

Community Seat Belt Incentive Programs

A Guidebook



University of North Carolina
Highway Safety Research Center

NC **HSRC**



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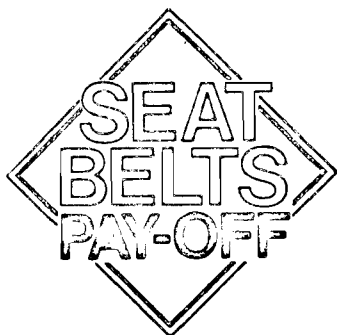
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Introduction

A successful community safety belt campaign involves many details but can be quite rewarding. This guidebook is intended to help you plan your campaign. It is based on our experience, but should not limit your ideas because many effective approaches have not been tried yet. We wish you great success.





"SEAT BELTS PAY OFF" In Chapel Hill, North Carolina

This guidebook tells how to do a safety belt promotion similar to the "Seat Belts Pay Off" campaign in Chapel Hill, N.C. (a university town of about 50,000). Our 6 month campaign had three ingredients:

1. lots of publicity,
2. prizes given at random to persons buckled up, and
3. weekly measurements of safety belt use.

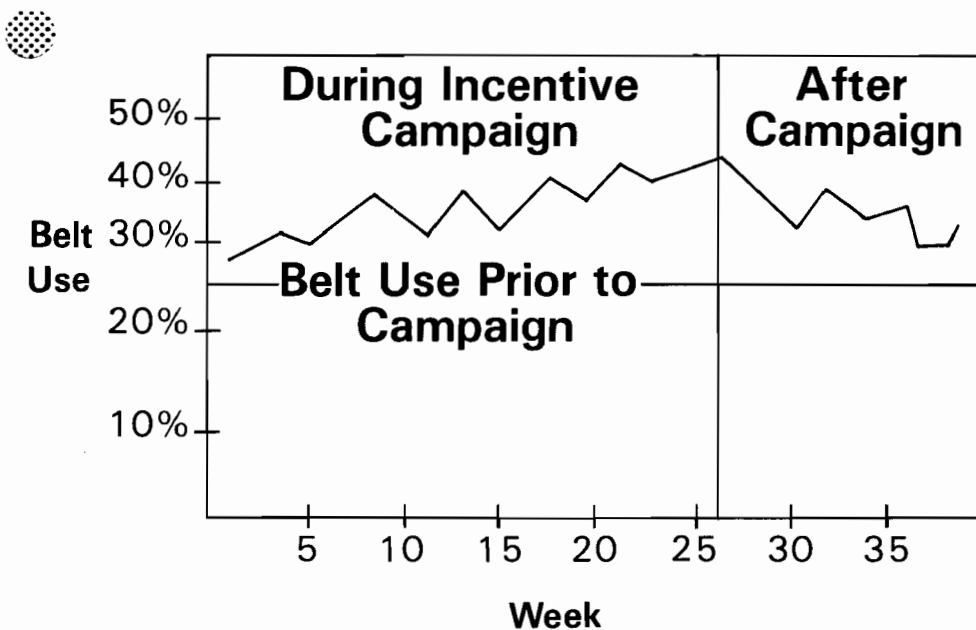
Before the campaign was announced, we measured existing belt use. Our pre-campaign belt use was 24% (well above the national estimate of 14%).

We worked with several media outlets and they kept up a stream of publicity telling why belts are important, what the campaign was, and how the slogan ("Seat Belts Pay Off") could come true for local citizens.

Through cooperation of local businesses, we obtained about 7,500 gifts to be given out over the six-month period. Sponsors also donated six monthly \$500 prizes and a \$1,000 grand prize.

Once the campaign was kicked off (with plenty of publicity), project staff began showing up at random around town to wave down cars and give prizes to those buckled up. The incentive team handed out prizes at scores of locations, giving the idea that anyone could win at any moment by being buckled up.

Belt wearers received free meals at a fast food restaurant, T-shirts, cash and other prizes. Each winner also received an entry card for the large cash prizes.



Belt use increased steadily, reaching 41% the final week. Equally important, belt use persisted after the campaign was over. Once the contest ended, belt use slipped but has stayed at 36% — a substantial net gain involving several thousand drivers.

Also, local accident experience showed that in crashes an extra 200 people were buckled up during the six months, over and beyond what was projected from baseline data.

The project was fun and prevented injuries and perhaps deaths.

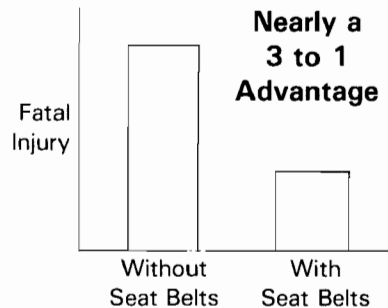
Herein, we tell "how to do it" so that you might consider this idea, or some variation, for your community. Our full report can be purchased at cost. Write for the "Seat Belts Pay Off" report care of:

Publications Manager
University of North Carolina
Highway Safety Research Center
CTP 197A
Chapel Hill, N.C. 27514
(919) 962-2202

Background

O.K., why would *anyone* want to conduct a seat belt incentive campaign in the first place? Here is why we went ahead:

1. On the average only 14% of people in the U.S. buckle up when they drive.
2. Traffic accidents are *the* leading cause of death for people under 34 years old. Even for those over 34 it is *one* of the leading causes.
3. Two hundred of every three hundred people now killed unbelted on our roads could be spared if they were properly restrained at the time of the crash. (See Appendix A for a safety belt fact sheet.)



