

SEATBELT COMMITTEE OF ONTARIO

2009 Spring Seatbelt Campaign Guide

Wednesday, April 15 - Sunday, April 26, 2009

How To Use This Booklet

This guide is set up with hyperlinks to allow you to jump to various sections in the document. By default, users follow — or open — hyperlinks by pressing CTRL while clicking the hyperlink. If you prefer, you can follow hyperlinks by just clicking them. Here's how:

1. On the **Tools** menu, click **Options**, and then click the **Edit** tab.
2. Clear the **Use CTRL+ Click to follow hyperlink** check box.

Click the links below to jump to a section.

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Introduction

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The goal of the Spring Seatbelt Campaign is to raise awareness about the importance of wearing seatbelts, using child car seats and booster seats, and road user safety. During the campaign, awareness activities are planned across the province. Police enforcement will also contribute towards the campaign's success.

This guide provides information on the campaign themes and ideas to help you promote them.

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**This year's spring campaign runs from
Wednesday, April 15 to Sunday, April 26, 2009.**



Campaign Theme: Buckle up Ontario

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Motor vehicle collisions remain a leading cause of injury-related deaths in Ontario. It is estimated that they exact a social cost of \$17.9 billion every year¹.

During a collision, properly fastened seatbelts help to distribute the forces of rapid deceleration over larger and stronger parts of the person's body, such as the chest, hips and shoulders. The safety belt stretches slightly to slow your body down and to increase its stopping distance. The difference between the belted person's stopping distance and the unbelted person's stopping distance is significant. It's often the difference between life and death.

To understand the value of seatbelt use, it's important to know some of the dynamics of a collision. Every motor vehicle collision is composed of three types of impact:

1. **Vehicle collisions:** on impact, the vehicle begins to slow down and the vehicle exterior begins to crush.
2. **Human collisions:** this occurs as the vehicle occupants hit some part of the vehicle. At the moment of impact, unbelted occupants and all loose items within the vehicle are still travelling at the vehicle's pre-collision speed and continue to move towards the point of impact.

Using seatbelts is the single most effective way to reduce vehicle related injuries and fatalities.

¹ Analysis and Estimation of the Social Cost of Motor Vehicle Collisions in Ontario (final report August 2007)



Another form of human collision is “person-to-person impact”. Unbelted occupants colliding with each other can cause many serious injuries.

3. **Internal collisions:** the person’s organs continue to move within the body until they hit the skeletal structure.



What is Ontario’s Seatbelt Law?

In Ontario, every occupant travelling in a motor vehicle is required to be buckled up properly.

Drivers are responsible for ensuring passengers under the age of 16 are properly secured in a seatbelt, child car seat or booster seat, as required by their height, weight and age. Passengers who appear to be at least 16 years of age are required to provide their name, address and date of birth to a police officer upon request. Only one person can use a seatbelt at one time. It is illegal for two people to be buckled up using the same seatbelt.

Fines and Penalties

- Drivers and passengers 16 years of age and older convicted of failing to use or improperly using a seatbelt are subject to a \$110 fine.
- Drivers would also have two demerit points applied to their driver record for failing to use, or improperly using, a seatbelt or failing to ensure a passenger under the age of 16 is properly secured.

Seatbelt exemptions include:

- People driving a motor vehicle in reverse
- People with medical certificates saying they are unable to wear a seatbelt
- People engaged in work that requires them to exit and re-enter the vehicle at frequent intervals, as long as they are travelling less than 40 km/h
- Police or peace officers while transporting a person in custody
- A person who is in the custody of a police officer or peace officer
- Employees and agents of Canada Post engaged in rural mail delivery



- Emergency Medical Services attendants and any other persons being transported in the patient's compartment of an ambulance
- Firefighters in the rear of a fire department vehicle while engaged in work that makes it impractical to wear a seatbelt
- Taxi cab drivers while transporting passenger(s) for hire.

Vehicles that were not manufactured with seatbelts are exempt, including:

- Buses (including school buses)
- Other large commercial vehicles (over 4,536 kg), which do not require seatbelts to be installed in rear seating positions at the time of manufacture
- Historic vehicles that were not manufactured with seatbelts

Ontario's seatbelt law saves lives.



