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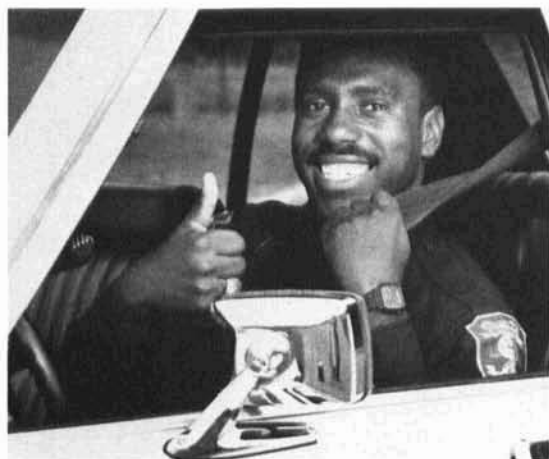


Community Safety Belt Programs



A Guidebook for Law Enforcement Agencies

University of North Carolina Highway Safety Research Center
North Carolina Governor's Highway Safety Program
National Highway Traffic Safety Administration



Community Safety Belt Programs

A Guidebook for Law Enforcement Agencies

William W. Hunter
Jeffrey C. Lowrance
Lauren M. Marchetti

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University of North Carolina Highway Safety Research Center
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Overview

Imagine your town. A brightly-colored banner is strung over main street. Police officers are stopping and directing traffic, talking with folks, handing out small prizes. Children are having their pictures taken with crash dummies Vince and Larry.

Community seat belt programs developed and coordinated by local law enforcement can be all kinds of things. Belt programs can spark community spirit, provide a means for positive interaction with the public, and give townspeople a cause to support and a project in which to take part. But most importantly, community belt programs encourage people to buckle up and help make wearing seat belts a personal habit.

Regardless of the town and the different activities, community seat belt programs have one thing in common. They are founded on the goal of saving lives and preventing injuries by getting more people to buckle their seat belts. Successful programs need commitment from all levels of participants. In a police department that means the chief, supervising officers and those on patrol must believe in belts and support all program efforts.

After establishing support within the department comes building community support, choosing a coordinator, developing and planning activities, and evaluating the whole process. If this sounds like community seat belt programs require a great deal of effort, you are right. Successful belt programs rely on hard work, cooperation among people and departments, and genuine concern for the commu-

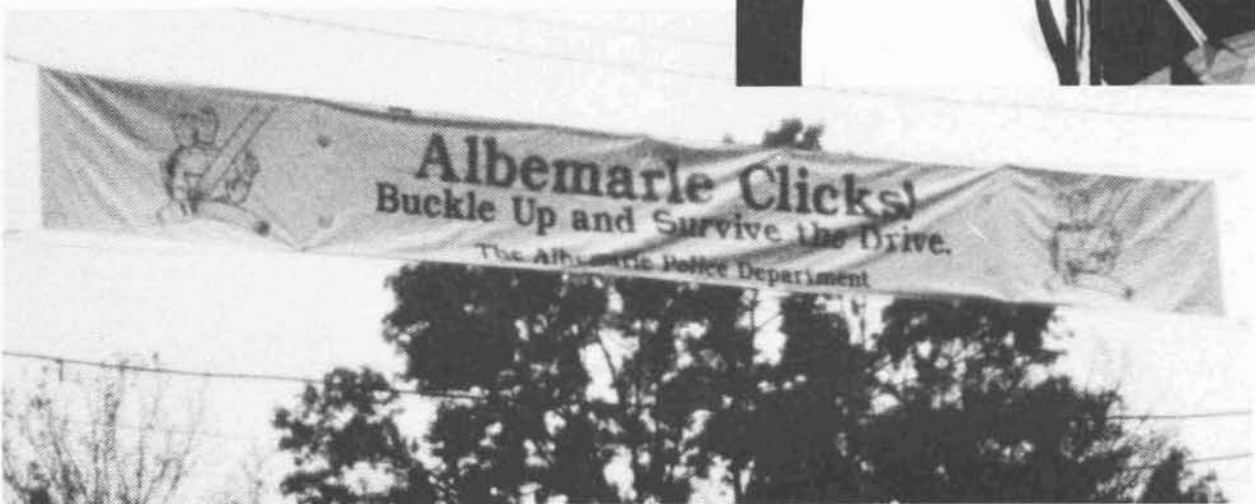
nity. The hard work, however, pays off in many ways and can be fun. Police departments in North Carolina that implemented seat belt programs have seen overall belt use in their towns climb 10-30 percent. An increase in belt use usually means a drop in the number of motorists being injured and killed in traffic crashes. Seat belt programs also can bring different groups in the community together, create pride and enhance the image of the police department and local government.

The following pages will encourage, instruct and give support to police and other departments considering community seat belt programs. A first suggestion: do not rule out an idea from the start, no matter how rough or outlandish. It might just work. All the ideas in this book have been tried by other departments. Even though these ideas worked, do not be afraid to try something new.





Belt programs can spark community spirit, provide a means for positive interaction with the public, and give townspeople a cause to support . . .



Getting Started

Internal Commitment. Before any belt program initiated by your department will work, safety belt use must become standard procedure within the department. Before officers can encourage and enforce belt use, they must buckle up themselves.

Law enforcement officers influence the public's actions. Every time an officer puts on a uniform or gets in a patrol car he or she becomes a role model to people of all ages. What kind of example are officers setting when they do not buckle up, when they break the state's seat belt law? In any community seat belt program law enforcement must take a lead role by instructing the public about belt use and by setting an example of wearing belts.

A good way to start setting this example is by making seat belt use mandatory for *all* department employees. This means the chief and all those ranking below, including non-officers. All department personnel should face some type of disciplinary measure when seen on the road without a seat belt buckled. This mandated policy probably should be communicated by the chief. Penalties should be real. If your department is going to encourage belt use, it must set an example of belt use.

Community Commitment. As with any municipal effort, seat belt programs need the support of the city's political leadership: the mayor, city manager and the city council. Simply listing the possible benefits from a belt program should get this support. Sell the ideas that:

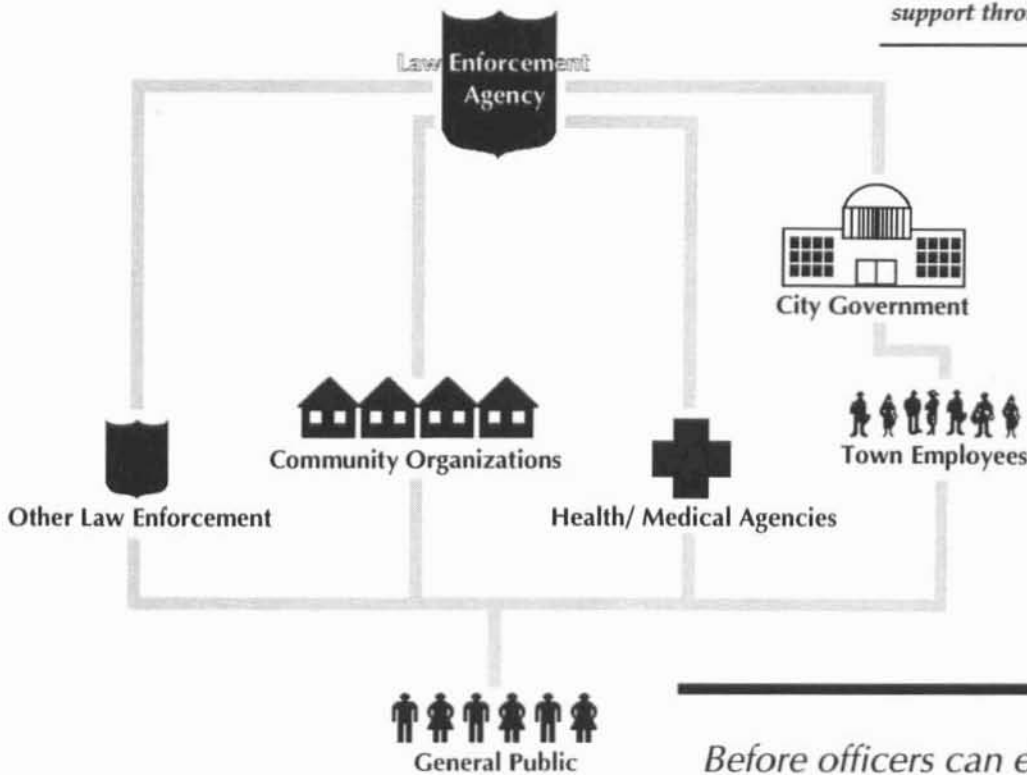
- Belt programs should lead to more people buckling up and fewer being injured and killed in automobile crashes.
- Fewer people injured translates into fewer people absent from the town's work force because of hospital stays and recovery time.
- A belt program also can give the city an opportunity to generate positive publicity and public relations. Safety programs allow the city to show concern for its residents and their welfare.

Support of the mayor, city manager and council is important because these people can provide local resources and serve as good spokespersons. Public support of these leaders will filter down to city employees. Insurance policies often require seat belt use in city vehicles. It benefits the city in terms of insurance premiums and possible injury claims to advocate safety belt use. City leadership also can help with getting the word out, by holding press conferences, issuing memos, and making the program an agenda item in council meetings.

Political backing will help you talk with other departments in your area. People in town often come in contact with enforcement personnel other than your own, like Sheriff's deputies and county police. Your department needs to request that personnel from these other departments buckle up too. Other municipal agencies such as the fire, public works and water departments also should be included. The more people in authoritative and visible positions who buckle up, the more likely the public will be convinced to use their belts.

Once the town leadership and employees are aboard look for support from other areas of the community. The

Successful law enforcement programs start with an internal commitment and then build support throughout the community.