"Well, if seat belts are so great, why don't people buckle up?"

Good question. Some reasons (excuses) people give are based on dangerous myths. For example, *"I think it's better to be thrown clear of the car."* The fact is being ejected is many times worse. Being thrown out of the car often means going through broken glass, onto the pavement, possibly into the path of a car. It increases the chances of death many fold.

Another excuse: *"My car might catch on fire, and I'd be trapped."* Actually, the odds are thousands to one *against* a fire. But even if a fire happens, and quick escape is necessary, you are more likely to be conscious, and *able* to get out if you are wearing your safety belt.

Others say their safety belts are uncomfortable. True in some cases, but maybe the simplest reason for low belt use is that people just don't think about it.

The goal, therefore, is to establish the belt wearing habit. Our idea is that the knowledge already exists, but the behavior (buckling up) has not become habit. The incentive campaign can be the link between knowledge and behavior. If the contest helps establish the behavior for awhile, maybe the habit will remain.



Can You Conduct A Community Wide Campaign?

Does your group want to try a community wide effort, or something on a smaller scale? An effort like this can require a sizable commitment of time, people, and other resources. Think through the following:

1. What is the population size you will work with?
2. Is the area compact or spread out?
3. How many people are available to work on the project, over what period of time?
4. How many hours per week can they commit to planning, awarding incentives, collecting data, etc.?

If you decide it is not feasible to cover the whole community, consider a seat belt incentive campaign on a smaller scale — for example, at your local high school(s) or local business or industry. High school drivers have five times as many accidents as average. A campaign at one or more high schools can be done with very modest resources. Read on! The following chapters apply to high school efforts, too.

For more information on an incentive project in a high school or industry setting, write for the report: "Increasing Safety Belt Use Through an Incentive Program," by Campbell and others, October 1982, UNC Highway Safety Research Center, CTP 197A, Chapel Hill, N.C. 27514.

Getting Started

Gaining Community Support

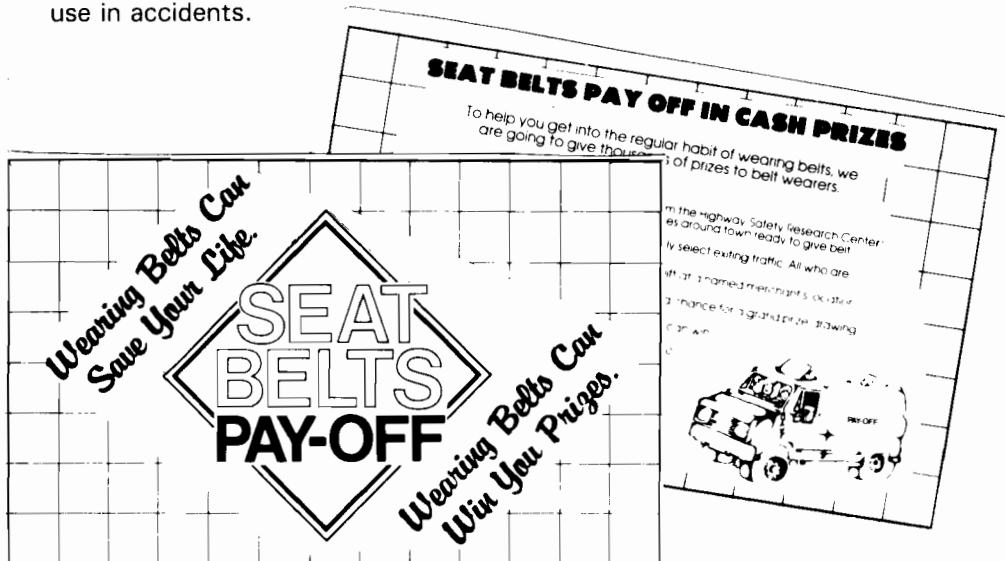
An early step is making initial contacts in your community. It is important to gain the support of many community groups, and it is important to maintain solid working relationships with a variety of interests. Here is a partial list:

- | | |
|---|---------------------------|
| 1. media representatives
(newspaper, radio, and television — both network and cable) | 5. chamber of commerce |
| 2. civic organizations | 6. local business leaders |
| 3. law enforcement agencies* | 7. the school system |
| 4. town government officials | 8. churches |
| | 9. youth groups |

Official statements of support are helpful. Consider a community liaison committee made up of these important and influential groups. You might need their help in providing staffing for the effort.

KEY ITEM: Project staff must buckle up all the time. You just can't afford to be seen unbelted.

*Police support is essential. They need to buckle up since they can be role models in the community. They also can be encouraged to report seat belt use in accidents.



Brochure

Developing Educational Materials

A *brochure* was prepared describing the benefits of safety belts, some myths surrounding their use, and the contest rules. These brochures were given to persons stopped and checked for belt use during the campaign. They also were distributed extensively around the community at places such as:

schools	clinics
gas stations	physician/dentist offices
stores	hospitals
university dorms	utility companies, etc.

