

# COMMISSION OF THE EUROPEAN COMMUNITIES

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COMMUNICATION FROM THE COMMISSION  

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ON COMMUNITY INFORMATION AND AWARENESS  
CAMPAIGN ON CHILD SAFETY  

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## I. INTRODUCTION

The Council in its Resolution <sup>1</sup> of 23 June 1986 favourably welcomed the Communication <sup>2</sup> of the Commission on a "New Impetus for consumer protection policy" and approved the objectives contained therein, particularly those which aimed at assuring to consumers a high level of protection for health and safety. This concern had already been felt in the past and was reflected in the adoption of two Community action programmes in 1975 and 1981 in which one of the five principles enunciated guarantees the protection of consumers against risks to health and safety.

This objective integrates with two Community policies.

On the one hand in guaranteeing the quality and safety of products (closely linked to the protection of consumers);  
it contributes to the achievement of the Internal Market.

On the other hand in bringing together the conditions for safety health and well-being of consumers it favors the realization of a Citizen's Europe.

If all Europeans are concerned by this subject, children are particularly so by reason of the substantial number of accidents which affect them in the home environment and during leisure activities, and by the fact that it concerns a group which is particularly vulnerable and needs particular attention.

That is why the Commission has the intention of undertaking a certain number of actions centred on the safety of children and adolescents, and in particular those aged between 0 and 14, considered to be most vulnerable.

Consequently the Commission will conduct, beginning in 1988, a campaign on information, awareness and prevention of accidents which will truly take form of a crusade to fight against this modern plague.

The Commission is conscious of the fact that :

- the public in general is insufficiently aware of the extent of fatal accidents or the permanent damage which is often caused by such accidents.

Does the public know that each year almost 20 million children and adolescents are injured in accidents, out of which figure 10.000 to 20.000 are killed - and that approximately 30.000 others are permanently handicapped?

The Commission wants, by means of its campaign and further more detailed measures, to obtain a reduction of 10 to 20% on the current number of these accidents as well as substantial results as far as prevention is concerned, before 1995.

<sup>1</sup> O.J. C 167/86 of 5 July 1986

<sup>2</sup> COM(85) 314 final of 23 July 1985

If the Commission is particularly preoccupied with the case of children, when, these accidents kill and injure persons of all ages and at substantial results as concerns prevention causing a considerable amount of distress and weighing heavily on the social and health services, it is for reasons other than purely statistical ones.

- a) First of all it is for humanitarian reasons and reasons of survival, that the child should be protected as a matter of priority, because it is on him that the future of the human race depends; by reason of his inexperience the child is vulnerable and has to be the object of particular care.
- b) Secondly, for economic reasons. The annual death toll of children represents 70 lost years of achievement to the detriment of society. In addition, long-term disablement due to these accidents always weighs more heavily on the social services.

One must recognize that children are an essential resource for the future of society from a socio-political and economic viewpoint, even more so for the Member States confronted by the problem of a falling birthrate.

The present document tries to demonstrate on a European level the dimensions and daily aspects of the problem of accidents to children in the home and during leisure activities, to discuss the importance of this problem and the reasons for which it is necessary to try to reduce the number and gravity of these accidents.

It outlines proposals intended to increase the degree of awareness of this problem by the Member States of the Community, with as a goal the formulation of an action programme.

## II. SCOPE AND NATURE OF THE PROBLEM

Accidents constitute the greatest cause of death for children past the age of nine months and, in most of the countries of the Community, they are the cause of nearly half the fatal accidents occurring during the school years. This follows from Table 1 of Annex II, which gives these statistics on mortality amongst children. It shows the role of accidents in the mortality occurring in the different age groups and it should be noted that accidental deaths during the total period of childhood (0-14 years) are two to three times more frequent than for the population as a whole. Thus the rate of death from natural causes for children has been dramatically reduced in the Community, whilst death due to accidental death has actually become the major cause of death amongst children. It is clear that things could be better; the two Tables in Annex II show that the rate of standardized mortality (death for 100.000 individuals at risk in the age groups concerned) varies considerably from one country to the other. They show the predominance of domestic and leisure accidents by comparison with traffic accidents.

