

## The British Psychological Society

Division of Health Psychology

## Applying health psychology to increase safety behaviours for child car seats

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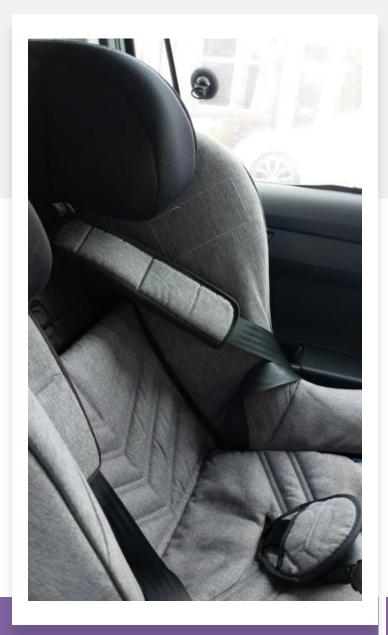
# Child car seat safety behaviours

Choosing extended-rear facing car seats (that rear face to 18kg, 25kg and beyond

Not wearing coats in the car

Ensuring seat used correctly and children secured accurately

Ensuring the child is in a correct seat for their height and weight



### Interventions

Legislation (e.g. Ensuring children are rear facing until at least 4yo)

Guidelines for retailers and sources of car seat safety advice

Modes of intervention

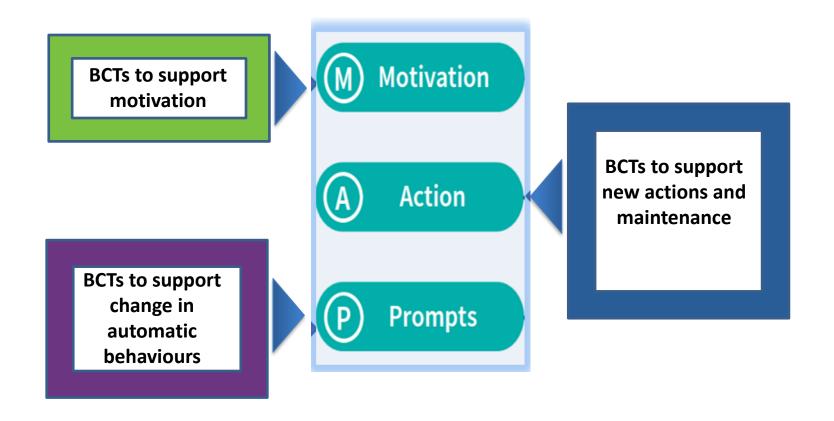
Training
(ensuring staff
selling car seats
are trained to
understand and
sell safer seats)

Group and population level interventions

Individual interventions (supporting individuals to make safer choices)

#### MAP model of behaviour change

Assessing where someone is and then intervening using evidence based 'Behaviour Change Techniques' (BCTs)



https://www.nes.scot.nhs.uk/our-work/behaviour-change-for-health/

## MAP model applied to individual interventions

#### Motivation

• Tailored information to parents (not too threatening)

#### Action

 Helping parents (once motivated) to set intentions to choose safer car seats and problem solving challenges

#### **Prompts**

- On car seats prompting to not wear coats and to fasten the restraint correctly (in addition to the anti air-bag prompts)
- In shops to choose rear facing car seats



### **Further Information**

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