

Creating A “Safety Culture” for Child Passengers



Qatar’s Perspective

Dr Khalid Abdulnoor Saifeldeen



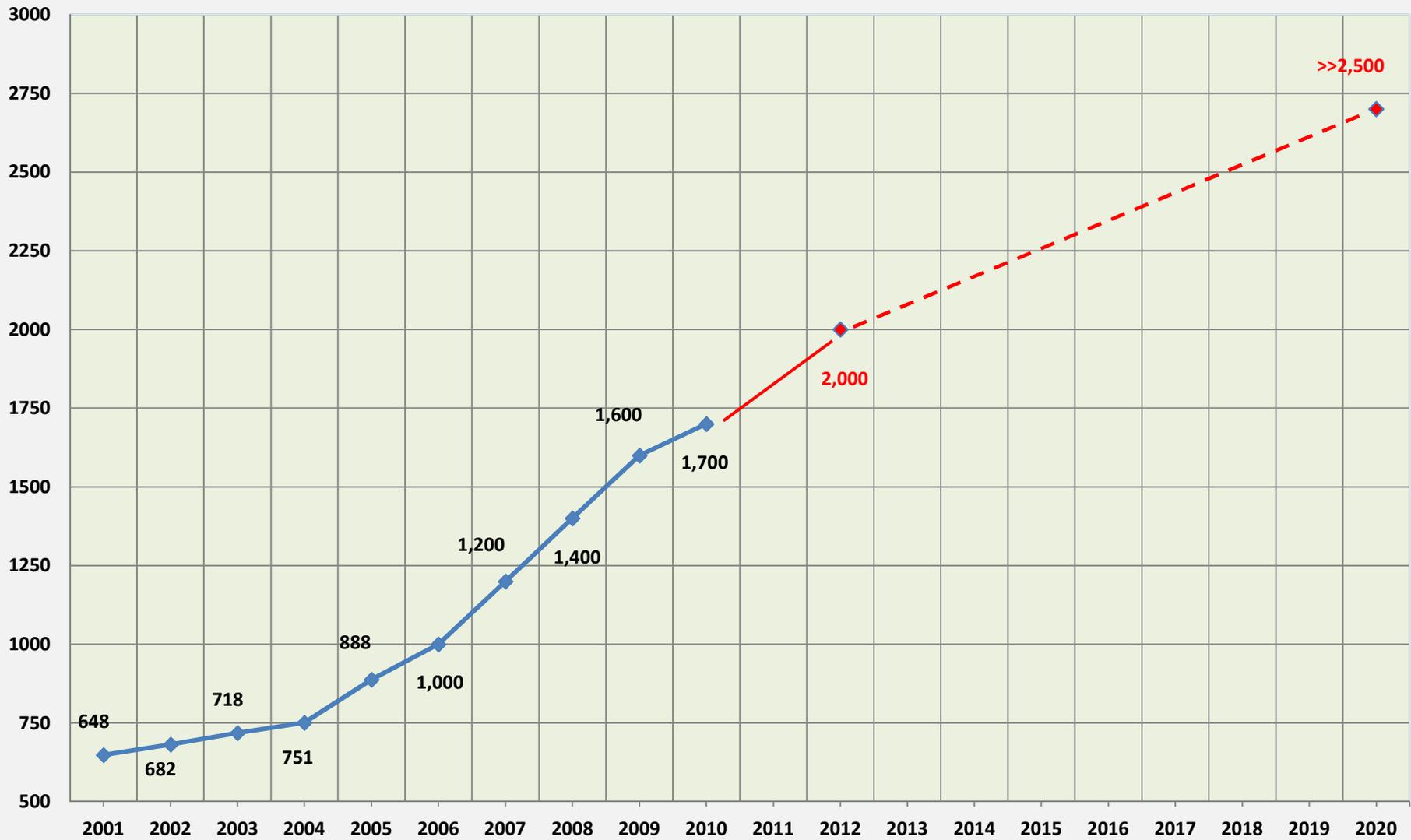
US Dept of State Geographer
© 2013 Google
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Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google earth