In so far as concerns non-fatal accidents, but which nevertheless require medical attention and often involve medical sequelae of a serious nature, little data exists on a European level. In extrapolating the exhaustive data which exists in certain Member States to the level of the Community as a whole, one can estimate that for every hundred children who suffer accidents or who are examined in hospital, five are admitted for treatment for a period which can extend from three to sixty days.

Although many of these children are treated and sent home (95%), it is estimated in The Netherlands that 36% of them require to have further treatment under clinical supervision and that 14% are subsequently treated by general practitioners.

The figures for mortality cover all accidents for children, be it traffic accidents or in the home or elsewhere. Traffic accidents make up approximately one third of the total number of accidents and are the most likely to cause grave injuries or fatalities. It seems that the number of fatal accidents on the road is reducing; but, as this type of accidents continues to play a very important role in the accidents statistics relating to children, it has been the object of considerable attention from politicians, in particular activity in the field of information accident prevention and research as well as legislation and standardization.

On the other hand, domestic accidents are far more often responsible than road accidents for the number of victims admitted to hospitals or treated by general practitioners.

Although the statistics relating to the nature of childhood accidents are somewhat incomplete, it is evident that falls constitute the most common type of accident; falls amongst children in relation to consumer products. Other accidents which are currently prevalent amongst young children are scalding by burning coffee or by other drinks and poisoning by medicines and domestic chemical products. Collusion with other objects is also particularly prevalent amongst very young children.

Because systematic collection of statistics on domestic accidents does not exist outside the United Kingdom and Netherlands, where sampling systems are used, it is generally admitted that these accidents are under-registered. A study is actually being undertaken to consider the setting up of a databank specifically for the safety of children. It is equally important to note that in April 1986 the Council decided on a demonstration project for a Community system for the collection of data in respect of accidents involving products. This system, called EHLASS\*, is designed to fill the gaps in the data currently available and will yield its first results between now and the end of 1987. The current lack of information on the extent of the problem of domestic accidents signifies that up until now the problem has hardly attracted the attention of those politically responsible in any country. This is why the present proposal for a programme is centred on accidents in the home and during leisure activities in order to reestablish the balance.

The difficulties of making an exact evaluation of the financial implications of accidents and illnesses are well known and do not have to be gone into here. However, certain aspects have to be stressed.

First of all, the death of a child involves the total loss of productive years of life in economic terms; in addition, it has often been said that the sorrow and the suffering caused by the death of a child is proportionately greater than that caused by that of an adult, in particular if the parent feels himself to have been even partially responsible for the death.

Secondly, permanent disablement from childhood is globally more costly on a financial level than disablement occurring later in life; the total cost of caring for a paraplegic from the age of 5 years is far greater than for the same disablement from the age of 55 years.

Thirdly, as has already been mentioned, accidents of children are proportionately more demanding on the health services. The total cost of childhood accidents is therefore much greater than it would appear to be at first sight and it has even been estimated in the United Kingdom that the cost exceeds the cost of cancer for all ages combined. The economic saving of a reduction in the number of accidents - and notably fatal and serious accidents, would be considerable. The extent of recourse being made to the accident and emergency services, for minor accidents, also occupies resources, to the detriment of other more important illnesses. In addition, experience shows that many of these accidents can be avoided.

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\* European Home and Leisure Accident Surveillance System

### III. ANALYSIS AND BALANCE SHEET ON CHILD SAFETY CAMPAIGNS ALREADY HELD IN RESPECT OF THE SAFETY OF CHILDREN

Education and training undoubtedly have a very important role to play in the prevention of accidents, in particular accidents to children. The majority of accidents involving very young children may be attributed to their natural desire to explore their environment and to suck, chew or investigate everything they find. Because they are entirely oblivious of the dangers which their actions can bring on themselves, young children ought to be able to rely to a large extent on their parents to assure their safety during their first stages of development. Information relating to child safety, when it relates to babies and young children, ought to be directed at the parents and other persons who have them in charge. As the knowledge and experience of young children increases, so the role of safety education of the children themselves becomes more and more important. These principles, fundamental to a child safety campaign, have actually been recognized universally and put into practice in different forms and to different degrees. In this chapter, the methods generally used in child safety campaigns are set out in outline, including certain organizational aspects. Also certain examples of campaigns will be briefly described from which lessons can be learned in the light of their successes or their failures.