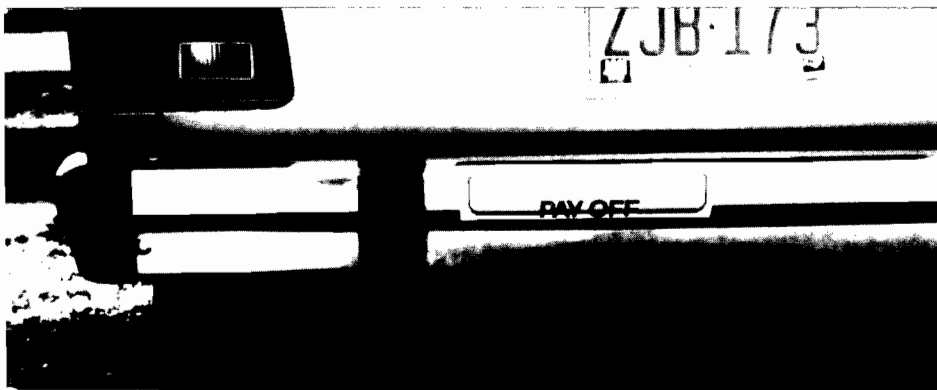
Bumper stickers were also distributed. For example, we gave 3,000 to elementary school children during their Seat Belt Safety Week in May of 1983. Bumper stickers were also handed out when vehicles were stopped for awards.

A series of radio messages was developed, designed to address various seat belt issues. Two examples are:

"Recently the problem of drunk drivers has received a great deal of national, state, and local attention. The best way for you to avoid becoming a drunk driver's victim is to wear your seat belts. You can't predict other drivers' actions, so ride defensively. Seat Belts Pay Off."

"Women often ask the question. 'Should I wear my safety belt if I am pregnant?' The answer is YES, and here's why. By wearing your seat belt you are protecting your baby. The most serious risk to your unborn baby is that you will be injured in the crash. So buckle up for yourself and your baby. Seat Belts Pay Off."

Appendix B includes the complete set of 12 messages we developed.



Bumper Sticker

SEAT BELTS PAY OFF

WEARING BELTS CAN SAVE YOUR LIFE

WEARING BELTS CAN WIN YOU PRIZES

TRAFFIC DEATHS

Traffic crashes are the leading cause of death for age groups under 34 years old. Yes, the leading cause, ahead of every other cause.

For those over 34, crashes are still a major cause of death.

We may dismiss those statistics because riding in a car feels so safe. And that's right. Trip by trip it is pretty safe, but in years of driving the chances of a serious crash are great.

SEAT BELTS PAY OFF IN LIVES SAVED

Buckling up when you ride is the single most effective thing you can do to increase your chances of escaping serious injury or death in a crash.

Belts can save 200 of every 300 now dying unbelted and can reduce serious injuries, too. That can translate into hundreds of lives saved each year in North Carolina.

Not wearing belts results in as many highway deaths as drunk drivers cause!

BELT USE IS TOO LOW!

The bad news is that in the U.S., only about 10% of people buckle up. Here in Chapel Hill/Carrboro, the rate is 20%-higher than most other places, but still not much to brag about.

WHY IS IT LOW?

People give lots of excuses for not wearing belts, some based on dangerous myths.

"It's better to be thrown clear of the car."

NO, in fact it is many times worse. "Thrown clear of the car" often means being thrown through broken glass, onto the pavement, or into the path of another car.

"My car might catch on fire, and I'd be trapped".

NO, odds are thousands to one it won't catch fire. AND if quick escape is necessary, you are more likely to be conscious and able to get out of the car, if you are wearing your seat belt.

Maybe the main reason we don't wear belts is that we just don't think about it. Let's start thinking about it, Chapel Hill/Carrboro.

Let's make wearing belts a community habit.

Getting the Word Out

Working With The Media

In any community wide campaign it is critical to get the media intimately involved. Include:



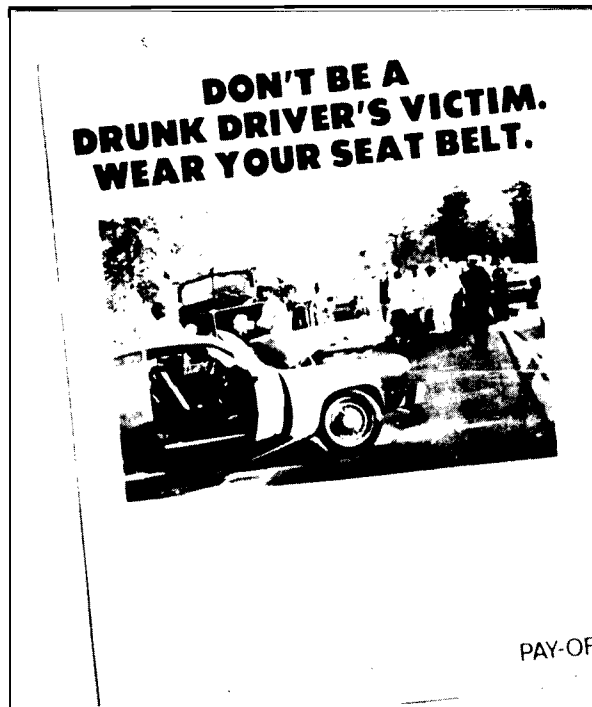
First Day of Campaign

NEWSPAPERS: Try to obtain the papers' support so that coverage of campaign events, editorials, etc., will follow. It is also important to discuss the reporting of accidents with your newspaper representatives. See if they will report whether local accidents involved use of safety belts. The majority of newspapers do not report that fact. See Appendix C for some illustrative accidents we publicized. Also, some newspapers are willing to donate space for ads as shown here.