Before officers can encourage and enforce belt use, they must buckle up themselves.

local health department, hospital, medical clinic and EMS personnel can supply information concerning crash injuries and be key members of the program. Local schools often serve as community centers and offer large groups of young, enthusiastic people who will probably be willing to take part. Including the local media is the best way to generate publicity. Smaller towns with only one newspaper or radio station may be able to sign-on the media outlet as a program sponsor. Seek the support of local industry and business. A big local employer will have a vested interest in preventing deaths and injuries. Active civic clubs and churches can provide people and places to present belt programs.

Tailor the program to your community. Use the people and resources available to you. Include as many agencies, businesses and organizations as possible. This will get more people involved, create more excitement and help get out the message that seat belts save lives.

Resources/Sources of Funding. Depending on the size of the program, funding may be needed to help with the costs of reproduction of printed materials, small prizes for handouts at belt check points, banners and signs, and the like. There are various sources for such funding. Perhaps the best source is the office of the state governor's highway safety representative. This office routinely awards grants for belt promotion programs. Grants are sometimes available from other governmental agencies like the state public health office or state office of human resources, or from foundations. Some foundations are set up within communities to handle local requests only, while others are national or international in scope.

Private or corporate funding may also be a possibility, and many libraries would have references to such foundations and corporations. Finally, many local donations are possible



Businesses that could assist your program

- Fast Food Chains
- Restaurants
- Grocery Stores
- Convenience Stores
- Shopping Malls
- Dry Cleaners
- Other Specialty Stores
- Banks
- Movie Theaters
- Local Athletic Teams
- and many others

through various civic clubs and private businesses. Examples of businesses are almost endless. A healthy mix of participating groups gives a feeling that the program belongs to the whole community.

The important thing to remember is that seat belt promotion programs can be large or small. By making good use of local resources, successful programs can be done for little costs. The key is to continually and positively reinforce correct belt wearing.

Collecting Belt Use Data. The only way to know if the program is increasing belt use is by collecting belt use data. Normally such data are collected before, during, and after the program. Collecting data has advantages. Collecting data allows you to monitor use, let's you know what is happening. It also helps the program to set goals and report progress accurately to the public and media. Samples obtained every two to four weeks should give you a good handle on what is happening, as well as provide ready statistics for the media.

Having data collectors routinely in place also gives excellent visibility to the program. Local drivers quickly come to recognize these people and associate them with belt use. Many times data collectors are the

reminder that could lead to a motorist buckling up.

Collecting additional data in a comparison community is the best way to evaluate your program. This will require monitoring seat belt use in your community and in another community roughly the same size. A lack of manpower and other resources may make it difficult to collect comparison data. If your resources are limited, you may choose to compare your data with statewide belt use as an alternative.

In choosing data collection sites, use locations (usually intersections) that paint a representative portrait of the community's mix of people. Select a downtown site, several business area or strip development intersections, commuter sites, and intersections that draw traffic from a few different neighborhoods -- upper middle class, middle class, and poorer sections.

Two data collectors per site works well. Having a team of four to six people in place enables quick coverage of a community and ready access to questions about how well the program is doing. Thirty minutes per intersection should give plenty of observations.

Training data collectors is not difficult but should be done carefully to make sure everyone is doing it the same way. Examples of successful data collectors from past projects include police officers, senior citizens, students, and EMS personnel. Once again, the list of possible data collectors is practically endless. Anyone who is careful and reliable can do a good job. For more information on data collection and a look at a sample form, see the Appendix.

Putting It All Together

Choosing the Program Coordinator.

Selecting a program coordinator is a key step and should be done with care. This person will work with all the others who participate and be responsible for keeping all program elements in motion.

Ideally a coordinator will be an active individual who can keep others enthused about the project. It is great if the local chief is active and enthusiastic also, and a good coordinator and support team can help fill that role. However, any lack of commitment or wavering by the chief in support of belts is almost fatal! Make sure this support is in place before starting.

Most projects like this last around six months, enough time for the promotions and reminders to have an effect and to get a good measure of the effect. The planning and implementing of the project will take time, with many details needing attention. The coordinator must be good at details or be able to delegate such tasks to others. Even with others assisting in the work, the coordinator role will take time and effort to stay in touch with the different activities. This means the coordinator will need his or her work schedule freed from some of the day-to-day operations because of the time demands of the project.

Since this guidebook is written to support a law enforcement program, the first place to look for the coordinator is within the police department. While this approach certainly has advantages, this kind of project can be successful with an external coordinator, perhaps coming from a public health department, EMS agency, injury prevention program, or many other community groups. A

coordinator from outside the department would need to work closely with a representative from the department assigned to the project. Whatever the source, the key point is that the coordinator must have the support of all participating agencies and people.

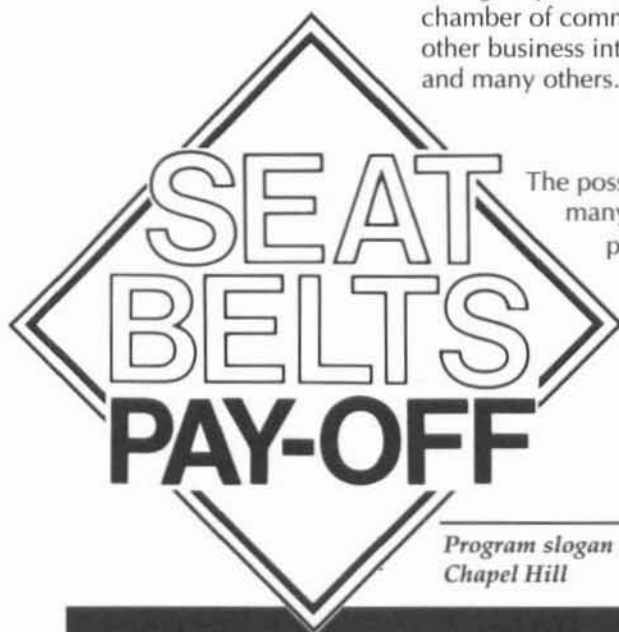
The officer who represents the department must be able to gain the cooperation of various divisions in the department, such as shift captains whose personnel could be central to operations like seat belt check points. Most important still is the strong support of the police chief, both internally in dealing with program needs and externally, so that the public perceives that seat belts are indeed an important issue.

Any lack of commitment or wavering by the chief in support of safety belts will be almost fatal to your program.

In a nutshell, what we are describing is an effective project team, where an active and enthusiastic coordinator gets real support from the police chief and others in the department and the community. The concept can work in any size community. Programs can be tailored to fit the size of the community and the local resources.

Selecting an Advisory Committee. An advisory committee can help with the planning and implementing of the program. Such a committee should increase the flow of ideas and help others feel as though they have active ownership in the effort. Once again, tailoring is important. In a small community, an advisory committee composed entirely of police personnel may be quite effective. In a large community, it may be necessary to bring in different community groups or individuals to help formulate a broad-based and popular program. Think of the community make-up and who has important and visible roles, such as:

schools,
large employers,
town government,
public health department,
hospitals,
other enforcement agencies,
emergency medical services,
chamber of commerce,
other business interests,
and many others.



The possibilities are many, because a program to reduce traffic injuries and fatalities through the use of seat belts is easy to support.

Program slogan and logo from Chapel Hill



Defining Program's Message. Once a coordinator and committee are chosen these people must define the program and the purpose of its various activities. In other words, what message does this program want to send to the public? Messages can be more positive or more official in tone, or they can be a mix of the two. For example, a more positive message might be, "Our department cares about the community. Be safe. Buckle up." A more official message could go, "It's the law. Buckle up because we will enforce the law." A combined message might say, "Buckle up because belts save lives and it's the law." Once your committee has agreed on the program's purpose and how it should be expressed, that message can be carried through all aspects of the campaign.

Developing an Identity. In order for your committee to have an identity it must come up with a name or title. Choose a name that will allow several groups and, if possible, all participating agencies to

feel some kind of ownership. Your committee's name also can help deliver the message you want to send.

A rural community seat belt program in North Carolina chose the name, Bertie County Committee for Seat Belt Safety. This name conveys that the program encompasses the entire county and draws support from several municipal, as well as county, agencies. The word 'safety' also draws attention, helping to set the tone of the program's message.

Another program picked as its name, Greater Fayetteville Life Belt Awareness Program. This name first establishes the scope of the program in terms of the area targeted. Secondly, the name emphasizes that belt use relates to life and the importance of safety belt awareness.

Choose your committee name carefully. It may be a good idea to test some names on people outside of the committee. Check to see if names the committee likes make the same impressions on other people.

Choosing a Slogan and Logo. Slogans and logos tie into the definition and purpose of the program. A slogan needs to project the message of the program. One North Carolina program aimed at positive, non-sanction approaches to seat belt law enforcement used the slogan, Protect the Best -- Gastonia Buckles Up. This slogan carried good feelings about the community and tied safety belt use with being *the best*. Another non-sanction program chose as its slogan, Albemarle Clicks. Buckle Up and Survive the Drive.

PROTECT THE BEST Gastonia Buckles Up!

*Gastonia program
slogan and logo*



BERTIE Buckles Up!

Congratulations, You Win!

Because you were spotted wearing your seat belt you win this prize.

But more important than prizes is your safety. When you buckle your belt, you are doing the best you can to protect yourself on the road. Bertie County cares about its people and is glad to see you wearing your belt.

This prize give-away is part of a county-wide seat belt program, Bertie Buckles Up. During this program more good things will happen to people who buckle up. So keep winning, keep wearing your seat belt.



Bertie County Committee for Seat Belt Safety.

*Bertie County
seat belt program
information card*

Whatever core activities you choose, make a commitment to see that they take place frequently.



When developing a logo remember that a simple design allows for more flexibility. A more simple design helps make reproduction easier. Local media like newspapers and television can work better with a design that is less complicated.

Logos and program materials need to have a uniform look in that all should use the same type-faces, colors and color schemes. This uniformity will help make the program and materials easily recognizable and identifiable as parts of the seat belt program. A consistency in typefaces and color can make your program easily recognized in your community.

