

Brief

Under the Patronage of **Her Highness Sheikhha Jawaher Bint Mohammed Al Qassimi**, Wife of Ruler of Sharjah, Chairperson of the Supreme Council for Family Affairs, the "Child Safety Campaign" will be held annually, caring for the safety of children in all aspects. This year, our focus will be on the importance of car seats for children.

The **Car Seats Campaign** will be launched in Sharjah from April to December 2011 with a complete set of activities and workshops to accompany the campaign across all the Emirates.

Our Objectives

- Offer car seat education to parents.
- Create educational packets and marketing collaterals to be distributed in different locations.
- Measure the before and after-effect of the Campaign on the parents' knowledge in Sharjah.

Our Outcomes

- Enable parents to better identify access and use community resources that will help prevent un-intentional child injuries.
- Increase parents' knowledge so they are motivated to partake in car seat checks.
- Activate the car seat law in the UAE in general and in the Emirate of Sharjah in particular.



Statistics & Facts:

- 98% of children in the UAE are not restrained when they travel.
- 23% of children sit in the front seat which is illegal for children under the age of ten.
- 95% of parents don't have proper knowledge about the right placement of children in car seats corresponding to their ages.
- Properly installed car seats can prevent up to 25% of injuries and deaths that result from vehicle collisions.

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Your Child, Your Responsibility
Car Seats Campaign

Types of Car Seats:

Infant-Only Seats (Group 0)



These serve infants aged 0 – 12 months/0 to 13 kg. They are used in the rear-facing mode. A lot of these fit into a stroller, making it possible to carry the infant inside and outside the vehicle.

Once your baby has outgrown the car seat you will need to switch to a bigger seat designed to give advantage of the safety properties.

Keep in mind: Always follow the manufacturer's recommendations.

The Next Stage (Group 1)



These serve infants aged 9 months to 3.5 years/9 to 18 kg. They are used in the forward-facing mode. It allows children to sit semi-reclined and forward-facing. When the child reaches the maximum weight or height allowed, they should shift to the next level. Never use a forward-facing seat if your child is younger than 9 months or weighs less than 9 kg.

Toddler Seats (Group 2)



These serve children aged 3.5 to 12 years/15 to 36 kg. They are used in the forward-facing mode. Always make sure the harness straps are snug. Never rush to move your child from a child seat with a harness into the booster seat.

Booster Seats (Group 3)

Backless Boosters



These booster seats are backless and serve children from 21 to 45 kg. This type of seat is suitable for carpool use due to its small size and easy storage. It should also be used with a lap & shoulder belt system.

High-Back Boosters



These serve children from 21 to 45 kg. They come with a back and sometimes side wings close to the head. They should be used with a lap & shoulder belt system. This type of seat is especially good if your child falls asleep in the car.

Keep in mind: Always keep children under 12 in the back seat.