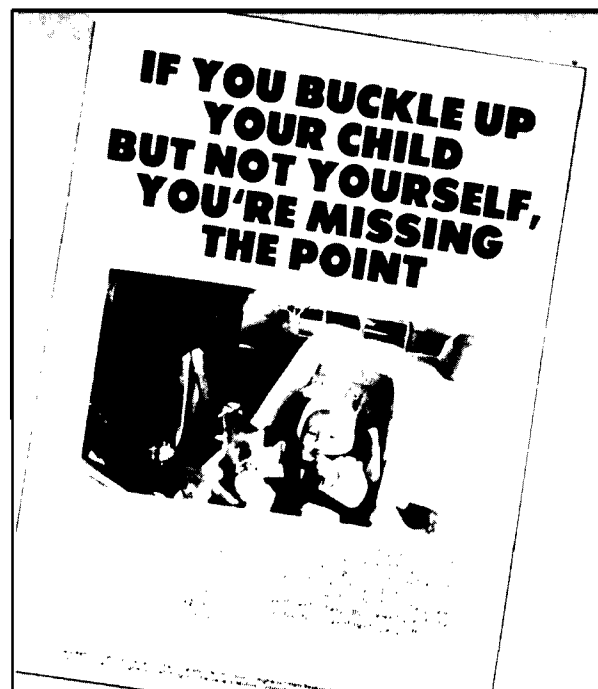
RADIO STATIONS: Stations can help with public service announcements, call-in shows, and news coverage. One feature of "Seat Belts Pay Off" was a daily 7:00 a.m. call-in to the local station's "morning man." Updates on locations visited, prizes awarded and weekly usage rates were discussed. This was a good time slot because listeners were getting ready to head out for work.

CABLE TELEVISION: Examples include public service announcements and coverage of events through public access channel programming.

KEY ITEM: An equally critical aspect of media participation is their ability to be a key to business contribution of incentives. Since media representatives regularly work with business leaders by selling ad space and promotion ideas, it may be that a media outlet will take the lead in project promotion and helping with contacts to obtain incentive awards.



Seat Belt
Educational
Advertisement

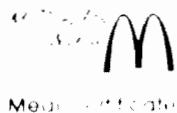


Seat Belt
Educational
Advertisement

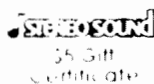
THE GREAT CHAPEL HILL/CARRBORO SEAT BELT PAYOFF IS ON!



THOUSANDS OF PRIZES



McDonald's Gift Certificate



\$500⁰⁰
Monthly

\$1,000 GRAND PRIZE

Contest Advertisement

Community Presentations

You may wish to consider presentations for community groups (e.g. civic clubs, media, schools, etc.) about safety belts. Save time for discussion because listeners will express fears and doubts about belts. You will need to clarify some of the myths.

Consider the following:

1. For whom could you conduct presentations?
2. Who might be available to help give presentations?
3. How many presentations can actually be done?

Try to obtain a film or slides to show during your presentations. Crash test footage (16 mm) portraying belted and unbelted dummies in similar situations is an excellent way to make the points about safety belt benefits. Distribute safety belt literature. Perhaps you can form a speakers bureau with help of a civic club, and they in turn can "get the word out" to other groups.

For more information on resource materials, call or write:

Office of Occupant Protection
National Highway Traffic Safety Administration
400 7th St. S.W.
Washington, D.C. 20590
(202) 426-3874





Other Opportunities

One of the biggest challenges in a successful community campaign is "getting the word out" to a large number of citizens. People listen to different radio stations, watch different television programs and are bombarded with various special pleas and announcements.

It is very hard to reach everyone. Some people pay attention to several media outlets, some to few or none. Thus, you need to do as much promotion with as many outlets as your resources will allow.

In addition to the traditional media, consider other outlets:

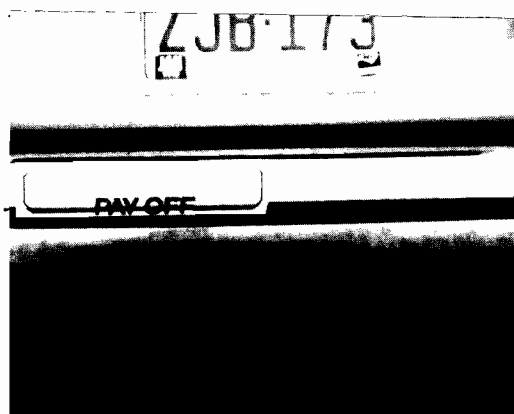
Churches • Write brief pieces for church bulletins, or make church group presentations where appropriate.

Schools • Children are a valuable asset in getting the word out to their parents. Promote consideration of a "Safety Belt Day" in the elementary schools, or an assembly at the high schools.

Fliers • Perhaps you can send a flier through the mail to *all* community residents announcing the campaign. This is not as expensive as one might fear. We sent a flier to 17,000 households in our community at a cost of about twenty cents per residence, counting the cost of printing the flier and the mailing service.

Request permission from shopping malls to place leaflets under windshield wipers of parked cars. Fliers can also be inserted into payroll envelopes, utility bills, etc.

Posters • If you can have posters made up, many local stores will allow placement in their windows. Billboards are also a possibility or ad space on city buses, etc.



Vehicle Display Ad (at left)
and Bumper Sticker (right)

SEAT BELTS PAY OFF

Between now and October 15th
you can win cash and prizes for buckling up!

