

GUIDE

CHILD RESTRAINT:

DONATION WEB-PLATFORM



BACKGROUND INFORMATION

IT IS KNOWN THAT CHILD RESTRAINT SYSTEMS REDUCE THE RISK OF A CHILD DYING IN A CAR CRASH BY MORE THAN 80%. ONLY 32% OF THE POPULATION WORLDWIDE ACTUALLY BENEFITS FROM LEGISLATION ON CHILD SEATS.



MOLDOVA

In 2013, in the Republic of Moldova new modifications of the road traffic regulations came into force requiring the use of child restraint systems (CRS) adapted to age and physical characteristics, for transporting children under 12 years old by car.

Violation of the rules to use CRS results in penalties of 15 to 20 conventional units (40-50 EUR) by assigning 3 penalty points; but the law is rarely enforced.

An observational survey conducted by the Automobile Club of Moldova (ACM) in Chisinau and other localities in 2017 identified that only 30%-40% of children were adequately protected. **In 2017, 330 road traffic crashes with 13 fatalities involving Moldovan minors were registered.**



BELARUS

A decree of the President of the Republic of Belarus on the mandatory use of CRS for children up to 12 years old came into force on 16 January 2015. However, the level of use of child restraints has remained low.

In 2016, the BKA conducted a survey and found out that among interviewed drivers, only 50 % used adequate CRS to ensure their children's safety in the car.

According to official statistics of Road Traffic Police in 2017 there were 398 road crashes involving children with 22 fatalities and 419 minors injured in the Republic of Belarus. Most of the children killed in road crashes were passengers.

STEPS

1. How we developed the online platform

“Be 5-star parent in the car” project of BKA in Belarus and “Keep your kids safe in cars” project of the ACM in Moldova, implemented in 2017, needed prolongation in 2018.

To tackle the issue of unaffordability and ensure that children from low income families are able to access child restraints, ACM and BKA created an online platform for donating and receiving child seats as part of the “Kind Child Restraint” project supported by FIA and FIA Foundation within the FIA Road Safety Grant Programme.

Initially, a survey was created and placed on the website and social media to reveal the willingness of people to donate the CRS in both countries. The developed platforms include special forms on the homepage to fill in (for those who wish to get a CRS within the project and for those who would like to donate). The online platform also contains: terms of participation, useful information and rules of proper use of child restraints, media albums with promotional, training videos, adequate use of CRS and photo galleries with project participants (“Project faces” of the donators and the beneficiaries in the framework of the project) and their feedback.

So, the web-platform www.baby4baby.org operating in Moldova in three languages, and similar platform www.dobroekreslo.by operating in Belarus in Russian and English, enable families to donate or obtain child restraints.



2. How do we promote the project?

The donation platform was promoted at ACM events, Partners' family marathons and TV channels. Cooperation with such Mass Media as Mama.md, Suntparinte.md, Sporter.md, KP.md, STS, Vocea Basarabiei, TRM 1, „Ask a Mom”, as well as Autoexpert.md, Parliament, Police gave a great opportunity to share: <https://www.youtube.com/watch?v=1UVqIWIEDD8&feature=youtu.be> <https://www.youtube.com/watch?v=8C0RT8kXF1Q>

BKA held campaigns in public places and in social networks to attract the attention of large number of people to the project. Moreover, the club regularly made appearances on radio and TV telling about the project and its mission. Another effective measure of promotion was creation of a short animated movie about the project which was broadcasted on YouTube and TV: <https://www.youtube.com/watch?v=YWc6inE0CI4>

3. How do we select beneficiaries?

A special form to identify the weight, age, number of children, contact data was created on the website for families who need the CRS. Anyone who would like to receive a car seat within the project should complete the form. As next step, the specialists from both Clubs contact the person who requested CRS to specify the details. Preference is given to the low-income families with many (two or more) children. BKA checks the status of the family in the special database provided by the City Executive Committee. To check, ACM works with the Police and schools.

