

# INCREASING PRIORITY-SETTING FOR CHILDREN CAR PASSENGER SAFETY IN CLUJ-NAPOCA, ROMANIA: A MULTI-SECTORIAL APPROACH - CLUJ-NAPOCA, ROMANIA



## LEAD ORGANISATION

Crucea Alba Foundation (White Cross Foundation)

## CONSORTIUM PARTNER ORGANISATIONS

\* Babes-Bolyai University  
\* Cluj-Napoca City Hall

## GRANT

CHF 200,000

## DURATION

June 2018 - May 2020

## THEMES

Road user behaviour – Seatbelts and child restraints; Enforcement

## BACKGROUND

According to an observational study conducted in 2013-2014, data collected in Cluj-Napoca shows:

### (AGES 0-3)

the rate of infants and toddlers using child safety restraints is



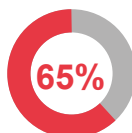
### (AGES 4-6)

while the rate of use in pre-school children is



### (AGES 13-17)

followed by middle school children with



(Rus, 2015) suggesting that parents' awareness of the importance of the use of child restraints, coupled with enforcement efforts decreases as children grow.

## GOAL

Increase child restraint (CRS) and seat-belt use compliance rates through strengthened enforcement practices and raised awareness on the importance of CRS and seat-belt use.

## OBJECTIVES

- 1 Strengthen and increase enforcement of seat-belts and child restraint requirements in Cluj-Napoca.
- 2 Increase public awareness about the risk of non-compliance with the requirements for child restraints and seat-belt use

## PROJECT SUMMARY

Over a two-year period, the project will focus on the development of awareness campaigns, a child restraint incentive program, coupled with improved and increased enforcement practices with the aim of increasing child restraint and seat-belt use in Cluj-Napoca.

The project takes a multi-sectorial approach, creating a Multi-Sectorial Working Group on Child Road Traffic Safety under the leadership of the Cluj-Napoca City Hall. The Working Group will engage key stakeholders with responsibilities in road safety development and implementation, along with local academic partners for evidence and knowledge exchange, as well as implementation monitoring.