

Increasing seat belt use among teens: A summary of research, resources, and programs.

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Section 3

Support Materials

- Pamphlets/brochures
- Media and Promotional campaigns
- Reports
- Sources of data
- PowerPoint
- Teen driving programs
- Curriculum guides

PAMPLETS/BROCHURES

Graduated Driver Licensing: Questions & Answers

National Highway Traffic Safety Administration and the Insurance Institute for Highway Safety

http://www.iihs.org/brochures/pdf/gdl_brochure.pdf

Driver Training: Developing Skills for a Lifetime Teaching Your Teen to Drive and Driver Training: Developing Skills for a Lifetime A Teen's Guide to getting a Driver's License

Brochures available through the Ohio Department of Public Safety, PO Box 182081, Columbus, OH 43218

Beginning Teenage Drivers

Insurance Institute for Highway Safety

http://www.highwaysafety.org/brochures/pdf/beginning_drivers.pdf

Graduated Drivers Licensing: Questions and answers.

Brochure for teens that includes the seat belts subject from the Insurance Institute for Highway Safety

http://www.iihs.org/brochures/pdf/gdl_brochure.pdf

Beginning teen driver traffic safety. Brochure for teens that includes the seat belts subject from the Insurance Institute for Highway Safety

English:

http://www.iihs.org/brochures/pdf/beginning_drivers.pdf

Spanish:

http://www.iihs.org/brochures/pdf/beginning_drivers_sp.pdf

MEDIA/PROMOTIONAL CAMPAIGNS

Unconscious Motivators and Situational Safety Belt Use: Literature Review and Results from an Expert Panel Meeting

A small proportion of people never wear safety belts, but the vast majority are situational safety belt users,” wearing a belt only when they think it is necessary. NHTSA researchers hypothesized that these part-time wearers use unconscious defense mechanisms (i.e., repression, denial, rationalization, and fatalism) to suppress conscious thought of the consequences of being in a crash. To explore whether unconscious defense mechanisms are an appropriate intervention point to encourage the full-time use of belts, NHTSA commissioned a literature review and expert panel meeting on the role of unconscious motivators in response to safety threats. The literature review suggested increased mindfulness, enhanced efficacy, increasing the social desirability of compliance, disrupting resistance, and encouraging anticipatory regret as ways to overcome unconscious motivators. The expert panel suggested the following techniques: reframe personal control, reframe the reason for wearing belts (e.g., make it unrelated to safety), reframe the perception of who wears belts, use indirect messages which are non-threatening, and recognize the factors that make belt wearing a unique behavior.

<http://www.nhtsa.dot.gov/people/injury/research/UnconsciousMotivators/images/UnconsciousMotivators.pdf>

Do or Die

Heavy vehicle seatbelt campaign

http://www.rta.nsw.gov.au/roadsafety/advertisingcampaigns/hv_seatbelt.html

Wear it or wear the cost

On this website from Queensland, Australia, the first ad shows a young man paralyzed from the waist down and how he can't do much on his own.

[http://www.roadsafety.qld.gov.au/qt/LTASinfo.nsf/index/rs_campaigns_seatbelts,](http://www.roadsafety.qld.gov.au/qt/LTASinfo.nsf/index/rs_campaigns_seatbelts)

High-Intensity Social Norms Safety Belt Campaign for Teens: 2005-2007

MOST of Us has designed a survey and controlled intervention to test whether the social norms approach can effectively and efficiently increase safety belt use among teens. This pilot project is currently being carried out in two interventions and two control high schools in a major metropolitan area. The target audience is being surveyed online using a random stratified sample. This self-report data will be compared with observational surveys carried out at the same time points. Results of these surveys are being used to create an in-school and online social norms seatbelt campaign in the intervention schools. Follow-up online and observational surveys will measure changes in attitudes and behaviors brought about by the intervention. Sponsor: National Highway Traffic Safety Administration <http://mostofus.org/projectdetail.php?id=59>

Chicago Tribune series on teen crashes

Teen crashes is a key theme that emerged over the last year in dozens of articles published by the Tribune as the newspaper focused on seeking answers to the problem of teens dying in accidents.