Program Foundations. Community seat belt programs need a set of core activities. These activities will take place periodically throughout the duration of the program and help sustain it. These are not one-shot happenings, but are extended and planned activities from

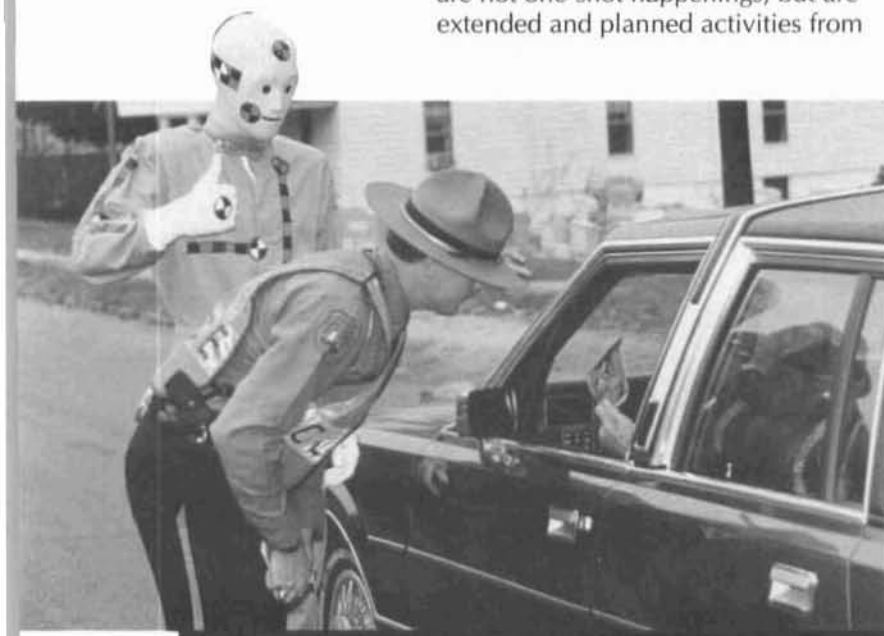
beginning to end. The coordinator and committee should choose activities that suit your department and community. Then a commitment needs to be made to carry out these activities routinely. For example, if your department decides that writing a certain number of citations every month should be a core component, then get out and write tickets. Activities used as program foundations by other departments include:

- *Giving seat belt salutes.* An officer gives a seat belt salute by tugging on his or her shoulder belt and then giving a thumbs-up gesture. These salutes can be directed to motorists seen not wearing belts to encourage them to buckle up. Salutes also can be directed toward motorists who are belted to show the department's appreciation.

- *Setting up belt use checkpoints.* At seat belt checkpoints belted drivers and occupants can receive small prizes and a word of thanks. Unbelted persons can receive kind but firm instructions to buckle up, or a warning ticket or citation. Checkpoints also provide officers with an opportunity to talk with people about belts and hand out safety-related information.

- *Using Vince and Larry costumes.* Costumes of Vince and Larry, television commercial crash dummies, can be purchased or borrowed through your state's governor's highway safety representative office. Because of the popularity of their commercials, Vince and Larry

Crash dummy Vince assists officer at safety belt checkpoint in Albemarle.



appearances add a spark to all kinds of activities like belt check points, parades, shopping mall displays, and visits to schools, civic clubs, retirement centers etc. People of all ages get a kick out of seeing Vince and Larry.

- *Writing warning tickets and citations.* No explanation is needed with this one. However, you may ask officers to make this activity as positive for motorists as possible. Officers can stress to people receiving citations that the department hopes the tickets will get them to buckle up more often and perhaps save their lives in the future.

Again, whatever core activities you choose, make a commitment to see that they take place frequently.

Target Groups. As mentioned earlier, monitoring belt use by collecting data in different areas of your community will give you an idea of who is and who is not buckling up. This information can help you target certain groups and tailor activities to reach these people in particular.

In North Carolina groups of drivers commonly associated with low seat belt use include drivers of pickup trucks, young drivers and drivers who live in rural areas. You may also want to target drivers of young children. Parents and other guardians should be encouraged to secure children in safety seats.

Seat belt use data that you collect before the program starts and while it is in progress should help you pinpoint target groups. These people may be the toughest to sell on belts. If your

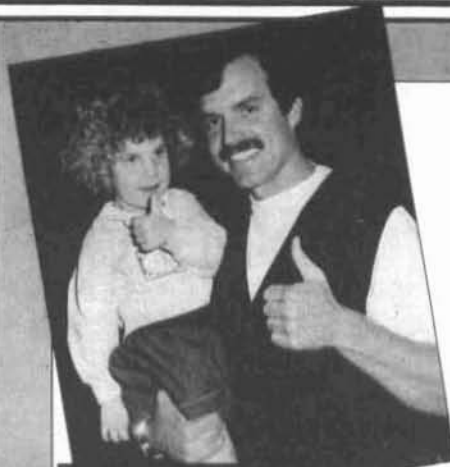
program can convince these people to buckle up by directing activities and information specifically at them, your program probably will be a big success.



Pickup truck drivers and parents of young children can make good target groups. Your program can encourage them to buckle up themselves and others.

Lifestyles

The Stanly News & Press



Poster child Taylor Morton
...and Kyle Petty give salute



Albemarle Police Chief Chuck McManus emphasizes thumbs up sign for students
...as new seat belt program is kicked off at special Albemarle High School assembly



Vince, the crash test dummy
...and partner, Larry, will help

Photos by
Marty Bowers



Eyes right! — Aast. Chief Henry Hopkins (L-R), Capt. Matt Cagle and Larry listen intently
...as race car driver and seat belt advocate Kyle Petty tells students the importance of buckling up

Albemarle Clicks! Buckle Up and Survive the Drive.

By JO ANNE B. EFRID
STANLY Lifestyle Editor

Buckle up!
Based on surveys taken in Albemarle, almost half the motorists in the city don't.

And the Albemarle Police Department, with a \$43,296 grant from the Governor's Highway Safety Program, is out to see that they do.

Using the slogan "Albemarle Clicks — Buckle Up and Survive the Drive" the six-month safety campaign will include banners, contests, visits from Vince and Larry, the crash-test dummies featured on TV, and other activities to get everyone into the seat belt habit.

Six data collectors have been hired through the Stanly County Senior Center and the money they earn will be paid directly to the Senior Center to help with projects there, so that part of the money will benefit Stanly County twice.

The grant will take care of this, as well as prizes for buckled-up drivers, equipment needed for special safety programs and projects, brochures, T-shirts, and other give-aways. The program is 100 percent grant-funded. No city money will be needed.

Vince and Larry were present at Albemarle High School Wednesday when the campaign, one of only two in the state, opened with a kickoff meeting with other such activities present as race car driver and seat belt advocate Kyle Petty, McGuire, the crime fighting dog, and Bill Hunter of the UNC Highway Safety Research Center in Chapel Hill.

Hunter and Petty each spoke briefly, directing their remarks principally to the students in the assembly. Petty told them that nobody ever gets in a race car without a seat belt and urged them to get into the habit in their own

"We care about your safety — Chief Chuck McManus

cars, because, "It's just common sense." Hunter said that while a driver can do nothing to control the first collision in a crash, the initial impact, he or she can control the second collision, that with objects inside the car, by wearing a seat belt.

Mayor Buddy Holt, council members Troy Alexander, Jack Neal, Judy Halcomb, Jimmy Napier, and Tisha Stanback, were there to lend support. Albemarle Police Chief Chuck McManus served as master of ceremonies. Other guests were Don Nail, program manager for the Governor's Highway Safety Program, and Lauren Manducate, media specialist for the Highway Safety Center.

Taylor Morton, who posed for pictures in the brochure and who is the official "poster child" of the campaign, was recognized, as well as Capt. Matt Cagle, who is in charge of the campaign, and Assistant Chief Henry Hopkins, of the Albemarle Police department.

Banners announcing the program have been put up at strategic locations around town and seat belt check points have been set up at several places.

The hallmark of the campaign will be the Seat Belt Salute, a tug on the seat belt and a thumbs up gesture. Albemarle policemen will be using this sign throughout the campaign to remind those not buckled up to do so and as a sign of appreciation for those who are buckled up.

Motorists are encouraged to join in the fun by tugging on their belts and giving the thumbs up, too. From time to time, motorists will be stopped and given prizes for wearing

their seat belts. There will be big prizes and small prizes and many chances to win. The only requirement is that you be wearing your seat belt.

"The members of the Albemarle Police Department are enthusiastic about this seat belt campaign," said Chief Charles B. McManus. "We know first hand the value of belts. We see the senseless deaths and injuries caused by crashes, and we see adults and children coming out of serious crashes with little or no injuries because they were belted."

McManus says seat belt use in Albemarle and Stanly County needs to be higher.

"Albemarle Clicks is a positive, fun way to increase seat belt use in this area."

"We care about your safety. If friend-

ly reminders don't get the message across that we're serious about belts, then we will not be shy about writing seat belt citations — but we'd be happier if we could take the fun approach."

A similar program is being conducted by the Gastonia Police Department and data will be collected in both cities to see if belt use is increased. If successful, these programs will be used as models for other cities in the nation to use to set up similar programs.

"Wearing a seat belt is the most important thing you can do to protect yourself in a crash," said Capt. Cagle, captain of special operations for the APD.

"The Albemarle Police Department wants everyone to get into the seat belt habit and to have some fun doing it." So let's make Albemarle click! Buckle up!



Ptl. J. D. Hunsycutt gives Mrs. Helen Harris safety brochure and a thank you
...for using seat belt. Such scenes will be common in Albemarle during campaign

Program Kickoff

Your community seat belt program will need a starting point, a day when activities officially begin. This is when the program will be introduced and explained to the public for the first time. This will be the first opportunity the program has to get out its seat belt message and can set the tone for the whole campaign. The day chosen to kick off the program requires some planning, preparation and behind-the-scenes coordination.

