



**The British  
Psychological Society**  
Division of Health Psychology

# Applying health psychology to increase safety behaviours for child car seats

Dr Hannah Dale

Health Psychologist

Division of Health Psychology - Scotland



# Child car seat safety behaviours

---

Choosing extended-rear facing car seats (that rear face to 18kg, 25kg and beyond)

---

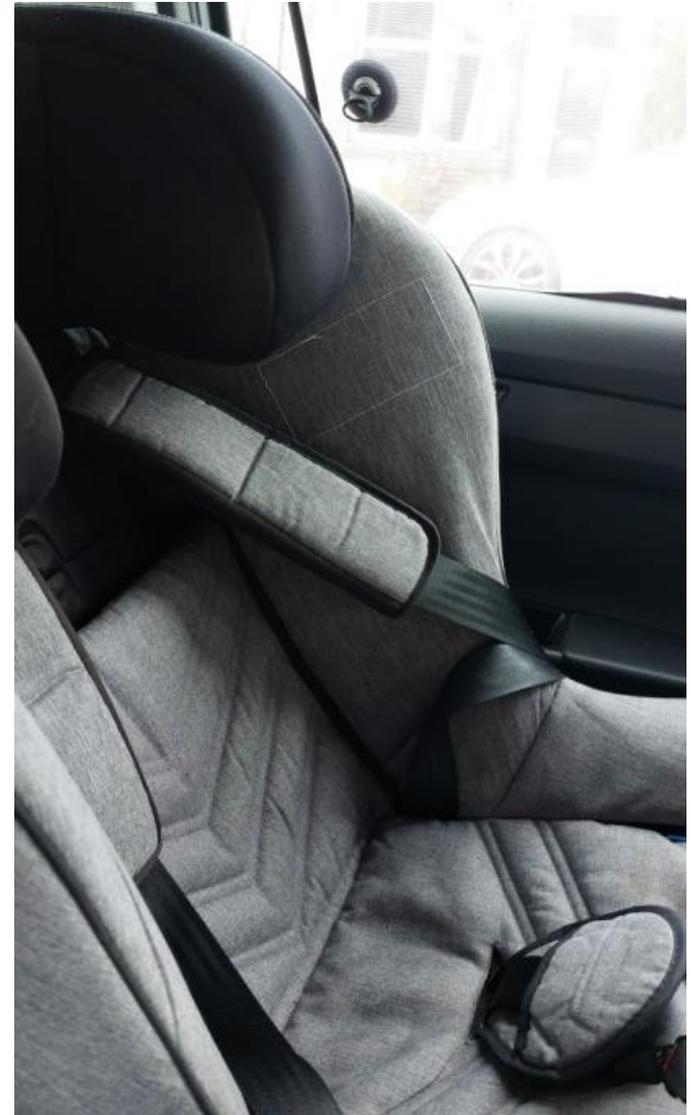
Not wearing coats in the car

---

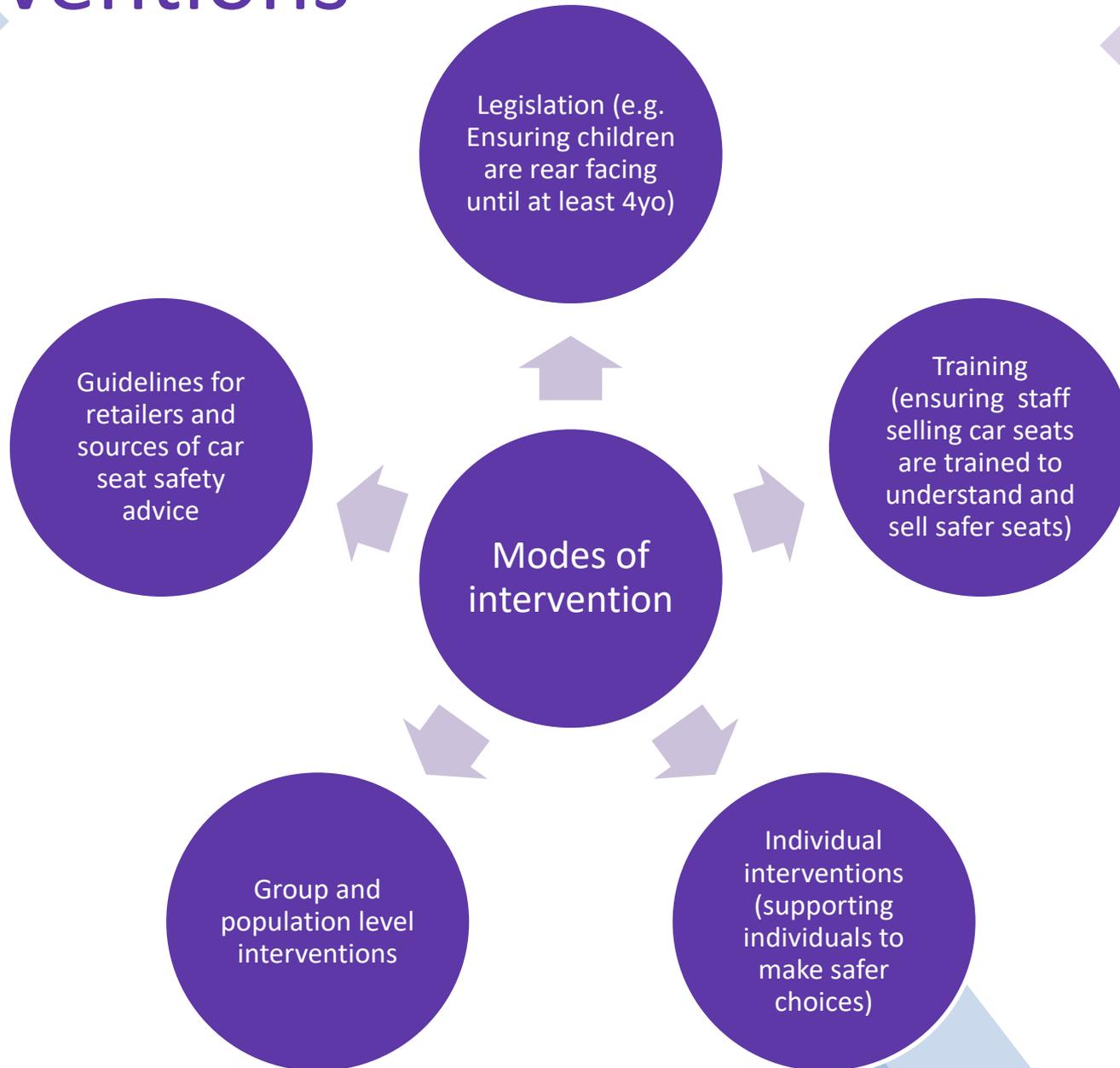
Ensuring seat used correctly and children secured accurately