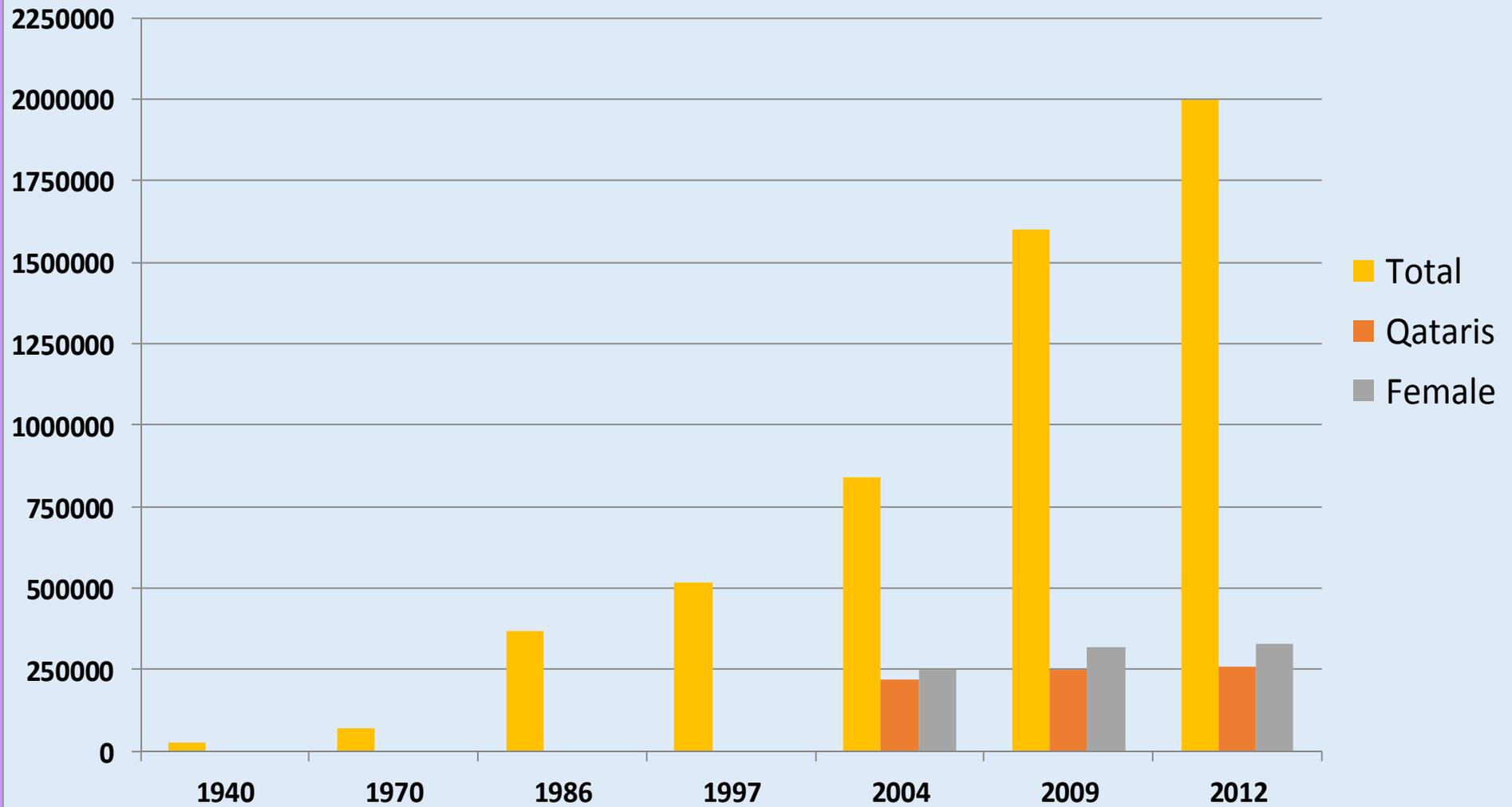
23°16'45.02" N 50°38'26.23" E elev 124 m eye alt 6129.52 km

