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Info Bulletin

Regional Health
Authority
Central Manitoba Inc.

RHA Central hosts events for Safe Kids Week May 30-June 5

Southport - May 20, 2011: The Safe Kids Week campaign raises awareness about a specific type of injury and educates the public about prevention strategies. A different safety issue is chosen as the focus each year and this year's theme is **Child Passenger Safety**. Accordingly, the Regional Health Authority – Central Manitoba Inc. (RHA Central) *Growing with Mom* program will be hosting awareness events in communities across the Region in conjunction with local certified car seat inspectors.

“Car crashes kill more children than any other injury, but when children use car seats, they are well protected and less likely to be severely injured,” says Jenn Baker, Regional Program Director Healthy Living. “The good news is that parents and caregivers can choose the right car seat or booster seat for their child and make sure it is used for every single ride.”

Injuries related to motor vehicle collisions are the leading cause of injury-related death for Canadian children. According to a 2005 analysis of severe injuries to child passengers, 92 per cent of injured infants, 74 per cent of injured toddlers, and 96 per cent of injured school-aged children were not using the appropriate restraint at the time of the crash. Until car seats are engineered and designed to be installed with a perception of ease, parent education is paramount to successful car seat installation and compliance.

Research indicates that children 12 years of age and under who are restrained in the back seat of a vehicle have a substantially lower risk of dying in a fatal crash and have a lower risk of serious injury compared to children in other seating positions. Legislation, education and enforcement in combination can increase the correct use of child restraints.

In conjunction with local certified seat inspectors, RHA Central awareness events/seat inspections will be hosted in May and June in the following communities: Altona, Carman, Elie, Gladstone, Morden, MacGregor, Morris, Notre Dame de Lourdes, Portage la Prairie, Swan Lake and Winkler. *For more information on dates/locations, visit www.rha-central.mb.ca or contact Anita Hiebert at 204-822-2632.*