

Children, Youth and the Road

Traffic related injuries, both motor vehicle and pedestrian, contribute to many deaths and hospitalizations of Canadian children and youth each year. By portraying a total “healthy image” in and around the roadway, you will help reduce these injuries to children and youth.

Healthy Images are images that portray positive, healthy lifestyles by incorporating safe usage of equipment, clothing and physical environments, appropriate skill levels and adult supervision. If all images in visuals on TV, video, film, print are “Healthy Images”, this will have a significant impact towards fostering a safety culture, thereby helping to reduce injuries and promote healthy lifestyles.



The following checklist is designed to act as a starting point for individuals planning to produce visual images of children and youth in the home environment for TV, video, film, or print.

Please be advised that these considerations are specific to the environment in and around the road and do not represent all the items that should be taken into account when producing visual images involving children and youth. For a more detailed checklist on **General Considerations**, **Children and Youth at Home** and **Children and Youth at Play**, please visit www.healthyimages.net.

Children, Youth and the Road Checklist

Children, Youth and the Road Product Safety Alerts, Bulletins, Fact Sheets

General Considerations

Children and Youth at Home

Children and Youth at Play



Please check (✓) all that apply.

General

- Show active adult supervision of children at all times.
- Show environments that are smoke-free. Avoid showing cigarettes, ashtrays, and lighters.
- Show children and youth being protected from the sun (eg. wearing a hat with a wide brim, sunglasses, sunscreen, shaded by a tree, canopy, umbrella, etc.)
- Show products that meet current Canadian Standards (eg. car seats, infant seats, etc.)
- Show products being used according to manufacturers instructions.
- Show clothing that fits properly (e.g. shoe laces are tied, no drawstrings, hoods or scarves).
- Do not show images of drinking or illicit drug use (even depictions on items such as clothing).

Transportation

- Show babies/toddlers in rear facing car seats (in the back seat) appropriate for the child's height and weight with seat belts, locking clips, tether straps and shoulder harnesses all in place.
- Show car seats used correctly, harness done up correctly and seat belt used correctly.
- Show children under 12 in the back seat, in an appropriate child restraint system, sitting straight or upright, with seat belts properly fastened.
- Do not show children unattended in a car.
- Show cyclists (children, youth and adults) wearing helmets, obeying the traffic rules and using hand signals; bicycles should also have a horn/bell, reflective tape and a light.
- Show children in strollers with the harness or lap belt securely fastened.
- Show children in bicycle carriers wearing helmets.

Pedestrians

- Show children and youth walking on sidewalks or on the shoulder of the road (if there are no sidewalks), against traffic, never on roadways or railway tracks.
- Show children and youth crossing at lights or crosswalks.
- Show young children under 9 crossing the street or in parking lots holding the hand of an adult or under the supervision of a crossing guard.
- Do not show children or youth playing near parked cars or traffic.