<http://www.chicagotribune.com/news/specials/chi-teendriviers-series-specialpackage,0,5555056.special>

The Think! Road Safety

Website from the UK has a seatbelt campaign TV ad called "Backwards" with a car crash to three young men who are not wearing their seat belts. The reruns show what would happen if they made a split second choice and buckled up. There is also a crash simulator on the website, you can choose how many people are in the car, and where they are seated and the speed they are traveling at, then you see the outcomes if they wore the proper restraints or not.

<http://www.thinkroadsafety.gov.uk/campaigns/seatbelts/seatbelts.htm>

Buckle Up and Smile for Life

In 2002, the National Dental Association (NDA) launched its first community education program, titled "Buckle Up and Smile for Life." All 20 NDA societies were encouraged to undertake community outreach activities during the months of February and April—February being Dental Health and Black History Month, and April being National Minority Health Month. As part of the campaign, NDA distributed its brochure, "Leading the Way, Lighting the Future—Buckle Up and Smile For Life," at its 89th annual convention in Dallas, TX.

Part 1

<http://www.thefreelibrary.com/Buckle-Up+and+Smile+for+Life:+uncommon+partners+find+common+ground+to...-a0103996610>

Part 2

<http://www.thefreelibrary.com/Buckle-up+and+smile+for+life%3a+uncommon+partners+find+common+ground+to...-a0107277207>

Click It or Ticket Campaign

- Educational materials on seat belts for all ages. Includes "Rural creative materials" part. <http://www.buckleupamerica.org/ciot-planner/planner/index.cfm>
- **Thanksgiving planner 2006**
Educational materials on seat belts for all ages. The authors recommend disseminating them **in schools** as well as in other community settings.
<http://www.buckleupamerica.org/thanksgiving06/planner/index.cfm>

- Partners for rural traffic safety action kit
<http://www.nhtsa.dot.gov/People/injury/airbags/ruralsafety/contents.html>

REPORTS*

Increasing Teen Safety Belt Use: A Program and Literature Review

National Highway and Traffic Safety Administration (NHTSA)

This document will serve as a supplement to Increasing Teen Safety Belt Use: A Program and Literature Review developed by NHTSA in November 2005. The executive summary provides an excellent review of legislative, enforcement, comprehensive approaches, technology, peer-led approaches, counseling, and parental involvement strategies that have been shown to increase safe practices in adolescent drivers.

A comprehensive review of the scientific literature, state and federal government reports and other sources of information was conducted to determine the magnitude of the problem of teen safety belt use and to identify and summarize programs, interventions, and strategies that can potentially increase safety belt use by teens. Nearly 270 documents were reviewed for this report. It is clear from the data, a comprehensive review of the literature, and discussions with key informants, that the most promising strategies available to increase safety belt use by teens are likely to be those strategies that have proven to increase safety belt use in the general population.

<http://www.nhtsa.dot.gov/people/injury/NewDriver/TeenBeltUse/images/DOHS809899TeenBeltUse.pdf>

Preventing Teen Motor Crashes: Contributions from the Behavioral and Social Sciences: Workshop Report

National Research Council (NRC)

http://www.nap.edu/catalog.php?record_id=11814

Access to NRC workshop slides: <http://www.bocyf.org/051506.html>

Motor Vehicle Occupant Protection Facts

National Highway and Traffic Safety Administration (NHTSA)

The facts contained in this booklet can be used to develop speeches and presentation materials, public information and education materials, backgrounders and news releases for the media, and to promote the use of occupant restraints in conjunction with law enforcement officials. Black-and-white duplicates of many of the charts are included in the back pocket of the original booklet for use as overheads or to support materials developed for local and state use.

<http://www.nhtsa.dot.gov/people/injury/airbags/OccupantProtectionFacts/introduction.htm#how>

Leading the Way in Motor Vehicle Injury Prevention: A Compendium

National Association of County and City Health Officials (NACCHO)

* All summaries are taken directly from journal articles or other original source.

This publication provides local health departments' motor vehicle injury-prevention program descriptions and contact information, and a listing of federal traffic safety resources. http://www.naccho.org/pubs/product1.cfm?Product_ID=34

Teen Crashes Everyone's At Risk

AAA Foundation for Traffic Safety

The AAA Foundation for Traffic Safety analyzed data from the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS) from 1995 through 2004, and identified all fatal crashes involving 15-, 16-, and 17-year-old drivers of passenger vehicles. This analysis shows that between 1995 and 2004 crashes involving 15- to 17-year-old drivers claimed the lives of 30,917 people, of which 11,177 (36.2%) were those drivers themselves. However, the majority of fatalities in these crashes were people other than those drivers, and included 9,847 of their passengers, 7,477 occupants of vehicles operated by drivers 18 years of age or older, and non-motorists.

