

Child Passenger Safety Week 2011

In **2011**, the US government changed their official recommendations for car seats to say that children should use a rear facing car seat until they are at least 2 years old, and longer if the seat allows. The recommendation in Sweden is to keep children rear facing until they are 4 years old. **Why then is the UK recommendation to keep children rear facing until they are 9 months? Is this as safe?**

The answer would be no! **It is not as safe at all.**

A rear facing car seat keeps your child **5 times safer in a collision** as it cradles the back and neck of the child and keeps the spine in alignment. A child's head is very heavy and in a forward facing car seat, the head will be flung forward with a force on the neck corresponding to 250 kg, while in a rear facing car seat, the corresponding force is only 50 kg, **reducing the risk of the neck breaking.**

So why are there no rear facing car seats for toddlers in high street shops?

There is a perception that rear facing group 1 car seats (seats for toddlers) are too big and bulky to use and that they are too hard to install in the car. **These are myths!** Rear facing group 1 car seats fit in **cars as small as the Ford Ka**, and following the manual, they are not so hard to install that you can't do it. They have more installation steps, but hey, **they are 5 times safer for your child!** Surely that is worth a few minutes for the installation.

Help us create a grass root movement to raise awareness of rear facing group 1 car seats!

Ask your local retailer to start stocking rear facing group 1 car seats.

It could save your child's neck!

For more information, see www.rearfacing.co.uk

SAFER KIDS IN CARS!