4. How we give to families, process of assessment & check-list; terms of giving.

Alongside with the form for those who need CRS there is another form for those who want to donate CRS through the platform. As soon as BKA and ACM specialists receive requests from the website, they contact a potential donator and specify how the CRS can be delivered to the club office. All the donated CRS are checked using the special check-list proposed by the expert from TCS Club. The main requirements are the following: the CRS mechanism must not have any damages, the belts must not be twisted and the buckle must not be stuck. Instead, the donators receive souvenirs such as coffee mugs, reflective materials, T-shirts, eco-bags, stuffed toys, as well as discounts on the club membership.

Special requirements and terms of giving:

- A family has at least two children;
- The revenue does not allow parents to purchase a car seat for the second child;
- If parents rent a car and look for a child restraint for a temporary period of less than 1 year (e.g. travel to another country on holidays);
- Selection is organized every 2 weeks by random;
- When selected, parents are contacted by the specialists to specify all the details;
- The car seat is donated free of charge on the contract basis for a maximum period of one year.

5. Who are our partners? How we cooperate with authorities and private companies?

The idea of platform creation is cordially supported by the Parliamentary Speaker Andrian Candu – the Road Safety Ambassador of Moldova – who first kindly donated a child restraint on behalf of his family. Mr. Candu filmed a video-message and called on other families to join the project: <https://youtu.be/iXYLiovZwVU>.

ACM involved Ministries of Education, Internal Affairs, Infrastructure, Health, Maternities, Local Departments of Education, Lyceums, Mayor Offices, National Patrolling Inspectorate, Gas Natural Fenosa company, Škoda MD, UK Embassy.

BKA invited Mrs. Joanna Kazana-Wiosniowecki, the UN Resident Coordinator and UNDP Resident Representative in Belarus, to become the project ambassador. Mrs. Joanna Kazana-Wiosniowecki participated in the photo and video sessions dedicated to the project and herself donated a CRS to the family (<https://www.youtube.com/watch?v=1Sf4uOZ8e0U&t=5s>). Moreover, BKA involved the Road Traffic Police, the Ministry of Education, public organization “Belarusian Union of Transport Workers”, insurance company “Belgosstrakh”, and consulting company “Pro Retail” in the project encouraging them to donate child restraint to the families.

6. How we deliver CRS to families

Part of the parents were happy to visit ACM/BKA offices and take or give away the donated CRSs personally. In other cases, Patrolling Police or Municipal Taxi Company in Moldova or Uber taxi service in Belarus provided their help with delivery.

RECOMMENDATIONS

- **Elaborate a well-thought-out advocacy campaign to encourage people to donate CRS.** This can include active promotion of the project in printed, TV and online media, on social networks and on organisational websites; produce a promotional video; participate in large scale events, family events and popular marathons for all family members.



- **Create an online platform for the exchange of used CRS.** It must contain forms both for those who would like to receive a CRS and those who wish to one. You can also include useful information on the correct choice, proper installation and use of CRS, as well as training videos. Publish photos and feedback of the happy families who received the CRS as well as the donors (obtaining their consent to publication beforehand) to show the impact of the project.



- **Try to involve a VIP as an Ambassador of the project.** It can be a well-known politician, sportsman, diplomatic representative or any other celebrity in your country. The main goal is that this person is able to inspire trust and willingness to donate, to do good among the population. Thus, you will add weight to the project and attract the attention of large audience.



- **Involve all your corporate partners in the project.** They can help with disseminating information about the online platform, as well as with the purchase of the new CRS for the needs of the project. Use your loyalty programs, if you have one.



- **Check the safety of donated CRS using the special check-list** before handing it over to a low-income family or family with many children.



- **Instead of donating the CRS forever, it is better to introduce some kind of rental system.** All the families in Belarus and Moldova received CRS for a fixed period stated in the agreement (e.g. 1 year). After this period the families involved must return the donated CRS so that other families can benefit from them.



- **Invite an expert from a partner organisation** to share their experience on how to check the condition and safety of used CRS correctly. Afterwards, try to “foster” such an expert within your organisation.

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