Campaign Theme: Booster Seats

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Motor vehicle collisions are the leading cause of injury-related deaths among children and youth². Most of these deaths could have been prevented if the child had been properly secured in the appropriate child car seat. For example, almost 66% of children between the ages of four and eight are using seatbelts. Only 34% of children in this age group are properly secured in a booster or child car seat³.

Seatbelts are designed to protect adults. When used correctly, child car seats can reduce the risk of death by 71% for infants under age one, and 54% for children aged one to four⁴.

Used correctly, child car seats can reduce the risk of death by 71% for infants under age 1, and 54% for children aged 1 to 4.



What is the law for child passenger safety?

It is mandatory for anyone who transports children to ensure they are properly secured in either an infant seat, child car seat, or booster seat. This applies to all caregivers, from babysitters to grandparents.

Booster seats are required for children who have outgrown a child car seat but are too small for a regular seatbelt. A lap and shoulder combination belt must be used for all booster seats.

³ "Independent government study shows alarmingly low booster seat use across Canada", June 4, 2007 [research completed by the national automotive research network AUTO21 for Transport Canada]

⁴ National Highway Traffic Safety Administration. Research note: revised estimated of child restraint effectiveness. Washington D.C.: US Department of Transportation. NHTSA, 1996. Report No. 96.855. (Cited March 2006) <www.nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/RNotes/1996/childest.pdf>



Ready for a Seatbelt?

A child can start using a seatbelt alone once *any one* of the following criteria is met:

- child turns eight years old
- child weighs 36 kg (80 lbs.)
- child is 145 cm (4 feet 9 inches) tall.

Some caregivers may feel a child is safer if he or she travels in a booster seat beyond the age of 8. Caregivers should follow the booster seat manufacturer's height and weight specifications.

Check the fit:

- ✓ Your child's head must be supported by the top of the booster seat, vehicle seat or vehicle headrest.
- ✓ The shoulder strap must lie across the child's shoulder (not the neck or face) and middle of the chest, and the lap belt must cross low over the hips (not the stomach).





How You Can Promote the Campaign

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Here are a few ideas to help get you started on developing a successful seatbelt campaign. These suggestions are meant to be a guide; be as creative - and strategic - as you can be. If you have any more ideas to add, please let us know.

Your [Regional Road Safety Planner](#) can provide information and **free materials** on the campaign themes, and can also help plan and carry out activities.

If funding is required to support campaign activities, participating groups can receive one-time funding of **\$200** by completing the application package [see "[Forms and Registration](#)" pg 12].

Suggested Activities

- **Run a seatbelt count:** Tally seatbelt use at a key location, watching for any vehicles appearing to carry more occupants than seatbelts.
- **Conduct a booster seat count:** Children in primary/junior years can observe and record the use of booster seats for children in other cars.
- **Conduct Child Car/Booster Seat Fitting Clinics:** Work with local police, fire fighters or public health professionals to conduct clinics. You can also create a permanent Child Car Seat Inspection Station. Publicize your clinic as an event, using promotion supplies such as changeable roadside a-frame signs, pool noodles, inspection forms, and clip boards.
- **Set up a Child Passenger Safety Info Line:** Set up a phone line to answer commonly asked questions about car seat installations.



- **Hold a contest - buckle up challenges, slogans, or Public Service Announcements:** Students can challenge teachers or students from other schools to a contest on who can correctly buckle up a child in a booster seat. Partner with local police to act as judges. Students can come up with slogans for banners that can be displayed around the school. Students can compete to develop a Public Service Announcement (PSA), with the winning PSA distributed to local radio outlets and school events.
- **Work with local radio stations to promote seatbelt safety:** Use the Seatbelt Committee of Ontario's seatbelt audio PSAs, for distribution to local or campus radio outlets, or for use at school announcements, events.
- **Organize a poster contest:** Copies of the winning poster can be displayed at public or neighbourhood pools, community centres or public health units.
- **Create a mall display:** Include information on seatbelt and child passenger safety.
- **Write an article for local media:** your [Regional Road Safety Planner](#) can provide a pre-written sample article from MTO for distribution to local print media. It may also be available in multiple languages [in addition to French].
- **Join local events:** Festivals, special events or spring fairs provide a venue to create displays or distribute educational materials promoting seatbelt use.
- **Conduct a Seatbelt Deputy Program:** Geared toward elementary school students. Students are encouraged to be responsible for ensuring that everyone in a vehicle is buckled up correctly. Details on the program are available upon request.
- **Create a puppet show or skit:** Partner with local police, fire fighters or public health professionals to create a show that demonstrates the proper use of child car seats. The show could be videotaped and used later by teachers.
- **Hold a seatbelt trivia game show:** Use background information on seatbelts to create the questions and material for a game show. Acknowledge winners with a school announcement or prizes.