#### 1. Methods

In the majority of countries where child accident prevention has become a subject of interest and cooperation, general publicity campaigns aimed at heightening the awareness of parents of young children, have been regarded as a very important preventive measure. In particular, free publicity (on the radio and television networks, as well as in newspapers and magazines) has become unanimously accepted as a means of arousing a general consciousness as to the potential risks to which young children are exposed. These publicity campaigns are often organized in close collaboration with a wide range of health and consumer organizations. They should also include the distribution of posters, leaflets and brochures, as well as press articles, filler spots on the television and radio (for example, public information spots) and films.

So it is that in France, the French committee for health education organized between 1982 and 1984 a campaign for the prevention of domestic accidents, which comprised a television series (eleven films of 5 minutes each) produced by TF1, the distribution of nearly 2 million brochures and school education packs. (It is estimated that 800.000 families were reached by the campaign in the course of the first year.)

Intensive campaigns on particular aspects of the safety of children have also a useful role to play at the level of awareness of the public and to focus the attention on particular causes of accidents involving children, and the precautions to take to prevent them; as for example the national week for the prevention of poisoning in the USA, and the antiburn and antiscalds campaigns in the United Kingdom and The Netherlands, as well as the campaigns for safety on the playgrounds in Denmark, and the actions undertaken by "Das Sichere Haus", the publication "Sicherheitsfibel" and the campaigns organized by the "Bundesministerium für Jugend, Familie und Gesundheit" of the Federal Republic of Germany.

In addition to these publicity activities and often in liaison with them, it is considered that activities on a regional and local level are very important for bringing about changes of attitude and behaviour in the target public, whilst at the same time increasing the level of consciousness of the dangers involved. These local activities are often organized in close collaboration with local authorities, groups of consumers, the hygiene and health services and local volunteers. These actions directly reach the target public often in the form of a face to face meeting, and the message can be presented in a form more closely adapted to a given situation and with "local colour". In several countries there are people who have been specially trained and are responsible for promoting activities at a regional and local level. In the United Kingdom, staff of the "Royal Society for the Prevention of Accidents" who are specialists in home safety, are available to advise in the districts, as in the same way regional officials of the Institute of Consumer Safety in The Netherlands and safety officers in Switzerland. A very interesting experiment in this context has been carried out in Sweden where the municipality of Fallköping organized a very thorough local campaign on child safety, with the participation of all the intermediary groups concerned : after several years of an intense campaign, it has been possible to reduce by half the number of injuries necessitating medical treatment.

## 2. Organizational aspects

In the majority of countries education and information about safety are the province of government services or of private organizations which are often financed by those services. As far as those government services are concerned, it is clear that the principle ones involved are those responsible for public health and the protection of the consumer. In a few countries health education has become a theme of major interest and important safety activities are undertaken under this heading. As regards private organizations, these may include specialist organizations acting in the fields of the prevention of accidents, the information of consumers, and the promotion of hygiene, first aid and the prevention of injury, and voluntary organizations. Although in certain countries excellent results have been obtained through their action, associations of manufacturers (of pharmaceutical products for example) and commercial organizations (insurance companies for example) participate or give their support to campaigns in this field, to a much lesser extent.

As has already been stressed, the involvement of the authorities and private organizations at local and regional level is extremely important. But, just as matters are complex at national level, they are more so at regional and local level; it is disappointing to state that even the authorities responsible at national level often do not know the potential resources which exist at local and regional level. It is therefore encouraging to see that certain countries have taken the initiative to establish coordinating committees for the prevention of child accidents, with as their objective the harnessing of all the authorities and important national private organizations to this task and the creation of an appropriate communication network between the regional and local intermediaries.



### 3. Learning from experience

It is obvious that the child safety campaigns taken together with the regulations relating to safety of products, have a considerable effect on the general level of public consciousness and could lead to a reduction in the number of accidents involving children. In the United Kingdom, studies relating to the effectiveness of an intensive campaign called "Play It Safe" particularly aimed at the lowest socio-economic groups, showed a significant improvement in the level of knowledge and attitudes within the groups concerned, and this, after television programmes had been shown in conjunction with education activities at national and regional level. In The Netherlands and France, similar campaigns have taken place with similar results.

