



Best Practice Guidelines for the safe restraint of children travelling in motor vehicles

2020 Social Media Campaign usage guidelines



OVERVIEW

The *Best Practice Guidelines for the Safe Restraint of Children Travelling in Motor Vehicles* were developed through a partnership between Kidsafe Australia and Neuroscience Research Australia, supported by a panel of child road safety experts. The initial guidelines were developed in 2013, but were updated and approved by the National Health and Medical Council of Australia in November 2020. Full details are available from:

<http://www.neura.edu.au/crs-guidelines>

The aim of these guidelines is to provide parents, carers, and road safety practitioners with clear advice on optimal use of child restraints and seat belts by children aged 0-16 years when travelling in motor vehicles, to minimise their risk of injury in the event of a crash.

The laws in all Australian states and territories outline the minimum child car restraint requirements for all children up to the age of 16 years. The available evidence shows that there is more that can be done above and beyond these minimum requirements, to minimise injury to child passengers, by encouraging best practice child restraint use.

The supporting consumer resources, including the social media campaign sets out what can be done by those responsible for transporting children in motor vehicles to ensure their optimal safety.

The advice is based on a thorough review of published studies, within Australia and internationally, (see www.neura.edu.au/crs-guidelines) which examined:

- The safest restraint type for children of different sizes, and when a child should move from one restraint type to another;
- The safest seating position for children within a passenger vehicle, and how the presence of airbags might influence seating position choices;
- The safest way in which a child restraint or seat belt is installed and used.

Where the research was limited, the advice of a panel of national child restraints experts considered the situation and a “best practice” recommendation is provided.

As more research becomes available, some of these recommendations may change. But at the time of publication, they represent the best advice based on the scientific research available.

The social media campaign is designed for:

- **Parents/guardians** of children
- **Health professionals / Organisations / Government employees** who work with families who have children under 16 years of age, or are responsible for transporting children as part of their job role.
- **Child Car Restraint installers** who provide information, advice and installation services for parents and children.

To ensure the key messages of the updated guidelines are communicated appropriately, we need your help to **promote the key messages**.

INSTRUCTIONS FOR SHARING

Please find instructions on how to share the social media campaign key message and resources below:

CHOOSE YOUR MESSAGE

Please use the following message/s to introduce the survey. These have been developed to suit different platforms. It would be appreciated if you could tag the partner organisations in your posts.

Link for Consumers – Kidsafe website: www.kidsafe.com.au/crguidelines

Link for Professionals – NeuRA website: www.neura.edu.au/crs-guidelines

Partner Organisation Tags:

	Neuroscience Research Australia	Kidsafe Australia
Facebook:	@NeuroscienceResearchAustralia	@KidsafeAustralia
Instagram	@neuraustralia	@kidsafeaus
Twitter	@neuraustralia	@auskidsafe

SOCIAL MEDIA (SIMPLE)

Each of the Top 10 Steps for safer travel messages are listed with their graphic, accompanying text that should accompany any post, email or newsletter use; recommended hashtags and a reminder to tag project partners. Website links relating to target audience can be found later in this guide.

A link to the image folder for the source of the imagery can be found later in this guide.

Note: **Highlighted text** in messages should be changed depending on sharing platform. In addition, message 10 can be changed by authorised installers or state networks to promote own services.

Message 1



Accompanying text:

The use of any restraint is preferable to not using a restraint. Whether your child is using a seat belt or a child car seat remember to **Always buckle up**, on every trip.

#ChildRestraintGuidelines #Top10stepsforsafertravel
@Tag partners

Message 2



Accompanying text:

Infants are safest if they remain in their rear facing restraint as long as they still fit in it.

Keep each child in their current seat until they outgrow it.

#ChildRestraintGuidelines #Top10stepsforsafetravel

@Tag partners

Message 3



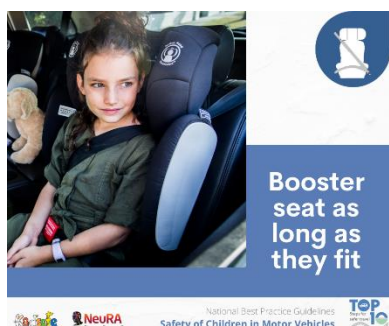
Accompanying text:

Once a child is too tall for their rear facing child restraint, they should use a forward facing child restraint with an inbuilt harness as long as they still fit in it.

#ChildRestraintGuidelines #Top10stepsforsafetravel

@Tag partners

Message 4



Accompanying text:

Once a child is too tall for a forward facing child restraint, they should use a booster seat with a lap-sash seat belt until they are tall enough to fit properly into an adult seat belt.

