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Europaediatrics 2021

Zagreb

The Role of Parent-to-Parent Counsellors in Road Safety

About RODA

- Parents in Action – RODA (Croatian word for stork)
 - group of engaged citizens that advocates for dignified pregnancy, parenthood and childhood in Croatia
 - four program areas:
 - Reproductive Rights
 - Breastfeeding Promotion and Protection
 - Responsible Parenting
 - Legal Advocacy and Improve Children and Parents' Rights
- 2021 – RODA's 20th birthday
- 250 members and 8 employees



Disclosures

~~WHO Code violators~~

~~Pharmaceutical industry~~

As a representative of Parents in Action I or the NGO do not receive any funding (in-kind or otherwise) from companies who violate the WHO Code on the Marketing of Breastmilk Substitutes.

Also, we do not receive any funding from the pharmaceutical, tobacco or alcohol industries.

Why car seats?



- Motor vehicle accidents are a leading cause of death and injury among children (12 years old and younger), especially for child-passengers
- The only way to protect child-passengers is by properly using a car seat
- 2004 - RODA starts the Safe in My Car Seat Program
- 2004 – first Croatian legislation requiring car seat use for children
- 2014 – Croatian law is harmonized with European Directives on road traffic safety

Child Passenger Safety Counselors

- Unique training in Croatia
- 26 trainings since 2004
- Team of volunteers educated by RODA
- Advise parents and caretakers on car seat safety



What do we do?

- Raise public education on car seat importance
- Organize and run personalized car seat consultations for parents and caretakers
- Cooperate with legal, health and other institutions
- Cooperate with the media



Public education

- Educational materials
 - Brochure and flyer “Car seats – always – no exceptions”
 - Flyer “Car seat – the safest embrace when driving”
 - Posters in health, preschool and school facilities
 - Children’s book “My Unusual Wish”
 - Diplomas and t-shirts for children
- Lectures and workshops for parents and children
 - Lectures for parents in kindergartens, schools, breastfeeding support groups
 - Workshops in kindergartens
- Participation in professional conferences



Personalized car seat consults for parents and caretakers

- Free car seat check-ups
 - Zagreb – traditional monthly check-ups
 - Car seat safety squads in Rijeka, Split, Osijek and Vinkovci
 - Almost 5,000 car seats examined
- Counselling
 - Educational articles on RODA's portal
 - Educational posts on RODA's Facebook page
 - Direct counseling in RODA's Facebook group with over 30.000 members



Cooperation with law enforcement

- Changes to regulations
- Accompaniment to police checks on car seat use
- Training programs for police officers
- National Road Safety Program with the Ministry of the Interior



NACIONALNI
PROGRAM
SIGURNOSTI
CESTOVNOG
PROMETA



Cooperation with health institutions

- Lectures for parents in breastfeeding support groups
- Trainings for health workers
- Distribution of educational materials at antenatal courses
- Physicians and health visitors invited speakers at our conferences and events
- Online course for health visitors (community nurses)



Cooperation with Institutions and the Media

- Croatian Automobile Club
- Croatian Highways Corporation
- Border Police (child-traffic safety information for tourists, in EN-DE)
- Regular press releases, interviews, articles in media outlets for parents
- Guest appearances and interviews on TV segments on car safety, podcasts and InstagramLive

REDOVITA PROVJERA AUTOSJEDALICE

DIJETE U AUTOSJEDALICI VEZANO POJASEVIMA U TRI ILI PET TOČAKA

Pojas kojim je Vaše dijete vezano ne smije nigdje biti presavnut, mora biti čvrsto stegnut. Tako da između pojasa i djeteta stane samo jedan vaš prst. Pojasevi kod ramena moraju biti postavljeni prema uputama proizvođača. Ukoliko sjedalica ima fitnik on mora biti ispravno postavljen i stegnut pojansom od auta tako da između fitnika i djeteta stane samo jedan vaš dlan.

DIJETE U AUTOSJEDALICI VEZANO POJASOM VOZILA

Pojas mora biti provučen kroz vodilice prema uputama proizvođača, mora prolaziti sredinom djetetovog ramena, sredinom prsa i niško preko kukova. Nikako ne smije prolaziti preko vrata ili trbuha! Također mora biti stegnut.

REDOVITO provjeravajte da li je Vaša autosjedalica ispravno učvršćena. Uvijek ju koristite prema uputama proizvođača čak i na najkraće relacije. Ukoliko se dijete samo veže u autosjedalici uvijek provjerite da li je to ispravno napravilo.

SIGURNO DIJETE U SIGURNOJ VOŽNJI!

Smjestite vaše dijete pravilno u odgovarajuću ispravno postavljenu autosjedalicu i uživajte u sigurnoj vožnji autcestom!

Sretan put te ugodnu i sigurnu vožnju žele vam

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Conclusion

- The number of children injured or killed in road traffic accidents has **dropped by 70% in the last decade**
- Still, 500 children are injured on roads annually
- **50% of children still ride in cars without car seats**
- Vision 0 – key importance – continual collaboration between RODA, police officers and health workers



Thank you for your attention.

