



公益財団法人 国際交通安全学会

International Association of Traffic and Safety Sciences

FY2025 Internal Research Report
Meeting
Friday, April 10, 2026

2502A

**Research into the Best Way to Disseminate
Traffic Safety Information to Increase the
Use of Junior Seats**

Project Leader

Rumiko Iwasada

Motor Journalist



**Project
Members**

【IATSS Members】

Naoya Kanda	Professor, Tohoku University of Community Service and Science
Noriaki Takubo	Deputy Director & Chief of Research Division I, ITARDA
Hiroshi Nakai	Associate Professor, Graduate School of Human Sciences, Osaka University
Yuka Nakagawa	Professor, Faculty of Law, Chukyo University
Akinori Morimoto	Professor, Faculty of Science and Engineering, Waseda University

【Non-IATSS Members】

Tomoya Ito	Director, ER Department, Aichi Children's Health and Medical Center
Ayako Taniguchi	Professor, Faculty of Engineering, Information and Systems, University of Tsukuba
Yoshitaka Tanno	Manager, Traffic Environment Research Division, JAF
Sho Hirose	Executive Specialist, Traffic Environment Research Division, JAF
Toyohiro Hishikawa	Researcher, Research Division I, ITARDA

【Observers】

Tomoyuki Ogata	Traffic Planning Division, National Police Agency
Atsushi Okumura	Traffic Planning Division, National Police Agency
Asao Muramatsu	Cabinet Office (Cohesive Society)
Seigo Mori	Cabinet Office (Cohesive Society)
Yukiko Miyaki	Chief Researcher, Dai-ichi Life Research Institute

Traffic Accident Status

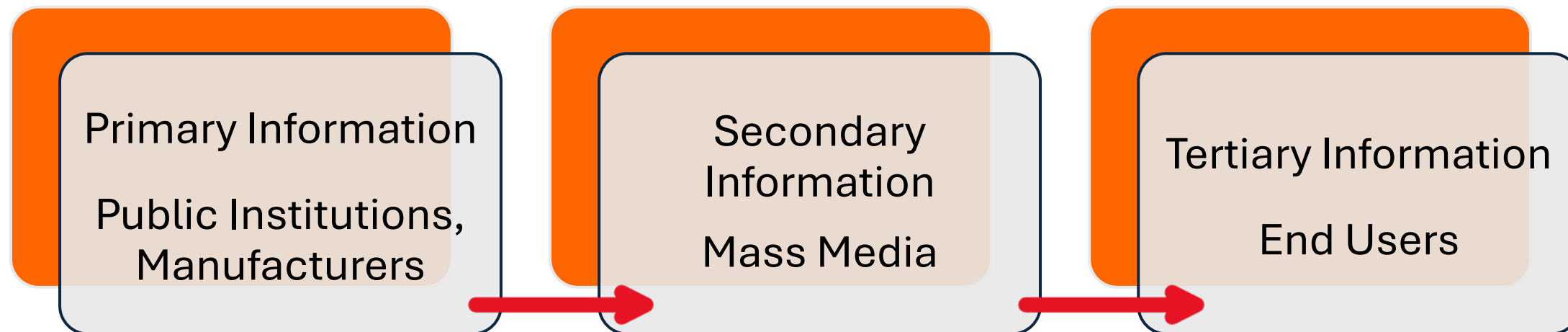
- 2025 Fatalities: 2,547 Injuries: 338,294

* Numbers are decreasing compared to the previous year but show signs of plateauing

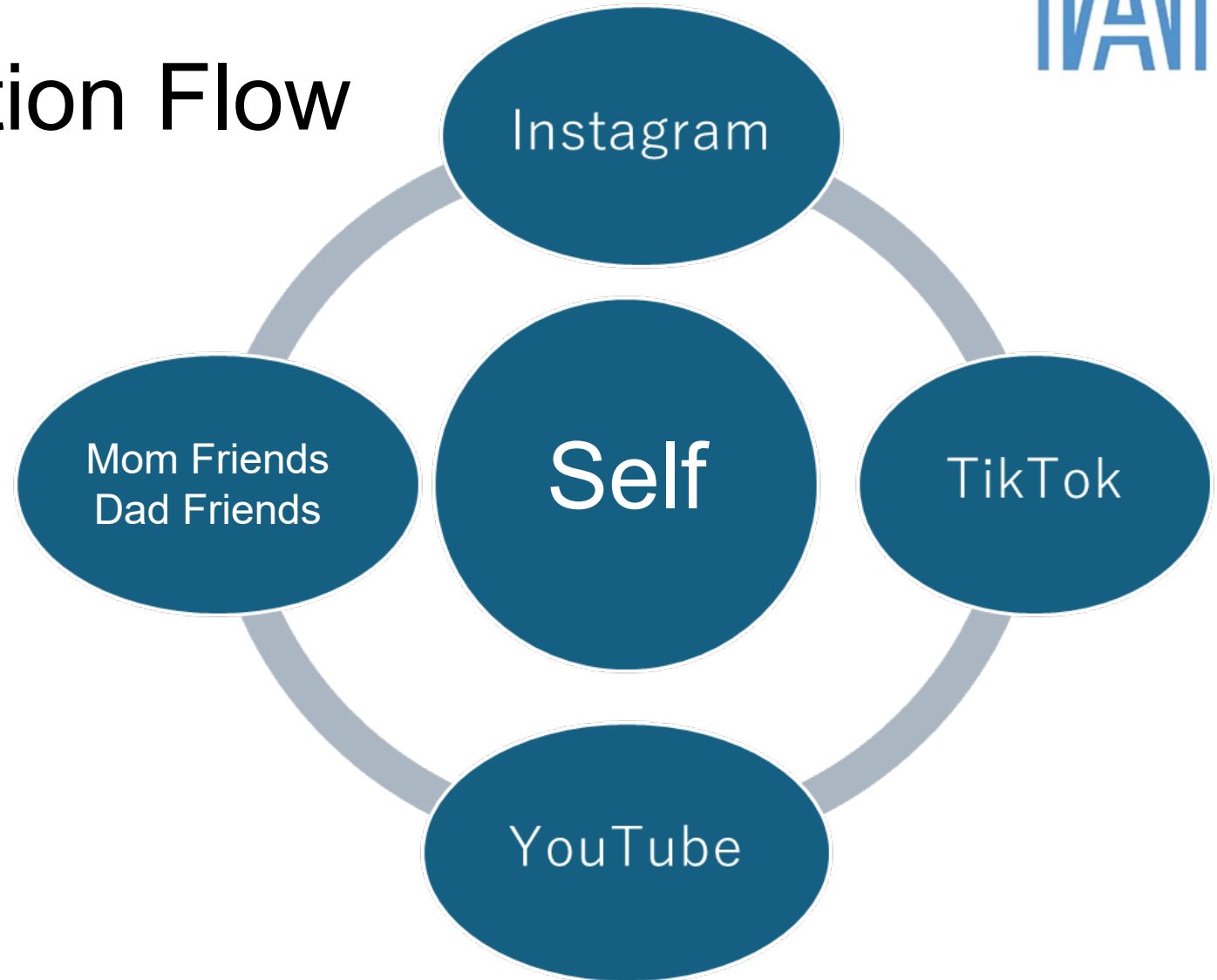
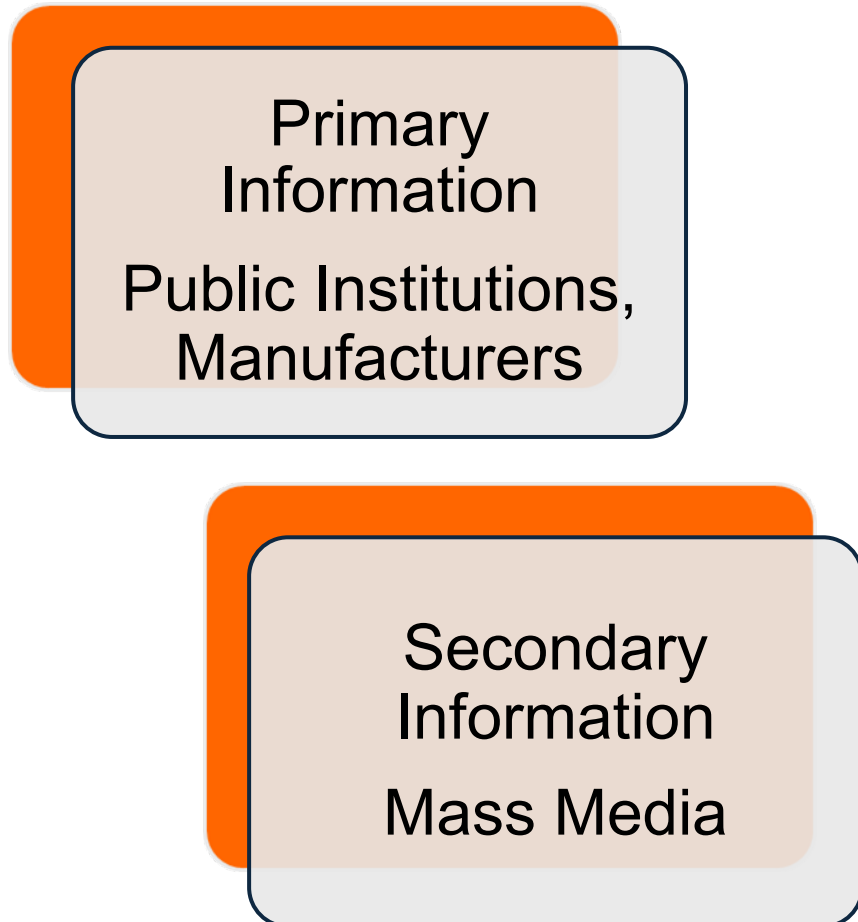
While existing measures remain effective over the long term, the diversification of mobility has led to an increase in new types of accidents

Are the rules for safe use—especially for bicycles and e-scooters—failing to reach the public?