- **Run an essay contest:** Essay contests are ideal for elementary and high school students. The winning entry can be published in the local paper/school paper.
- **Create and distribute a Child Car/Booster Seat Shopping Guide for parents:** Information can be obtained from authorized organizations or your [Regional Road Safety Planner](#).



Materials

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To receive **free** campaign materials, simply send in a [Registration Form](#) to your [Regional Road Safety Planner](#).

Materials available:

- Growth charts
- Ministry of Transportation child car seat publications:
"Child Car Safety Seat Installation Tips" and "Child Car Seats Quick Facts"
- "Seatbelt Deputy" package
- Tip cards of seatbelt myths and facts
- "Buckle Up Ontario" frisbees



MTO Regional Road Safety Planners

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Northwestern Region

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Forms & Registration

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DOWNLOAD FORMS



Registration Form



Partnership Agreement



Final Report Form

Need free campaign materials? Simply register your campaign activity by submitting the [Registration Form](#) to your [Regional Road Safety Planner](#). With registration, you can publicize your plans, find participants or partners for collaboration, and be counted as a 2009 campaign participant!

Looking for funding? To receive one-time funding support of **\$200** for your campaign activities:

- 1** Send a completed [Registration Form](#) and [Partnership Agreement](#) to your [Regional Road Safety Planner](#) by **February 20, 2009**. The application package forms are included in this guide or can be downloaded by clicking the icons in the sidebar.
- 2** Submit the [Final Report Form](#) to your [Regional Road Safety Planner](#) by **June 29, 2009**.



Registration Form

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| PLEASE PRINT |

Name of Committee/Community Group:

Regional Planner:

IFIS Number (if applicable)

Municipality:

How long has the committee/community group been in existence?

Total number of members:

Chairperson:

Contact Name:

Cheque (if applicable)

Payable to (to avoid delays, please ensure this info matches your account info on file at MTO):

Address:

Phone:

Fax:

Email:

Please provide a brief outline of your proposed activities:



Partnership Agreement

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Subject to approval of your application by the Ministry of Transportation, this confirms that the _____ will receive funding from the Road Safety Marketing Office as a participant in the 2009 Spring Seatbelt Campaign. Each participating group will be eligible to receive one time funding of \$200 in support of their activities.

I (We) _____ agree to the following terms and conditions:

The financial books of your organization/committee are subject to a possible audit by the Ministry of Transportation's internal auditors and/or the Provincial Auditor. Your group must keep all financial records relating to the funding for a minimum of three years. All groups must submit a [Final Report](#) together with a financial statement that indicates source and application of funds to their [Regional Road Safety Planner](#) no later than **June 29, 2009**.

The funds must be used solely for the purposes of promoting the Spring Seatbelt Campaign. Partnership funding cannot be used for salaries, wages and honouraria, capital expenditure, academic research, law enforcement, prizes, refreshments or travel outside Ontario.

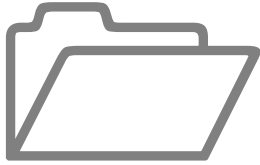
If you are in agreement with the above, please sign this letter and return it along with your application.

Committee/Community Group Name

Regional Planner

Date

Signature (Chairperson)



Final Report Form

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Group

Category

Was this the first time your group participated in the Spring Seatbelt Campaign?

Yes

No

Would you participate again? Yes No

What activities did your group organize during the Spring Seatbelt Campaign? How did your group use the \$200 for the initiative?

Approximately how many people were exposed to your road safety message?

10 – 50

50 – 100

100 – 300

300 – 500

More than 500

More than 1000

More than 2000

Describe any displays, materials etc. that were used for your activity. Please include photos if available.

Describe any evaluation methods you used to measure the success of your campaign.

Did you have any media coverage? If yes, please include copies of the coverage.

Yes No

Did you use this package to plan your Campaign events? Yes No

What could the Seatbelt Committee of Ontario do to help with the success of your Campaign events?

THANK YOU! We value your feedback.