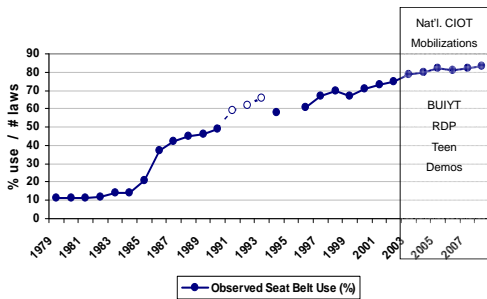


Special Programs to Increase Seat Belt Use among Teens

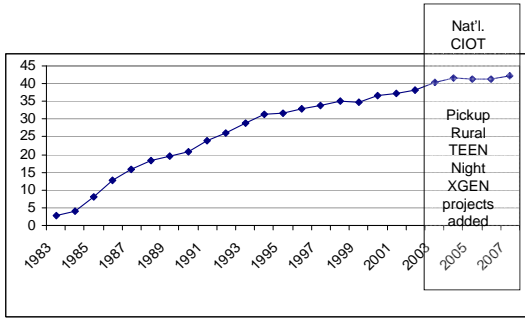
Emily Haire
Jim Nichols
Mark Solomon
The Preusser Research Group

Background

Observed Seat Belt Use in the U.S 1979 to 2008



Usage Among Occupants Killed (FARS Use)
1983 through 2007



Hard-to-Reach Groups

- Occupants of Pickup Trucks
- Rural Occupants
- Teens
- Nighttime Road Users

Targeted HVE Campaigns
(that have been part of the CIOT era)

- Buckle Up in Your Truck (BUIYT)
 - 2004-2007: Regions 4, 6, and 7
- Rural Demonstration Program (RDP)
 - 2005-2006: Region 5
 - New RDP in Region 4
- Teen Projects
 - 2007-2008: Region 8 (Colorado and Nevada)
 - New Teen Program in Region 6
- Next Generation CIOT
 - Iowa, Pennsylvania, and Virginia
 - New Project currently being implemented
- Nighttime Road Users
 - 2007-2009: North Carolina, Washington, West Virginia

Two Different Models

- **Two-Wave Models** (both waves paired with CIOT)
 - 2 week targeted program preceding CIOT
 - Examples: BUIYT, R5 RDP
- **Four-Wave Models** (1-2 waves paired with CIOT)
 - Next Generation CIOT (Nov, Jan, Mar, and **May**)
 - Teen Demonstrations (Oct, Jan, **May**, Sep) NV
(Oct, Jan, Mar, **May**) CO

Teen Seat Belt Programs in Colorado and Nevada

Media Activity

Media Purchases in Region 8 Teen Program

State	Wave 1	Wave 2	Wave 3	Wave 4
CO per capita	\$223K 4.7¢	\$162K 3.4¢	\$232K 4.9¢	\$220K 4.6¢
NV per capita	\$145K 5.8¢	\$110K 4.4¢	\$139K 5.6¢	130K 5.2¢

Enforcement

Enforcement Activity Levels in Colorado
Citation Rates (1 week)

	Wave 1 (Oct)	Wave 2 (Jan)	Wave 3 (Mar)	Wave 4 (May)
Adult Cites (rate per 10k)	2,355 5.0	3,934 8.3	4,685 9.9	4,670 9.8
(2-wk rate)	(9.9)	(16.6)	(19.7)	(19.7)
Teen Cites (rate per 10k)	296 9.4	415 13.1	450 14.3	481 15.2
(2-wk rate)	(18.7)	(26.3)	(28.5)	(30.5)

Note that adult benchmark is about 20 citations per 10,000 residents (Over 2 wks)

Enforcement Activity Levels in Nevada
Measure: Citation Rates (2 weeks)

	Wave 1 (Oct)	Wave 2 (Jan)	Wave 3 (May)	Wave 4 (Nov)
Adult Cites Rate per 10K	523 2.1	1,116 4.5	998 4.0	1,024 4.1
Teen Cites Rate per 10K	152 10.2	204 13.7	246 16.5	185 12.4

Note that adult benchmark is about 20 citations per 10,000 residents (2 wks)