A reduction in the current statistics of accidents has been recorded, particularly following actions of a very precise nature aimed at particular categories of risk as for example injuries due to fireworks, drowning, poisoning, burns and scalds, and falls from the windows of highrise buildings and injuries linked to equipment used on playgrounds. Another important aspect of the successful campaigns, which lead to changes of behaviour and the reduction of injury, is that they formed a part of a series of preventive measures, amongst which concrete changes in the environment and the design of products formed a part. Although very few child safety campaigns exist which have been properly evaluated, the results which are available tend to show that the most successful campaigns are those which have been specific. However it should be noted that specific campaigns do not bear fruit if it has not been possible to create a minimum level of consciousness about the problem amongst the group concerned. That is why the awareness campaigns of a general nature remain indispensable, if only to maintain the current level of awareness.

#### IV. JUSTIFICATION FOR COMMUNITY ACTION

If, as we have just seen, certain campaigns carried out individually by Member States have born fruit, unfortunately they remain isolated. It therefore behoves the European Community to take upon itself the organization of such campaigns in order that all the Member States are able to profit from such campaigns without exception.

Various factors have decided the Commission to take the initiative in the matter of child safety :

- the need to protect consumers during the process of completing the Internal Market;
- future horizontal legislation on product safety which will be more appropriate if taken at Community level than legislation prepared by each Member State individually;
- the pooling of knowledge and statistics concerning accident prevention would be more effective;
- the insufficiency of structures and means, in certain Member States, for effectively carrying programmes of actions with a view to limiting the number of accidents;
- the Community action will intensify the results of local, regional or national initiatives which are already taking place. The latter are often decentralized and generally suffer from a lack of coordination;
- the value of this campaign can be measured against the following three criteria :
  - a) around 15 milliard ecus are dissipated each year through expenditure related to hospital costs and sickness payments due to these accidents. Over a period of 5 years, this represents a loss of 75 milliard ecus.  
A reduction of 10 % in accidents involving children would lead to a saving of 7.5 milliard, a sum which could be used more usefully, notably in the creation of new jobs;
  - b) thanks to this campaign and action programmes, each life saved will contribute towards slowing down or stopping the demographic decline in the European population;
  - c) the public image of the Community will be reinforced by this campaign which will have clear humanitarian and economic implications.

The effort and means should be proportional to the importance and the extent of the problem.

The Community is the framework within which vigorous action campaign should be conducted for the reduction in the number of these accidents over the whole of the territory of the Community and for ensuring that the reduction in accidents continues in the years to come.

## V. THE EUROPEAN CAMPAIGN FOR CHILD SAFETY

### 1. Its objectives

The objective of this campaign is the reduction of the astounding number of child accidents in the Community and their prevention under the general theme : **AN ACCIDENT IS AVOIDABLE !**

Indeed, according to experiments and studies already made by experts in the matter, nearly 90 % of the accidents in question are avoidable. An immediate reduction following the campaign of around 10 to 20 % is therefore completely realistic.

An even more substantial reduction is possible, but this would require concrete long term action of a legislative, regulatory, and educational nature, and these would form the subject of the multiannual action programme that the Commission will submit in 1988/89. It will intensify, by means of this programme, the specific actions, such as those already undertaken under the directives relating to the safety of toys and dangerous imitations of consumer products.

In order to achieve substantial results, the Commission will concentrate, from the beginning, its campaign on the target groups which are most concerned by the problem and on categories of accidents which are particularly serious, frequent and requiring an immediate action which would allow concrete results.

The major categories of child accident are :

- falls
- poisoning
- burns
- drowning and submersion
- inhalation and swallowing of foreign bodies
- mechanical strangulation, suffocation and asphyxiation.

Information and awareness actions will, at the beginning, concentrate on the four major categories :

- poisoning
- burns
- falls
- drowning

where behaviour plays a particularly important role in causing the accidents, and where information and awareness actions can have an immediate effect.

The campaign will concentrate at the same time on certain priority target groups, first of all in order to involve them personally in the actions to be undertaken by the campaign, and secondly to obtain substantial results, which at the beginning will be determinant for the more long term results of the campaign. The priority target groups will be :

- parents with young children (0 to 4 years);
- adolescents having the responsibility for young children in their own family or outside it (baby sitting, and people supervising in holiday camps);
- teachers, instructors and those supervising kindergarten.

