

FIRST WORKSHOP

CHILD SAFETY AND CULTURAL APPROACH



Protection of children in cars

7th International Conference

Workshop on Wednesday, December 2

Child safety and cultural approach

Workshop, 14:00 – 19:00

Chairmen:

Klaus Langwieder, International Safety Consulting

Philippe Lesire, LAB PSA / Peugeot-Citroën RENAULT

Brian Fildes, Monash University Prato Centre

TÜV SÜD Akademie GmbH

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7th International Conference on Protection of Children in cars

INTRODUCTION

Klaus Langwieder, Brian Fildes, Philippe Lesire

3 sessions:

- **Session 1** : an European experience with CASPER
- **Session 2** : other worldwide experiences
- **Session 3** : synthesis and panel discussion

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INTRODUCTION

Klaus LANGWIEDER:

happy to make this become real, because misuse are still a reality regularly reported by field studies but all of them cannot only be solved by technical solutions. Sociological and cultural parameters have to be considered.

Around 30 participants: allow to have a good communication (reactive and inter-active), better for construction of future actions.

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Session 1

“The objectives & work initiated in CASPER - first results”

Objective of subtask 3.1.1 : Social safety demand

Providing a sociological overall understanding of safety practices concerning child environment in car transportation

Some social factors explain the gap between the fact all parents want to protect their children and the reality of road situation : they badly secure children in the car and the misuses of child restraint are still an important factor of injury.

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Session 1

Literature review

Topics :

- ▲ PARENTAL BEHAVIOURS AND SOCIAL BARRIERS IN TERMS OF CHILD SAFETY
- ▲ PARENTAL PERCEPTIONS CONCERNING RISK AND CHILD SAFETY
- ▲ EDUCATION, LEGISLATION, IMPACT OF LAWS ON CHILD SAFETY
- ▲ CHILDREN BEHAVIOURS : THE SOCIALIZATION OF A SPECIFIC GROUP
- ▲ CHILD SAFETY PRACTICES : USES AND MISUSES (accidentology)
- ▲ SOCIOLOGY OF RISK
- ▲ METHODS IN SOCIAL RESEARCH

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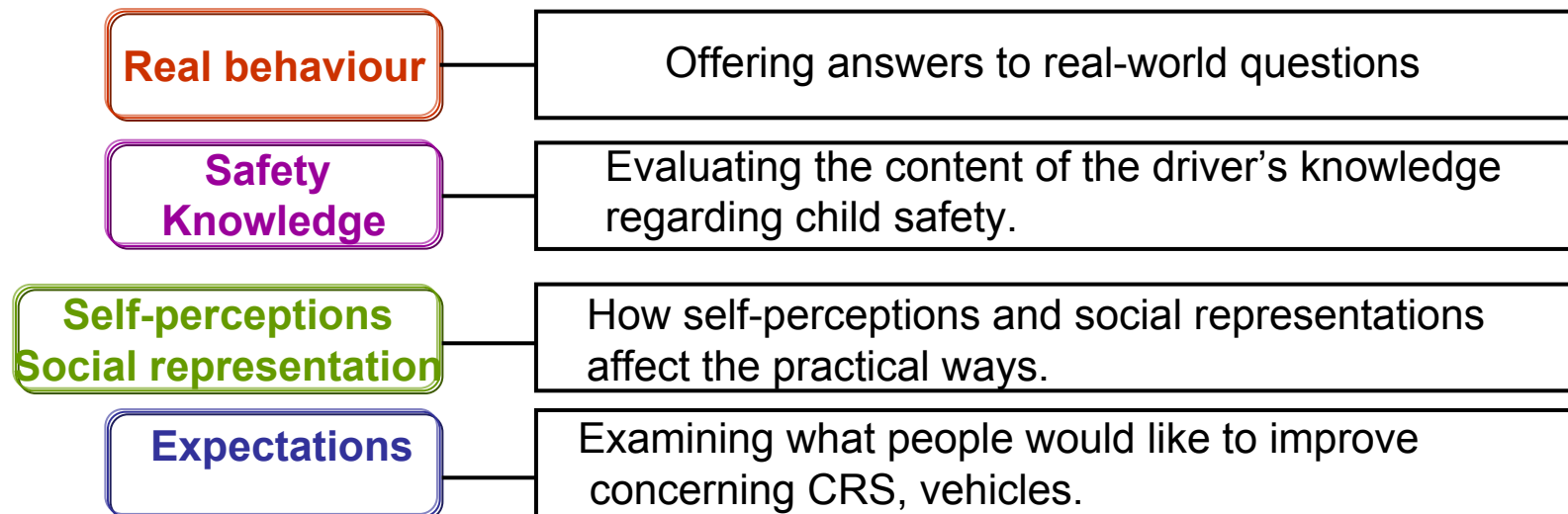
Methodology 1 : Questionnaire

1) Quantitative method :

four angles of comprehension :distributed in some schools in 2010.