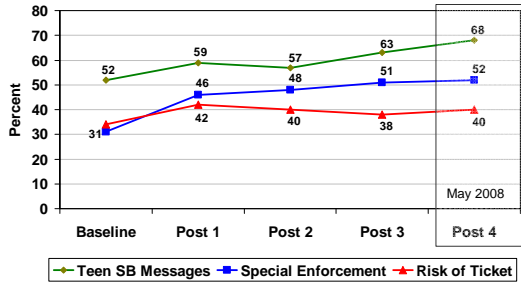
Awareness

Results of DMV Surveys

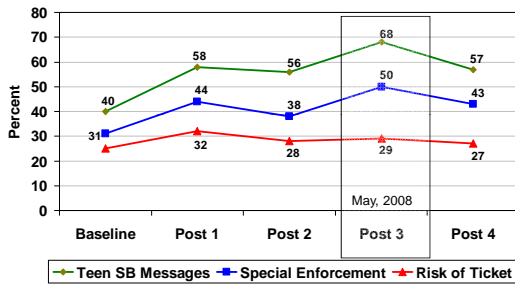
Key Questions

- Have you read/seen/heard messages for teens to buckle up?
- Are you aware of any special efforts by police to enforce SB laws among teens?
- What is the likelihood you would be stopped and ticketed for not buckling up?

Colorado Changes in Awareness



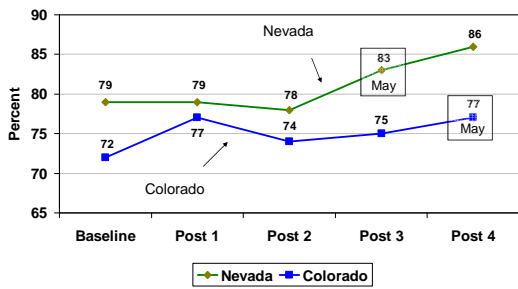
Nevada Changes in Awareness



Seat Belt Usage

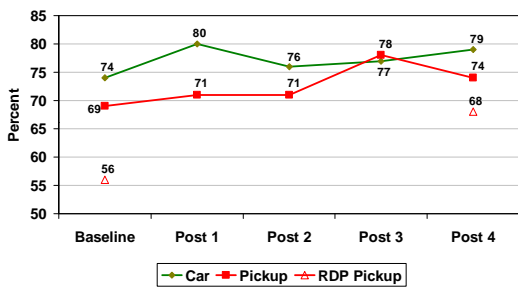
Results of Observational Surveys

Changes in Observed SB Usage



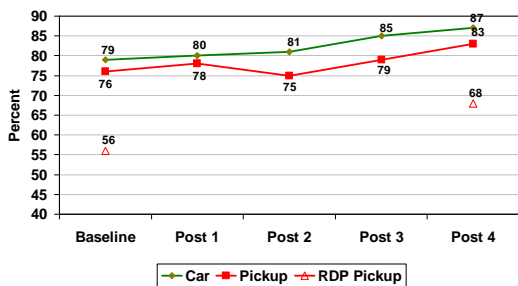
Colorado

Changes in Teen Driver Usage by Vehicle Type



Nevada

Changes in Teen Driver Usage by Vehicle Type



In Summary
CO and NV Teen Demos

- Strong media
- Modest enforcement
- Substantial increases in awareness
- 4-5 percentage point increases in usage
 - From relatively high baseline levels
 - increases in pickup trucks as well

Some General Findings
(from Teen and other Special Demos)

- Targeted programs have seldom reached the intensity of a CIOT campaign (activity levels)
- Sometimes the 1st wave in a series has the greatest impact; more often the wave paired with CIOT has the greatest impact.
- Targeted groups are always affected, but not always more than other groups.

Other General Findings

- Modest efforts generally do not generally result in substantial impacts
- There are nearly always declines in usage and awareness between waves
- The 4-wave design reduces the decline between waves
- Youth, males, and pickup truck occupants have been affected in these special demos

New Teen Demonstration Program
in the South Central Region

Texas

Louisiana

Mississippi

New Mexico

New Teen Demonstration Program
in the South Central Region

STEP Components
Enforcement,
Publicity and
Outreach

Four Waves of Activity
May 2009
Oct 2009
Feb 2010
May 2010

Additional Efforts Being Made
to Integrate Teen Activity
with CIOT Activity

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