Choosing the Day. Kickoff day will be the program's first and best chance to attract attention from the public and the media. Be mindful of other non-related events taking place in your area. Do not schedule your kickoff during some other major happening. The kickoff should be the biggest thing that is taking place that day. You do not want your kickoff activities competing with other events for the public's or the media's attention. Be aware of what is going on around your community and schedule the kickoff so it has the spotlight all to itself.

Plan and schedule kickoff day to match the availability of all the important people who need to attend. Committee members, department personnel and political leaders should be on hand to lend their public support. Check well in advance of the planned date to make sure as many important people as possible can attend.

Work closely with the local media. Kickoff day is the program's best chance to draw concentrated media attention. Plan for the kickoff to be big enough that the local newspapers, radio stations and television stations will want

to cover it. Alert the different media outlets of the upcoming kickoff and then remind them as the date draws near.

When an event is covered by the news media it becomes real to the many people who read, watch and listen to the news. Your kickoff will be the program's first chance to establish its image and its need in the minds of many people. Keep the media posted about the program and do all you can to ensure their presence at the kickoff.

Kickoff Contents. Who takes part in the kickoff activities and where they take place are important decisions. Consider including other persons from the community to serve as spokespersons or to be available to answer questions from the public and media.

EMS and emergency room professionals could recount crashes and the victims who did, and did not, use belts. Health Department personnel could answer questions about using seat belts and child safety seats correctly. A MADD representative could tell people that the best protection against a drunk driver is to buckle up. Celebrities have name recognition and can help bring increased attendance. However, make sure all considered celebrities are safety belt users and advocates.

Crash survivors -- people who were, and were not, wearing belts at the time of their accidents -- can give true insight to the value of belts. Again, check their views on belts before hand to make sure they will offer appropriate testimonies. When considering people





Officer Lynn Howell of Albemarle Police Department gives signal
...tug on seat belt and thumbs up sign remind drivers it's important to buckle up

Albemarle clicks... It's time to buckle up

By JO ANNE B. EFIRD
SNAP Lifestyle Editor

Beginning Wednesday, Albemarle motorists should give closer attention to fastening their seat belts.

Using the theme "Albemarle Clicks — Buckle Up and Survive the Drive," the Albemarle Police Department will kick off a program at 9 a.m. at Albemarle High School Auditorium to get more motorists to buckle up.

Race car driver and seat belt supporter Kyle Petty, seat belt dummies Vince and Larry, and McGruff, the crime-fighting dog, will be on hand to help the program department get the program started at 9:00 a.m.

Although North Carolina has a seat belt law, officials say only about 50 percent of motorists use them.

continued on page 11A

to take part in the kickoff, recruit people who are knowledgeable about seat belts, are belt use advocates, and are respected in the community.

The kickoff's location can create interest. Some programs have used traditional, official settings and kicked off with press conferences in city government buildings. Some programs wanted a spark of spontaneity and held kickoffs at a local high

school complete with assembled, enthusiastic students. Other programs looking for something symbolic kicked off with press conferences in junk yards or at busy, dangerous intersections. The location of your kickoff should be determined by what will suit your department and community and the image you want to project.

Once people and a place have been lined up, you must decide what information needs to be emphasized. What information can you give the public and media that will help get the program going? A first possibility is seat belt and traffic-related statistics. These numbers can include the community's current belt use rate and rates of crashes, injuries and fatalities. If belt use is low, stress how higher use could result in fewer crash-related injuries and deaths. If use is moderate or high, point to the fact that things could be even better.

During the kickoff you can announce the program's goal and how the program will try to achieve it. "With this program we hope to see our current safety belt use double, reducing the number of people that are injured and killed on our streets." Along with announcing the goal you can introduce your slogan and unveil your logo. Play it up. Make it all a big deal.

Complementary Activities. After the speeches have been made and the program unveiled, then what? This is when the program can get underway with community activities. You can move the kickoff from the podium to the street. A popular activity is to set up a check point in the middle of downtown.

Here officers can stop traffic and give out brochures, posters, cups, T-shirts, etc. Vince and Larry can be around to assist the officers. A big banner with the program's slogan and logo can be strung across main street to give everyone in town an idea of what is happening.

You could choose to have a prize give-away later that evening. Everyone who is stopped and is buckled up could qualify for the prize drawing that night. All this could coincide with a game at the high school or some other nighttime event. Vince and Larry also can make an appearance at this event. These

activities take the kickoff beyond the speeches and set a pace for the program. Complementary activities can include just about anything as long as it's fun. You will have to decide what will work for your department and in your community.

Successful kickoffs are fun, attract the attention of the public and the media and start community safety belt programs with a lot of momentum. With good planning, preparation, and cooperation, a successful kickoff and enjoyable complementary activities can lead the way for a successful program.



Public Information Activities

Activities will be needed to attract people to the program and influence them to buckle up. Try to plan and coordinate the activities so they will be spread out over the campaign, aiming for one event or more per month. Your department's public information officer may be able to assist you.

Vince and Larry. Costumes of those television crash dummies, Vince and Larry, can become a fun and effective part of your program's activities. Vince and Larry can draw publicity and attention. Almost all who see the TV commercial crash dummies will recognize and identify them with seat belts. Use of the dummies will help your program tie into the national belt campaign with its Vince and Larry public service announcements.

The crash dummies are popular and colorful characters that make good visuals for the media. The

sight of Vince and Larry passing out buckle up stickers to children or stopping traffic at a seat belt check point will provide good photo opportunities for newspapers and television. The dummies generate enthusiasm and humor. Kids, parents and grandparents enjoy seeing Vince and Larry clown around.

Vince and Larry can do a lot of things in your program. They can visit merchants, civic clubs, schools, retirement centers and factories and give out belt-wearing prizes. Vince and Larry can make surprise appearances and play to the crowd at a variety of events -- high school ball games, other school programs, special city observances and parades. An easy parade idea is to have a crashed car being pulled by a wrecker. Vince and Larry can walk beside the car, as if it is theirs, or ride in the wrecker and wave to spectators.

Another easy activity for Vince and Larry is to set up a photo booth at the mall. Purchase or borrow a Polaroid camera. Have Vince and Larry in full costume and encourage people to have their picture made with the dummies. This is similar to kids having photos made with Santa Claus at Christmas. A background for the photos can be simple like a large poster of the program's logo and slogan, or a little more elaborate like one or more wrecked cars.

You can even play up the fact that the program has Vince and Larry costumes. Ask your local newspapers to photograph the dummies and print it with an accompanying caption or cut line. The caption could say something to the effect that Vince and Larry are now living in town or in the area. And that



'Buckle up' Gastonia tells drivers

City hopes program will boost compliance

By David May
Gazette Staff Reporter

GASTONIA — Gastonia city police and officials kicked off a new seat belt program Monday, hoping the idea of "buckling up" will fasten in everybody's mind.

Gastonia residents will be exposed to the program theme, "Protect The Best — Gastonia Buckles Up" over the next six months. The program, one of only two in the state, is financed through a grant from the governor's Highway Safety Program.

Gastonia and Albemarle, the other city in the program, will collect data on seat belt useage and, if successful, the programs will be used as models for other cities to promote vehicle safety.

The Gastonia program will include school contests, banners hung across roadways and prizes for motorists who



Jeff Melton/The Gazette

Please see BELTS/6B

Vince The Dummy reminds a motorist to buckle up.

they are available to make appearances at church functions, club meetings, parties or other gatherings. For more information call your department.

As mentioned before, contact your governor's highway safety program office to inquire about buying or borrowing Vince and Larry costumes. Buying the costumes allows you to use Vince and Larry throughout the entire program. Borrowing means the program will have limited use of Vince and Larry with no guarantees that you can get the costumes when you want them.

Generating Media Coverage. Much of your program's success will depend on the amount of media coverage it generates. Media coverage is important because most people will come to know your program from what they read or hear. From the beginning, try to establish a good working relationship with all the

media outlets in your area -- newspapers, radio and television. Cooperate with all and treat all equally and fairly.

There are three types of coverage your program can attract -- hard news, public service announcements and feature type pieces. **Hard news** is real news, something new or different that somehow affects the community. Hard news coverage will give the program injections of media attention that can draw the public's interest. To attract hard news coverage you need a plan. You should stagger or space out events or information you think could be considered news. The information must be new or have a fresh angle. The program's first opportunity to attract hard news coverage comes with the kickoff activities. After the kickoff you will need to be creative in scheduling events and releasing information.

Examples of hard news coverage generated by community safety belt programs in North Carolina.

Seat belt use here rises 18%

Albemarle Clicks — Buckle Up and Survive the Drive, the Albemarle Police Department's seat belt campaign, is winding down.

And the percentage of people in the city who wear seat belts has climbed from 50 to 68 due to the efforts of the police department and the cooperation of citizens.

As one of the last activities of the campaign, the police department and Explorer Post104 will place flyers on selected vehicles in mall parking lots Friday.

One type of flyer will be placed on pickup trucks, urging drivers to buckle up.

Capt. Matt Cagle of the APD, who has been leading the campaign, said surveys in town indicate that people in pickup trucks do not buckle up as much as those in cars.

The other flyers will go on cars which have automatic seat belts or air bags. These will urge drivers of cars with automatic seat belts to make sure they buckle the lap belt, and those with air bags to make sure their seat belts also are fastened. Air bags work well in head-on crashes, Cagle said, but seat belts are needed to hold a person in place in rear, side and rollover accidents.

The kick off for the campaign was Nov. 15 at Albemarle High School with Kyle Petty as speaker. Throughout the

continued on page 11A

One way to attract news coverage is to release new information related to the program. Since the program will be monitoring the community's belt use, inform the media of current use rates every few weeks or so. If the rate is increasing, you can release the figures with a statement saying things are looking better, let's keep up the good work. If the rate is holding steady or dropping, the statement can say the department is disappointed and further measures may have to be taken.

Alert the media of serious crashes in which there were belt-wearing survivors. Call a press conference and present these survivors with saved-by-the-belt awards. Ask the media, when reporting traffic crashes, always to include whether or not those involved were belted. If someone is killed or seriously injured because he or she was not belted, ask the media to report that also.