Traditional Information Flow



Current Information Flow





- August 2024 (Summer Vacation)
- A light car driven by a mother drifted into the oncoming lane and collided head-on with a transit bus
- The mother sustained leg injuries (Wearing a seatbelt)
- Two Sisters (aged 7 and 5) in the Rear Seat were fatally injured
- Both children were not using child restraint systems, but **adult seat belts**

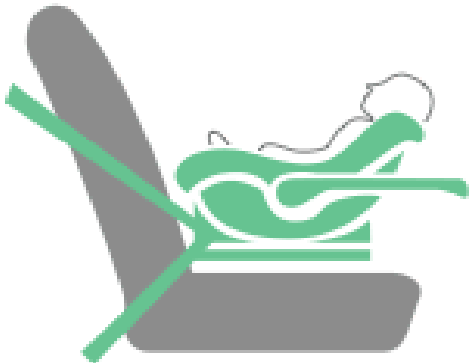
Types of Child Restraint Systems(CRS)



Infant Car Seats

For infants up to 15 months.

It is recommended to stay rear-facing as long as possible after 15 months



From MILT Website

Toddler Car Seats

For children over 15 months and 76cm tall, up to 105cm
(Forward-facing)



Booster Seats

For children between 100cm and 150 cm
Used with the vehicle's 3-point seatbelt to secure both the child and the seat





Road Traffic Act regarding CRS

Mandatory for children under 6 years old

- * Average height at age 6: 116.7cm (Boys) / 115.8cm (Girls)
- * Children typically reach 150cm at age 12

(2024 School Health Statistics)

Manufacturer Perspective (JAMA)

"Vehicle crash tests use dummies representing a height of 150cm
Safety is not guaranteed for occupants under 150cm"

→ **Therefore, Junior Seats are strongly recommended for children aged 6 and older**



Revisiting the Fukuoka Accident

Why did the mother allow the 7-year-old to use only the seatbelt?

Did she falsely believe that

as long as the seatbelt is on, they are safe?

Is critical safety information

failing to reach parents accurately?



Nationwide Online Survey
Dates: June 12–13, 2025

Respondents:

10,000 parents with children of elementary school age or younger
3,000 non-parents

Survey Items regarding CSR

- License/Car ownership, driving frequency
- Income, occupation
- Usage rates of Child/Junior seats
- Reasons for use or non-use
- Incentives for usage



Nationwide Online Survey
Dates: June 12–13, 2025

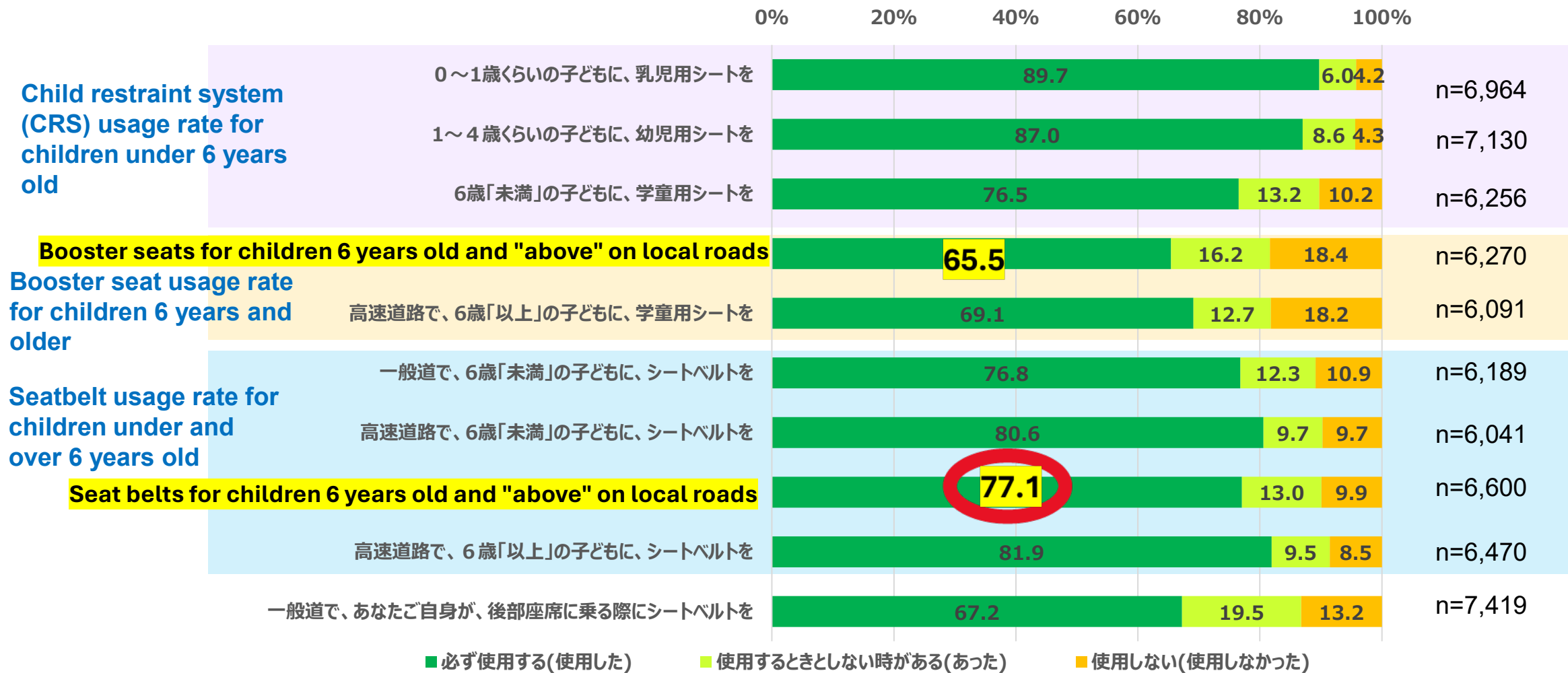
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Survey Items regarding CSR

