

# Nova Scotia's Child Passenger Safety Strategy



Here for you with helpful information to keep  
your children safe every day and at every age.

# Overview

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- Child Safety Link (CSL)
- Historical Child Passenger Safety Highlights
- Strengths in our work
- Challenges
- Lessons Learned
- CSL's Renewed Child Passenger Safety Strategy
- Keys for Continued Success

# Child Safety Link

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A Maritime wide, child & youth injury prevention program of the IWK Health Centre



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# IMPACT OUTCOMES

REDUCE THE INCIDENCE AND SEVERITY OF  
INJURY TO CHILDREN AND YOUTH WHILE:

ON THE ROAD  
(PASSENGERS)

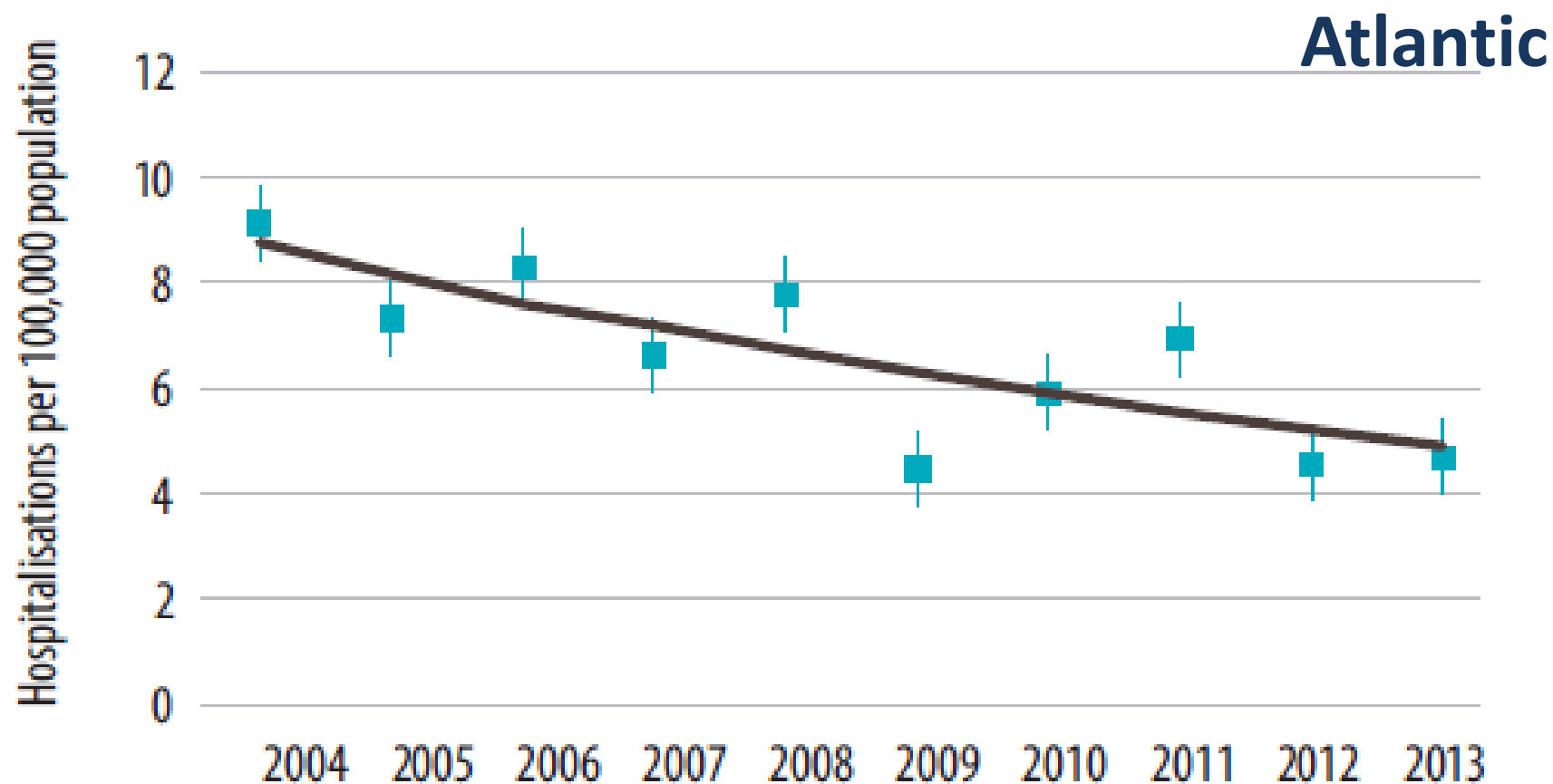
ON THE ROAD  
(PEDESTRIANS & BICYCLING)

