must be at the same height as or slightly lower than shoulders, and the waist straps must be as low as possible in your child's lap.



CHILD SEATS WITHOUT HARNESS

Fasten your kid in the child seat using the vehicle's seat belt, which must pass through the top anchor point of the backrest and above the shoulder, never touching the neck or below the armpit. The horizontal band must be fastened around the pelvis and not the abdomen, and the seat belt must be comfortably tight. There should be no play or twists.

Regardless of whether you use a harness or a seat belt, it must fit your child's body snugly and be comfortably tight. There should be no play or twists!