\$1000 Grand Prize
\$500 Monthly Winners

and thousands of coupons for cash and merchandise

Seat Belts Have Already Paid Off for These Chapel Hill/Carrboro Residents



Donald G. McLeod
\$500 WINNER



Vickie Ann Weaver
\$500 WINNER



Evelyn C. Ricker
\$500 WINNER

Seat Belts Also Paid Off In These Recent Accidents
By Preventing Serious Injuries



Sherwood Hill (left), N.C.
Memorial Hospital Employee
Art Whitley (right), NCMH
Employee and UNC Dental
Student



Mary Lucas, UNC Family
Medicine




William Morris, Town of
Chapel Hill Employee,
Marion Morris and their
two sons



WEARING BELTS CAN SAVE YOUR LIFE
WEARING BELTS CAN WIN YOU PRIZES

Flier Sent to Each Household



 <small>Seat Belts Pay-Off is sponsored by the University of North Carolina Highway Safety Research Center, The North Carolina Governor's Highway Safety Program, the General Motors Corporation and the Village Companies.</small>	Congratulations! \$5
	Wearing Your Seat Belt Paid Off!
	This certificate maybe redeemed for \$5.00 at any Northwestern Bank. <small>Please present this certificate to a Customer Service Representative.</small>
	<small>108 E. Franklin Locations: Corner of Franklin and Elliot Rd. S. Greensboro St., Carrboro</small>
Thanks \$5 <i>for making this prize possible.</i>	

How to Get Incentives

There are numerous ways to go about soliciting incentives. Involving local businesses and organizations (civic clubs, foundations, etc.) can enhance the "community spirit" of the campaign.

Here is a "pitch" to local business. Many local businesses spend money on advertising and product promotion, including giving out sample products. Your approach could be (as ours was) that, in the campaign, the business will get just as much product promotion as in any other form of advertising, but will get the added benefit of a community support effort having lasting social value.

Some factors to keep in mind regarding incentives:

1. How many awards? We gave out about 600 per month for six months in a town of about 50,000.
2. Will you award any kind of larger monthly or grand prize? This will affect how you approach the business community in terms of the type and number of prizes.
3. How much value will your individual prizes have? Ours were 3-5 dollars — enough that there was a genuine perceived value, but still low enough so that we were able to give many prizes.
4. Will you award gifts (like soft drinks) or coupons redeemable for gifts (like a gift certificate for use in a department store)? You probably want to avoid "two-for-one" coupons, because so many promotions involve that "two for one" concept.
5. What businesses might be candidates to donate prizes, and what might they donate? Consider the following:
 - What would appeal to teenagers? Pizza coupons, T-shirts, movie passes, video game tokens?

- What would elementary school children like? Meals at local fast food restaurants, tickets to the circus, T-shirts?
- What about senior citizens? Restaurant coupons, tickets to plays or concerts, certificates for free dry cleaning?

Additional things to consider:

1. You might have prize coupons printed up which serve two purposes:
 - They are easier to manage on the street than the gift itself.
 - They have the added appeal to the business of bringing the winners into their establishment.
2. If you give out the gift itself be sure it is one you can physically manage. In Seat Belts Pay Off, one of our gift categories was a six-can container of soft drinks. These were manageable, but the 30 packages for an afternoon's incentive site were rather bulky. (Hot pizza is pretty much out of the question.)
3. Try to accumulate a mix of prizes. Thus, if you stop a car with adults and children, you don't have to give them all free dry cleaning coupons.

	<p>Congratulations! Wearing Your Seat Belt Paid Off! \$5 Gift Certificate</p> <p>This coupon is worth \$5 towards any purchase (excluding cassette tapes) or one TDK D-C90 cassette tape. <i>Coupon Expires Aug. 31</i></p> <p>STEREO SOUND</p> <p>Chapel Hill 942-8546 East Franklin Street (above Four Corners) Winston-Salem 768-0150 Robinhood Road (across from Pizza Hut) Raleigh 821-5355 Hillsborough Street (across from NCN Bell Tower)</p>	
	<p>Validated _____</p>	

	<p>Congratulations! Wearing Your Seat Belt Paid Off!</p> <p>This coupon entitles you to a FREE 4-Pack of Light bulbs from the Duke Power Company</p> <p>Stop by our new office at 120 Homestead Road</p>
	<p>Validated _____</p>

Sample Award Coupons



Here is the list of incentives we obtained:

- 3,600 free meals at McDonald's
- 1,200 six can drink sets from Coca-Cola
- 600 T-shirts from The Record Bar
- 100 \$10 gift certificates from Ivey's Dept. Store
- 600 \$5 gift certificates from Woofer and Tweeter Stereo
- 600 \$5 gift certificates from Stereo Sound
- 80 \$5 cash certificates from Northwestern Bank
- 300 packages of light bulbs from Duke Power
- 100 \$5 gift certificates from Bailey's Dry Cleaners
- 20 \$5 cash certificates from Carrboro Civic Club
- 20 \$5 cash certificates from Chapel Hill/Carrboro Jaycees
- 20 \$5 cash certificates from UNC Educational Foundation
- 120 free tickets to Morehead Planetarium
- 100 free tickets to Village Company's July 4th Concert

Selecting Award Sites

To be as visible as possible and to create the perception that the award team is "just around every corner," give out incentives at many different sites during your campaign. Any safe, out-of-traffic location can be an award site:

gas station	restaurant
school parking lot	utility company
grocery store	municipal parking lot
shopping mall	apartment complex
convenience store	commuter parking lot
bank	retirement community
medical facility	day care center
sports arena	car wash
movie theater	laundromat
post office	park or recreation area.

A few considerations in selecting sites:

1. Survey the entire community before finalizing award sites so as to include all areas. Drive around, note promising sites, and have someone record the sites as you drive. With this perspective you will see lots of spots that might not otherwise occur to you.
2. Be sure the location is a spot that is safe for you and for the vehicles you stop — one that will not make drivers apprehensive about stopping.
3. Contact management of the property to secure permission before going. Check with them as to times of day that will not be unduly disruptive.