## 2. The development of the campaign

The campaign will start in 1988 and will develop in several phases up to and including the year 1990.

The information and awareness campaign for will be accompanied from 1990 and followed by a multiannual action programme which will be the subject of specific concrete actions of a legislative, regulatory and educational nature etc... aimed at the design, manufacture, marketing and use of consumer products, as well as the design and construction of houses, playgrounds and sports, leisure and recreational grounds.

### Initial phase (1987)

For the initial phase the main actions to be taken are:

- finding appropriate partners in each member state;
- the constitution of a study group: **THE CLUB OF BRUSSELS**;
- the creation of a central organization body;
- the establishment of an office of advisers on communication matters;
- the creation of a logo as a campaign symbol allowing for the Commission to be identified as the source of all the actions and communications which will be carried out in the framework of the campaign and its successes;
- the search for "sponsors" for permitting, through their influence, their reputation and their image, the promotion of different actions and the acquisition of funds for the satisfactory development of the campaign;
- the encouragement of retired people to actively participate on a gratuitous basis in the efforts being made for childhood safety by giving a part of their free time;
- the formation of a group of artists motivated by the safety of children who will be ready to devote a number of days for the giving of charity concerts in aid of the campaign.

### First phase (1988) : Phase of active preparation

This first phase will take place in 2 stages:

- by preliminary information and awareness actions of a general nature aiming to bring about a better awareness of the phenomenon of child accidents in the Member States of the Community;
- by the preparation of more specific activities concentrated on 2 to 3 target groups which are most concerned by problems of child safety and on a reduced number of major accidents categories which are particularly frequent and serious. By way of example there are poisoning, burns, drowning and certain categories of falls and as priority target groups the parents of very young children (0 - 4 years), adolescents having responsibilities for very young children as well as teachers, instructors, social workers and pediatricians.

For the implementation of these actions, the Commission will have as partners the Member States, consumers organizations, professionals and other organizations specialized in the subject.

### Second phase (1989-1990)

This second phase will be characterised by the carrying out of activities planned in 1988 and the subsequent actions indicated under paragraph 3 below.

### 3. Subsequent actions

It will be for the Commission and its partners to define other suitable actions to be carried out in the framework of the campaign, and to put forward ideas as from 1988, particularly for implementation in 1989 and 1990, as for example :

- a safety prize which will be held and awarded every year to acknowledge efforts made, for the improvement of child safety, by professionals;
- the holding of a competition in schools for the best poster on a child safety theme; - the winning entry could serve as the theme for the next specific action;
- an "Oscar" for child safety could be awarded to reward the actions of persons or consumer organizations which have been judged worthy by reason of their contribution to the prevention of accidents;
- a European Safety Council made up of young people could also be created. It would bring in new ideas, suggestions, and reflexions. These young people, who are moreover the people principally concerned by the campaign, would probably have a better idea than a group of adults for proposing actions and messages which are appropriate for themselves;
- the publication of "20 golden rules" of safety for children in the form of a carnet or posters;
- the creation of international symbols similar to those used on the roads to inform children of the dangers which threaten them at home, at school and in the places where they play;
- the institution of a "European day for child safety".  
This day would include various shows and entertainments.  
It should be given an objective : mobilize all the energies available for limiting the risks concerned for 24 hours. The results of this exceptional day would be measured by the EHLASS System.

The intention of such a day is to prove that accidents are avoidable thanks to combined efforts.

- Participation at a child safety stand in the major European fairs.
- A travelling exhibition "The Giant House" which would be made available throughout the twelve countries of the Community. This "Giant House" is intended for an adult public and represents their domestic environment as it would be perceived by children. The aim is to show that the environment which has been conceived for adults is not suitable for children and is perhaps a source of dangers often ignored.

#### 4. Its organization

The Commission, with a view to attaining its objectives and bearing in mind the multidimensional problem with which it is confronted, ought to evolve a flexible structure avoiding heavy administrative procedures.