#ChildRestraintGuidelines #Top10stepsforsafetravel

@Tag partners

Message 5



Accompanying text:

Have you taken the 5 step test? Your child will fit the seat belt in different cars at different ages. Does your child meet the 5 step test? If not they should remain in their booster seat.

#ChildRestraintGuidelines #Top10stepsforsafetravel #5step test

@Tag partners

Message 6



Accompanying text:

All child restraints and booster seats must be installed correctly and the child buckled in correctly, according to the manufacturer's instructions.

Need help? Contact your local authorised child restraint installer for assistance.

#ChildRestraintGuidelines #Top10stepsforsafertravel
@Tag partners

Message 7



Accompanying text:

Children 12 years of age and under are safest in the rear row/rows of seats.

The front seat is not a treat.

#ChildRestraintGuidelines #Top10stepsforsafertravel
@Tag partners

Message 8



Accompanying text:

When planning any journey with children, use a motor vehicle which allows each child to be in the appropriate restraint for their size.

#ChildRestraintGuidelines #Top10stepsforsafertravel
@Tag partners

Message 9



Accompanying text:

Never add accessories to the restraint that were not provided by the manufacturer with the restraint.

#ChildRestraintGuidelines #Top10stepsforsafertravel
@Tag partners

Message 10



Accompanying text:

Check your restraint regularly to ensure it is still installed correctly and adjusted for the child – an accredited restraint installer can help with this.

To find your local installer, contact [Kidsafe in your state or territory](#).

#ChildRestraintGuidelines #Top10stepsforsafertravel
[@Tag partners](#)

Simple Generic Guidelines Promotion



Accompanying text:

Have you heard? There are new best practice guidelines for the safe restraint of children travelling in motor vehicles.

Find out more by visiting kidsafe.com.au/crguidelines

#ChildRestraintGuidelines
[@Tag partners](#)

Simple Generic Guidelines Promotion v2



Accompanying text:

Are you a professional advocating or educating others on passenger safety? Kidsafe and NeuRA have released the updated best practice guidelines for the safe restraint of children travelling in motor vehicles.

Find out more by visiting neura.edu.au/crs-guidelines

#ChildRestraintGuidelines
[@Tag partners](#)

Simple Generic Guidelines Promotion v2



Accompanying text:

Have you heard? Kidsafe and NeuRA have released the updated best practice guidelines for the safe restraint of children travelling in motor vehicles.

Find out more by visiting neura.edu.au/crs-guidelines or kidsafe.com.au/crguidelines

#ChildRestraintGuidelines
[@Tag partners](#)

SOCIAL MEDIA (DETAILED)

Message 1



Accompanying text:

It is important to remember that everyone in a vehicle needs to be appropriately restrained on every trip.

Whether your child is using a seat belt or a child car seat remember to **Always buckle up**.

#ChildRestraintGuidelines #Top10stepsforsafetravel
[@Tag partners](#)

Message 2



Accompanying text:

Don't be in a hurry to move them into the next stage restraint. No two children are the same – there is no magic number. Keep each child in their current seat until they outgrow it.

#ChildRestraintGuidelines #Top10stepsforsafetravel [@Tag partners](#)

Message 3



Accompanying text:

Don't be in a hurry to move them into the next stage restraint. No two children are the same – there is no magic number. Keep each child in their current seat until they outgrow it.

#ChildRestraintGuidelines #Top10stepsforsafetravel
[@Tag partners](#)

Message 4



Accompanying text:

Don't be in a hurry to move them into the next stage restraint. No two children are the same – there is no magic number. Keep each child in their current seat until they outgrow it.

#ChildRestraintGuidelines #Top10stepsforsafetravel [@Tag partners](#)

Message 5 v1



Accompanying text:

Does your child meet the 5 step test? If not they should remain in their booster seat.

#ChildRestraintGuidelines #Top10stepsforsafertravel #5steptest
[@Tag partners](#)

Message 5 v2



Accompanying text:

Have you taken the 5 step test?

#ChildRestraintGuidelines #Top10stepsforsafertravel #5steptest
[@Tag partners](#)

Message 5 – Alternate 5 step test Animated/Video



Accompanying text:

Have you taken the 5 step test? Find out how.

#ChildRestraintGuidelines #Top10stepsforsafertravel #5steptest
[@Tag partners](#)

Message 6



Accompanying text:

Ensure all child car seats are used according to the manufacturers instructions.
Need help? Contact your local authorised child restraint installer for assistance.

#ChildRestraintGuidelines #Top10stepsforsafertravel
[@Tag partners](#)

Message 7



Accompanying text:

Children are safer when travelling in the back row/s of seats.

#ChildRestraintGuidelines #Top10stepsforsafetravel
@Tag partners

Message 8



Accompanying text:

Is your car right for the job?

