

**NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION DEMONSTRATION PROJECTS
INCREASING SAFETY BELT USE AMONG 8- TO 15- YEAR OLD MOTOR VEHICLE OCCUPANTS**

PROJECT RECIPIENT: NORTH CENTRAL HIGHWAY SAFETY NETWORK (PENNSYLVANIA)

Purpose: To increase safety belt use among 8- to 15- year old motor vehicle occupants.

Period of Performance: September 16, 2005 – September 16, 2007

Approach: This project will test community education, public information and enforcement, as strategies to increase safety belt use in the “tween” population (ages 8-15). The site for this project is Berks County, Pennsylvania.

Key Strategies:

- **Law Enforcement Activity:** The principal approach to increasing tween occupant protection will be to rely on high visibility safety belt enforcement. The two tickets- two fines approach of the Pennsylvania “Click it or Ticket” campaign will be adopted and emphasized; the message received by motorists is that if they are stopped for a primary violation and are not wearing a safety belt or have passengers ages 4-17 unbuckled they will receive two citations.
- **Education:** School districts will be selected to implement three age appropriate curriculums that will be presented by uniformed police officers:
 - Elementary School: “The Back is Where it’s At” focuses on proper safety belt use, appropriate vehicle seat positioning, and the need for the entire family to buckle up.
 - Middle School: “Survival 101” emphasizes the importance of safety belts and the law, crash dynamics, and crash causing behaviors.
 - High Schools: “Sixteen Minutes of Your Life” stresses safety belts, aggressive driving, distracted driving and other relevant safety topics that will be presented to students before they apply for their learner’s permit.
- **Social Marketing/Media Campaign:** Media will be enforcement based to highlight the “Click It or Ticket” message, with an emphasis placed on the tween population (8-15 year olds). There will also be earned Media (considered any media coverage-television spot, newspaper article, radio spot-for which no cost is incurred).
- **Evaluation Methods:** Statistical tests of pre- vs. post-program measures; Comparison of intervention vs. comparison sites; and Time-series analysis of crashes involving unbelted occupants.

PROJECT RECIPIENT: SAFE COMMUNITY COALITION OF MADISON AND DANE COUNTY (WISCONSIN)

Purpose: To increase safety belt use among 8- to 15- year old motor vehicle occupants.

Period of Performance: September 16, 2005 – September 16, 2007

Approach: This project will test community education, public information and enforcement, as strategies to increase safety belt use in the “tween” population (ages 8-15). The site for this project is Dane County, Wisconsin.

Key Strategies: Work with school, youth, and community partners including law enforcement and public health educators, to create and deliver developmentally appropriate education to 3rd – 4th and 6th – 8th graders in up to twelve (12) Dane County schools (the project does not focus on 5th graders since they currently receive a special safety program); develop fun, effective strategies to engage 8 to 15 year olds in the process of convincing non-compliant parents and peers to wear safety belts; provide overtime enforcement grants to participating law enforcement agencies; mobilize African American and Latino communities to increase safety belt use among the age group; conduct media events.

Evaluation Methods: Conduct pre- and post-observational surveys among 8- to 15- year olds and their parents; and Conduct pre- and post-awareness surveys.