<http://www.aaaexchange.com/Assets/Files/200611814220.TeenDriversRisk2.pdf>

Driving: Through the Eyes of Teens

A research report of The Children's Hospital of Philadelphia and State Farm Insurance of a survey of 5,665 students to learn about their perceptions and experiences surrounding teen driving.

http://stokes.chop.edu/programs/injury/files/PCPS_Reports/1289teen.pdf

A National Agenda for Increasing Safety Belt Use Among Teenagers Automotive Coalition for Traffic Safety, Inc.

www.actsinc.org

Safety Belts and Older Teens - 2005 Report

National Highway and Traffic Safety Administration (NHTSA)

<http://www.nhtsa.dot.gov/people/injury/NewDriver/beltsandTeenfacts/pages/index.htm>

Safety Belts and Teens - 2003 Report

National Highway and Traffic Safety Administration (NHTSA)

<http://www.nhtsa.dot.gov/people/injury/airbags/buckleplan/buasbteens03/index.htm>

MMWR Recommendations and Reports

2001 May 18; 50(RR-7):1-14.

Motor-Vehicle Occupant Injury: Strategies for Increasing Use of Child Safety Seats, Increasing Use of Safety Belts, and Reducing Alcohol-Impaired Driving Motor-vehicle occupant injury: strategies for increasing use of child safety seats, increasing use of safety belts, and reducing alcohol-impaired driving.

<http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5007a1.htm>

Four NHTSA Teen Demonstration Projects and other research of strategies that affect teen behavior indicate that combined approaches, such as strengthening safety belt laws,

educating the public, publicizing the new or existing law, enforcing the law, and working with community organizations to provide outreach to the public, have potential to increase safety belt use. Research shows that combined strategies involving education, publicity, visible enforcement, and community outreach changes traffic safety behaviors. <http://www.nhtsa.dot.gov/people/injury/NewDriver/TeenBeltUse/pages/5ConcReccs.htm>

Traffic Crashes Take Their Toll on America's Rural Roads: The Need to Establish Rural Seat Belt Programs

National Highway and Traffic Safety Administration (NHTSA)

Highway fatalities are a major epidemic in this country and most occur on rural roads involving rural residents. Only one-fifth of the nation's population lives in rural areas, yet two-fifths of the vehicle miles traveled and three-fifths of all fatal crashes occur there. This includes drivers, occupants, pedestrians, motorcyclists, and pedal cyclists. The percentage of fatal crashes rise to 65% when looking only at rural passenger vehicle fatalities: 20,302 occupants killed in passenger cars, pickup trucks, and sport utility vehicles (SUVs) on rural roads. More than half of those killed are unrestrained, signifying the overwhelming need for traffic safety programs in rural areas. Progress is being made, as noted in the examples of rural seat belt programs highlighted in this document.

<http://www.nhtsa.dot.gov/people/injury/airbags/RuralCrashes/index.htm>

CDC Community Guide. "Effectiveness of Primary versus Secondary Safety Belt Use Laws," 2001.

A systematic review of published studies, conducted on behalf of the Task Force on Community Preventive Services by a team of experts, found primary laws to be more effective in increasing safety belt use and reducing fatalities. Based on this review, the **Task Force recommends that these strategies be implemented on the basis of strong evidence of effectiveness**

<http://www.thecommunityguide.org/mvoi/mvoi-safety-belt-prim-law.pdf>

Dinh-Zarr, Bella, et al. "**Reviews of Evidence Regarding Interventions to Increase the Use of Safety Belts.**" American Journal of Preventive Medicine 21 vol. 4S (2001): 48-65.

Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Second Edition, 2007

National Highway Traffic Safety Administration (NHTSA)

Geared toward state highway safety offices, this guide aids in the selection of evidence-based traffic safety interventions for major traffic safety problems. It describes major strategies and countermeasures; summarizes prevalence of use, effectiveness, costs, implementation time; and provides references to major research. There are plans to update annually and address new problem areas as they arise.

http://www.nhtsa.dot.gov/staticfiles/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/CountermeasuresThatWork_2007.pdf

2007 Roadmap to State Highway Safety Laws, January 2007
Advocates for Highway and Auto Safety

This report highlights gaps in Advocates' list of 15 essential and lifesaving highway safety laws and is a call to action for governors and state legislators. Motor vehicle crashes continue to cause over 43,000 deaths and 3 million injuries per year and cost the nation over \$230 billion. Passage of the 15 laws identified in Advocates' report will help prevent these tragedies and, at the same time, will save the states billions of dollars in economic costs associated with highway crashes.

http://www.saferoads.org/sec_roadmap2007.htm

Youth and Road Safety

World Health Organization

Each year nearly 1.2 million people die and millions more are injured or disabled as a result of road traffic crashes. The vast majority (over 90%) of all road traffic deaths and injuries occur in low-income and middle-income countries. In high-income countries, most of those killed or injured in road traffic crashes are drivers and passengers of four-wheeled vehicles. In low-income and middle-income countries, however, “vulnerable road users” – pedestrians, cyclists and motorcyclists and users of public transportation – constitute a higher proportion of road users, and consequently make up a larger proportion of those injured or killed on the roads.

This report focuses on young road users, defined as those under 25 years of age. The document highlights the main risk factors for road traffic injuries, noting how many of these risks are elevated in youth. It stresses that successful prevention programs can be put in place to protect young people, and presents examples of interventions from different geographic and cultural contexts that have been shown to be effective.

www.who.int/violence_injury_prevention/publications

Family Guide to Teen Driver Safety

National Safety Council

See Section 4: “Risks from Choices We Make: Unsafe Driving Behaviors
Understand the risks of choosing to drive unsafely.

Seat Belts—Every Trip, Every Occupant, Every Time”

<http://www.nsc.org/issues/teendriving/guide.htm>

Teen Drivers: Fact Sheet

Centers for Disease Control and Prevention-National Center for Injury Prevention and Control

“Compared with other age groups, teens have the lowest rate of seat belt use. In 2003, 18% of high school students reported they rarely or never wear seat belts when riding with someone else (CDC 2004b).”

<http://www.cdc.gov/ncipc/factsheets/teenmvh.htm>

SOURCES OF DATA

National Occupant Protection Use Survey (NOPUS)

National Highway Traffic Safety Administration (NHTSA)

To collect detailed information on a national level about shoulder belt, child restraint, and motorcycle helmet use. Most state surveys collect data only for the vehicles and persons

covered by the safety belt law in their state. In addition to a lack of consistent data on restraint use, detailed data were not available for safety belt use for occupants of passenger cars and light trucks separately and by age and sex of the occupant. Similarly, no national data were available for child restraint use or motorcycle helmet use. Restraint use varies by both type of vehicle (car or light truck), age and sex of occupant, and various other factors. However, no national level data are available with measurable reliability that captures restraint use by these factors. An observational survey conducted at a random sample of approximately 4,000 road segments across the country for vehicles in urban, suburban and rural areas will be observed.

<http://www-nrd.nhtsa.dot.gov/departments/nrd-01/summaries/4313ga.html>

In 2006, NHTSA conducted the National Occupant Protection Use Survey (NOPUS). The overall observed shoulder belt use rate was 82% in 2005, compared to 80 percent observed in 2004, 79% in 2003, 75% in 2002, 73 percent in 2001, 71% in 2000, and 67% in 1999. In 1994, the overall observed shoulder belt use rate was 58%.

<http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSF2001/2001occpro.pdf>

2003 Motor Vehicle Occupant Safety Survey, Volume 4: Crash Injury and Emergency Medical Services Report

National Highway Traffic Safety Administration

This report examines the findings of the 2003 Motor Vehicle Occupant Safety Survey related to crash injury and emergency medical services. Persons not wearing a safety belt at the time of the (most recent) crash were about twice as likely to be hospitalized from the crash-related injuries as those wearing safety belts.

<http://www.nhtsa.dot.gov/people/injury/research/2003MVOSSVol4/images/1779EMS>

Youth Risk Behavior Survey (YRBS)

Centers for Disease Control and Prevention

The national YRBS monitors priority health risk behaviors that contribute to the leading causes of death, disability, and social problems among youth and adults in the United States. The national YRBS is conducted every two years during the spring semester and provides data representative of 9th through 12th grade students in public and private schools throughout the United States. <http://www.cdc.gov/healthyyouth/yrbs/>

Fatality Analysis Reporting System (FARS)

The Fatality Analysis Reporting System (FARS) contains data on a census of fatal traffic crashes within the 50 states, the District of Columbia, and Puerto Rico. To be included in FARS, a crash must involve a motor vehicle traveling on a traffic way customarily open to the public, and must result in the death of an occupant of a vehicle or a non-occupant within 30 days of the crash.