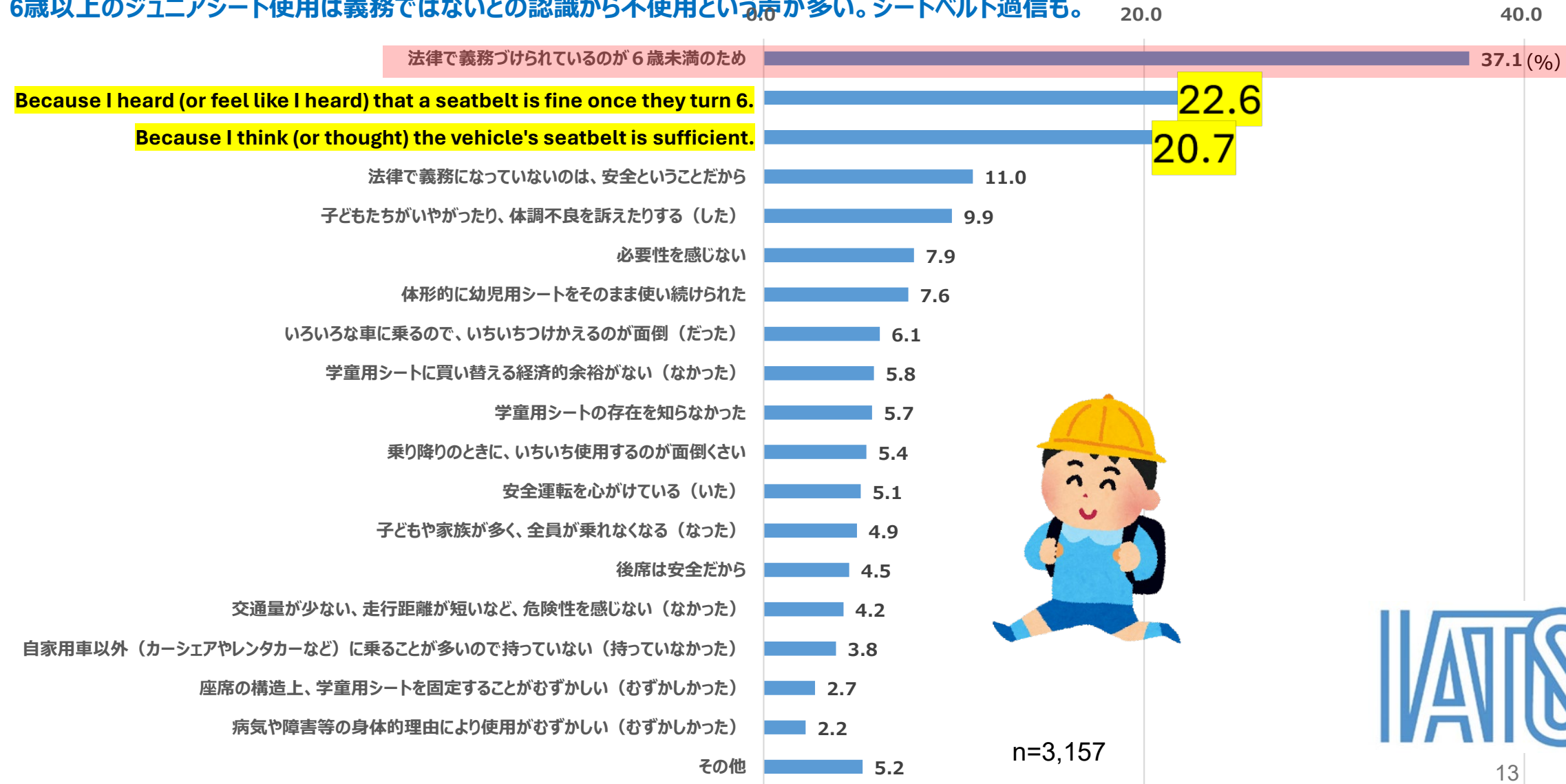
- Sources for traffic safety and general parenting information
- Level of trust in sources
- Triggers for seeking information
- Effective locations for safety posters
- Target age for developing safety awareness in children

Usage Rates of CSR in Private Vehicles



Reasons for Non-use of CSR (Age 6+)

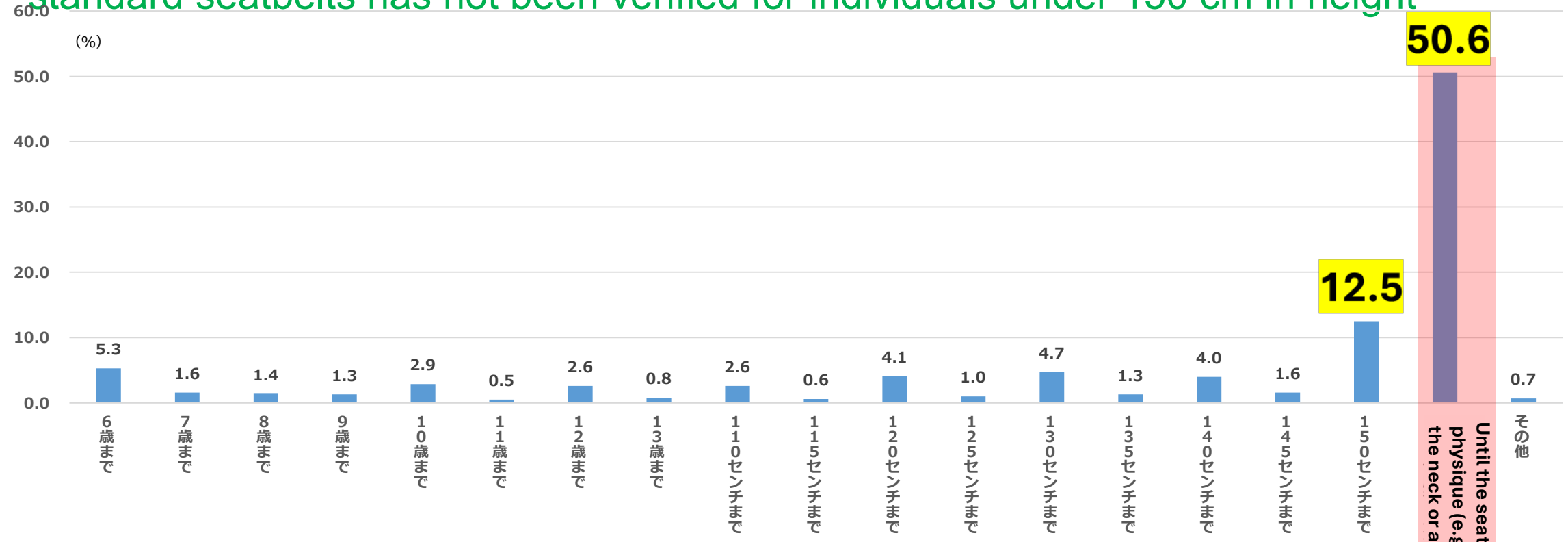
6歳以上のジュニアシート使用は義務ではないとの認識から不使用という声が多い。シートベルト過信も。



At what stage do you believe it is desirable to continue using a booster seat (to ensure proper seatbelt fit)?



* This question is asked after informing the respondent that the safety of standard seatbelts has not been verified for individuals under 150 cm in height



学童用シート使用は年齢や身長で一律にルール化するのではなく、子どもそれぞれに合わせるニーズが高い。

Until the seat belt properly fits the child's physique (e.g., the belt does not rest on the neck or abdomen)

n=13,000

Child Risk Perception and Child Restraint System (CRS) Usage (Infant, Toddler, and Booster Seats)



In all cases, there is a significantly higher rate of child restraint usage among individuals with a high perception of risk toward their children.

This suggests that risk awareness may be a particularly influential factor in the use of booster seats for children under the age of six

(単位：%)

	I pay (or used to pay) attention to preventing accidents and injuries to children		I pay (or used to pay) attention to children's health and hygiene		I pay (or used to pay) attention to the shape and size of food for young children to avoid choking risks		I pay (or used to pay) attention to children's safety in terms of public security		I teach (or used to teach) children about road safety, such as walking on the road or using a bicycle		I always pay (or used to pay) attention to the child's safety when driving with them		I sometimes talk (or used to talk) to children about road safety and the risk of accidents		I was taught about road safety and the risk of accidents by my parents or those around me		I or someone close to me has been in a traffic accident		I sometimes think (or used to think) that children have a higher awareness of passenger safety than I do	
	yes	no	yes	no	yes	no	yes	no	yes	no	yes	no	yes	no	yes	no	yes	no	yes	no
Infant car seats for children aged 0 to 1	92.6	70.2	92.2	74.5	92.1	74.1	92.5	73.4	92.2	75.4	92.4	73.4	92.4	76.8	92.3	80.2	91.7	86.6	91.7	86.2
Child car seats for children aged 1 to 4	90.4	65.6	89.8	70.2	89.7	70.2	90.2	68.0	90.2	67.5	90.3	67.4	90.2	70.8	90.0	75.9	89.0	84.0	89.5	83.0
Booster seats for children "under" 6 years old	80.0	54.6	79.4	59.2	79.5	58.2	80.0	56.2	80.1	54.9	80.1	56.4	80.1	56.9	80.1	63.6	79.7	71.5	81.2	69.1

*「必ず使用する（使用した）」とした人の割合（%）

Personal Seatbelt Use in the Back Seat and Child Restraint System (CRS)
Usage
(When traveling in vehicles other than your own)