The Award Transaction

Two of our staff went to the selected location (in the project van) and stood, for example, in a parking lot driveway waiting for vehicles to enter. We stood back from the street at least a hundred feet so that the incoming vehicle would be safely out of traffic before we stopped it. For the most part we selected incoming vehicles instead of exiting vehicles to minimize the possibility that they would see us and buckle up just at that moment.

As the vehicle approached, one person would hold up his hand, smile, and signal the driver to stop. If the driver stopped (the great majority did) the following sort of interaction took place:

"Hi, we're from UNC, and we want to give you a prize for wearing your safety belt. Have you heard about our Seat Belts Pay Off campaign?"

"Yes I have." (Or, "Nope, never heard of it.")

"Well you're a winner today for being belted. We have this prize for you and also an entry postcard for a cash drawing later on. Here's a bumper sticker too."



Also, we would give them a brochure describing the campaign. Then we would step back quickly in order not to delay traffic more than necessary.

About 30 seconds were required. Another way to avoid backing up traffic was to pick the final car if two or three came in together. Also, the second team member could handle a second car that came along before the first transaction was complete. The second team member was also valuable to watch for traffic while the other one was bending over talking to the driver through the car window. If things got too hectic we would stand aside until traffic cleared.

Under our scheme every belted occupant was awarded. Once, in fact, we stopped a station wagon with a driver and six children — all buckled up! Each received a gift and an entry card.

When the occupants were not belted, we told them what they would have won had they been buckled up, and tried to encourage them that they would have other chances to win since the contest would go on for a long time. We also gave them a brochure and thanked them for stopping. The emphasis was on making the transaction highly positive.

**I Was Wearing My Seat Belt!
And I Have A Chance To Win
Cash Prizes**

**If I Am One Of 6 Monthly Winners
I'll Win \$500!**

**If I Am The Grand Prize Winner
I'll Win \$1,000!!!**

(Please print clearly)

Name _____

Home (local) Address _____
Street _____
City _____ State _____ Zip _____

Work Address _____
Name _____
Street _____
City _____ State _____ Zip _____

Telephone Numbers _____
Day _____ Evening _____

**SEAT
BELTS
PAY-OFF**

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 44 CHAPEL HILL, N.C.

POSTAGE WILL BE PAID BY ADDRESSEE

UNC Highway Safety Research Center
Craig Traylor Park 197-A
University of North Carolina
at Chapel Hill
Chapel Hill, NC 27514

Postcard for
Cash Drawing

How to Identify Yourself

It is important to wear easily recognizable clothing and/or use a well marked vehicle to minimize the apprehension a driver might have when being waved to a stop. Occasionally people declined to stop for us, but for the most part the community became aware of what we were doing, who we were, and enjoyed the transaction. Our staff utilized the following:

1. A yellow van well marked on all sides with the campaign logo and/or slogan.
2. Caps with the campaign logo affixed to the front.
3. Yellow polo shirts with the campaign logo on the pocket.
4. Orange traffic vests with the campaign decal affixed — worn over regular clothing when weather ruled out the polo shirt.



Members of "Seat Belts Pay Off" Team
in Campaign Clothing with Van



Alternative Incentive Games

We have dealt extensively with the particular approach we used since we thought that was the best approach for our community, given our resources. However, our procedure is by no means the only way to do it.

Here, for example, is how it was done in Jackson, Mississippi. They selected a single large prize, a brand new Ford automobile, and they worked the contest through a local radio station.

A roving observer drove around town and spotted drivers who were buckled up. The license plate was recorded and phoned to the participating radio station using a mobile phone in the observer car.

For your name to be entered for the car you had to stay tuned to the radio station. Then, if you heard your license plate called out, you knew you had been spotted buckled up. Next you had to call the station and identify yourself. Then your name would be entered for the car drawing.

A drawing was held and the winner was given the car. The winner had to authenticate the winning license number to protect against fraud.

This method permits administering the project with little effort — one person driving around each day spotting cars. However, this method demands much of the belt wearer. The person must be belted, be spotted, be listening to the radio station in question, and must call in within a specified time to be recorded. This puts a considerable burden on the person you are trying to get to buckle up. There is an advantage, however, in that there is much talk on the radio to remind people that the contest is “on.”

There are a couple of variations on this approach that make it a bit easier on the potential winner. One variation is merely to record plate numbers of cars in which the driver was buckled (or the passenger if that is the way you want to do it). These can be recorded by the hundreds, and the individuals need not know they were spotted. Then, once a day or week, interim drawings could be held and two or three winning license plates picked. Then, with cooperation of the police, their computer could be used to identify the owners. If the owners are “local,” they can be contacted and told of the small prize and the chance for the grand prize drawing. To keep up interest and publicity you will need quite a few small prizes to award on a daily or weekly basis.

It may be that the police themselves can do the spotting of buckled up citizens. However, you would need to reward the officers too. Maybe the officer that spotted an eventual winner could also get a modest prize.

As another variation, you could say that only those displaying the campaign bumper sticker are eligible to win. This would result in lots of bumper stickers, and would aid participating merchants in the sense that people would have to go there to get the bumper stickers. Another variation could make everyone eligible, but, if the observed car is displaying a campaign bumper sticker, the buckled driver’s name would be entered five times.



BELT DATA

The current national average for safety belt use (based on an ongoing 19 city survey) is 14%. When we measured baseline use data in our community we found the rate to be 24%. In some towns it is only 4–6%. For you to have an idea of the effect your program is having, you need to collect belt use data prior to your campaign, periodically during the campaign, and some data afterwards (to have an idea of the after-effects).