#ChildRestraintGuidelines #Top10stepsforsafetravel
@Tag partners

Message 9

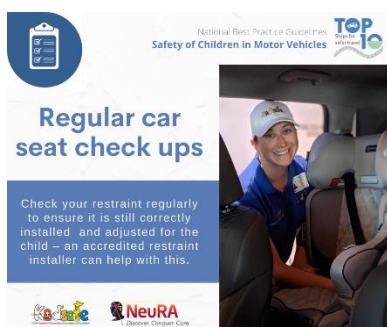


Accompanying text:

Choose your accessories wisely.

#ChildRestraintGuidelines #Top10stepsforsafetravel
@Tag partners

Message 10



Accompanying text:

Conduct your own regular car seat check-ups.

To find your local installer, contact Kidsafe in your state or territory.

#ChildRestraintGuidelines #Top10stepsforsafetravel
@Tag partners

FURTHER INFORMATION

PROVIDING MORE INFORMATION

Please link to the Kidsafe website when sharing the social media campaign materials to target consumers.

Link for Consumers – Kidsafe website: www.kidsafe.com.au/crguidelines

For social media promoting the availability of the guidelines and targeting professionals, please provide a link to the NeuRA website:

Link for Professionals – NeuRA website: www.neura.edu.au/crs-guidelines

MEDIA STATEMENTS

For any media statements regarding the development or update of the child car restraint guidelines, please contact: Jessica Meades (Senior Media and Communications Officer)

02 9399 1271 0423938166 media@neura.edu.au

USE OF IMAGERY AND INFORMATION

Should any stakeholder wish to use any of the guidelines imagery for purposes outside of the promotion of the guidelines messaging outlined in this guide please contact:

Melita Jefferies 08 6244 4880 melita@kidsafewa.com.au

Please note: All images utilised for the Best Practice Child Car Restraint Guidelines 2020 update publications have been provided or used with permission from the child car restraint manufacturers; Kidsafe state or territory media library; license purchased specifically for time limited publication use; or has its web source and owner referenced in the publication it appears alongside the image for temporary use until a suitable alternative can be sourced to replace it.

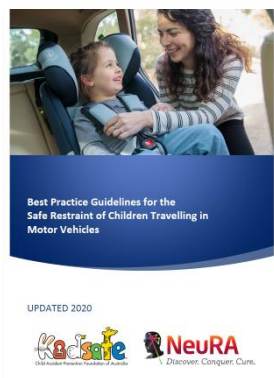
GUIDELINES PUBLICATIONS

MAIN GUIDELINES DOCUMENTS

The main Child Restraint Guidelines document and supporting technical documents can be downloaded from the NeuRA website:

www.neura.edu.au/crs-guidelines

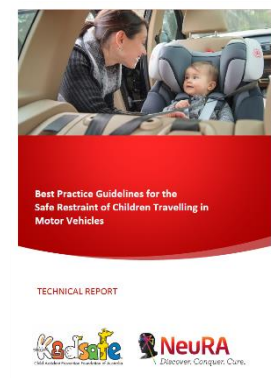
These publications include:



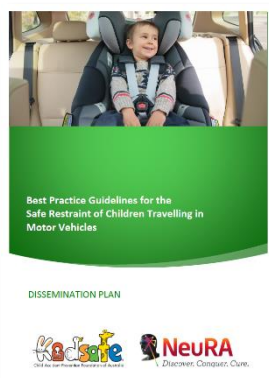
Best Practice Guidelines:
Main Document



Administrative Report



Technical Report



Dissemination Plan



Top 5 Changes
2013 to 2020



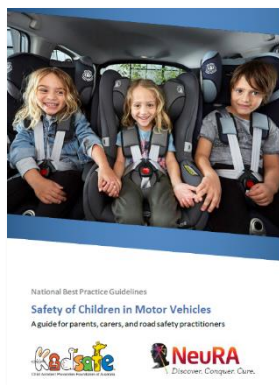
2020 Social Media
Campaign usage guidelines

CONSUMER DOCUMENTS

The consumer documents available to support the communication of guidelines messages can be downloaded from the Kidsafe website:

www.kidsafe.com.au/crguidelines

These publications include:



Detailed Consumer Guide



Top 10 Steps for Safer Travel:
A4 Fact Sheet



Top 5 Changes
2013 to 2020



2020 Social Media
Campaign usage guidelines



Animated 5 Step test



Social Media Campaign
Resources

A series of A5 message cards will be available soon, providing more detailed information on each of the Top 5 Steps for Safer Travel.

Social Media Campaign Graphics Folder

https://www.dropbox.com/sh/o0lg7hhcqzkjby/AAAedWK9mHF_rLMliddvKc4xSa?dl=0