

The Press Release

22 June 2009

ROAD SAFETY GB HATCHES NATION-WIDE IN-CAR CHILD SAFETY SEAT CAMPAIGN More Than Eight Out Of Ten Child Safety Seats Across The UK Are Incorrectly Fitted - Good Egg Guide To Highlight The Danger To Parents and Carers

Road Safety GB (RSGB), the road safety organisation that represents over 200 Local Authority Road Safety Teams across the UK, has launched a major national road safety initiative. The Good Egg Campaign is designed to ensure that babies and children are properly restrained whilst travelling in the car, by showing parents and carers the correct way to fit in-car child safety seats.

This is important because:

- **An unrestrained child can be killed in an impact with speeds as low as 5mph.**
- **If properly restrained a child is three times less likely to sustain a head injury in a collision than an unrestrained child.**
- **In 2008 more than 5,000 children under twelve were injured as car passengers on British roads.**

The campaign launched on Monday 6th September 2010, at Tesco in Durham, and road safety professionals ran an educational clinic demonstrating how to fit various types of safety seats and distributed copies of the initiatives handbook, 'The Good Egg Guide to In-Car Child Safety'. Similar clinics will be taking place across the UK throughout the autumn.

Alan Kennedy, the Chair of Road Safety GB said:

"We're really excited to be able to announce the launch of Road Safety GB's national campaign. Children and infants are our most vulnerable road users and an ill-fitted car-seat can mean the difference between life and death. The campaign will run throughout England this autumn, and over this period we look forward to helping mums, dads and other carers make sure that their children are safe in the car.

"With sponsorship by Arnold Clark Automobiles together with the support of Local Authorities, Fire and Rescue Services and other key partners; the Good Egg Campaign will help to raise awareness of the risks to children being placed in car seats that are not fitted safely. The Good Egg Campaign has been running in Scotland since 2001 and has helped reduce the number of in car child casualties significantly. By being a 'Good Egg' parents and carers will be helping to keep their little ones safe in the car."



making the difference



Sir Arnold Clark, Chairman and Chief Executive of Arnold Clark Automobiles said: "We're very pleased to sponsor the Good Egg Campaign and help make a difference in reducing the number of child casualties on the roads. Parents and carers often don't realise that different cars require different types of safety seat and often think that their child is properly protected when this may not be the case.

"The Good Egg clinics ensure that all attendees get authoritative advice on the best type of in-car child safety seat for their vehicle and the proper method of installation. The clinics will also distribute the Good Egg Guide, a manual which provides detailed take-home guidance on all the important issues relating to in-car safety seats."

Elizabeth Day, Mothercare Parenting Consultant said: "At Mothercare we understand that car seat safety is of paramount importance which is why we are delighted to be supporting the Good Egg Campaign clinics.

"As a specialist retailer we are able to offer a 'free safe fit' service in all our stores. One of our trained fitting experts will check that the car seat fits both the child and the car. Selected stores also provide a free fitting service, fitting the car seat in the customer's car. In addition to this we also provide a comprehensive checklist, to make sure the child stays safe on every journey."

The Good Egg clinics will be supported by a national advertisement campaign on bus rears across England. Parents will get the chance to win child car seats by logging on to www.protectchildgb.org.uk and completing the on-line survey.

It is intended that the Good Egg Campaign will become an annual event and it will run initially for four weeks, with car seat clinics undertaken over several months this autumn. Parents and carers can find out where their nearest clinic is by logging onto the Road Safety GB Good Egg website www.protectchildgb.org.uk.



View protectchildgb.org.uk