Your program can attract coverage if new agencies, departments or organizations join the campaign as sponsors. For instance, if the county sheriff's department sees the program's positive effect on the community and offers to get involved, tell the media. The newspaper article headline could read, "Sheriff's Dept. Joins Belt Program, Encourages All to Buckle Up."

A different angle might be to place emphasis on target groups. If pickup truck drivers continually post lower belt use rates than drivers of cars, let the media know. Announce that the department plans to concentrate on getting pickup drivers to

buckle up and tell how this effort will unfold.

Finally, seasonal events can help the program receive media attention. Just prior to holiday seasons and vacation weekends send out a news release reminding people of crowded highways and to drive safely and buckle up. If your program runs into the winter months a news release can caution drivers of changing weather conditions like rain, snow and sleet and how such conditions make safety belts even more necessary.

Make sure that the program's spokesperson is easy to contact and always available to speak with the media.

Make sure that the program's spokesperson is easy to contact and always available to speak with the media. The less reporters have to work to get information the more likely the program will be covered. Remember, information that is new, different or has a fresh angle will receive hard news coverage. You and other program workers will have to have a good relationship with the media outlets and stay alert for interesting information to keep this coverage coming.

Public Service Announcements or **PSAs** differ from hard news in that they do not have to be new and ever-changing. Good PSAs can run through-

out the program. Getting your PSAs in print or on the air requires that you approach each medium differently. Newspapers may be the toughest medium for PSAs. Papers, larger ones in particular, try to sell all available space to advertisers. Your best bet may be to ask the newspapers to run filler ads. Filler ads contain only a few, short lines of type and fill dead or un-bought space between paid advertising and articles. However, you will have little control over how and when the program's ads are run because the paper will use them only when they must.

Radio works well with seat belt PSAs because most people listen to the radio as they drive. Talk with your local stations and find out what they prefer with PSAs. Some stations will allow you to come into their studios and record your own PSAs. Other stations would rather write the PSAs for you and have their on-air people record them. Be flexible and work with the stations. Your main objective is to just get the safety belt message on the air.

Many stations have a popular disc jockey, a voice many people in the community can identify. If this is the case with any of the stations in your area you may want to request that person to record your PSAs. A popular, well-known voice and personality will draw more attention than a lesser-known voice.

If there is more than one radio station in your community consider tailoring your PSAs to match the different audiences. The wording and delivery of a spot run on a country music station should differ from a PSA run on a Top-40 station. Ask for the stations' help in

writing appropriate PSAs that will appeal to their listeners.

Radio also will work well in promoting your program. Stations can sponsor contests and give-aways to spotlight seat belt use. Radio personalities can ride around the community spotting motorists who are buckled up and give them prizes. Stations can use the sound effect of a seat belt being fastened -- the clicking noise -- to alert listeners. Whenever they hear the click, listeners can call the station and win a prize. Stations also can broadcast live from the site of program activities. If you have set up a booth at a new car dealership to give out information about automatic seat belts, the station could set up a live broadcast. Announcers could encourage people to come in, look at new cars, and learn about new safety belt systems.

As you approach stations in your area to help with the program, remember to include them all. The program will benefit the most if all stations are involved or at least asked. Play no favorites and exclude none for any reason. Just as the program wants all residents to buckle up, the program also should want all the support it can get.

Many of the suggestions concerning radio PSAs apply to television. As with radio, find out what each station prefers. Talk with each station's public affairs director. This person's job is to see that the station does, in fact, serve the community and maintains good public relations. The public affairs director will be able to tell you the station's PSA policy and assist you with

Example of feature story appearing in newspaper.

Second front

Albemarle, N.C., Thursday, February 8, 1990 — 1B
The Stanly News & Press

Albemarle Clicks! Seniors help in seat belt campaign



Reba Lefko checks seat belt use at corner of Second and Main...earnings for her work will be paid directly to the Senior Center

By JO ANNE B. EFORD
SNAP Lifestyle Editor

A portion of the grant money for the Albemarle Clicks seat belt campaign not only will remain in Albemarle — it will serve a double purpose in helping with local projects.

Six survey collectors, all volunteers for the Stanly County Senior Center, are serving as data collectors for the campaign. And they have specified that their earnings go directly to the Senior Center.

The three two-person teams are Mary Garris and Louise Allen, Nick and Reba Lefko, and Wendee Morris and Clarence Hinson.

Stationed at various intersections throughout the city, they are taking a census of cars that go by and noting in which ones people are buckled up.

Figures taken at the beginning of the campaign and others taken throughout will be compared to see just how effective it is. Volunteers stay at a location 30 minutes at a time, across the street from each other, to check traffic in both directions.

They worked all through the frigid temperatures in December, as well as the spring-like January temperatures.

Captain Matt Cagle of the Albemarle Police Department says, "They are doing a superb job out there. The statistics they are turning in are accurate. They have been out in freezing weather, rainy weather...we really appreciate the job they are doing for us."

Already, Cagle says, he has sent \$1,000 to the Senior Center

continued on page 2B

Stationed at various intersections throughout the city, they are taking a census of cars that go by and noting in which ones people are buckled up.



Nick Lefko checks traffic going in the opposite direction...volunteers work in teams of two for Albemarle Clicks campaign

producing and airing PSAs.

If your community has more than one television station you might suggest that each produce one PSA and then share their announcement with the other stations. Charleston, SC conducted a DWI program and enlisted the help of its three TV stations. Each station produced one PSA and agreed to share the spot with the other two stations. The stations set up a six-month broadcast schedule. All stations aired the same PSA for a two-month period. This way each station's work aired on all three of the city's channels for the same extended time.

In your efforts to get print space and air time for PSAs, be careful

about paying for this service. For example, if the program pays a newspaper to run an ad about seat belts all of the other papers and the radio and television stations will expect payment as well. If you pay one media outlet to run a PSA be prepared to pay all of the outlets. If you refuse to pay more than just the one outlet do not expect the others to assist the program. Some costs such as duplication of TV PSAs or the preparation and artwork for ads may need to be covered by the program. However, the program should not pay for air time or print space.

The safest policy may be for the program to approach PSAs as donations or support from the media organizations. If your local newspapers and TV and

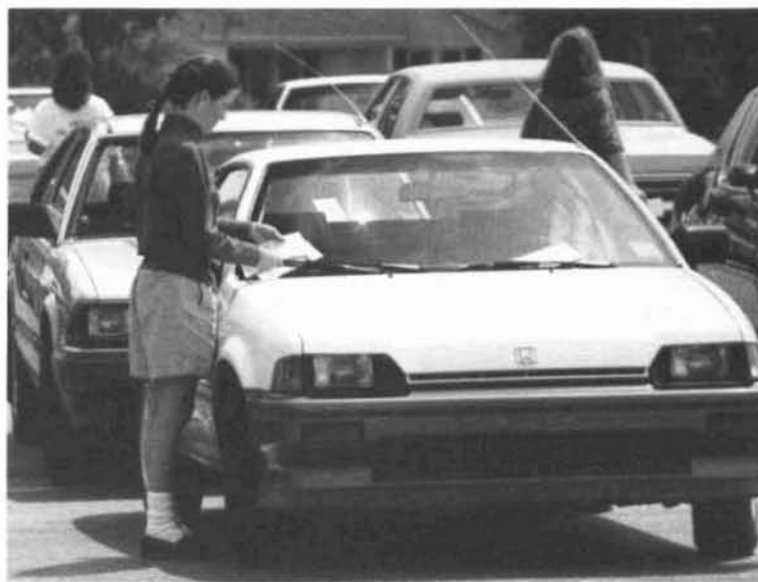
If groups like senior citizens, high school students, or scouts, are helping your program, let the media know.

radio stations refuse to help without payment the program probably should seek other means of publicity. This is unlikely since stations are committed to devoting a certain amount of air time to public service projects. A safety belt program ran by local law enforcement is easy to support.

Finally, your program may be able to generate a **feature** story in both print and broadcast. Features, sometimes called soft news, are usually human interest stories. Feature stories cover events or situations that interest people but may have no real news value. Newspapers run feature stories in their *Community, Lifestyle, Scene* or *Entertainment* sections. Radio and local TV talk shows often discuss feature-type stories.

One example of a belt program generating a feature story comes from Albemarle, NC. The Albemarle Police Department enlisted the help of local senior citizens to collect belt use data for its program. In return the department gave a donation to the local senior citizens center. The local newspaper found the arrangement interesting enough to run a good-size article on the front page of its *Lifestyle* section.

If your program is using the help of special groups like senior citizens, girl and boy scouts, 4-H clubs, high school students, etc. let the media know. If something unusual happens during a program activity or a humorous situation arises, write it down and send it to the newspaper.



High school students take part in belt program by placing buckle up fliers on parked cars.

With radio and television try to get on a local talk show or community affairs program. If you land such a spot, make sure your best spokesperson who is well informed about the program appears on the show.

As mentioned before, cooperate as much as possible with the media. Try to bring the media into the program as supporters, if not sponsors. Regardless of the number of activities your program stages, everyone in the community will not attend all events. But most people will know of the events and the program if they read about them in the paper or hear about them on radio or TV.

Printed Materials and Promotions. Like media coverage, printed materials and promotions help make the project recognized throughout the community. But unlike media coverage, program promotional materials' effect can last longer than a news story. If your program chooses to hang a banner across main street people will notice and read its message as long as it remains in place. If you give out caps that say 'buckle up' as incentives or prizes that message will remain alive as long as people wear the caps. Some

promotional materials will last long after the program has concluded.

When considering what kind of printed and promotional materials the program should use keep in mind a few guidelines. Keep the message simple. Too many words or densely packed columns of type will keep people from reading the item. Make sure all materials carry the program's slogan and logo in the program's colors. Remember the slogan, logo and colors are things that make the program recognized. Make sure the people who receive the materials know the purpose and the sponsor. Your program committee name should be somewhere on the item along with a buckle up phrase. Below are some printed materials to consider using. You can check the appendix for examples.

