## HIGHLIGHTS FROM THE **NOVA SCOTIA CHILD PASSENGER SAFETY STRATEGY**

- · CPS Specialist at CSL
- · Funding to CSL for NS CPS Strategy from NS Department of Health Promotion
- · Public event to launch strategy at IWK Health Centre
- CPS Management provincial committee
- Television public service announcements on CTV begin (1st of 5)
- · Car seat electronic newsletter
- Toll-free line for CPS inquires
- · CSL on Road Safety Advisory Committee (NS)

1st province-wide car seat conference

- · HRM School Boards purchase booster seats for all elementary schools
- · 2nd Omnibus Survey (booster seat awareness)
- · Publication: A tailored pediatric emergency intervention: Booster seat use & knowledge (2008) Lake, et al
- Department of Health's Loving Care series with CPS information

2005 - 2015

- · Safe Kids Week focus on CPS
- · Publication: Predicting parents' use of booster seats (2011) Injury Prevention (B. Bruce, et al)
- Child Passenger Safety Association of Canada launched - CSL staff first president
- · Publication: Modeling improvements in booster seat use (2011). Accident Analysis & Prevention (B. Bruce, et al)

• 2nd Car Seat Grant

 Police CPS education video

Program

- · Development of 3-year strategy and promotional plan (2016-2019)
- · Youth Photovoice Project (seatbelt use engagement)
- · Department of Education posts Booster Seat Lesson Plan on website for teachers
- CSL on National Occupant Restraint Program Working group
- Photo shoot with Mi'kmaq families
- CSL presents 10 years of CPS in NS at Canadian Association of Road Safety Professionals Conference

2005-2006 - 0 - 2006-2007 - 0 - 2007-2008 - 0 - 2008-2009 - 0 - 2009-2010 - 0 - 2010-2011 - 0 - 2011-2012 - 0 - 2012-2013 - 0 - 2013-2014 - 0 - 2014-2015 - 0 - 2015-2016 · Province-wide conference · Child Restraint System CPS Assistant hired

- Technician Training starts
- CPS Partners recognition event at IWK
- · Education with police starts
- Provincial Social Marketing campaign focusing on upcoming booster seat regulations
- · Province-wide booster seat promotion
- Participation in Transport Canada study (Child restraint use in NS & PEI)
- Needs Assessment with Technicians
- 1st Omnibus Survey (booster seat awareness)
- Booster Seat Regulations (January 1, 2007)
- · Funding from NS Department of Transportation and Infrastructure Renewal
- · Car seat booklet & postcard

- (Truro)
  - · 1st provincial Car Seat Grant Program
  - · Roadside check point program with Auto 21
- · Province-wide conference (Truro)
- · Instructor Training starts
- · Booster Seat lesson plan in many schools
- Publication: Discrepancies between knowledge and practice of childhood motor vehicle occupant safety in Nova Scotia (2012), Accident Analysis & Prevention (N. Yanchar, et al)
- Photo shoot for CPS images
- · Publication: Knowledge & practice of childhood motor vehicle restraint use in Nova Scotia. Accident Analysis & Prevention (N. Yanchar, et al.)
- · Publication: Roadside observation of child passenger restraint use (2015): Advances in Pediatric Research (B. Bruce, et al)
- CSL Facebook & Twitter pages are created

## LEGEND

Inaugural Child Passenger Safety

CPS networking in Yarmouth

Week celebration

Strategy Capacity

NS Car Seat

Building -

An Evaluation

CPS = Child Passenger Safety CSL = Child Safety Link



Partnerships & Capacity Building



CPS regional

Sydney and

Yarmouth

conferences in

Car seat poster series

Communication & Public Relations



Advocacy & Healthy Public Policy



Research & Evaluation

## THANK YOU

Child Safety Link wholeheartedly thanks all of the technicians, instructors, police, Family Resource Centres, nurses and volunteers for their on-going commitment and dedication to child passenger safety.

Thank you for everything that you do in your communities to make a difference and keep children safe

Child Safety Link; a program of the IWK Health Centre. Here for you with helpful information to keep your children safe every day and at every age.