---

Ensuring the child is in a correct seat for their height and weight

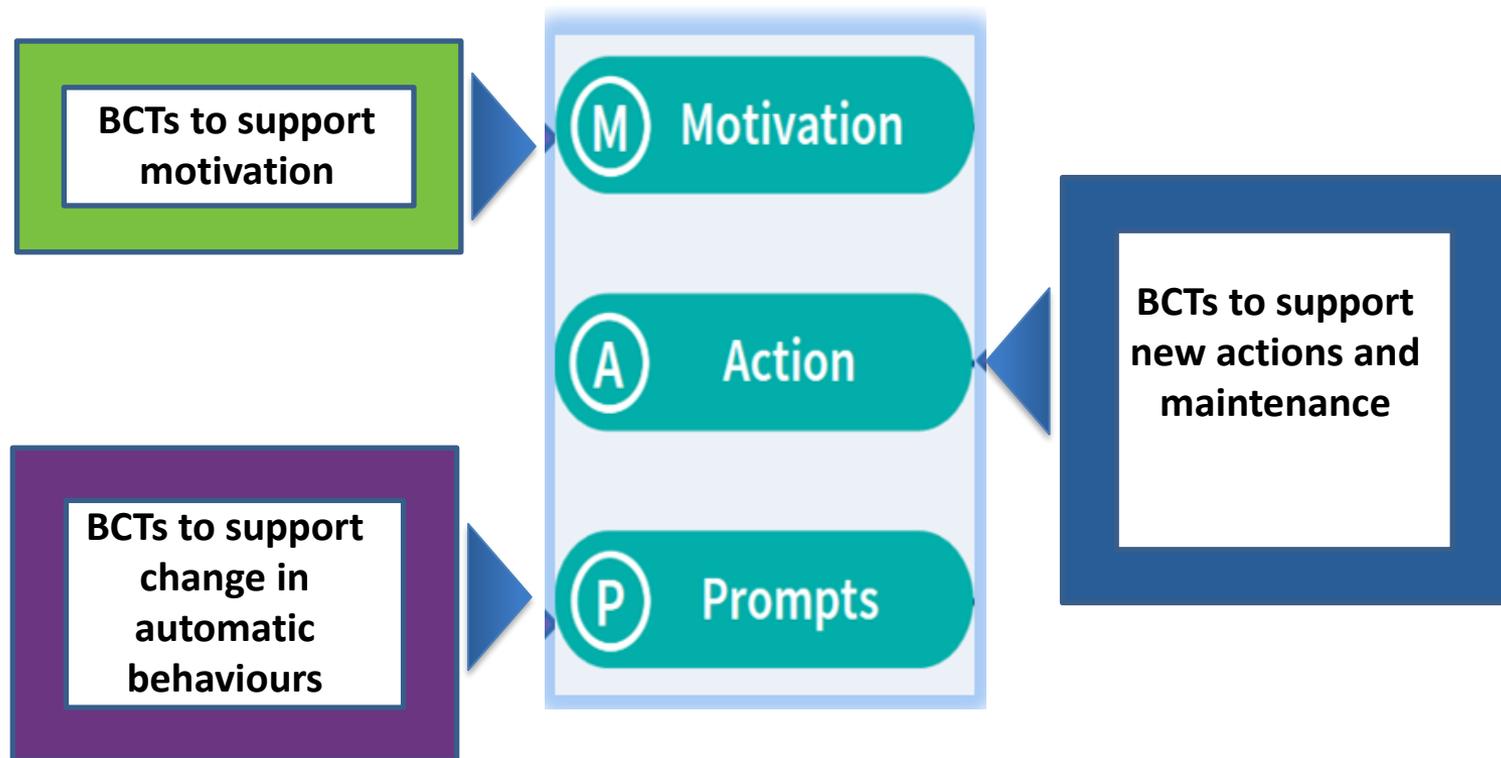


# Interventions



# MAP model of behaviour change

Assessing where someone is and then intervening using evidence based 'Behaviour Change Techniques' (BCTs)



# MAP model applied to individual interventions

## Motivation

- Tailored information to parents (not too threatening)

## Action

- Helping parents (once motivated) to set intentions to choose safer car seats and problem solving challenges

## Prompts

- On car seats prompting to not wear coats and to fasten the restraint correctly (in addition to the anti air-bag prompts)
- In shops to choose rear facing car seats



The British  
Psychological Society  
Division of Health Psychology

# Further Information

British Psychological Society  
Division of Health Psychology Scotland

[Hannah.dale@nhs.scot](mailto:Hannah.dale@nhs.scot)

[www.bps.org.uk/dhpscotland](http://www.bps.org.uk/dhpscotland) @healthpsyscot