1. Select as many data locations as you feel you can visit — for approximately one hour per site, per sampling period. Be sure to choose street locations that represent the various neighborhoods in the community. For example: suburbs, a downtown site, traffic arterials, etc. Once you have selected representative sites, you should return periodically to these same sites to monitor progress.

2. Drive to the selected location. Park on the right hand shoulder and count drivers coming toward you. (Be sure to wear your lap and shoulder belts in this situation. Not only will you quickly become a highly visible role model, but if a car should veer off and strike you while parked, the belts would be just as important as if your car were in motion.)

Record data for about 30 minutes in each direction. As a minimum, record whether or not the driver is shoulder belted. You may also be able to record driver sex and race if those are factors of interest to your promotional strategies. Obviously when sitting in your car you cannot detect those wearing only a lap belt, but you can collect data to estimate the proportion to be added on to account for that. Here in Chapel Hill it was 11 extra lap belts in addition to every 100 shoulder belts we counted.

Obviously you can also stand beside the road and count both lap and shoulder belts. (That is how we “calibrated” the 11% lap belt add-on). If you elect to stand alongside the road, you may wish to post yourself near an intersection where cars will slow down, making for easier observing. Both methods have their advantages.

3. You should also vary the time of recording so as to include rush hours, off peak, and week-end traffic, etc. (Though desirable, we found night observations not to be feasible). Once your data is complete you can calculate the percent-wearing rate and will be in position to note week-to-week progress, if you are able to count that often.

4. Try to visit several sites covering various sections of your community at least once before, during, and after the conclusion of your campaign. Feed-

back to the community on the starting use level and the weekly progress can be a useful part of your promotion strategy:

- You could have a centrally located sign that indicates the levels reached.
- You could display the use level on a sign mounted on your project vehicle.
- You could carry a sign to your award sites.
- The local newspaper could display the current use percent on a regular basis.

KEY ITEM: You should avoid collecting data at the same time and place where awards are being given out. Using different sites will give a truer picture of the actual belt use — not contaminated by any transient belt use induced by the presence of the award team.



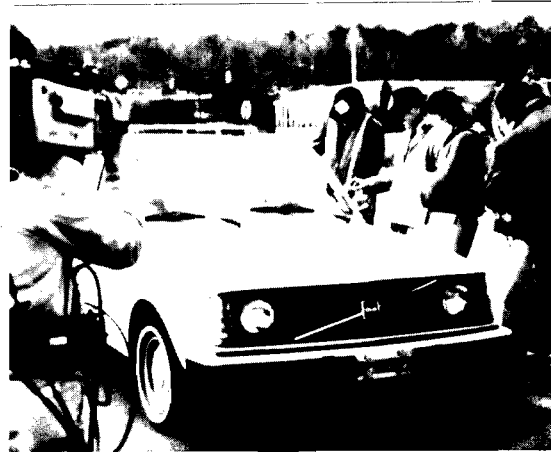
Collecting Belt Data from the Van



Wrap Up

We wish you the best of luck. If you can get people to buckle up, your efforts will translate directly into saved lives. Hopefully this guide book has anticipated a few of your questions. If you have others, feel free to call us.

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Appendix A

Seat Belt Fact Sheet

What is the problem?

Motor vehicle crashes are the leading cause of death for those under 34 years.

Motor vehicle crashes are a leading health cost for those over 34.

Motor vehicle crashes are by far the leading death cause for high school/college age young people (e.g. 25 to 1 over heart disease deaths for college males).

How do they die?

While drunk drivers, etc. may trigger the accident sequence, it is the smashing impact of the occupant against the car interior structures that kills.

The "second collision" inside the car — driver vs. steering wheel, passenger vs. windshield — is the collision that kills.

If you are thrown from the car in the crash you are many times more likely to die than if you are held inside the car.

Seat belts are the greatest single countermeasure.

Properly worn, car seat belts can save 65–70% of vehicle occupants now dying unbelted.

Of every 300 now dying unbelted, we could save 200.

No other highway safety action can save that many people at such a low cost.

How do belts work?

Obvious Way: They hold you back so your face doesn't go through the windshield, your chest doesn't destroy the steering wheel, your legs are not crushed under the dash.

Less Obvious Way: They slow you down as the car slows down. Without belts, the car crashes to a stop, you keep on flying until you hit the windshield, etc. (which by that time is at a "dead" stop).

Do people wear belts?

No. Nationally only about 14% use seat belts. Here in Chapel Hill/Carrboro it is twice that high — one of the best records in the state — still, most drivers ignore the belt.

Single shining exception: Chapel Hill High School students show a 40–50% use rate. They make the rest of us look pretty bad.

Why don't they wear belts?

Good question. Some excuses given:

"I don't think about it."

"I don't think I'm going to have a crash."

"I'm afraid of fire, and want to be able to get out fast." (Fire only happens in one out of 2000–3000 crashes. Even so, a belted person has a better chance to be conscious and uninjured, therefore able to get out.

"It's better to be 'thrown clear.'" Not so, it is much worse to be thrown out — ejected. You hit your head, your own car runs over you, etc.

"I heard of a case where the person would have been killed if he had been belted." Maybe folklore says that, but documented case studies do not confirm it.

"It's uncomfortable."

"No one in my group wears it."



Appendix B

Radio Messages

Wearing seat belts can save your life and win you prizes. To help you get in the regular habit of wearing seat belts, the UNC Highway Safety Research Center is giving away thousands of prizes to belt wearers in Chapel Hill/Carrboro. So, buckle up. Seat belts pay off.

