



**Safe Kids Canada is excited to announce a new child passenger safety DVD for parents!**

In April 2006, Safe Kids Canada and Hudson's Bay Company (Hbc) launched *Kids that Click*, a program that educates parents on how to choose and use car seats, booster seats, and seat belts safely. In the first year of this program, Safe Kids Canada developed print resources that included an educational brochure on *all stages of child passenger safety* and one on *booster seats and seat belts*.

This year, Safe Kids Canada has produced a DVD, entitled **Kids that Click – Keep Your Kids Safe on Every Ride, Tips for using car seats, booster seats, and seat belts safely**, for this program. It will be available to parents and Safe Kids Canada partners beginning April 26, 2007. Safe Kids Canada will issue a press release to publicize the launch.

This bilingual DVD is intended for a national audience and, while it is primarily geared toward parents, it can also be used as a teaching tool for professionals. To help ensure it meets a variety of literacy levels, the resource is written at a Grade 6 level.

**We are pleased that the Canadian Paediatric Society has endorsed the DVD.**

Along with visual checklists, medical testimonials and key messages on how to keep children safe in the car, the DVD provides simple, step-by-step demonstrations of how to install car seats and booster seats and use the seat belt safely.

Parents can order a copy of this free DVD by calling us toll-free at 1-888-SAFE-TIPS (723-3847) or by email: [safekids.web@sickkids.ca](mailto:safekids.web@sickkids.ca). The DVD will also be streamed on our website at [safekidscanada.ca](http://safekidscanada.ca) by June 2007.