SAFE
K:DS
WORLDWIDE

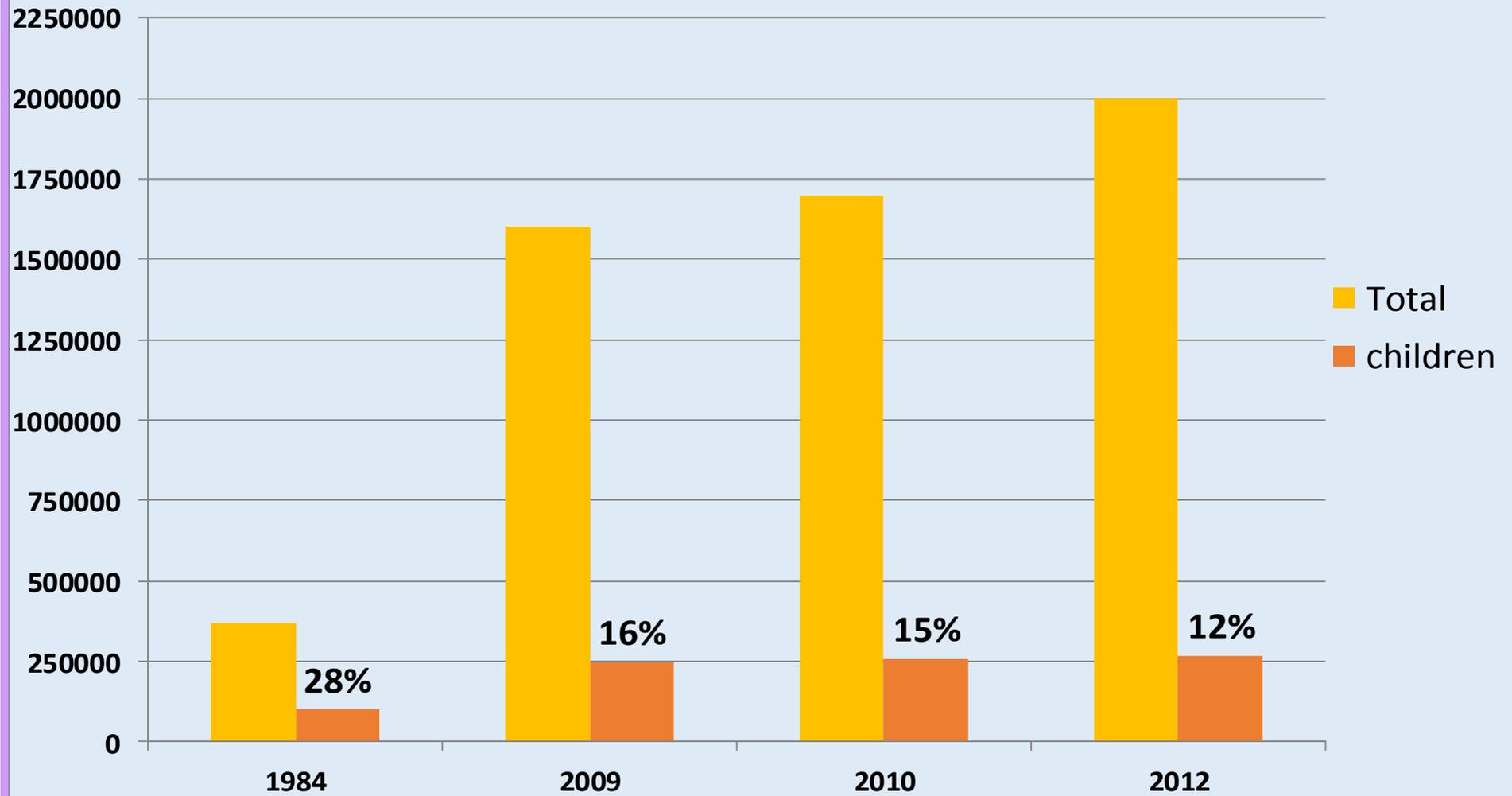
Qatar Population (000)