Sample : parents

- driver's licence,
- car owners (or rented car)
- driving children (age 0-10y)



METHODOLOGY 2 : Focus group

2) Qualitative method :

focus group gathering between 6 and 10 people
list of topics to be discussed around child safety.

Aim: better comprehension of opinions, beliefs, behavioural tendencies

Roadmap :

- ▲ Welcome
- ▲ Filling in the questionnaire
- ▲ Project presentation
- ▲ Discussion 1
- ▲ Visual stimulus → filling out a second form
- ▲ Discussion 2
- ▲ Visual scenarios → seeking the views of all people
- ▲ Conclusion

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RESULTS : salient trends

Tendencies from first answers (15 results) – (expected in CASPER up to 1000)

From questionnaire	From focus group
<ul style="list-style-type: none"> ▪ Many parents change their car with the birth of a child ▪ 1/3 of people think that the seatbelt alone = secure for children <8y ▪ All parents think that their children are always properly restrained ▪ Presence of children affects the driving ▪ Most answered that car accidents happen on short trips ▪ Most considered driving better than the others 	<ul style="list-style-type: none"> ▪ CRS choice : parents feel lost. Too many models. ▪ “I see a lot of children not correctly restrained in cars!” ▪ parents admitted they don’t always use the CRS for a short trip ▪ “It’s not always easy to drive with children in the car”



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Session 2

“CRS use in the Israeli Arab population”

Objectives

- Identify perceptions and attitudes concerning safe transportation of children in cars, in the Israeli Arab population.
- Identify means to increase the use of CRS in the Israeli Arab population.
- Identify patterns of CRS use in the two Israeli Arab population.

Observations in 5 Arabian towns - Results

	N	Correct use (%)	Misuse / non-use (%)
Town #1			
Overall*	711	27%	73%
0 – 12 months	24	50%	50%
1 – 3 years	221	50%	50%
3 – 8 years	364	7%	93%
Town #2			
Overall*	1,036	13%	87%
0 – 12 months	24	46%	54%
1 – 3 years	312	35%	65%
3 – 8 years	603	3%	97%
Town #3			
Overall*	392	13%	87%
0 – 12 months	28	21%	79%
1 – 3 years	111	20%	80%
3 – 8 years	250	9%	91%
Town #4			
Overall*	615	13%	87%
0 – 12 months	151	36%	64%
1 – 3 years	427	5%	95%
3 – 8 years	37	11%	89%
Town #5			
Overall*	781	8%	92%
0 – 12 months	296	17%	83%
1 – 3 years	466	2%	98%
3 – 8 years	2	0%	100%

Focus groups results

Interesting findings:

- Not only an issue of « culture » but directly linked with Faith
- Faith and Fate: (two views)
 - Fate – it will just happen
 - Think first and then God will help
- Communication issues: impact of messages

Messages for CRS Use in the Arab Population

YES!

“Even short trips can shorten life”

- Emotional reaction
- Understanding of message
- Relevance
- Behavior

حتى مشوار قصير ممكن يقصر العمر!



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Session 2

“Increasing booster seat use in China: lessons from a pilot study in Beijing”

Objective:

To explore parental-perceived benefits and barriers to use of booster seats for child car passengers

Campaigns in China to promote safety seat use among children in cars should address issues of comfort and convenience of use, in-crash effectiveness for booster seats, and the seat's appearance .

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Session 2

“Child safety culture in Australia, Italy and Malaysia”

Big differences are existing between the 3 considered countries but comparison point by point does not seem easy.

Interesting points:

legislative requirements are different

Involvement of governments is also different : Common goods / interference

Communication and education

Enforcement (police needs knowledge and confidence before such action)

Lifestyle

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Session 2

“Child safety culture in Malaysia: Lifestyle”



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Session 2

“Child safety culture in Australia, Italy and Malaysia”



0 star child environment



5 stars child environment

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Observation of Kids in Cars



- Charlton, Koppel et al (2007) argued of the need for a naturalistic driving study to examine children's behaviour while travelling in cars
- Plans are developing for such a study in a number of countries (Australia, Europe and possibly the USA).
- Aim is to better understand how this influences:
 - “out-of-position” and effectiveness of restraint system; and
 - driver distraction and driving performance
- The study will be managed overall by Judith Charlton and Sjaanie Koppel combining regional studies

Session 3

synthesis and panel discussion

Set up a panel enlarged to the authors of the different presentations and interested participants

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Session 3

synthesis and panel discussion

- Discussions around what means “safety culture”, no clear statement on that point because confusion between the culture aspects in a countries (depravation, social class and immigrants) and across countries.

