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22nd June 2009

In-Car Child Safety Campaign Targets Scotland

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The Press Release

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Over the last seven years, almost 7,000 child car seats have been tested at special car clinics throughout the country and more than half (51%) were either incorrectly-fitted or were incompatible with the child or with the make or model of car they were being used in.

The main areas of concern flagged up by the clinics were:

- **Seats that were either too big or too small for the children using them**
- **Seats which didn't fit properly in the cars they were used in**
- **Seatbelts which were twisted or too loose to keep the seat secure**
- **Buckles that were bent or which rested on the car seat frames (known as 'buckle-crunch')**
- **Child harnesses that were twisted or not pulled tightly enough, leaving the child insecurely fastened.**

A high-profile television campaign featuring popular presenter Kaye Adams will run on STV featuring adverts at the beginning and the end of breaks, challenging viewers to identify what a mother has forgotten to do when she puts her child into the car seat. Michael McDonnell, Director of Road Safety Scotland said: "Parents must understand that there is a real life-and-death difference for their children if they fit the wrong seat, or fit the right seat incorrectly.

"Unrestrained children can be killed at speeds as low as 5pmph, so it's vitally important that children are properly restrained on every trip.



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“This year we can offer many more clinics right throughout Scotland from the Borders up to the Highlands. Clinics will also be held in Orkney and Shetland for the first time. We encourage parents and guardians to take full advantage of them and to log onto stv.tv/childsafety for more information.”

This year’s initiative, which is also supported by the Association of Chief Police Officers in Scotland (ACPOS), the Arnold Clark Group, RoSPA, STV and local Road Safety Units, has attracted over 50 Scottish retailers to join the ‘Good Egg Charter’ which is designed to put child safety ahead of profits.

Sir Arnold Clark, Chief Executive of the Arnold Clark Group, who has sponsored the campaign for the last eight years added; “It doesn’t take much time to check a car seat is fitted properly and it’ll be too late after a collision. We urge parents to ensure that their child seats are fitted safely – it could ultimately save their child’s life.”

Information on the campaign, the law and other key safety information can be found on the campaign websites at stv.tv/childsafety and protectchild.co.uk



View protectchild.co.uk

The screenshot shows the protectchild.co.uk website. At the top, there's a banner for 'IN-CAR SAFETY CLINICS Free Car Seat Checks In Your Area'. Below this is a navigation menu with links like 'Start Guide', 'The Law', 'Retailer Guide', 'Car Clinics', 'Checklist', 'Competition', 'News', 'Partners', 'Downloads', and 'Parents Corner'. The main content area features a 'Quick selection' sidebar with links to 'The child car seat guide', 'The Law', and 'Downloads'. The main text includes a welcome message and a quote from Sir Arnold Clark: "I am delighted that Arnold Clark Automobiles is supporting the in-car child safety initiative. I am and always have been passionate about cars. I spend most of my working day on the road in my car and consider road, car and passenger safety to be of paramount importance to all road users." Below the quote is a signature of Sir Arnold Clark and his title: 'Chairman & Executive Arnold Clark Automobiles'. There's also a 'GOOD EGG CHARTER' logo and a 'VIEW STV TV ANYWHERE' button.



View tv advert



View the Drum editorial



View the case study