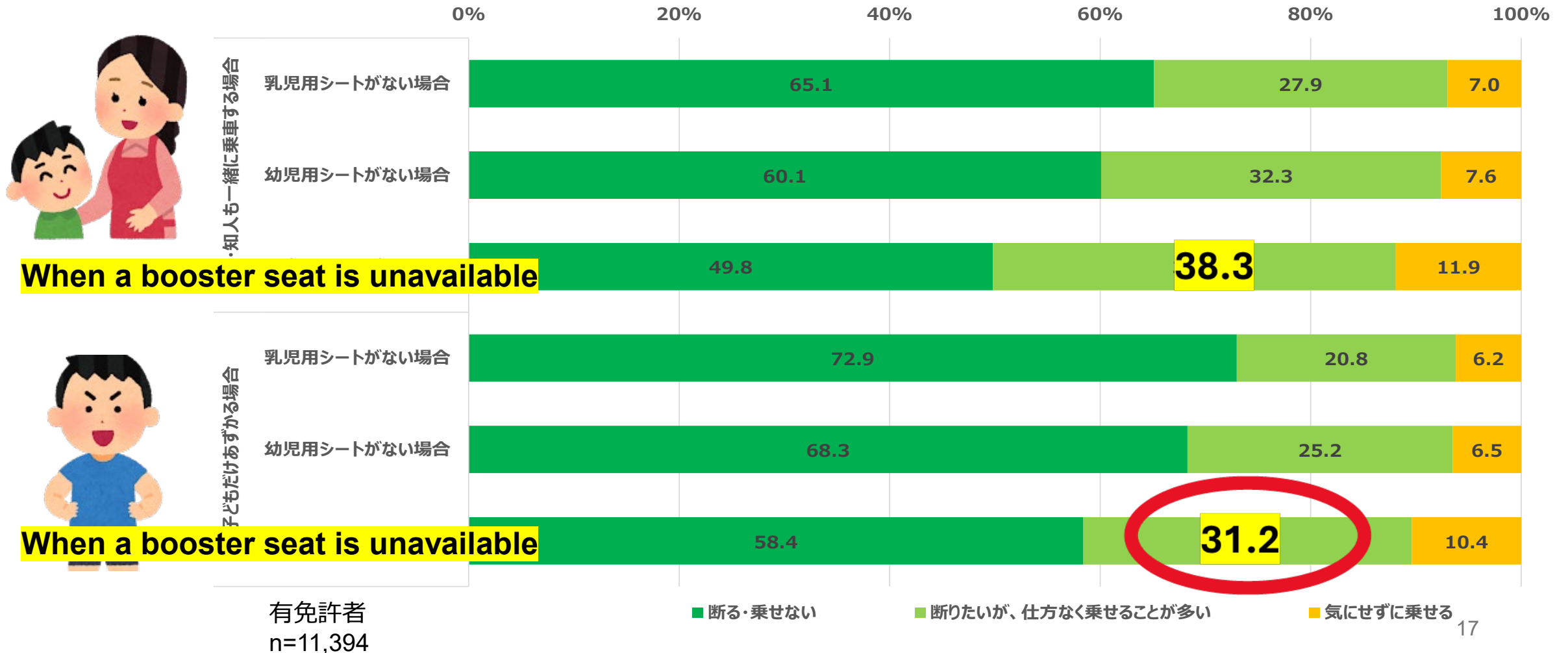


- There is a high correlation between personal seatbelt usage in the rear seat and the usage rate of Child Restraint Systems (CRS).

		保護者本人が、後部座席でシートベルトをしているか		
		必ず使用する (使用した)	使用するときとしない時がある (あった)	使用しない (使用しなかった)
必ず使用するとした割合	0～1歳くらいの子どもに、乳児用シートを	90.3%	61.2%	41.2%
	1～4歳くらいの子どもに、幼児用シートを	89.2%	55.5%	39.5%
	6歳「未満」の子どもに、学童用シートを	83.6%	41.7%	22.1%
	一般道で、6歳「以上」の子どもに、学童用シートを	78.7%	30.6%	13.0%
	高速道路で、6歳「以上」の子どもに、学童用シートを	81.3%	36.3%	14.9%
	一般道で、6歳「未満」の子どもに、シートベルトを	89.3%	35.3%	16.6%
	高速道路で、6歳「未満」の子どもに、シートベルトを	91.2%	41.6%	20.4%
	一般道で、6歳「以上」の子どもに、シートベルトを	91.8%	33.0%	16.8%
	高速道路で、6歳「以上」の子どもに、シートベルトを	93.3%	42.8%	22.7%

Responses to being asked by a friend or acquaintance to drive their child in your car when a child restraint system (infant seat, toddler seat, or booster seat) is not available.

While many refuse to drive if an infant seat is unavailable, there are many cases where children are allowed to ride even without a booster seat



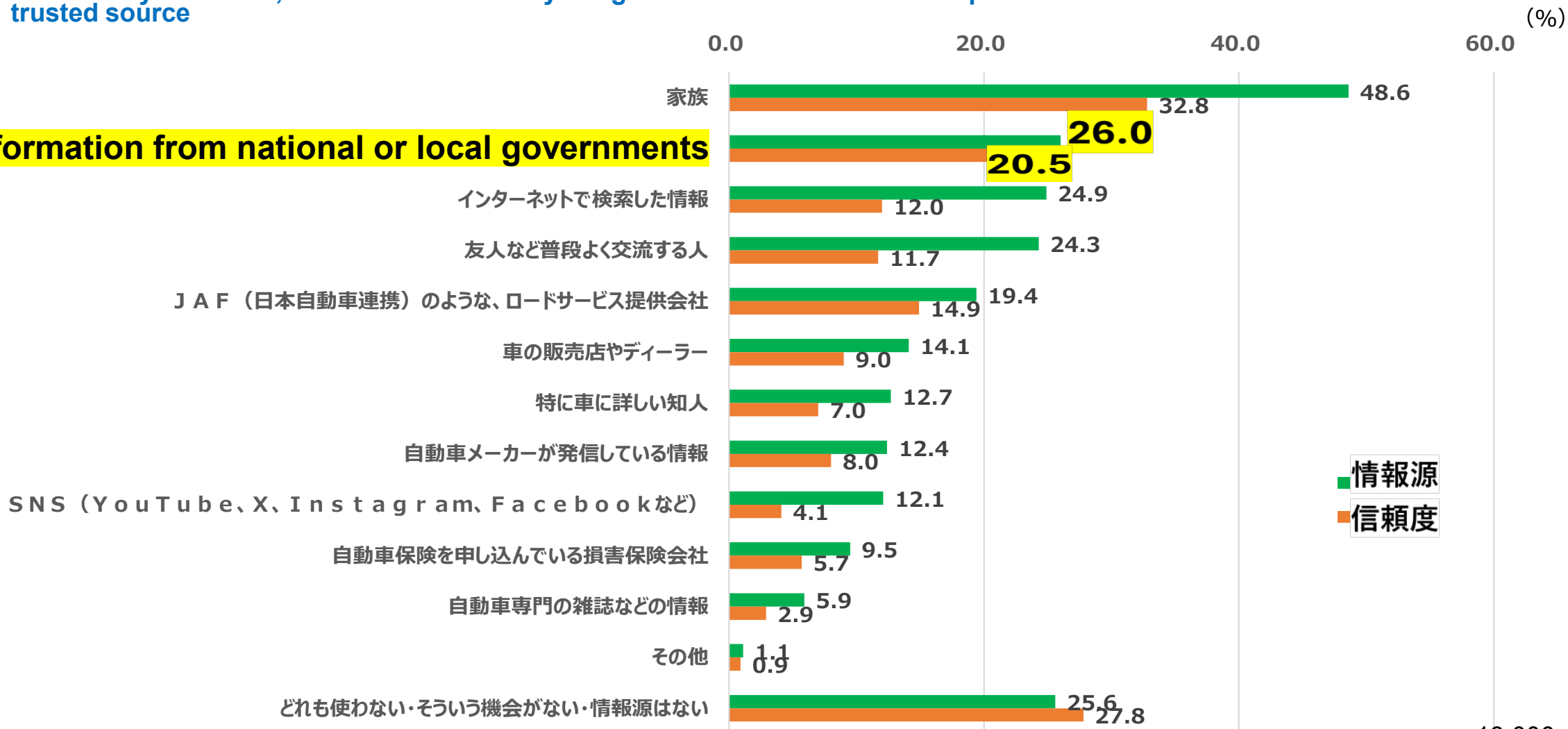
Sources of information regarding driving and passenger safety / Trusted information sources

(Multiple responses allowed)



After family members, information issued by the government and local municipalities is both the most common and most trusted source

