

---

## NEWS RELEASE

For Immediate Release  
2006CFD0041-001125  
Sept. 18, 2006

Ministry of Children and Family Development

### **\$100,000 GRANT FUNDS BOOSTER SEAT AWARENESS CAMPAIGN**

VANCOUVER – \$100,000 in provincial funding will support the Boost BC awareness campaign to increase booster seat use in B.C., Minister of State for Child Care Linda Reid announced today at Maple Grove Elementary School in Vancouver.

“Booster seats save lives,” said Reid. “We want more B.C. parents to know that using booster seats for children between 18 and 36 kg and up to eight years of age can significantly reduce the risk of serious injury and even prevent death from car accidents.”

Almost 860 children aged four to eight are injured or killed in traffic crashes each year in B.C. Many children are at significantly greater risk because they are placed in adult seatbelts too soon. Standard vehicle seatbelt systems are generally not designed for children less than 145 cm and weighing less than 36 kg.

Kindergarten and Grade 1 students at Maple Grove Elementary School were weighed to find out if they were eligible to join the Boost BC Club as part of a class information session and demonstration. These free in-class sessions will be delivered to interested schools throughout the province as part of the Boost BC campaign. Each participating school will receive a Booster Club poster, Boost BC video, Booster club tattoos and certificates, and colouring materials.

“Boost BC is a valuable tool in teaching children why it is important for them to use a booster seat, and serves as an excellent reminder to parents as well,” said Port Moody-Westwood MLA Iain Black, who has been campaigning to strengthen booster seat regulations. “I urge all schools in the province to take advantage of this opportunity to get both students and parents on board with this simple but very effective child safety measure, which is a proven life-saver.”

The Boost BC campaign is part of the Child Passenger Safety Program, a program jointly funded by the B.C. Automobile Association and ICBC. The campaign will primarily focus on providing children and their families with information about the importance and benefits of using booster seats.

The objectives of the campaign are to:

- Increase booster seat use in B.C. from the current 18 per cent
- Educate parents about the needs and benefits of booster seats
- Make children more accepting of booster seats

“The BCAA Traffic Safety Foundation is very pleased to be a partner with the provincial government in this important traffic safety program,” said Allan Lamb, executive director of the foundation. “We appreciate the support Minister Reid is providing for this life-saving initiative in the interest of increasing child passenger safety in B.C.”

Media      Lisa Gardonio  
contact:    Public Affairs Officer  
              250 356-2939

For more information on government services or to subscribe to the Province’s news feeds using RSS, visit the Province’s website at [www.gov.bc.ca](http://www.gov.bc.ca).