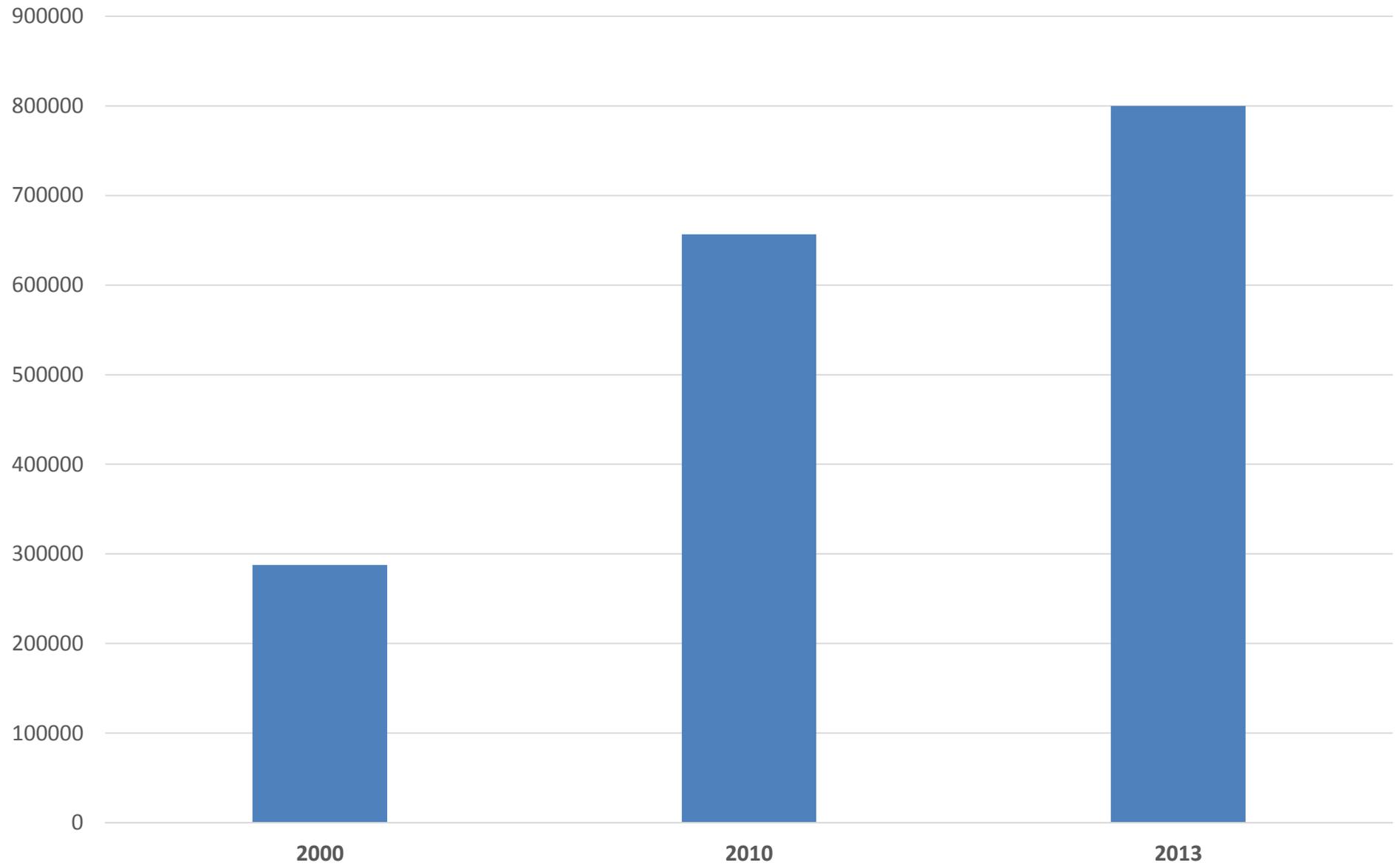
Qatar Population



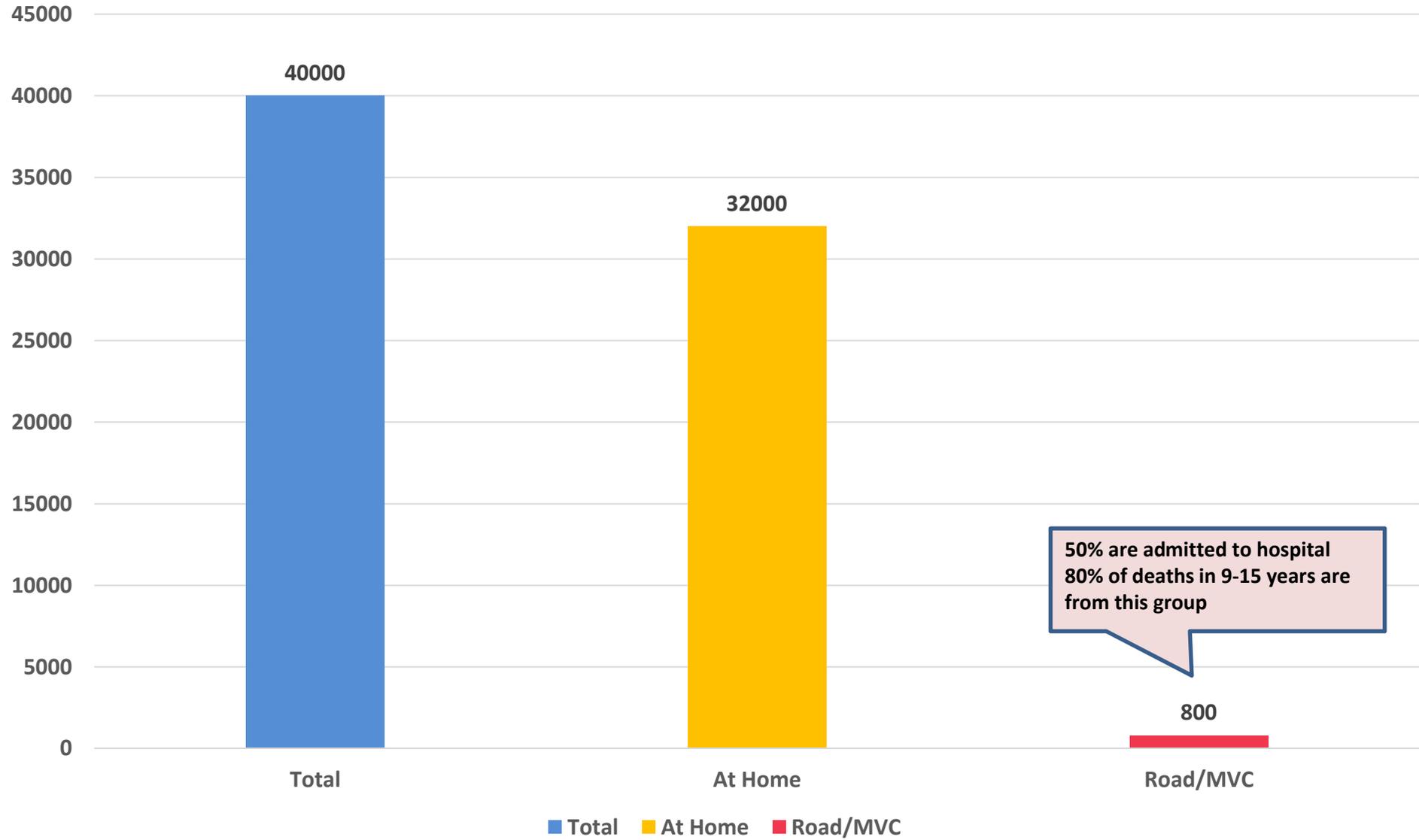
Qatar Population



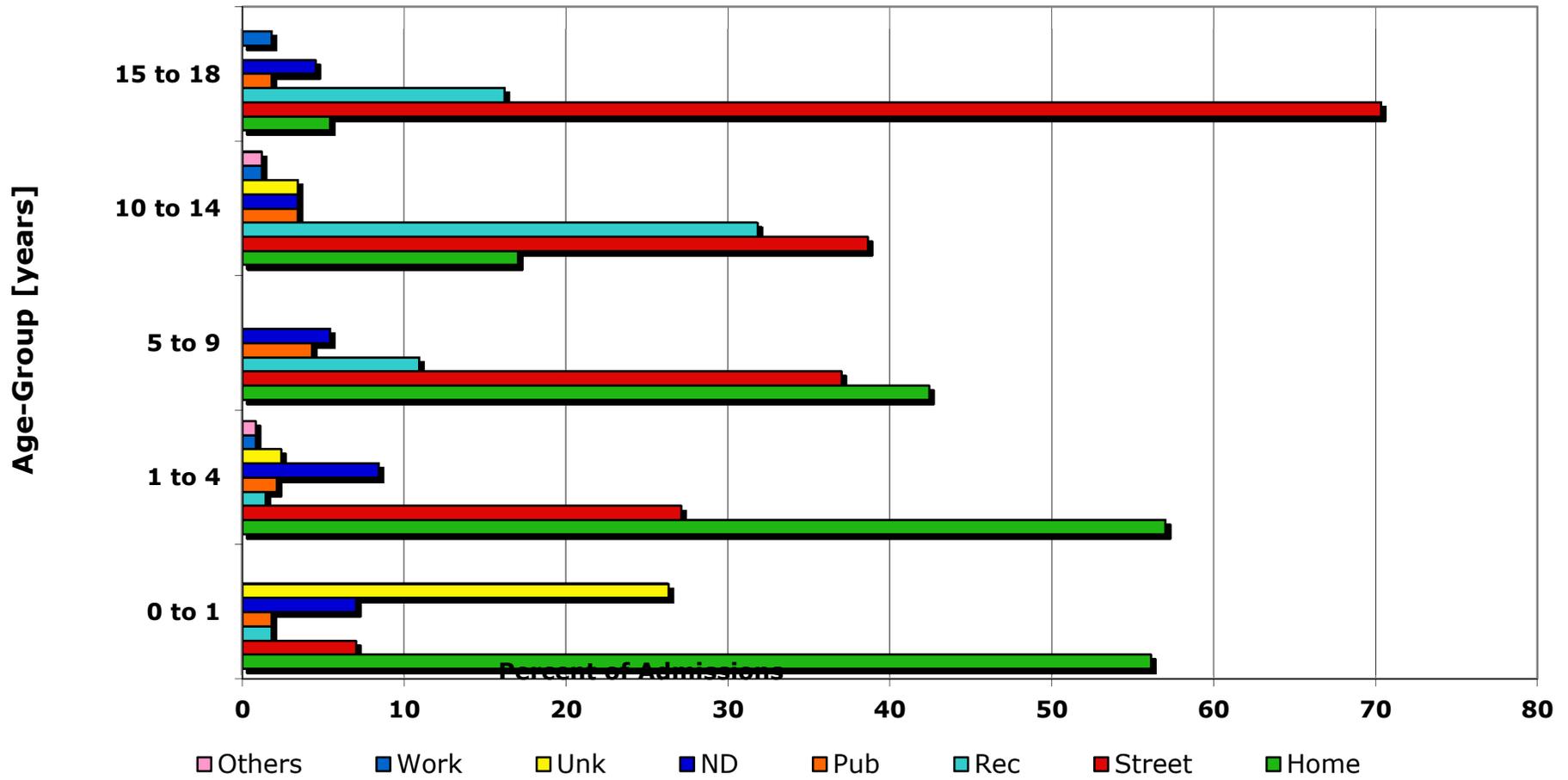
Number of Cars on the Road



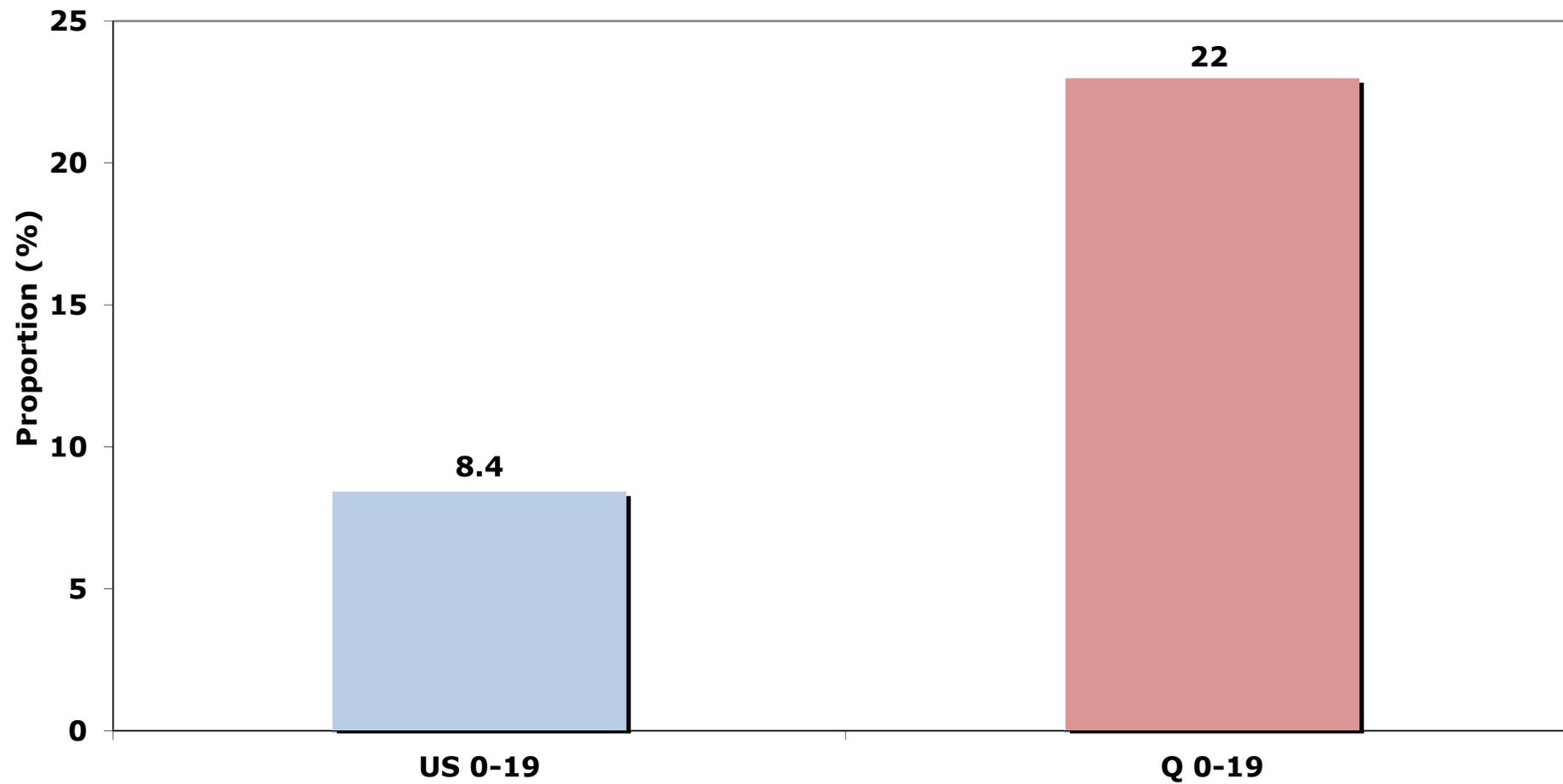
Injuries – Children (0-14) 2010-2011