Information from national or local governments



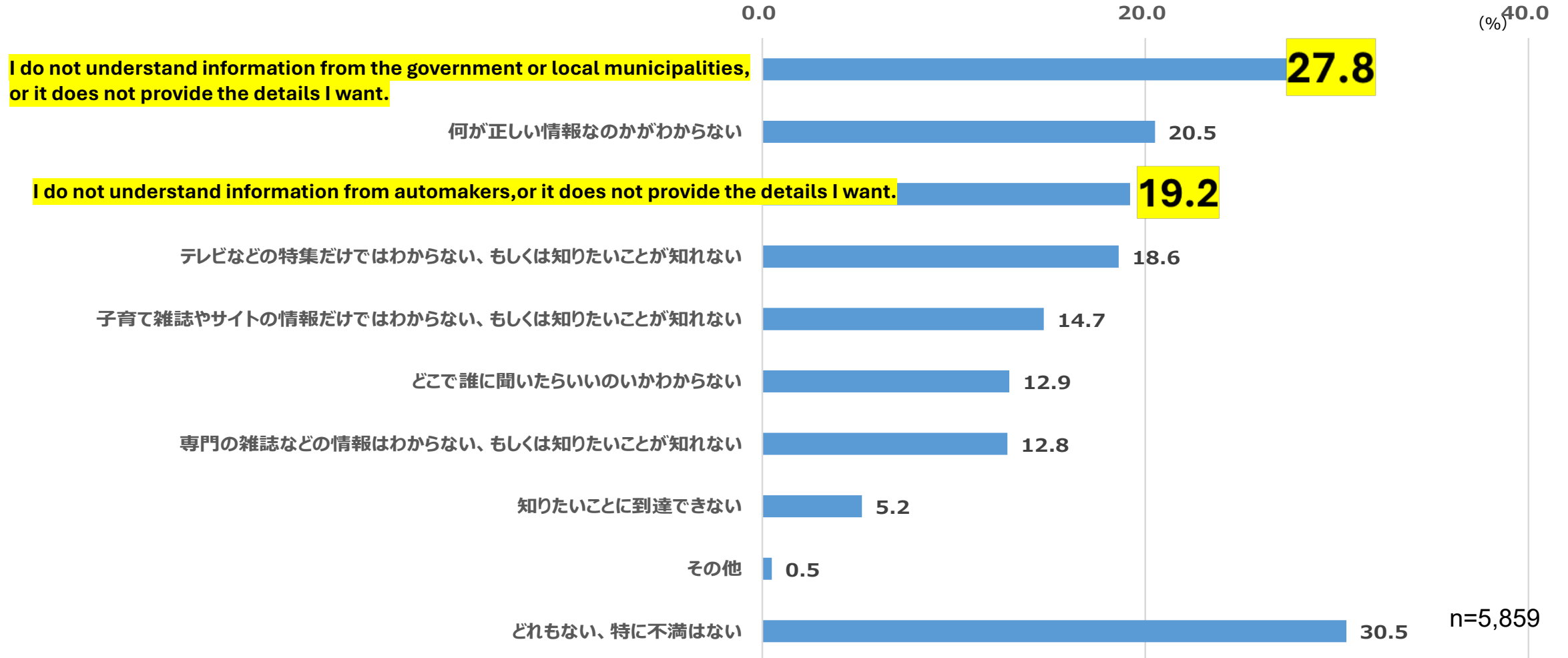
n=13,000

Frustrations When Researching Child Restraints (Infant, Toddler, and Booster Seats)

<Multiple Responses>



The most common frustration reported is that "information issued by the government is either difficult to understand or does not provide the specific details needed."



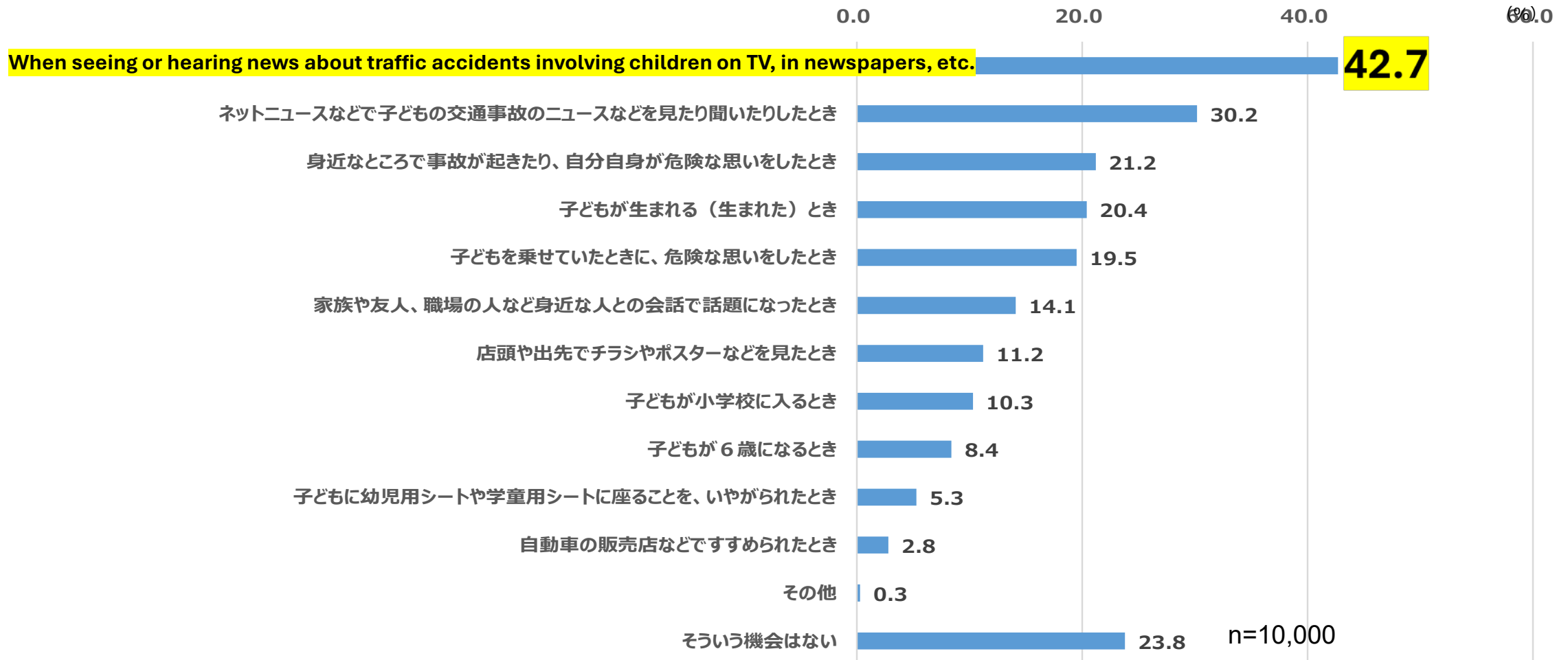
n=5,859

Timing of Information Gathering Regarding Child Restraints (Including how to choose a seat, installation methods, and safety performance)



