

Headrest Positioning Study

IBC commissioned a study to assess the level of headrest adjustment across Canada in seven provinces, British Columbia, Alberta, Ontario, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador, during June and July 2002. A total of 7,571 drivers and 1,090 passengers were videotaped as they approached intersections and in stop-and-go traffic.

Data collected from this study indicate that too many Canadians are failing to take precautions to protect themselves against soft-tissue injuries. This failure is extremely costly for Canadian consumers, insurance companies and their policyholders.

By taking the time to properly adjust the headrests in your car, you will not only be preventing injury to yourself, but also to your family. So next time you get into your vehicle, remember to **Rest up! Save your Neck.**

Rest Up! Save Your Neck.



Insurance Bureau of Canada

Insurance Bureau of Canada (IBC) is the voice of companies that insure the homes, cars and businesses of Canadians. Member insurance companies provide about 90% of the private property and casualty insurance sold in Canada.

Rest up! Save your Neck is a national awareness campaign, focusing on educating drivers about the ideal adjustment of their vehicle headrest to help prevent whiplash and soft-tissue injuries.

This brochure provides information on how to properly adjust your headrest, key findings from IBC's headrest positioning study, and costs associated with soft-tissue injuries.

To learn more about IBC, visit the website at www.ibc.ca.



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Rest Up! Save Your Neck.



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Taking time to properly adjust the headrest in your vehicle can help reduce soft-tissue, whiplash-related injuries by as much as 40%.

Soft-tissue injuries are those that do not involve bones or organs. It is estimated that 80% of insurance claims following motor vehicle collisions result from soft-tissue injuries. Insurance companies spend approximately \$4 billion annually to help people recover from these soft-tissue injuries.

Good headrest adjustment depends first on the design of the headrest, and second (in many instances) on the diligence of drivers and passengers in making necessary adjustments. About 75% of headrests in vehicles are adjustable, rather than fixed.

How Can I Adjust My Headrest?

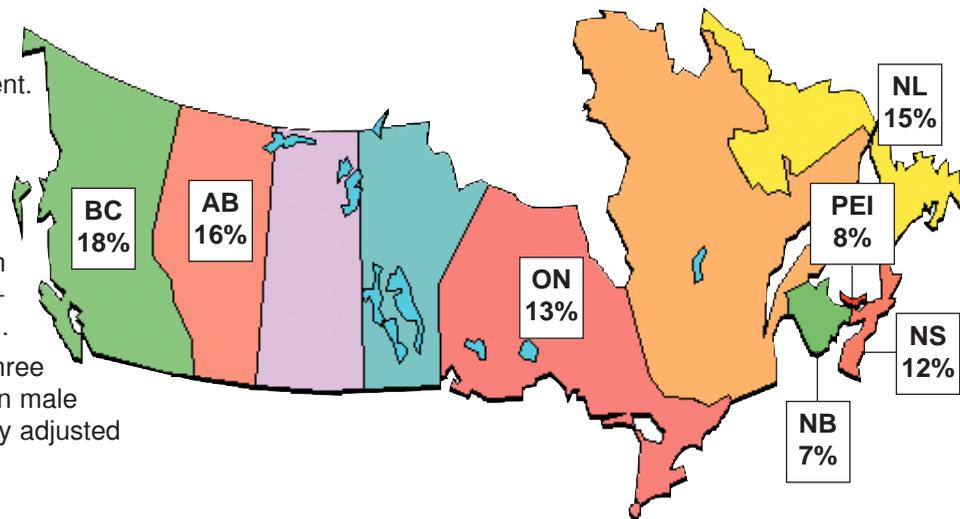
Having your headrest properly adjusted is as easy as **1, 2, 3!**

1. The centre of the headrest should be slightly above the top of the ear.
2. The top of the headrest should be at least as high as the top of the head.
3. Ideally the distance between the headrest and the back of the head should be between five and ten centimeters (two to four inches).

Headrest Adjustment

IBC's headrest study has revealed the following:

- Only 14% of Canadians have their headrests ideally adjusted.
- Drivers of large cars and light trucks have the poorest record, with only 22-23% having their headrests ideally adjusted.
- Drivers of SUVs and small cars have the best rate of adjustment.
- 23% of Canadian women have their headrests ideally adjusted.
- Only 7% of Canadian men have their headrests ideally adjusted.
- Female drivers are three times more likely than male drivers to have ideally adjusted headrests.



- Drivers in New Brunswick and Prince Edward Island have the worst adjustment rates.
- Drivers in Alberta and British Columbia have the best adjustment rates.