Location of Injury, Paediatric Trauma Admissions



**Proportionate Mortality (MVC deaths/All deaths), both genders, 0-19 years, Qatar
[2010] & US [2007]**

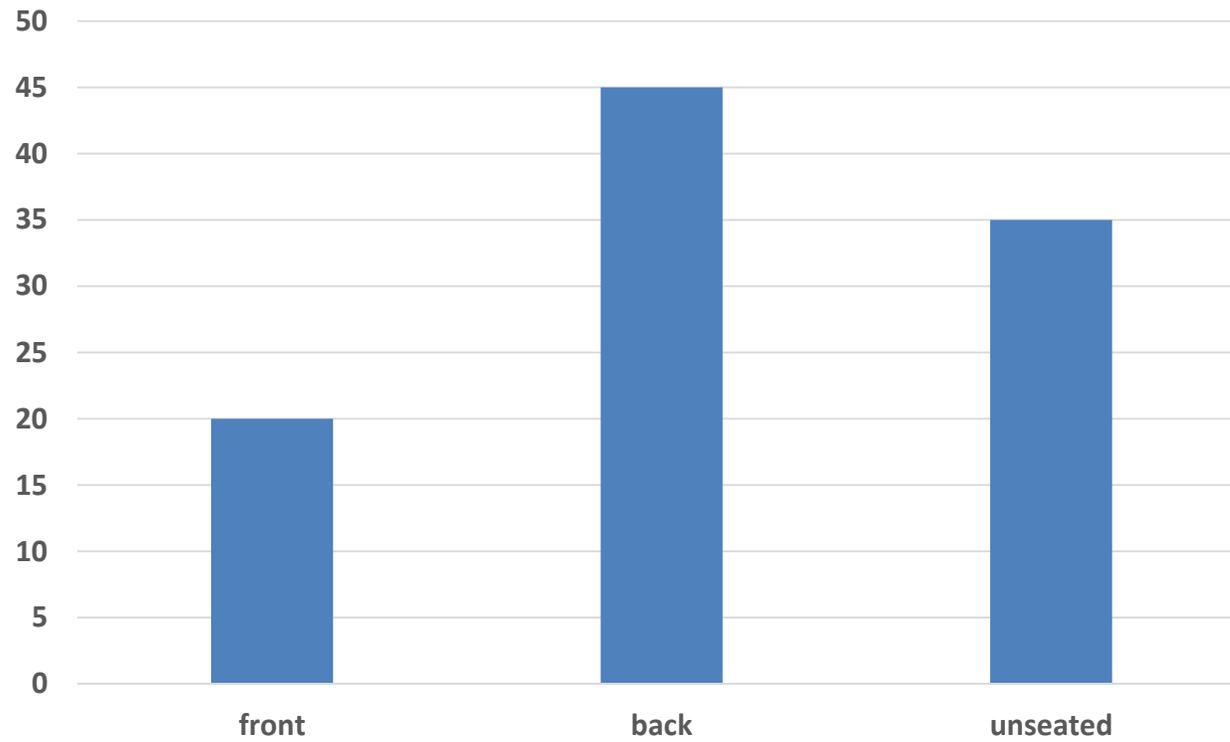


Data limitation



- No national system/registry yet
- Scattered from hospital based and traffic department
- Mostly from admitted patients severe injuries/death in hospitals
- No data on use of restraints
- No data on exact location of children but some data available for 0-4 group!
- No data on disabilities

location in car (0-4 years) - %



0-4 Passengers



- No data on restrained Vs unrestrained
- Likely that the vast majority (if not all!) unrestrained
- All deaths occurred in front occupants (TBI)
- Front: either on lap or standing
- Qataris: 50%, rest: other Arabs and Asians population
- No incidence recorded in western population in Qatar