- Bumper Stickers
- Banners
- Posters
- Brochures or Fliers
- Information Cards
- Utility Bill Inserts
- Reminder Sheets to place on vehicles
- Tent Cards for restaurant tables
- Place Mats for restaurants

Promotional items should give the program high visibility or be something the receiver will want to keep. The best items do both. In other words, do not give out junk. Below are items used by other successful seat belt programs.

- T-shirts
- Sun glasses
- Caps
- Key Chains
- Cups
- Soft Drink Can Huggers
- Pencils
- Rain Gauges
- Fly Swatters

The program can also ask local businesses to contribute promotional items. At safety belt check points police could give belted persons fast food restaurant coupons. Movie theaters could offer reduced ticket prices to motorists spotted buckled up. A police-sponsored program in Marion, NC gave free 64-ounce soft drinks to motorists seen belted. The drinks were donated by a local bottler.

Seasonal items work well. Candy canes at Christmas, windshield sun visors during the summer, or chances to win a free turkey at Thanksgiving would make nice incentives. The items also should match the activity. Prizes given at a high

Program bumper sticker aimed at high school drivers and high school supporters.

Belt 'em
CHHS **Tigers**

*High school students
have fun with safety
belt Lifeguard program,
see appendix.*

school activity probably should differ from ones given at a retirement center. Try to get help from local businesses, spend the program's money wisely, keep the message simple, and give out worthwhile items only.

Involving Others. The program will have more visibility and local ownership if many in the community can be involved. The possibilities are again related to the size of the community. Shown below are good candidate groups found in almost any area.

Health, Medical and/or EMS Agencies - These people often see first hand the tragic consequences of traffic crashes and make good spokespersons for a belt promotion. Injury prevention programs are becoming more common and are well suited for this kind of activity. Health departments are a natural as well.

Senior Citizens - These individuals are often well known, particularly in smaller communities. And with the elderly population rapidly expanding, many senior citizen centers are emerging that conduct a variety of activities that could support a program.

Youth - Scout groups can be an excellent source of support, as badges can be gained through community service. Police Explorer Scouts now exist in many places and make prime candidates for a law enforcement belt promotion. High school groups like SADD chapters, leadership clubs, student councils, etc. should be considered. Church groups are also a possibility.



Media - Besides being an integral part of getting the word out, media can take an active role in other ways. For example, publishing license plate numbers of belted drivers can be enhanced through innovative placement in the local newspaper, so that it is like a game to find the winning tags. A seat belt program is a natural radio station promotion, and all sorts of games and contests are possible.

*The program will have more
visibility and local ownership
if many in the community can
be involved.*

Businesses, Specialty Stores, Restaurants, Fast Food chains - All are in the business of advertising. Such places can advertise and promote a belt project simultaneously through donation of prizes for on-scene give-aways, check points or later drawings.

Once again, the possibilities are almost endless. With a little creativity, use of groups like those listed here can vastly increase the number of motorists the program reaches.

Keeping It Going

It will help the program if you develop a rough schedule of events. Early in the program you may want to list all the activities the committee would like to hold. From this list you can design a tentative schedule.

While developing this schedule keep in mind all the big community events happening during the program. If there is going to be a parade, plan for Vince and Larry or some other safety belt message to be a part. If the community holds a big festival, make sure the program is represented. Plan also to take advantage of high school events and big church and club gatherings.

This first schedule should be flexible. Allow room for changes so the program can sponsor activities and take part in other events spontaneously. As you plan, however, remember that activities need to be spaced closely enough so the public does not forget about the program. One activity about every month of the program works well. If program resources allow, more frequent activities work even better.

Below is a time line of a safety belt program sponsored by the Albemarle, NC police department. You may find it helpful to construct your own outline as you begin planning events.

Planned Activities

Program Kick Off
- Press Conference
- Seat Belt Check
- TV + Radio Talk Show

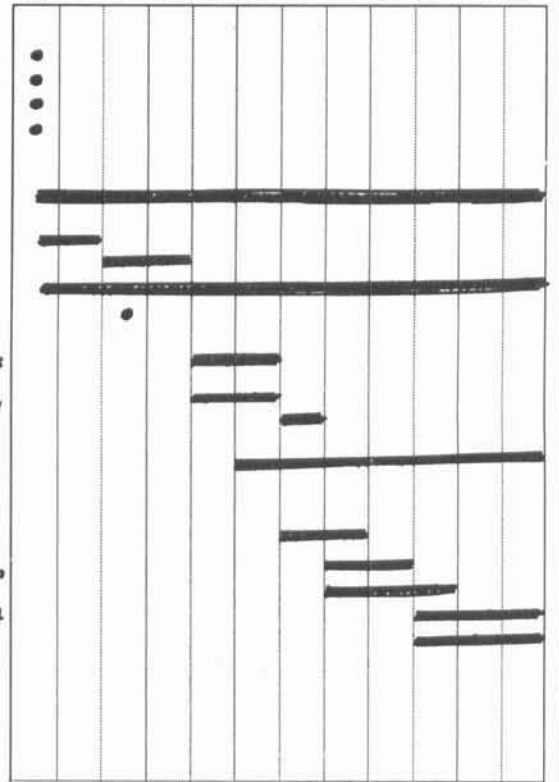
Seat Belt Checks
Vince + Larry
- at businesses
- at schools
Seat Belt Saluts
Parade Float

Pickup Truck Fliers
Vince + Larry
- at Shopping Mall
- at Retirement Center

Child Seat Rental Program

Automatic Belts
High School Program
Banners
Utility Bill Insert
Bank Promotion

Sept Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug



Activities need to be spaced closely enough so the public does not forget the program. One activity about every month of the program works well.

Suggestions for Larger Communities.

Programs in larger communities will have a tougher time reaching everyone. This means bigger programs need to use their resources wisely and plan activities that will reach large numbers of people.

First the program committee should include representatives from several agencies, departments and organizations. This will give more people in more areas of the community a sense of ownership toward the program. Next look for ways to reach large numbers of local people. Work with industry and large local employers. Program efforts conducted through big employers will ensure that many local people will hear about seat belts.

Other ways to reach lots of people include inserting buckle up messages in community residents' utility bills. Almost every household receives an electric or water bill. Work with the media so people will read and hear about the program in the news. If your community has more than one high school, play on those natural rivalries. Set up competitions between the schools, seeing which can achieve the highest belt use rate or percentage of increase. And make sure the program is represented at big community events that draw in local people. The program should remind constantly as many people as it can to buckle up and put children in child safety seats.

Suggestions for Smaller Communities.

Programs in smaller communities can take a more personal approach. Some smaller cities have only one radio station, newspaper, high school, and only a few civic clubs. Use this smallness to the

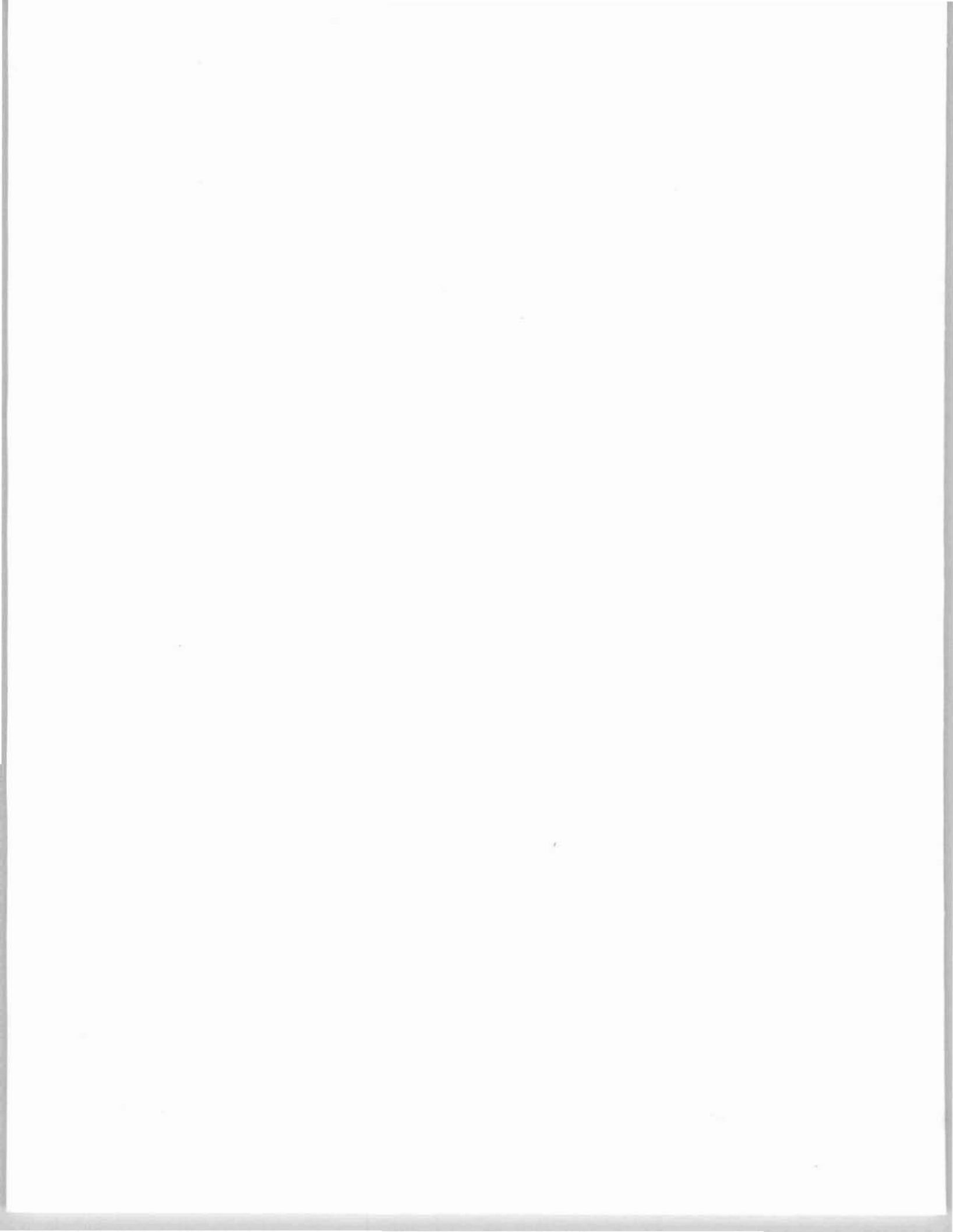
program's advantage.