This structure will be composed of :

- a study group of experts who are highly qualified and have an international reputation, THE CLUB OF BRUSSELS. This Club will be mobile with rotating membership and will include specialists depending on the themes to be examined;
- an "office of advisers in communication";
- a management group of the Commission. It will have a number of roles : coordination, management's representation, secretariat, information and supervision of the evolution of the campaign.

#### 5. Financial implications

The cost of the campaign will depend on its length and on whether all or some of the above mentioned actions are to be carried out and on proposals for actions to be taken into account in the very near future.

After consulting experts on child safety and communication, it is apparent, according to their almost unanimous opinion, that the campaign should be carried out over a period of 2 to 3 years and that the budget for such a widespread campaign, to be equal to the socio-economic dimensions of the problem and to the challenge in question, ought to be in the order of minimum 10 MECUs.

Such an amount cannot be met in its entirety by the Community budget.

The Commission will be responsible for the preparation of the campaign during 1988 in particular, and will request appropriations to the amount of 2 MECUs in the 1988 budget for this purpose.

The remaining amount of about 8 MECUs, spread over the years 1989/90 should, in the opinion of the Commission, be charged to the extent of one half to the Community and one half to the Member States in order to clearly demonstrate, also in budgetary terms, that this campaign is an enterprise which is common to the Community and the Member States and to reach, in this way, the highest level of effectiveness - this being a condition sine qua non of the expected success of the campaign.

## VI. CONCLUSIONS

As the Community is a Community of destiny, all factors affecting its future ought to be considered together.

When the problem concerns all Member States and is a major phenomenon of our societies and when the dimensions of this problem are such that joint efforts are necessary to resolve it, a far-reaching Community action is called for.

The safety of children is a problem at least as important as cancer, environment, energy etc..., and justifies the commitment and activities of the Community, in combining the efforts of all the Member States and all the socio-professional groups to take up this challenge.

The cost of the campaign is not an obstacle in itself in the sense that it will quickly cover its own cost as previous similar campaigns have shown. The stakes are high: indeed, if the objective of reducing accidents is achieved, the expected benefits will be far greater than the costs incurred in the conduct of the campaign.

The Commission invites the Community Institutions and the Member States to take note of the initiative envisaged by the Commission to conduct a campaign on child safety as well as of the actions proposed and wishes for their full support and active cooperation. The campaign should be a wide-ranging common undertaking of the Commission and the Member States.

FICHE FINANCIERE POUR LE BUDGET 1988 ET LES PREVISIONS BIENNALES 1989-90

1. Ligne budgétaire proposée

Poste 6673 - sécurité des enfants

2. Description de l'action

Le Conseil ayant approuvé le programme de la Commission et donnant une nouvelle impulsion pour la politique de protection des consommateurs (résolution du 23 juin 1986) a invité la Commission à lui transmettre des propositions en vue de lui permettre de prendre des mesures nécessaires au cours de la période envisagée pour l'achèvement du marché intérieur (1986-1992).

La Commission considérant que :

- près de 20 millions d'enfants sont blessés chaque année suite aux accidents;
- ces accidents constituent le principal facteur de mortalité des enfants: presque 20.000 par an dont plus de 10.000 pour les enfants et jeunes entre 0-14 ans);
- le coût socio-économique est de plusieurs milliards d'écus;

a décidé que la sécurité de enfants constituera l'un de ses objectifs prioritaires à partir de 1987, dans le cadre de sa politique de protection des consommateurs axée en premier lieu sur la sécurité des consommateurs.

Elle est d'avis que la sécurité des enfants est l'une des responsabilités majeures que doit assurer la société moderne. C'est pour cette raison, que la Commission organisera en 1988-1990, comme annoncé dans sa communication au Conseil du 23 juillet 1985<sup>2</sup>, une campagne communautaire d'information et de sensibilisation sur les accidents dans la sphère privée touchant les enfants.

La finalité principale de l'initiative communautaire est de servir de stimulus de sensibilisation publique et de préparer ainsi le terrain pour des actions spécifiques visant la réduction sensible et la prévention de ces accidents.

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<sup>1</sup> J.O. C 167/86 du 5 juillet 1986

<sup>2</sup> COM(85) 314 final du 23.7.1985



### 3. Incidences financières

Après consultation des experts en matière de sécurité d'enfants et en communication, il s'avère, selon leur avis quasi unanime, que la campagne devrait être conduite sur une période de 2 à 3 ans et que son budget devrait atteindre au minimum 10 Mécus.