Challenges - Road Users



- Poor public understanding and acceptance of importance of passenger restraint
- Large families (Nationals and residents)
- Single or multiple maids of different cultures and languages
- Often driver of different cultures and languages
- Economical burden on families (car seats means needing more cars!, bigger house ...)
- Children don't travel on motorcycle but the use of All Terrain Vehicles (ATV) especially off road (sand dunes) is increasing
- Drivers' behavior (speed, tailgating, use of mobiles)

Key Challenges - Law



- Law on adult driver and front seat passenger restraint
- No law on child passenger restraint!
- Under the age of 10 not allowed in the front: not enforced
- The use of ATV is not regulated

Child Car Restraint



- Different makes and models available in the market
- Affordable range
- Not used except in small sections of the community
- Limited promotion of its benefits (until recently)
- No education or training system on its benefits and how to use (until recently!)

What is being done to create a safety culture?



- Some encouraging recent developments
- The establishment of National Traffic safety Strategy, NTSS (led by MOI), Jan 2013. (laws and enforcement?)
- NTSS launched “one second can change your life” campaign focusing on child passenger safety and use of mobiles in car.
- Injury prevention program in Hamad Medical Corporation (Trauma service)
- Kulluna keep us safe campaign, led by Hamad Medical Corporation launched October 2012 (Safekids-Qatar office June 2013)

Car Passenger Safety Technician (CPST) Course in Qatar



- Safe kids and Hamad International Training Center
- First course in Qatar was held in December 2012
- Second course took place in February 2013



Candidates backgrounds



- Car dealership
- Baby shop supplier
- College
- Public
- Healthcare Providers - HMC
- Paramedic
- Overseas



Outcome so far



- 18 Candidates
- 14 CPST's
- 5 potential instructor candidates so far
- Outdoor open community event



Future...?



- 3rd CPST course in the autumn of 2013
- Train some CPST's to become Instructors
- Start widening the access to the course to all parts of the community
- Schedule regular Safety check events – to maintain CPST status and to improve seatbelt use across the community
- Continue regular CPST training courses
- Link in with the national traffic safety strategy

Kulluna "keep us safe" Campaign



Concern over swimming pool safety

By Helwan Othman
 Swimming pools are a popular recreational activity for many families in Qatar. However, a recent incident involving a child who fell into a pool has raised concerns over swimming pool safety. The incident occurred at a private swimming pool in Doha. The child, who was only four years old, was playing near the pool when he fell in. Fortunately, he was rescued quickly, but the incident has highlighted the need for better safety measures at swimming pools. Many pools in Qatar do not have proper fencing or gates, which can allow children to access the pool area easily. In addition, some pools do not have lifeguards on duty, which is a major safety concern. Parents and pool owners should take steps to ensure that their pools are safe for children. This includes installing proper fencing, gates, and lifelines. It is also important to have lifeguards on duty at all times. Finally, parents should always supervise their children when they are near a pool. By taking these steps, we can help to prevent swimming pool accidents and keep our children safe.

Kulluna takes its health message to nine schools



Participating students and their teachers.

Kulluna uses giant kitchen to promote safety at home

By Helwan Othman
 The Kulluna campaign is a national health and safety initiative that aims to raise awareness about health and safety issues in Qatar. One of the ways in which Kulluna promotes safety at home is through its 'giant kitchen' campaign. This campaign involves setting up a large-scale kitchen in public areas, such as malls and community centers. The kitchen is designed to look like a real kitchen, complete with a stove, oven, and sink. This allows children to learn about kitchen safety in a fun and interactive way. For example, children can learn about the importance of using oven mitts when handling hot objects, and about the dangers of playing with matches or lighters. The 'giant kitchen' campaign is a successful way to promote safety at home, and it is hoped that it will inspire other similar initiatives in the future.

Thank You