Fewer media outlets may mean you can sign on the local newspaper and radio station as program sponsors. A town with only one high school probably uses the school as a community center. Activities at the school probably draw big crowds. Get the high school involved and make it an active contributor to the program. If your town has only a few civic clubs, use these clubs to reach the community leaders who are probably members. Enlist these persons' support and the support of their clubs.

Smaller towns often are more personal with a bigger percentage of people knowing each other. Word-of-mouth news spreads well. Get people talking about the program, making it part of community life. In a smaller community, the program can move from the committee's ideas to a project of the entire town and become a source of pride. Take advantage of the smaller numbers and make the program a part of the community.

A Word in Closing. Seat belts save lives. Community seat belt programs can be fun and rewarding. These programs require hard work, but pay dividends in more people buckling up and more people surviving crashes.

No one knows the value of safety belts better than law enforcement personnel. You see the wreckage of crashes first hand. You know the painful consequences of not buckling up. No one can communicate the need for seat belts better than you. We hope you can put this book to use in your community.



Appendix

1. Examples of Program Materials
2. Lifeguard Program for High School Students
3. Collecting Seat Belt Use Data

Examples of Program Materials

PROTECT THE BEST Gastonia Buckles Up!

The people of Gastonia are THE BEST, and wearing a seat belt is the best thing you can do to protect yourself in a crash.

"Protect the Best - Gastonia Buckles Up!" is a community program of the Gastonia Police Department. We want everyone to get into the belt habit and have some fun doing it.

Officers will be tugging on their own belts and giving the "thumb's up" sign to remind you to

buckle up, or to say thanks for already buckling up. City banners, contests, police programs and other activities will be used to help everyone get into the seat belt habit.

BIG PRIZES, SMALL PRIZES, MANY CHANCES TO WIN

From time to time, motorists will be stopped and given prizes by police officers, or by Vince and Larry, the TV crash dummies. The only requirement to win is that you be wearing your seat belt. Buckle up and join in the fun.

Tug on your belt, and give the "thumb's up" too. Let's protect the Best - buckle up Gastonia!

For more information about the seat belt program, **Protect the Best**, contact the Gastonia Police Department, (704) 866-6936.



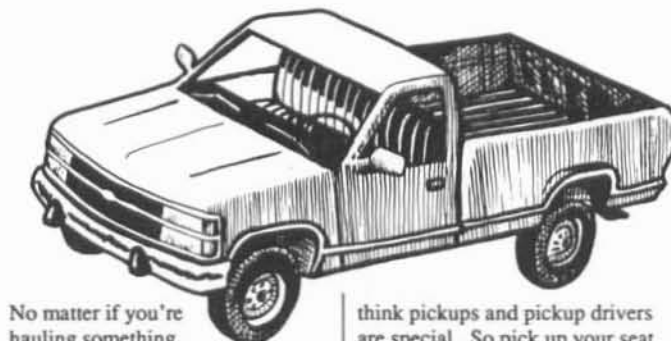
Utility Bill Insert

Pickup Truck Flier,
example of material
aimed at target
group

Gastonia Is A Pickup Town

People in Gastonia really love their pickups. That's great, but here's something to think about before you head down the road.

Pickups have never been required to offer as many safety features as cars. Even though pickups are generally safe vehicles, they don't give as much protection as cars in crashes. This makes it especially important that you and your passengers use your seat belts.



No matter if you're hauling something, going to work, driving on the job, just riding around town, or out 4-wheeling, you should always wear your seat belt. Your belt will hold you in place, keeping you from hitting some part of your truck's interior, or even being thrown from it, if you are in a wreck.

The Gastonia Explorer Post 515 and the Gastonia Police Department

think pickups and pickup drivers are special. So pick up your seat belt, and get it on.

This safety message was placed on your truck by the Gastonia Explorer Post 515 and the Gastonia Police Department as part of a community seat belt program. **Protect the Best - Gastonia Buckles Up.**



Wearing a seat belt is the most important thing you can do to protect yourself in a crash.

The Albemarle Police Department wants everyone to get into the seat belt habit and to have some fun doing it.

A "THUMB'S UP" APPROACH TO BELT USE

Police officers will be reminding people of the importance of belts by tugging on their own belts. They'll be giving the "thumb's up" sign to remind unbelted motorists to buckle up or as a sign of appreciation for those who are buckled up.

Banners, contests, visits from the crash-test dummies Vince and Larry, and other activities will be used to help everyone get into the seat belt habit.



WIN PRIZES

From time to time, motorists will be stopped and given prizes for wearing their seat belts. There will be big prizes and small prizes and many chances to win. The only requirement is that you be wearing your seat belt.



Join in the fun by tugging on your belt and giving the "thumbs up" too.

Albemarle Clicks !
Buckle Up and Survive the Drive.



For more information, contact the Albemarle Police Department, 203 North Second Street, Albemarle, NC 28001 (704) 982-1131

WHY A SEAT BELT PROGRAM ?

The members of the Albemarle Police Department are enthusiastic about this seat belt campaign. We know first hand the value of belts. We see the senseless deaths and injuries caused by crashes, and we see adults and children coming out of serious crashes with little or no injuries because they were belted.

Seat belt use in Albemarle and Stanly County needs to be higher.

Albemarle Clicks is a fun way to increase seat belt use in this area. We will give "thumbs up" reminders to people we see who are unbelted, and many folks will win prizes for being buckled up. We're also going to be monitoring seat belt use and keeping you informed as to how well we're doing.

We care about your safety. If friendly reminders don't get the message across that we're serious about belts, then we will not be shy about writing seat belt citations - but we'd be happier if we could take the fun approach.

So buckle up, and let's make Albemarle Click !

Charles B. McManus

Charles B. McManus
Chief of Police



**Program Brochure,
explains the effort
and how citizens can
benefit**

I always buckle up and would like to enter my name in your drawing for prizes that will be awarded during The Occupant Protection Program.

Name _____


Address _____

City _____

State _____

Zip _____

Phone Number _____

PROTECT THE BEST
Gastonia Buckles Up!


Duplicates Of This Card Will Not Be Accepted.

Card given to motorists
buckled up while driving
through safety belt
checkpoints

Congratulations!

You have a car especially designed to protect you, with automatic seat belts or an air bag. But in order to take advantage of this automatic protection, there are still a few things you need to do yourself.

If you have automatic belts . . .

With many automatic belt systems, the shoulder belt moves when the door is shut, to fit around the driver and front seat passenger. If your belts work like this, be sure that you still buckle your lap belt. The shoulder belt alone will not give as much protection as when used together with a lap belt.

still use your lap belts.

If your car has an air bag . . .

Even in cars that have air bags, it's still important that seat belts be used. Air bags work well in head-on crashes. In all other types of collisions -- rear, side, and roll over, seats belts are needed to hold you in place and keep you safe. Used together, air bags and seat belts give you the best protection you can get.

keep buckling up.

This safety message was placed on your car by the Stanly County Explorer Post 104, and the Albemarle Police Department, as part of a community seat belt program sponsored by the Albemarle Police.

P.S. If we goofed, and you don't have automatic seat belts or an air bag, please forgive our error. But we still encourage you to be safe. Make sure everyone in your car is buckled up.

Flier placed on cars
with automatic safety
belts or air bags,
another target group
item

**LET A FRIEND KNOW
YOU CARE.
TELL HIM TO
BUCKLE UP!**



Bertie Seat Belt Committee

**BERTIE
*Buckles Up!***

Starting November 2,
good things happen
when people wear seat belts
in Bertie County.

Don't forget to buckle up!

BERTIE COMMITTEE FOR SEAT BELT SAFETY
NC GOVERNOR'S HIGHWAY SAFETY PROGRAM

Newspaper Filler Ads,
or PSAs

**Buckling
Is...
STAYING
ALIVE!**



BERTIE COUNTY
Committee for Seat Belt Safety

All Habits Aren't Bad...

