EVERY YEAR, MORE THAN 65,000 CHILDREN UNDER THE AGE OF 18 DIE IN ROAD TRAFFIC ACCIDENTS WHILE TRAVELLING IN CARS.

WORLDWIDE, A CHILD DIES IN A CAR ACCIDENT EVERY 8 MINUTES.

DID YOU KNOW THAT CHILD RESTRAINT SYSTEMS REDUCE THE RISK OF A CHILD DYING IN A CAR ACCIDENT BY MORE THAN 80%?

BUT ONLY 32% OF THE POPULATION WORLDWIDE ACTUALLY BENEFITS FROM LEGISLATION ON CHILD SEATS.

IN EVERY COUNTRY IN THE WORLD, WE CAN ALL WORK TOWARDS ENSURING THAT CHILDREN TRAVEL MORE SAFELY IN CARS.

TOOLKIT FOR CHILD SAFETY IN CARS

To request the toolkit and for information, please contact
crstoolkit@fia.com

FiA

FiA FOUNDATION

FiA / ROAD SAFETY GRANT PROGRAMME
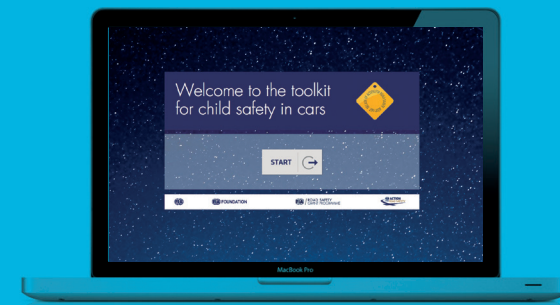
FiA ACTION FOR ROAD SAFETY

TO HELP REDUCE THESE FATALITIES, THE FIA HAS CREATED THE TOOLKIT FOR CHILD SAFETY IN CARS.

The contents are split into five levels adapted to the situation in each country.

The information at each level focuses on the various objectives that need to be met: from securing a seat belt law at level 1 to consumer demand for specialised Child Restraint Systems (CRS) information at level 5.

From the home page, users can access fact sheets containing up-to-date road safety data in all countries worldwide as well as basic CRS information.

Practical materials to carry out communication actions for child safety in cars.

The toolkit offers automobile clubs up-to-date information and pre-designed materials so that they can develop their own communication actions.

Each level provides you with the following contents:

conduct a SURVEY

Methodology to conduct surveys, focus groups and observational studies.

ADVOCACY

A practical manual and model letters to seek support from key audiences.

FACT sheets

Eye-catching statistics and visuals on different information related to CSR use.

CASE studies

Other publications, users campaigns and information regarding legislation.

create your CAMPAIGN

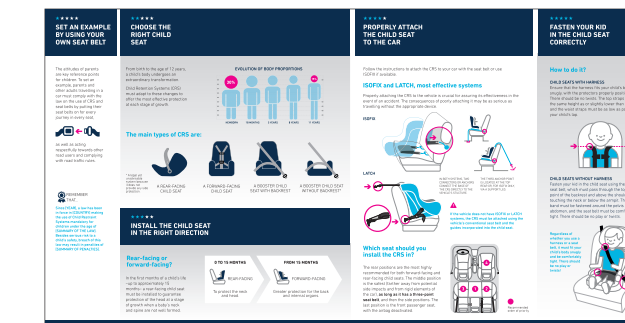All the materials required to develop a campaign.

You will find the designs for the logo, poster, brochure or website, as well as campaign use and evaluation manuals, a sample presentation for the initiative and videos that are free to use.

DOWNLOAD editable version

All the materials can be downloaded in open formats so that you can adapt them to your language, include local data and apply the corporate image of your Club.
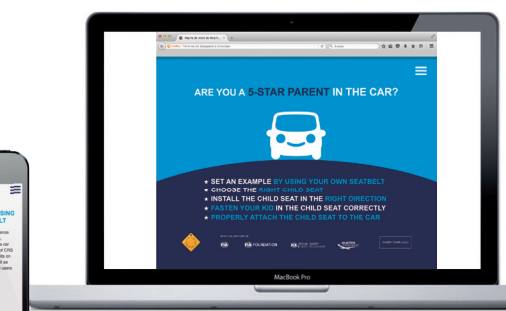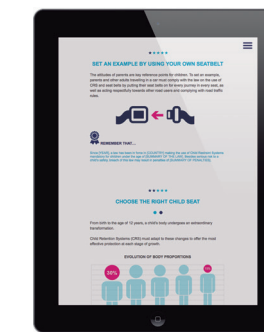
ARE YOU A 5-STAR PARENT IN THE CAR?
- SET AN EXAMPLE BY USING YOUR OWN SEAT BELT
- CHOOSE THE RIGHT CHILD SEAT
- INSTALL THE CHILD SEAT IN THE RIGHT DIRECTION
- FASTEN YOUR KID IN THE CHILD SEAT CORRECTLY
- PROPERLY ATTACH THE CHILD SEAT TO THE CAR

SAFE KIDS IN CARS

Poster

Brochure

SAFE KIDS IN CARS

SAFE KIDS IN CARS

Stickers

Responsive design website