Des recettes éventuelles, notamment par des activités de "sponsoring", devront pouvoir être réemployées pour la campagne.

### 4. Nature de la dépense et mode de calcul

#### 4.1 Nature de la dépense

Dépense de consultations préparatoires, subventions diverses, frais d'analyses descriptives, d'investigations et de recherches, enquêtes, prestations d'experts et tous frais y afférents, achats de matériel, réunions et séminaires, actions d'information, publications, actions spécifiques de lancement et de vulgarisation, prix de concours, dépenses pour films, vidéo, télévision etc...

#### 4.2 Mode de calcul

à titre indicatif les actions se répartissent comme suit :

##### A) Activités initiales

(Une partie des activités préparatoires seront financées par les crédits du budget 1987; pour le reste du travail préparatoire qui se prolongera sur 1988, la Commission demande que des crédits de l'ordre de 2 Mécus s'inscrivent au poste 6673 du budget 1988)

- Conception, organisation, planification
- constitution d'un groupe de réflexion
- mise en place d'une cellule opérationnelle
- identification de partenaires appropriés aux plans national, régional et local
- recherche de "sponsors" pour la promotion de diverses actions
- conception et préparation de dossiers d'information et matériel divers servant de base pour les actions à développer
- création de logo, slogans et graphiques
- conception de matériel éducatif
- production de badges, T-shirts et autres matériel promotionnel
- réalisation de spots TV de sensibilisation
- frais administratifs pour le financement des réunions, voyages et personnel temporaire
- appels d'offres et financement d'une agence de communication

B) Actions d'information/sensibilisation envisagées pour 1989/90

- Conférence de presse européenne
- Conférences de presse nationales
- Production de films et doublages plus achat d'espaces TV et presse écrite
- Diffusion d'une série de timbres
- Edition de brochures/dépliants
- Matériel pédagogique
- Réalisation de films, courts métrages
- Organisation colloques et séminaires
- Programmes de formation à la sécurité
- Conception, rédaction d'un bulletin semestriel d'information
- Actions spécifiques dans la communauté méridionale
- Financement des activités à mener par des organisations nationales de consommateurs et autres organismes
- Journée Européenne de la Sécurité
- Exposition "Maison Géante/Maison Sûre"
- Concours et prix de qualité de sécurité pour des produits spécialement destinés aux enfants
- "Workshops" avec des professionnels

4.3 Echancier des dépenses

1987	500.000 Ecus
1988	2 Mecus
1989	2 Mecus
1990	2 Mecus

5. Incidence financière sur les crédits de personnel et de fonctionnement.

Personnel nécessaire à l'exécution de l'action:

Le personnel nécessaire pour la cellule opérationnelle de la campagne sera rendu disponible soit par déploiement interne, soit dans le cadre de la procédure budgétaire.

FIG. I MORTALITE PAR ACCIDENTS DOMESTIQUES ET  
DE CIRCULATION DES ENFANTS DE 0 - 14 ANS  
DANS LES 12 PAYS MEMBRES DE LA CEE  
1982 - 1984