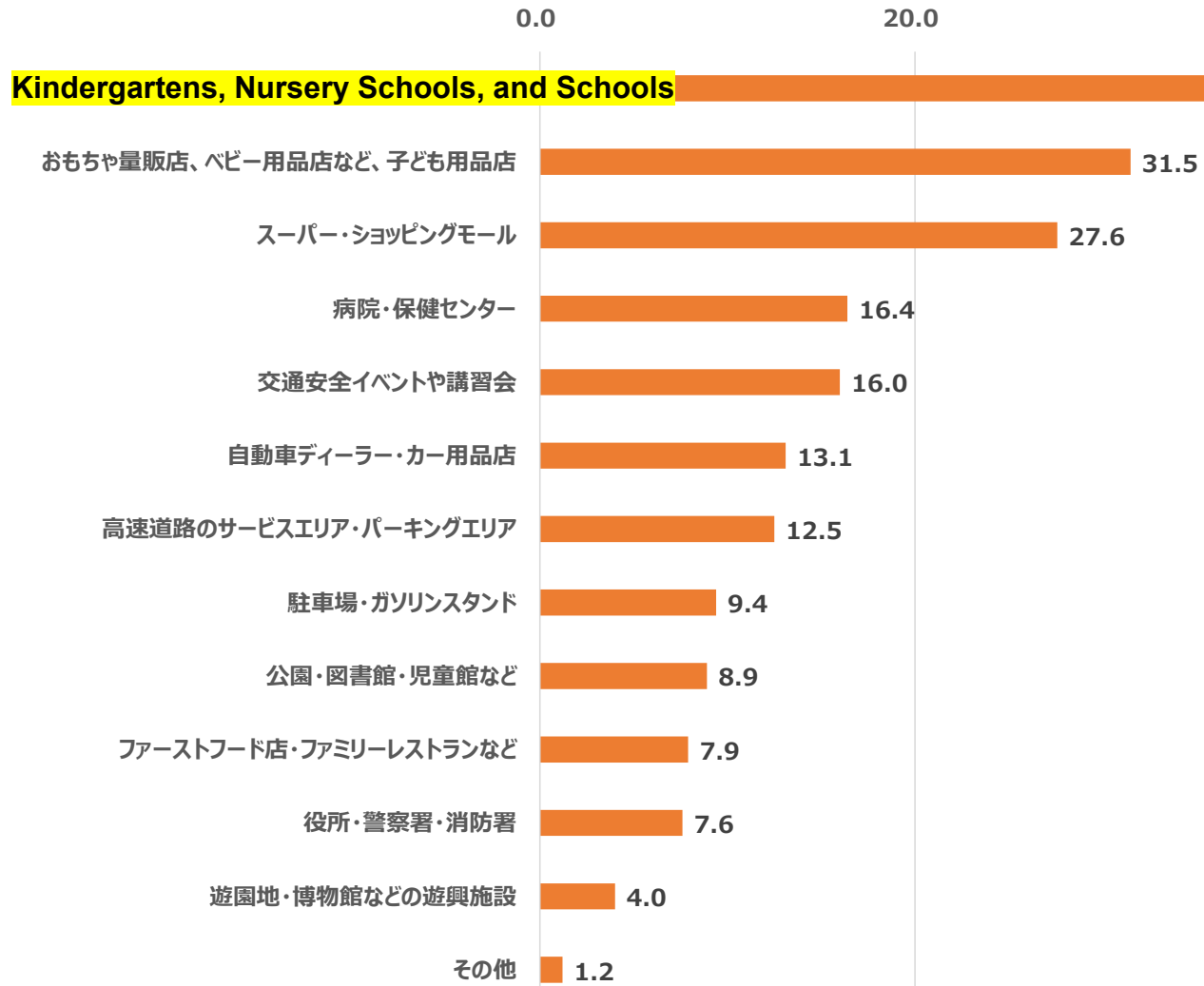
<Multiple Responses>

The most frequent trigger for seeking information is "when hearing or seeing news reports about traffic accidents involving children."



Most Effective Locations for Poster Displays<Select Top 3>

Traffic safety education at "Kindergartens, Nurseries, and Schools" is considered highly effective. Other impactful locations include "Children's Specialty Stores" and "Supermarkets/Shopping Malls."



(単位：%)

	子どもいる		子どもいない	
	男性	女性	男性	女性
幼稚園・保育園・学校	46.7	48.3	37.9	41.7
おもちゃ量販店、ベビー用品店など、子ども用品店	34.0	35.1	20.4	22.3
スーパー・ショッピングモール	28.8	25.8	28.1	28.3
病院・保健センター	13.9	19.5	14.2	18.0
交通安全イベントや講習会	14.1	14.4	23.0	20.8
自動車ディーラー・カー用品店	12.8	11.8	16.9	13.6
高速道路のサービスエリア・パーキングエリア	12.8	11.4	14.9	12.0
駐車場・ガソリンスタンド	7.3	7.8	15.5	15.5
公園・図書館・児童館など	8.4	9.5	8.0	10.3
ファーストフード店・ファミリーレストランなど	7.9	6.7	10.0	9.5
役所・警察署・消防署	7.3	7.4	9.4	7.8
遊園地・博物館などの遊興施設	4.2	3.1	5.7	4.4
その他	0.6	0.6	3.0	2.8

Age Groups Where Child Safety Awareness is Most Prominent

Data suggests that safety awareness can be higher when children are younger. Specifically, girls tend to show high safety awareness from early childhood through the lower grades of elementary school. For boys, peaks in awareness are observed in the first grade and again in the upper grades.



		息子1の年齢									娘1の年齢								
		0~3歳未満	3歳から小学校入学前	小学1年生	小学2年生	小学3年生	小学4年生	小学5年生	小学6年生	それ以上	0~3歳未満	3歳から小学校入学前	小学1年生	小学2年生	小学3年生	小学4年生	小学5年生	小学6年生	それ以上
自分よりも、子どもの方が乗車時の安全意識が高いと思うことがある(あった)	あてはまる	27.0%	27.4%	26.9%	26.0%	23.8%	26.4%	28.0%	25.4%	23.0%	24.0%	28.2%	29.4%	27.3%	27.1%	25.5%	24.3%	26.9%	23.7%
	どちらかといえばあてはまる	27.8%	27.9%	31.4%	28.3%	30.1%	31.2%	29.6%	31.4%	30.1%	28.7%	30.0%	29.4%	30.8%	31.6%	29.3%	32.4%	30.0%	30.3%
	どちらかといえばあてはまらない	16.9%	24.1%	25.6%	26.4%	26.7%	25.2%	22.7%	27.4%	26.9%	16.8%	21.9%	22.8%	24.2%	25.5%	27.6%	25.8%	27.2%	26.9%
	あてはまらない	17.1%	17.2%	13.2%	17.3%	16.1%	14.5%	15.0%	12.5%	17.3%	19.9%	16.6%	15.0%	14.5%	12.7%	14.3%	16.6%	12.7%	16.2%
	そういう機会がない	11.3%	3.4%	3.0%	2.0%	3.4%	2.7%	4.8%	3.4%	2.7%	10.7%	3.4%	3.3%	3.3%	3.1%	3.3%	1.0%	3.2%	2.9%
	「あてはまる」の合計値	54.7%	55.3%	58.3%	54.3%	53.8%	57.6%	57.6%	56.7%	53.1%	52.7%	58.2%	58.9%	58.0%	58.7%	54.8%	56.6%	56.9%	54.0%

Expert Interviews

- ① **Dr. Ian Pike, Professor, University of British Columbia**
- ② **Professor Michihiro Okumura, Tokyo City University**
- ③ **Dr. Yuichi Motomura, Emergency and Critical Care Center, Nippon Medical School Chiba Hokusoh Hospital**
- ④ **Mr. Masahiro Sodu, Child Seat Lab**

Professor, University of British Columbia

Ian Pike, PhD

A world-renowned authority on [injury prevention](#) and the avoidance of accidental injuries in children.

In collaboration with the National Research Institute of Police Science (NRIPS), JAF, and ITARDA, he evaluates the effectiveness of social marketing campaigns aimed at increasing the use of child restraint systems.



Poster Strategy



1 Communication is the Same as Marketing

2 **Repetition** is key to internalizing information

3 **Consistency** across various touchpoints is essential

4 However, overwhelming people with too much exposure at once can cause a backlash.
Maintaining a subtle balance is crucial

Professor, Faculty of Media Studies,
Tokyo City University



Michihiro Okumura

Former Reporter, The Yomiuri Shimbun

Former Editor-in-Chief, Yahoo! News Topics

Former Editor-in-Chief, The Page (Online Mec



奥村倫弘 

   メッセージ

 教育業界で教授をしています



 東京都市大学
TOKYO CITY UNIVERSITY



メディア情報学部 教授
奥村倫弘

横浜キャンパス
〒224-8551

The Ideal State of Information Dissemination



- 1** **Public institutions' owned media** must prioritize accuracy
They should function as a **primary source of information**

- 2** **Abandon the "page-view-first" mentality**
In the era of AI Overviews, users often don't even visit the website

- 3** **Building AI-friendly websites** is mandatory
Avoid simply uploading PDFs; use HTML format instead

- 4** **Update content constantly** to prevent AI from picking up outdated information

- 5** While social media "buzz" is popular, it is fleeting It is better to design initiatives that reach many people repeatedly over a longer period