FARS data are obtained solely from the state's existing documents:

- Police Accident Reports Death Certificates
- State Vehicle Registration Files Coroner/Medical Examiner Reports
- State Driver Licensing Files Hospital Medical Reports
- State Highway Department Data Emergency Medical Service Reports

- Vital Statistics Other State Records
<http://www-fars.nhtsa.dot.gov/main.cfm>

POWERPOINT PRESENTATIONS

Data Support for Primary Seat Belt Legislation: The Massachusetts Example
http://www.atsip.org/oldsite/forum2004/Sessions/Monday_1_12/S03/s3_rothenburg.pdf

Primary Seat Belt Laws PowerPoint slides
http://www.publichealthgrandrounds.unc.edu/traffic/handout_slides.pdf

Seat belt presentation at Lifesavers 2006
<http://www.lifesaversconference.org/webfiles2006/chen.ppt>

Increasing Seat Belt Use Primary Enforcement and Beyond
Lifesavers 2005 <http://www.lifesaversconference.org/webfiles2005/Haseltine.ppt>

Teen Belt Use Symposium Recommendations- Phil Haseltine
Lifesavers Conference March 26, 2007
<http://www.lifesaversconference.org/workshops.html#OHSPT>

TEEN DRIVING PROGRAMS

Family Guide to Teen Driver Safety, A Seat Belts – Every Trip, Every Occupant, Every Time: P. 39. http://www.nsc.org/teendriversafety/pdf/NSC_Guide_Front.pdf

Defensive Driving Course: Alive at 25

This highly interactive four-hour program teaches young drivers how to take control of situations by taking responsibility for their own driving behavior. The National Safety Council developed DDC-Alive at 25 to specifically target drivers in this age group. Since 1995, more than 400,000 young adults have learned life-saving defensive driving skills through DDC-Alive at 25. In a recent study by the Colorado State Patrol, 93% of DDC-Alive at 25 participants said they would change their driving behavior afterwards. Courts and schools nationwide use DDC-Alive at 25 in their graduated license and violator programs. Seat belts: P. 14. <http://www.nsc.org/train/ddc/student/alive25.cfm>

Ford Motor Company. Driving Skills for Life

Driving Skills for Life (DSFL) helps young drivers improve their skills in four key areas that are critical factors in more than 60% of vehicle crashes: 1) hazard recognition; 2) vehicle handling; 3) speed management; and 4) space management. DSFL is a FREE comprehensive program that includes learning tools such as: website which includes four study modules and quiz, several interactive games and enhanced curriculum; educator packet that can be used by students and parents at home, as well as educators in the classroom and community settings; and 30-minute documentary.

<http://www.drivingskillsforlife.com/index.php>

Tips for teens: Insist on safety belt use

<http://www.drivingskillsforlife.com/content/view/39/lang,en/>

Injury Prevention

Newly released edition of journal that focuses on young drivers

Inj Prev 2006; 12(Suppl 1): i19-i24.

<http://injuryprevention.bmj.com/>

Toyota Driving Expectations

The National Safety Council, in partnership with Toyota, launched a national program called Toyota Driving Expectations. The free program is designed to teach teens and parents alike about defensive driving techniques against a backdrop of real-world scenarios.

<http://www.toyotateedriver.com/>

Drive It Right: Talking to Teens about Safe Driving

Developed by Discovery and Allstate as a comprehensive educational program designed to urge teens to understand, discuss and identify safe driving solutions. The program's DVD provides very candid and hard-hitting real-life stories behind the accident statistics.

<http://allstate.discoveryeducation.com/>

CURRICULUM GUIDES

Move With Science

Educating teens about the reality of crashes and the effectiveness of belt use. A guide for secondary school science teachers that teaches the principles behind transportation technology and safety, "Move With Science," has been developed by the National Science Teachers Association (NSTA) in cooperation with NHTSA. For more information, contact NSTA Special Publications, 703/243-7100, or visit their website:

www.nsta.org.