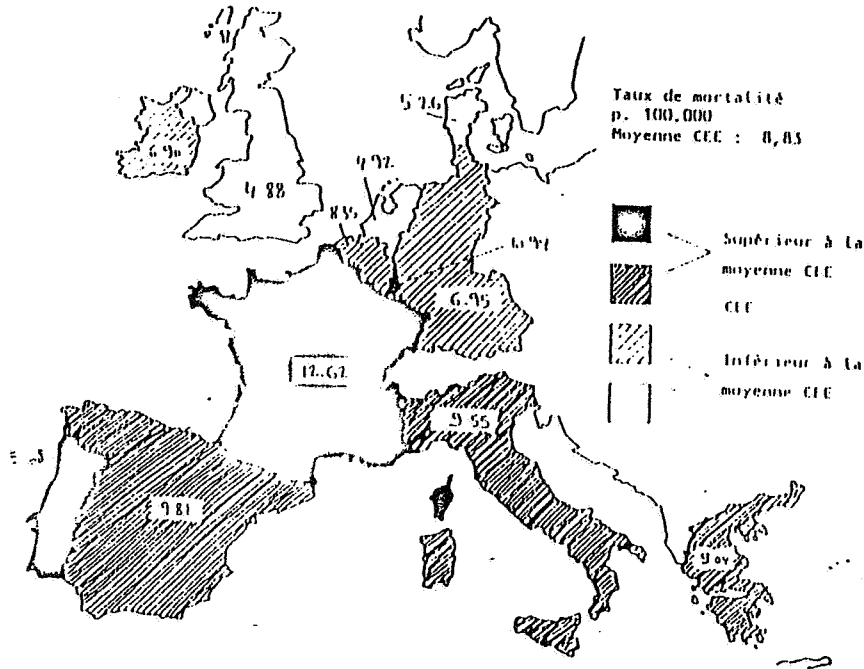
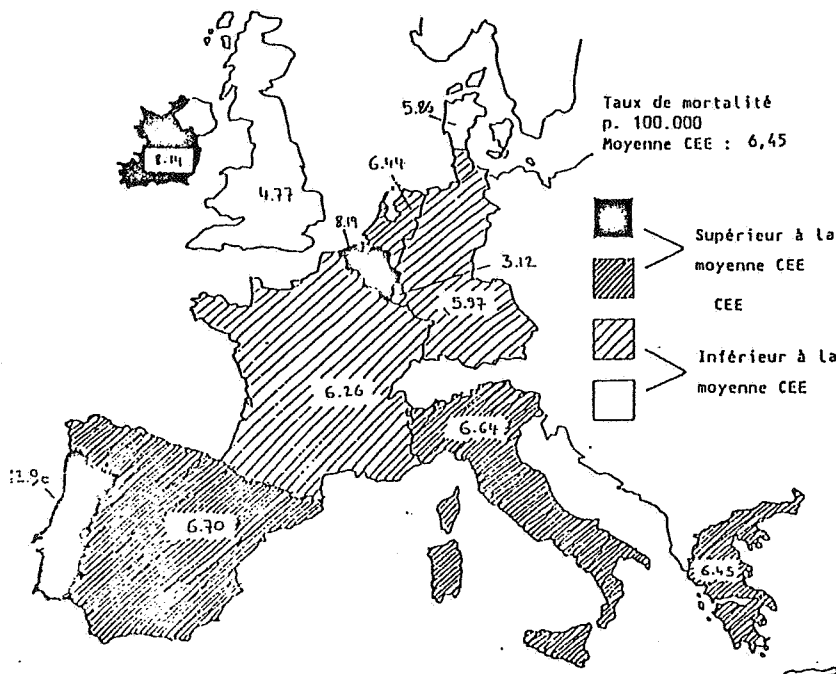



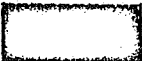
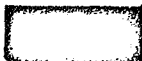
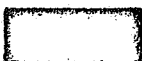
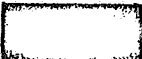
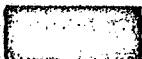
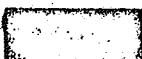
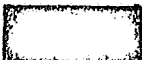

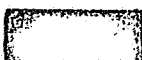
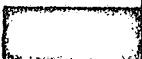
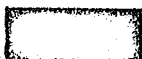



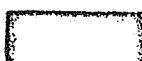















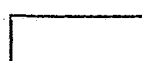


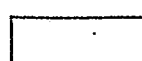
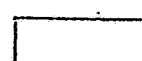
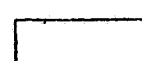


FIG. II MORTALITE PAR ACCIDENTS DE CIRCULATION ET DE  
TRANSPORTS DES ENFANTS DE 0 - 14 ANS  
DANS LES 12 PAYS MEMBRES DE LA CEE  
1982 - 1984



SYNTHESE DES ACTIVITES PAR PAYS

	=	Actions notables
	=	Quelques actions ponctuelles
	=	Actions pratiquement inexistantes

	1984	1985	1986
Pays-Bas			
R.F.A.			
Royaume-Uni			
Espagne			
Irlande			
Belgique			
Danemark			
France			
Italie			
Portugal			
Luxembourg			
Grèce			

GROUPES CIBLES POTENTIELS

