

## In-Car Child Safety Initiative

### The Client

With valuable long term sponsorship from leading UK car retailer, the Arnold Clark Group and Road Safety Scotland, the Scottish Good Egg Guide to In-Car Child Safety was launched across Scotland in 2001 following a successful pilot in 2001 in the Central Belt region. It was the largest multi-agency partnership ever formed at the time and includes ACPOS, RoSPA and Local Authorities throughout Scotland.

### The Challenge

This campaign was prompted by a report indicating that up to 80% of child car seats in Scotland might have been incorrectly fitted, leading to the obvious conclusion that the disturbingly high number of injuries and fatalities suffered by child passengers on Scotland's roads each year could be significantly reduced if they were properly restrained.

The aims of the campaign were, and remain, to:

1. Raise awareness of the dangers of transporting unrestrained or incorrectly restrained children in cars.
2. Provide access to the necessary information to help parents and guardians to make safer choices.
3. Educate retailers and provide opportunities for families to have their child seats checked at convenient locations throughout Scotland.

### The Dynamic Solution

Following intensive focus group testing and a successful initial regional pilot, the campaign was rolled out across the whole of Scotland in 2001 as the biggest multi-agency public/sector partnership campaign ever promoted north of the border up to that time.

This comprehensive cross-media campaign comprised a handy glove-compartment size information booklet, high density radio advertising, a dedicated website, bus backs, a wide range of in-store promotional materials and the establishment of a network of Good Egg Car Clinics where parents could check that their car seats had been correctly fitted. In 2003, this was further enhanced with our 'Good Egg Charter' which is awarded to child seat retailers meeting stringent standards on staff training and quality of advice on seat selection and fitting.

## The Results

The success of this campaign was recognised in The Prince Michael International Road Safety Award in 2006 and was 'Highly Commended' in the Scottish Transport Awards in 2007. The 2009 campaign achieved the following results;

- A 65% reduction in child in-car injuries and fatalities in comparison to the '94 – '98 average
- 70 car seat clinics across Scotland in 2009 – covering every Scottish region
- More than 1,300 individual child car seat checks, bringing the total to over 9,000 checked throughout Scotland at special Good Egg Car since 2001
- 51 retailers across Scotland signed up to the 'Good Egg Charter'
- Over 170,000 Scottish 'Good Egg Guides' distributed
- Over 100,000 visitors to the campaign website [www.protectchild.co.uk](http://www.protectchild.co.uk) since 2002

## Partner feedback

*"The Good Egg Campaign is a recognised part of the annual calendar of road safety events in Scotland, and the logo and Guide are now a familiar sight throughout the country."*

*"This initiative has unquestionably raised awareness of not just some, but all of the issues surrounding the safe transport of children in cars. This is one of the finest examples of partnership working with which Road Safety Scotland is associated"*

**Michael McDonnell – Director –Road Safety Scotland**

*"Dynamic Initiatives has worked with Arnold Clark Automobiles for the past seven years on the development and implementation of the in-car child safety initiative. ACA is principle sponsor and our continued support over the years is proof that Dynamic is a committed, reliable and trustworthy company. Expertise and knowledge coupled with infallible enthusiasm, put Dynamic at the forefront of the market"*

**Lucy Fuller –Marketing Director –Arnold Clark Automobiles**