Traffic accidents are the leading cause of death for people under 34 years old. Even for people over 34 years of age, traffic accidents account for a tremendous toll. Buckling up when you ride is the single most effective thing you can do to increase your chances of escaping serious injury or death in a crash.

People give lots of excuses for not wearing seat belts, some based on dangerous myths. Some people think it's better to be thrown clear of the car. NO, in fact it's many times worse. "Thrown clear" often means being thrown through broken glass, onto the pavement or into the path of another car. The best place to be in an accident is in the car with your seat belt on! Seat belts pay off.

Women often ask the question, "Should I wear my seat belt if I am pregnant?" The answer is YES, and here's why. By wearing your seat belt you are protecting your baby. The most serious risk to your unborn baby is that you will be injured. So buckle up for yourself and your baby. Seat belts pay off.

Seat belts pay off. They can prevent most deaths in automobile crashes. But seat belts lose much of their effectiveness if worn improperly. Wearing the belt right is a two step process. The lap belt should be as low and as snug on the hips as possible. The shoulder belt should come over the shoulder with just a little slack for comfort. Too many people wear the shoulder belt under their arm instead of over their shoulder. Please wear your seat belt properly for added safety.

Seat belts pay off by reducing serious injury and preventing deaths. Sometimes we hear false statements about seat belts. You may hear of an accident in which someone was supposedly lucky not to be wearing a belt. However, close examination of traffic accidents indicates that it is virtually unknown for the belt to make the situation worse. PLEASE, wear your seat belts. If not for yourself, then for your loved ones.

In this period of high driving costs, more and more people are choosing smaller vehicles as their means of transportation. That's OK, but drivers of small cars should realize that from an accident standpoint, they are at increased risk of injury when compared to drivers of larger vehicles. No matter what size vehicle you drive or ride in, please wear your seat belts. Seat belts pay off.

Recently, the problem of drunk drivers has received a great deal of national, state and local attention. The best way for you to avoid becoming a drunk driver's victim is to wear your seat belt. You can't predict the other driver's actions, so ride defensively. Seat belts pay off.

If you buckle up your child but not yourself, you're missing the point. North Carolina has a law requiring that most young children be safely restrained while riding in cars. Think about it. Children need to be protected, but they need you to be protected too. Seat belts pay off.

Even if you are only driving at 30 miles per hour, you could be killed in a traffic accident. We've all heard that many accidents happen close to home, and, in fact, seventy five percent occur within twenty five miles of the victim's home. The good news is that if you are wearing your seat belt, you have virtually no chance of being killed. The University of North Carolina Highway Safety Research Center asks you to remember: Seat Belts Pay Off.

Do you know what happens when a large car and a small car crash into each other? Well, it's like the old physics principle-the larger car comes out ahead. One of the best things you can do as the driver or passenger of a small car is to always wear your seat belt. Think about it. If you're not wearing a seat belt, what's holding you back?

People give lots of excuses for not wearing seat belts. Some say, "My car might catch on fire and I might be trapped." NO, odds are thousands to one that it won't catch fire. AND if quick escape is necessary, you are more likely to be conscious and able to get out of the car, if you are wearing your seat belt. Seat Belts Pay Off.



Appendix C

Illustrative Accidents

During our project, several crashes came to our attention in which seat belts were used and appear to have prevented serious injury. They were highlighted for public education.

Five crashes are described here:



Case 1: A Chapel Hill High School student was on his way to school for a pre-season football practice. He was lap belted in an older car, and skidded into a large tree which invaded the right front door to an extent of 1–2 feet. He sustained bumps and bruises and a back laceration that was sutured. In the absence of belts he most likely would have been thrown into the tree itself with probable fatal consequences. This crash was of particular significance, since it was the seven high school student fatalities of recent years that prompted HSRC to pilot test this concept at the high school, and then later to try the effort on a community wide basis. We believe that fatality number eight was averted here.

Case 2: A member of the UNC men's basketball team was lap/shoulder belted in a small foreign sports car involved in a rather severe frontal car-to-car crash. Despite the belts, he was momentarily unconscious from hitting the steering rim, and his right knee hit the lower instrument panel resulting in a laceration. The same knee had received surgery the previous year from an athletic injury, and the player missed part of the season from the previous injury. While this crash probably would not have been fatal even if the young man had not been belted, it seems likely that he would have sustained a disabling injury to the knee and would have missed the current basketball sea-

son. As it was, his injury was confined to the above-mentioned trauma plus the generalized body soreness that comes from the necessarily violent contact with the belts in the crash.



Case 3: This head-on crash involved a driver and right front passenger wearing the lap/shoulder belts in a small foreign car. The extent of vehicle deformation was extreme. Both parties believe they were momentarily unconscious. One suffered a broken bone in his hand. The other had a small cut on his head. Both reported generalized soreness. In the absence of belts they would almost certainly have sustained serious and possibly fatal injuries.





Case 4: This crash involved a rollover of relatively moderate severity. The lap/shoulder belted female driver was not injured. In the absence of belts the injury consequences would have become a matter of luck. The driver might not have been injured very badly at all, but there is also the possibility that she would have been ejected.



Case 5: A local family of four was on a vacation trip. A head-on crash resulted in considerable vehicle damage. Two sons in the back seat were lap belted, and the parents were lap/shoulder belted in the front. According to the father, all were belted because of the local campaign. The three males suffered relatively minor injuries. The mother in the right front seat sustained a fractured sternum, presumably from contact with the shoulder belt. It seems likely that since she impacted the belt with enough force to break the sternum, she would have struck the dash and windshield with even greater force had she been unrestrained, with even worse injuries resulting.

Figure 4.1. Map of the proposed sites.