5 star systems as a means of defining the level of child safety

- National level (legislation, programs, equipement, rate of use, preparation of the public to regulation and enforcement,...)
- Individual level (cars, CRS, CRS correctly fitted in car,child fitted in CRS, status of car interior –eg seatbelts, airbags,...)

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Session 3

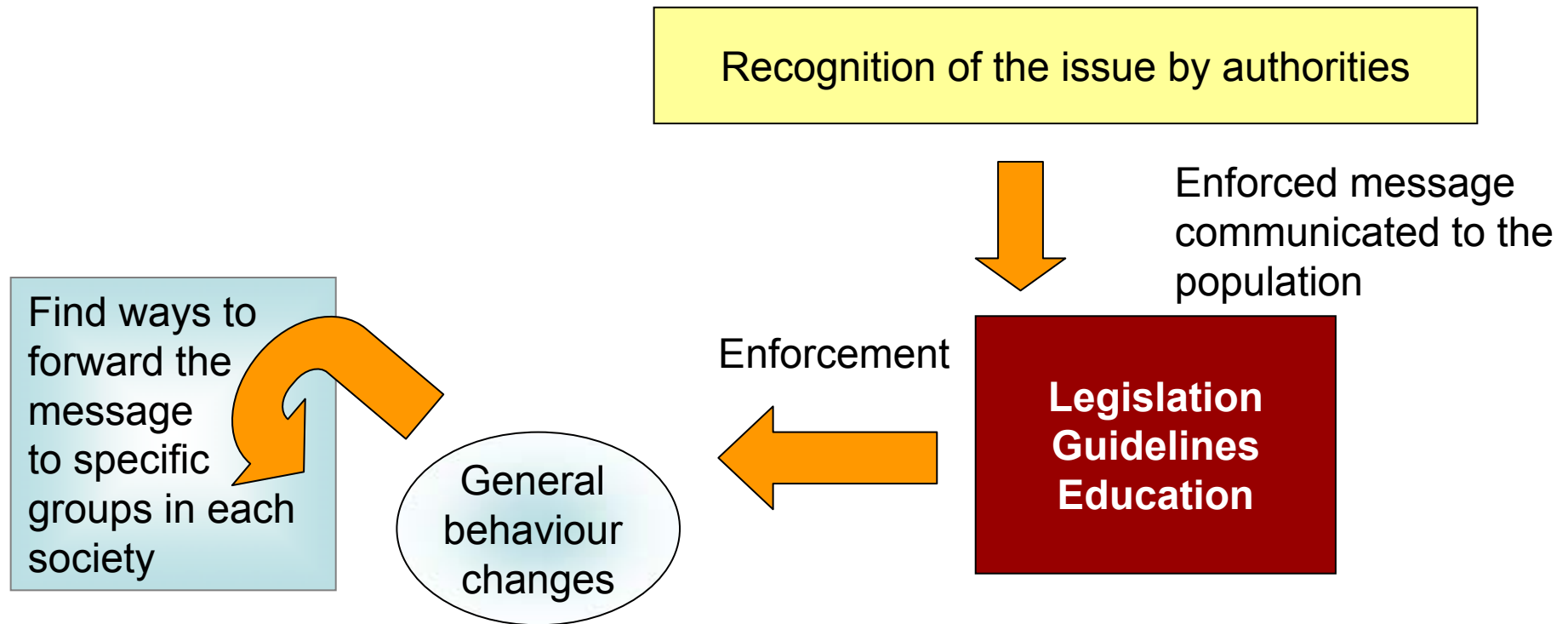
synthesis and panel discussion

- Between legislation and a police enforcement, make better use of school safety culture (parents embarrassed when CRS not used properly,...)
- Level of understanding of importance of child safety across countries (culture difference, religion,..)

Session 3

synthesis and panel discussion

- Scheme for improvement of situation: role and actions of different parts.



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Session 3

synthesis and panel discussion

- Next year workshop should deal with
 - Map showing - running National programs
 - advancement of Research projects
 - Experience from Countries (field data income)
 - Define (discuss) What to put in a 5 star rating on child safety conditions
 - National level
 - Individual level
- Newsletter circulated between participants and possibility to have meetings of this “forum” around a conference to harmonize ongoing and future actions, to share methodologies, if possible data and experiences (participants have really different experience in this area).

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Session 3

synthesis and panel discussion

- ***DO NOT HESITATE TO JOIN THIS “FORUM”***



- **THANKS FOR YOUR ATTENTION !!!**

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