IN THE HOME

AT PLAY



# Rate of CPS injury - Hospitalizations



Age Standardized rate per 100,000 population

# Historical Highlights

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First NS-wide strategy developed in 2005

- Funding from the NS government

- Goal:

*To increase adoption /use of child safety seats*

- Focus: Children under 14 years
- Needs Assessment





## ORGANIZATIONAL VISION

PARTNERSHIP &  
CAPACITY BUILDING

COMMUNICATION &  
PUBLIC RELATIONS

ADVOCACY & HEALTHY  
PUBLIC POLICY

RESEARCH &  
EVALUATION



# Partnerships & Capacity Building

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Car Seat Grants

Training/Recertification

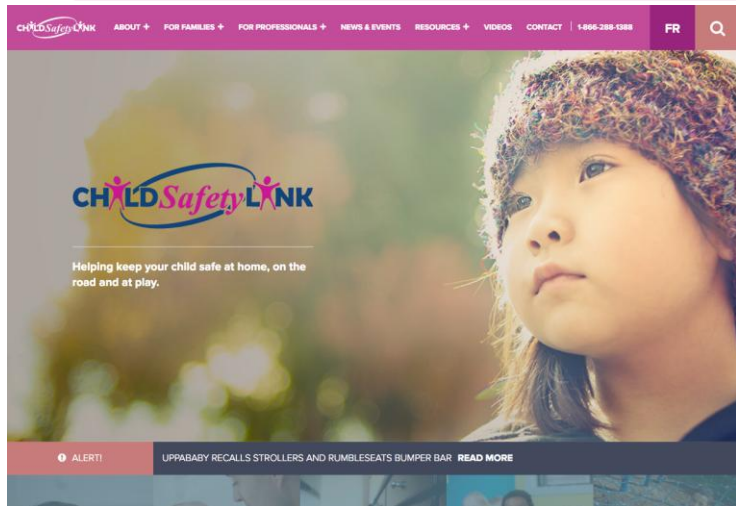
Educational  
Resources

Regional Meetings

Roadside check  
support



# Communications & Public Relations



# **Advocacy & Healthy Public Policy**

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**Booster Seat  
Regulations**

**Community Services  
Advocacy**

## **Research & Evaluation**

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**Capacity Building  
Evaluation**

**Predictors of Parental  
Use of Booster Seats**

**Roadside  
Observation Study**

**Booster Seat  
Intervention Study at  
Schools**

# Renewed Strategy 2016

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## Partnership & Capacity Building

- I. Capacity and engagement of volunteers promoting CPS in their community increases.
- II. Professionals share more CPS information with caregivers and children.

## Communications & Public Relations

- I. Caregivers' awareness and knowledge of the need for child restraints (at all ages) increases.
- II. Caregivers' use of proper restraints increase.

# Renewed Strategy 2016

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## Advocacy & Healthy Public Policy

- I. NS has the best child seat legislation in Canada.
- II. There is consistency of child seat legislation across the Maritimes.
- III. Barriers to accessing child seats are reduced.

## Research & Evaluation

- I. CPS activities are evaluated and monitored for impact.



# Strengths of our Work

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- Well-trained staff & technicians
- Strong partnership with NS Government
- Commitment to evaluation & research
- CSL has built credibility and a positive brand



# Challenges

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- Limited capacity
- Sustained funding
- Various levels of readiness and leadership
- Culture of expert driven information
- More structured baseline information



# Key Points for a Renewed Strategy

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Continue to:

- Support & train technicians/instructors
- Increase Social Media presence
- Revise educational resources
- Improve on evaluation & monitoring
- Increase focus on booster seat use



# Keys for Continued Success

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- Funding from NS Government
- Building of capacity across Nova Scotia
- Listening to technicians/advocates
- Prioritizing work
- Building/sustaining relationships
  - Police, Family Resource Centres, Community Services, First Nation Communities

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