Emergency and Critical Care
Center, Nippon Medical School
Chiba Hokusoh Hospital

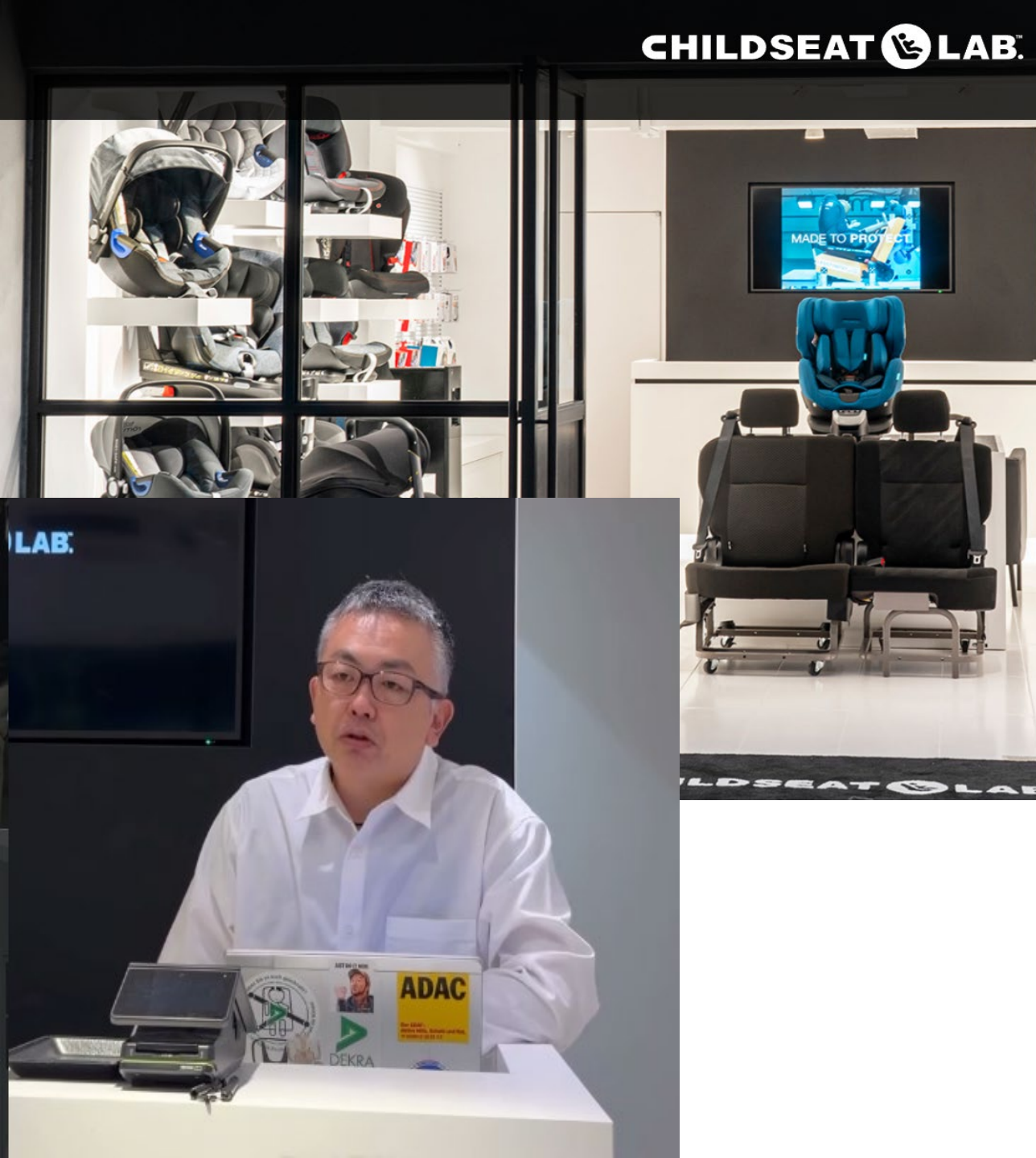
Dr Yuichi Motomura



Insights from Emergency and Critical Care



- 1** Instances where drivers hold children on their laps or use a single seatbelt for two children in the back seat still occur
- 2** Internal organ damage caused by seatbelts is common. Furthermore, if a belt catches the neck, it can lead to cervical spinal cord injury, which is often fatal
- 3** Although reckless claims suggest it is safer not to wear a seatbelt, an unrestrained child in a collision will be thrown headfirst into the front seatback or the ceiling. In post-accident vehicle inspections, child hair is sometimes found embedded in the ceiling
- 4** Severe head impacts can cause not only skull fractures but also violent brain shaking, potentially leading to permanent emotional or memory disorders. Such outcomes drastically change the lives of the child, the parents, and their siblings
- 5** Seatbelts and Child Restraint Systems (CRS), including booster seats, are life-saving equipment. There is an urgent need for awareness campaigns on their proper use.



Child Seat Lab

Mr. Masahiro Sodu

Insights from the Retail Frontline



- 1 While information is often provided at birth, new parents are often overwhelmed by the rapid lifestyle changes involving the infant and the mother's recovery, making it difficult to **retain instructions on child seat usage**
- 2 Mass retailers sell the products but do not teach how to use them To avoid liability, they do not assist with vehicle installation Consequently, no one verifies whether the seats are being used correctly
- 3 As children grow, their **child seats require adjustments**, yet there are **almost no opportunities to learn how to do this**. Many people continue using infant cushions or factory-set headrest heights long after they should have been adjusted
- 4 There are no significant differences in safety awareness based on gender or income
- 5 Resistance from children may stem from how parents seat them Often, parents scold the child with phrases like "Just sit down!" causing the child to associate the CRS with being punished

Key Words

- ① Consistency
- ② Current and Accurate Information
- ③ Repetition

Field Observations

- ① **JAF Child Seat Awareness Campaign**
Aeon Mall Mito Uchihara, Main Court (Mito City)
April 2, 2025

- ② **National Police Agency / JAF Joint Child Seat Usage Survey**
 - **Miyagi Prefecture: LaLa garden Nagamachi (Sendai City)**
May 10, 2025
 - **Tokyo: Kasai Rinkai Park Parking Lot (Edogawa Ward)**
June 14, 2025

JAF Child Seat Awareness Campaign Aeon Mall Mito Uchihara, Main Court (Mito City)



National Police Agency / JAF Joint Child Seat Usage Survey

- Miyagi Prefecture: LaLa garden Nagamachi (Sendai City)
- Tokyo: Kasai Rinkai Park Parking Lot (Edogawa Ward)

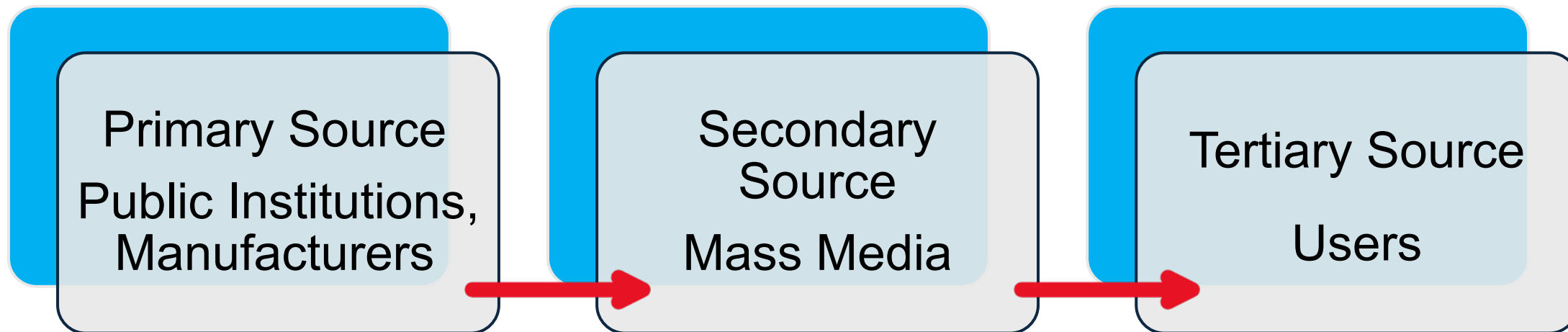


Key Words

- ① Unified Messaging
- ② Up-to-date and Accurate Information
- ③ Repeated Exposure

* On the internet, these factors are essential for ensuring **AI accurately summarizes information**

The Core Mission of Information Dissemination



Event Report: Public Symposium

How to Deliver Safety Information in the Age of Social Media and AI

Current Challenges in Child Restraint System (CRS)

Usage and Communication

Established in response to the tragic accident in Fukuoka involving two sisters (aged 7 and 5) Our mission is to prevent the recurrence of such tragedies caused by the misconception that seat belts alone provide sufficient safety for young children

Participants: 38 On-site / 44 Remote



参加
無料

日時

2025年 11月 27日 (木)

16:00 ~ 17:30(開場15:30)

会場

日本自動車会館 くるまプラザ内
第1～3会議室 + Zoom (ハイブリッド)
東京都港区芝大門1丁目1-30 芝NBFタワー1階

お申込み
はこちら



IATSS シンポジウム

プログラム

- ①ジュニアシート使用状況調査結果報告
第一生命経済研究所 首席研究員 宮木由貴子
- ②安全情報はネコと争ってはいけない
モータージャーナリスト 岩貞みこ
- ③CRS使用率向上に向けたJAFの取組み
JAF交通環境部調査研究課 課長 丹野祥孝
- ④CRS使用率向上のための行動変容をいかにうながすか
東北公益文科大学 学長・教授 神田直弥
- ⑤パネルディスカッション

Japan Automobile Hall





Key Participants



Cabinet Office, National Police Agency (NPA), Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Children and Families Agency, Consumer Affairs Agency, National Agency for Automotive Safety and Victims' Aid (NASVA)

Japan Safe Driving Center, Tokyo Fire Department, Japan Automobile Service Promotion Association

Toyota, Nissan, Honda, Mazda, Suzuki, Combi, Japan Automobile Manufacturers Association (JAMA), CRS Retailers, JAF, ITARDA (Institute for Traffic Accident Research and Data Analysis)

