



For immediate release

CHILD PASSENGER SAFETY CAMPAIGN: “SAFETY FIRST. BUCKLE UP!”

KUALA LUMPUR, 9 JUNE 2015: The Association of Registered Childcare Providers Malaysia (also known as Persatuan Pengasuh Berdaftar Malaysia) and our 20 state or district associations initiated this pioneering **Child Passenger Safety (CPS) Campaign** with the support of **Volkswagen Malaysia**. Launched on **9th December 2014** by the Hon Deputy Minister, Ministry of Women Family and Community Development, Datin Paduka Chew Mei Fun, the campaign aims to address concerns on the nonexistence of child restraint laws in Malaysia.

In summary the CPS Campaign will cover the following key outcomes :-

- **Training of Trainers Workshop** for 30 CPS advocates which was conducted at PPBM Training Centre from 17-19 March 2015
- **7 Regional CPS Workshops** for TASKA operators or parents will be conducted nationwide by PPBM and State/ District Associations for 280 childcare centers between April till August 2015
- **CPS Awareness Talks or Sharing Sessions** by trained childcare centers to their parents reaching out to approximately 28,000 young parents in 280 centers between May till November 2015
- **Development of CPS Training Modules and CPS Awareness Toolkits** for childcare centers and parents
- **Development of CPS collaterals** by Volkswagen Malaysia which include car stickers, banners, buntings, information leaflets, ABC safety cards and safety colouring book
- **Donation of 200 high quality Child Car Seats** by Volkswagen Malaysia to the campaign
- **Campaign visuals and social media contests** for parents

OBJECTIVES OF CAMPAIGN

- To inspire, mobilize and accelerate better **prevention measures and engage/empower** childcare centres as agents of change in their respective communities by committing to create awareness on **child passenger safety** as a preventive measure to reduce risk of injuries and deaths of young children specifically related to the improper use of or non-use of child safety seats.
- To **empower** and also **facilitate** childcare centre personnel's role in creating “safety consciousness” in order to protect and uphold the **best interests of the child** and **child protection**.
- To advocate for **child restraint laws** to be enacted and implemented to safeguard the safety of children on the road.

RATIONALE OF PROJECT

- **High incidence of child injuries and deaths in road accidents**

In Malaysia, more than half of the unintentional injury cases admitted to Government hospitals were due to traffic accidents which is the leading cause of admission to hospitals (source: Ministry of Health.) In the '**World Report on Child Injury Prevention**', a report



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released by UNICEF and World Health Organisation (WHO) in December 2008 this issue was highlighted as a serious public health concern, particularly among children under 5 years. Road crashes lead as the **top five causes** of child deaths from injuries followed by drowning, burns, falls and poisoning. In addition to this as you know there are issues of accessibility and high costs incurred in getting parents to use car seats and helmets.

This is reinforced by the **MIROS 2011 Report An Overview of Road Traffic Injuries Among Children in Malaysia and Its Implication on Road Traffic Injury Prevention Strategy** which indicated that of all the fatal and non-fatal traffic injuries, children transported in private vehicles (car, van, 4WD) are the first and the second leading groups of casualties among children aged 1–4 years old (43.8%) and 5–9 years old (30.2%) respectively.

- **Child Care Centres as Community Safe Zones for children and Info Centres for parents**

We believe that childcare centres are at the heart of communities and can play a vital and critical role in the protection of children via the dissemination of correct information on child safety to young parents. It is hoped eventually that registered centers with trained CPS Advocates can be designated as CPS Parent Info Centers

PPBM will be looking at the development of a **CPS Network** via social media which will allow all CPS trainers and trainees to share information, projects, training materials, success stories issues and other relevant materials and research as a means to sustain interests and to develop advocates for CPS or other organisations who work directly with children.

It is hoped that this network of community 'child protectors /advocates" will be able to gather at least once every 2 years for an annual forum /workshops to continue the advocacy work in child protection and to establish and share best practices in child passenger safety programmes.

The first few years of the child's life is of great importance and it is important to give **priority** to this training to empower families especially young parents in looking out for their child's safety while on the road .

PPBM has so far conducted **one Training of Trainers Workshop on 17-19 March 2015** and **two CPS Workshops for Childcare Centers and parents in Sabah (17-19 April) and Sarawak (20 -22 April)** with 27 Volkswagen child car seats handed over to the respective State Associations .The upcoming CPS Workshop will be held in Johor on **4TH & 5TH July 2015**.



CAMPAIGN ACTIVITIES AND TIMELINE 2015

CHILD PASSENGER SAFETY WORKSHOPS FOR CHILD CARE CENTERS 2015

NO	DATES	VENUE	PAX PER WORKSHOP	CHILD CAR SEATS	CHILD HELMETS
	DEC 09 , 2014	BIG BANG EVENT & LAUNCH OF CPS CAMPAIGN	VWG / PPBM /STATE ASSOC		
1	MAR 17-19	PPBM HQ (TOT)	30	4	50
CPS WORKSHOSP FOR CHILDCARE CENTER OPERATORS / PARENTS / ORGANISATIONS					
2	APRIL 17-19	E.MSIA (KOTA KINABALU)	40	27	-
3	APRIL 20-22	E MSIA (KUCHING)	40	27	-
4	JULY 4 - 5	SOUTHERN REG (JOHOR)	40	25	30
5	JULY 31-AUG 1	CENTRAL REG (KL)	40	27	30
6	AUG 14-15	E.COAST (PAHANG)	40	25	30
7	SEPT 4 - 5	NORTHERN REG (PERAK)	40	25	30
8	SEPT 11 – 12	CENTRAL REG (SELANGOR)	40	40	30
	TOTAL		280	200	200

TOTAL NUMBER OF PAX : 280 OPERATORS

TOTAL NUMBER OF PARENTS TARGETTED : 28,000

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FOR MORE INFORATION PLEASE CONTACT

DATIN PH WONG, PRESIDENT PPBM (016-3334228) OR PUAN JAMEYAH SHERIFF, EXECUTIVE DIRECTOR PPBM (03-78801367)

PERSATUAN PENGASUH BERDAFTAR MALAYSIA

(Association of Registered Childcare Providers Malaysia)

No. 53A/G, Block E, Zenith Corporate Park, Jalan SS7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor.

T 603-7880 1367

F 603-7880 2941

W www.ppbm.org

FB www.facebook.com/PPBMOOfficial