**Learn
To
BUCKLE
UP!**

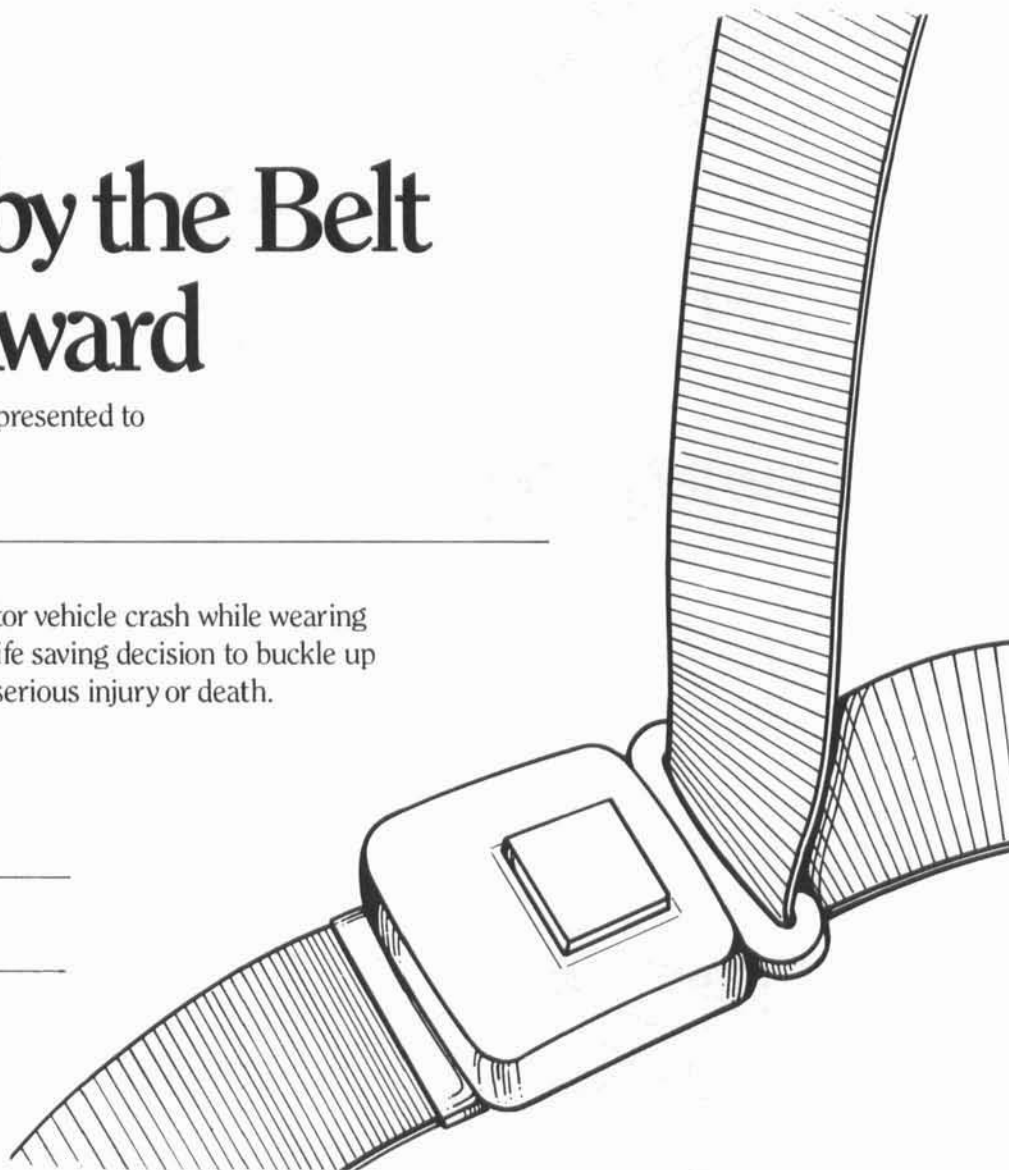


BERTIE COUNTY
Committee for Seat Belt Safety

Saved by the Belt Award

presented to

for surviving a motor vehicle crash while wearing
a safety belt. Your life saving decision to buckle up
prevented serious injury or death.



Saved by the Belt Award

BERTIE *Buckles Up!*

Sorry, You Missed Out.

If you were wearing your seat belt you would have won a prize.

But more important than prizes is your safety. When you buckle your belt, you are doing the best you can to protect yourself on the road. Bertie County cares about its people and wants to see you wearing your belt.

This prize give-away is part of a county-wide seat belt program, **Bertie Buckles Up.** During this program lots of good things will happen to people who buckle up. So start winning, start wearing your seat belt.



Bertie County Committee for Seat Belt Safety.

Front

BERTIE *Buckles Up!*

brought to you by the
Bertie Committee for Seat Belt Safety

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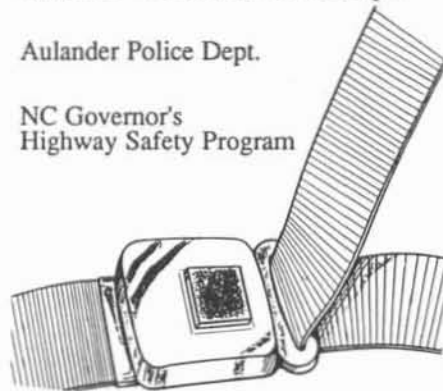
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Program Information Card

LIFEGUARD • ON • DUTY

A Program to Increase Safety Belt Use

Target Audience: Teenage drivers and passengers

Location: High school parking lots

Duration: Four to six weeks during the spring semester

Need: Highway crashes claim the lives of more teenagers each year than any other cause of death. The use of safety belts could prevent many of these deaths by holding drivers and passengers in their seats during collisions. For this reason, several high schools in North Carolina have conducted the Lifeguard On Duty safety belt program.

Fun Approach: The Lifeguard program encourages high school students to buckle up. It draws from a favorite activity of teens -- going to the beach. At the beach, lifeguards watch over swimmers. The lifeguards in this program watch over student motorists as they enter and leave school parking lots, making sure seat belts are used.

In the morning, before school begins, and in the afternoon, after school lets out, students, selected as lifeguards-of-the-day, will take positions near parking lot entrances/exits. From these vantage points, the lifeguards will randomly select cars and check for safety belt use. If the lifeguard finds everyone in the car buckled up, each person will receive a prize. The prizes can be related to beach activities and summertime fun. If the lifeguard finds one or more persons in the vehicle not buckled up, those motorists can receive a gag prize, or no prize, and instructions to use their safety belts.

The student lifeguards can look like authentic, beach professionals. Being lifeguard-of-the-day could include wearing a tank top with LIFEGUARD printed on the front, sunglasses, a sun visor, a whistle, and sitting in a raised lifeguard chair. Different clubs, teams and organizations within the schools can take turns selecting and sponsoring the students serving as lifeguards. Each group can be encouraged to come up with additional ideas to make their lifeguard day unique.

This program can be used in conjunction with big spring events. The lifeguard program can be used to remind students to buckle up on prom night, and during spring break. Program activities also can coincide with graduation to encourage seat belt use while travelling on beach trips.

Schools can use the Lifeguard program to attract local media attention. Lifeguards working parking lot entrances/exits should present good photo opportunities for newspapers. Local radio stations could be asked to set up live broadcasts from the school "beach." And television stations could use shots of a lifeguard while recapping the day's weather.

Within the school, students can be encouraged to make daily intercom announcements, profiling the current "beach" conditions, and concluding with a reminder to drive safely -- the lifeguard is on duty. On rainy days, or other days when no lifeguard will be working, announcements can conclude with, "No lifeguard on duty today, drive at your own risk, and drive safely."

Challenge to Students: While the lifeguards stop cars and give out prizes, other students can watch and record safety belt use. Before the program begins, each school can set a goal for overall belt use. If the school reaches its usage goal, a prize could be awarded to the entire student body, such as a free period or party. Students could post their progress with a large poster-type thermometer, showing the current use rate or "beach temperature."

The Lifeguard program can be used to set up competitions between two or more schools. Different student bodies can challenge each other, competing to achieve the highest belt use rate or percentage of increase.

In all, the Lifeguard program should offer opportunities for students to be creative, and have fun encouraging safety belt use.

Prize Ideas:

T-Shirts	Sunglasses
Sun Visors	Soft Drinks
Tanning Products	Candy
Coolers	Soda Can Huggers
Floatable Key Chains	Ice Cream Coupons

COLLECTING BELT DATA

A good bit of information is given in the main text of this guidebook about collecting seat belt use data. This appendix will offer a few more details. If you have questions, contact the UNC Highway Safety Research Center at (919) 962-2202 and a thorough data collection guide can be mailed.

Remember that we usually are working at intersections within a community that reflect the different population groups living in the location. Two data collectors are stationed diagonally opposite each other and record data for 30 minutes. Generally, eight to 12 sites are plenty to cover any community.

A sample data collection form is shown on the following page. This form was developed to separate belt use data for passenger cars and minivans from pickup trucks, vans, and utility vehicles. This separation is useful because drivers of passenger cars and minivans tend to have much higher use rates than drivers of the other vehicles.

The header at the top of the form is used to record information about date, time, site, observer, etc. Start and end volume counts are used when the site is so busy that many vehicles are not observed. HSRC has developed computer software to help with the processing of such counts.

In regard to vehicles, we count vehicles moving through intersections which contain shoulder belts. This means 1968 and later passenger cars (easily identified with their headrests or high front seat backs) and minivans, as well as 1976 and later pickups, etc. under 10,000 pounds gross vehicle weight. Vehicles over 10,000 pounds GVW are not required to have shoulder belts and are excluded. Shoulder belts are counted because they can be seen without stopping the vehicle. Thus, our seat belt use rate represents drivers using shoulder belts in vehicles equipped with shoulder belts. So ignore vehicles such as buses, large panel trucks (e.g., UPS trucks), dump trucks, tractor trailers, etc.

Our procedure focuses on drivers of the vehicles described above. Belted means wearing the shoulder belt correctly, over the shoulder and not under the arm or behind the back, without excess slack. Because in the past there have been use rate differences between different race and sex groups, we recommend using codes to identify these groups, such as:

- 1 = White male
- 2 = White female
- 3 = Black male
- 4 = Black female

American Indians, Hispanics, Orientals, and other ethnic groups usually are coded as in the white group. If these are a significant part of the population, they could be coded in a third group as:

- 5 = Other male
- 6 = Other female

Besides providing "bottom line" information about the effects of any belt promotion program, data collectors give excellent visibility to these efforts.

Albemarle Seat Belt Observation Form

 Site No. Observer Month Day Year Start Time Finish Time Start Vol. End Vol. Unknown

WHAT Cars with headrests or high seatbacks (1968 or later models).
 1976 or later model pickup trucks.
WHO Drivers wearing shoulder belt across shoulder, not under arm.
HOW Record observation as:
 1 White Male 3 Non-white Male
 2 White Female 4 Non-white Female
 Circle the number when person is belted.
 Omit observation if unsure of belt status, race or sex.

PASSENGER CARS, MINIVANS

PICKUPS, VANS, UTILITY VEHICLES

(10)		(5)
(50)		(25)
(100)		(50)
(150)		(75)

	WM	WF	NWM	NWF	TOTAL
Belted					
TOTAL					
%					

	WM	WF	NWM	NWF	TOTAL
Belted					
TOTAL					
%					