

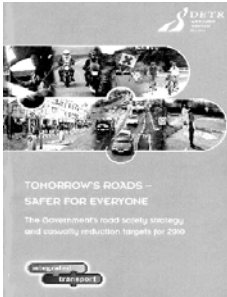
PROMOTING THE NEW REGULATIONS

Helen Clark
Acting Head of Publicity
Department for Transport

THINK!
Promoting the new child
car seat regulations

Helen Clark
Acting Head of Transport Publicity
Department for Transport

Road safety goal

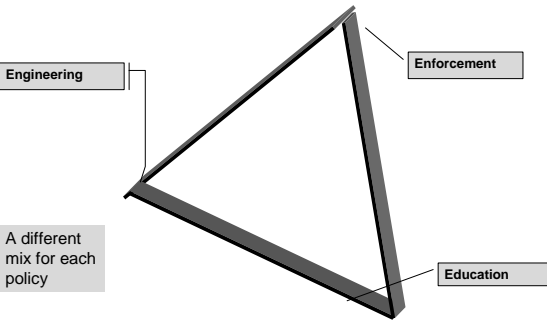


By 2010 to reduce
road deaths and
serious injuries by:

40% overall
50% for children

*Compared to the average for
1994-1998*

Achieving the road safety goal

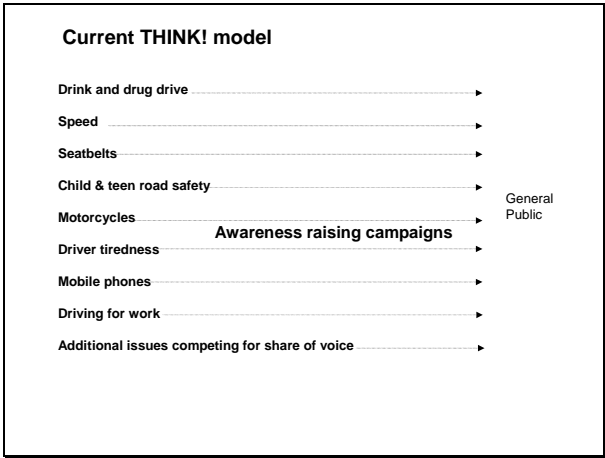


Engineering

Enforcement

Education

A different
mix for each
policy



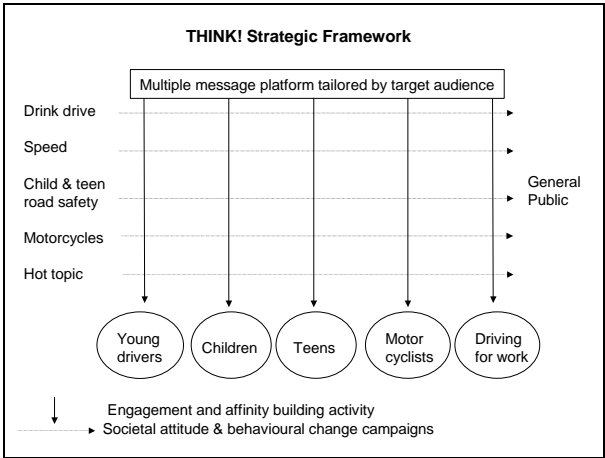
THINK! Review

Objective

To understand how THINK! works as a brand / campaign and consider how it can be developed

Five stage review and research programme

- 1) Desk research
- 2) Stakeholder research
- 3) Segmentation exercise
- 4) Stakeholder workshops
- 5) Strategic workshops



Child Car Seat New Regulations Campaign



Communication strategy

Aim

- To raise awareness of the upcoming regulations concerning child restraints in September 2006

Target audience

- Parents and carers particularly mothers

Timing

- Advertising will commence in the summer after the regulations have been approved by parliament

Key Messages

- From September 06 you must use the correct car seat for your child. There is a new law to ensure children will be properly protected when travelling in cars and goods vehicles
- If your child is under 135 cms (or 4'5") they must travel in the right car seat, booster seat or booster cushion
- Rear-facing baby seats must never be used in a front seat with an active frontal airbag
- Is your child properly protected? THINK! Use the right car seat for your child

Key Messages

- If you don't protect your children you could face a fixed penalty of £30 or a fine of up to £500
- Direct people to the website and the free public information line where a leaflet can be ordered

Media Plan

Run a three month campaign:-

- National newspapers
- Radio
- Parenting and women's interest press
- Parenting and women's interest websites



It's now the law to use the correct car seat for your child.

From September 2006 you must use the correct car seat for your child. There is a fine for parents that children are properly protected whilst travelling in cars and goods vehicles.

If your child is under 129cm (4'6 3/4"), they must travel in the right child seat, booster seat or harness cushion.

Even baby stroller seats must never be used in a front seat with an active frontal airbag.

If you don't protect your children you could face a fixed penalty of £30 or fine of up to £500.

To receive further information, call 0800 249 629 or visit www.saferoads.gov.uk

Is your child properly protected?

 Use the right car seat for your child

Public Relations

- Raise awareness of new legislation
- Reinforce in-car safety messages about child car seats

- Linking with commercial partners
- Linking with Stakeholders

Publicity Materials

- Leaflet
- Poster
- Revision to existing materials – Seatbelts and Child Restraints leaflet and the How to Fit a Child's Car Seat leaflet
- All available to order from July:-
- on line – www.thinkroadsafety.gov.uk
- by phone – 0870 1226 236

Any questions?