Medical Professionals

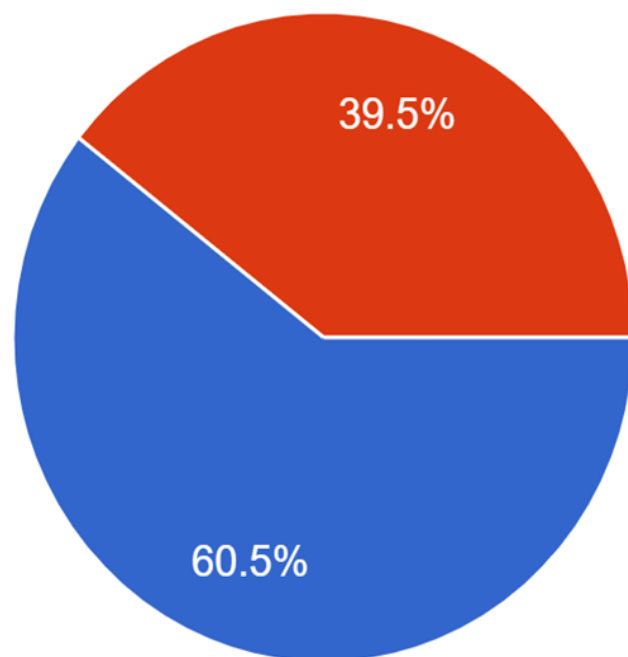
NHK, Asahi Shimbun, Oita Godo Shimbun, Kotsu Journal, Independent Journalists, and others



Post-Symposium Feedback & Media Coverage

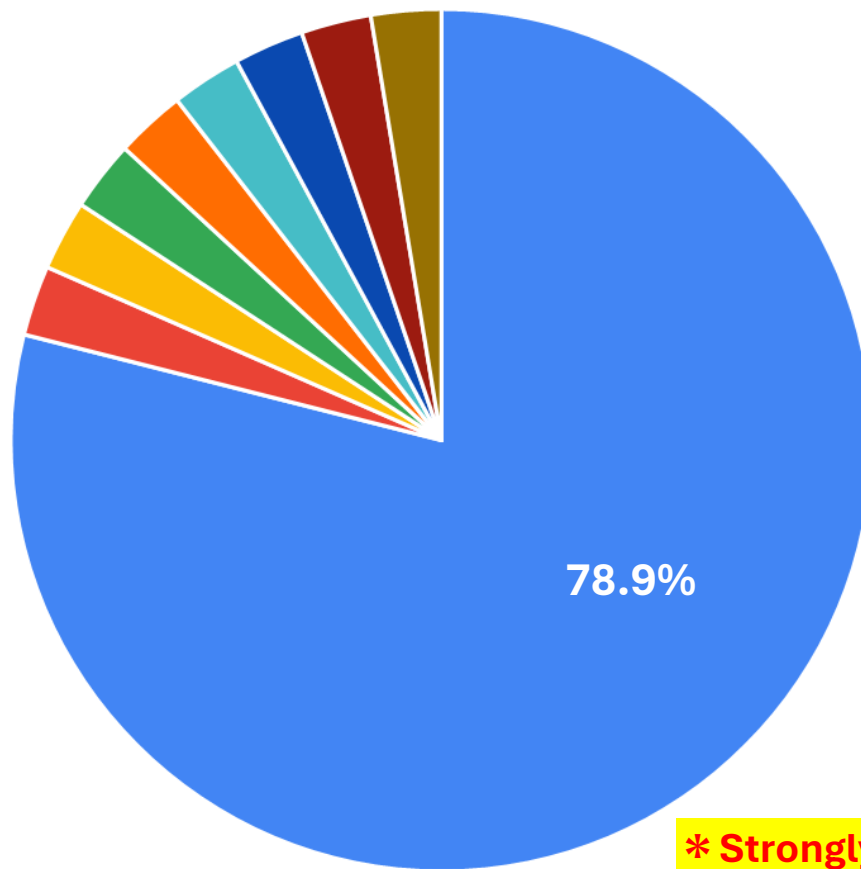
Has this been helpful for your future activities?

38 件の回答



- 大変なつた
- 多少なつた
- あまりならなかつた
- 全くならなかつた

How long do you think booster seats, which are recommended for children aged 6 and older, are necessary?



- 身長150cmまで
- 12歳まで
- 150センチが良いとは思いますが、学校年次の方がわかりやすいのであれば小学校までというのもわかりやすいかと思いました。
- シートベルト着用基準に達するまで
- 腰骨にラップベルトが掛かるまで（大人の骨格であれば、150cm以下での問題ないため、正しい情報を伝える必要がある）
- 子どもの体格が大きくなるまで
- 他人の子供を乗せることも考えればキッズベルトも有効と考える
- 体格にあわせて
- 年齢や身長だけでなく、シートベルトで安全に拘束できるようになるまで

*** Strongly advise against the use of "Kids' Belts" (portable seat belt adjusters). They do not meet current safety standards and are extremely difficult to use correctly, making them unsafe for children**

Media Highlights

- ① NHK "Ohayo Nippon" (Kanto-Koshinetsu region)
Broadcast: November 28, 2025, 7:45 AM

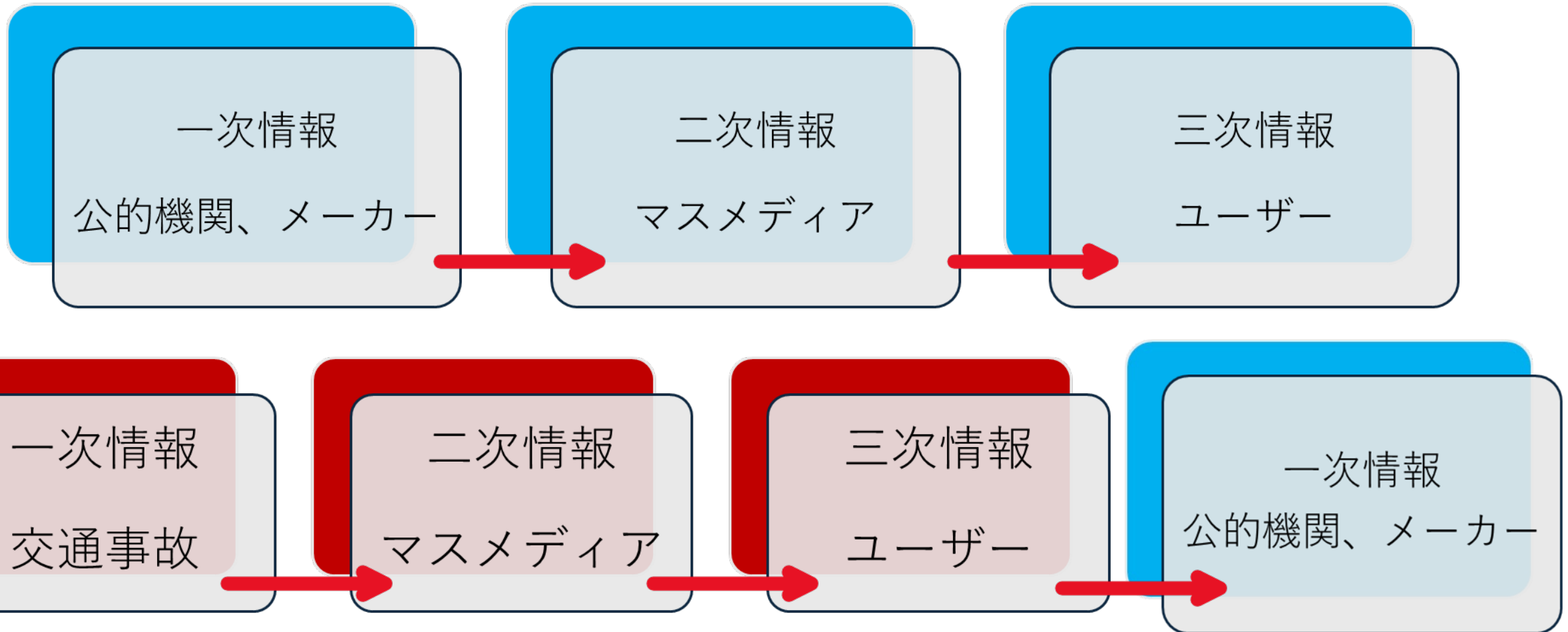
- ② Yahoo! News Commentary
Regarding the ejection of a 4-year-old girl from a vehicle
Written by Mika Yanagihara (Non-fiction writer/Journalist)
November 28, 2025

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Disseminate accurate,
up-to-date primary information from trusted
authorities



Establish a reliable information-sharing system so that users can access the correct safety data whenever they seek it



Research Themes for the Upcoming Term



- **Direct outreach to elementary school students who use booster seats**
- **Targeting an age group capable of thinking for themselves and taking responsibility for their own safety**
- **Shifting the mindset from "being made to use a seat" to "choosing to use one"**

Changing the social norms surrounding booster seats

Identifying car-loving children with leadership qualities and empowering them to become "student influencers"

Leveraging peer influence to increase overall usage rates among their demographic



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