

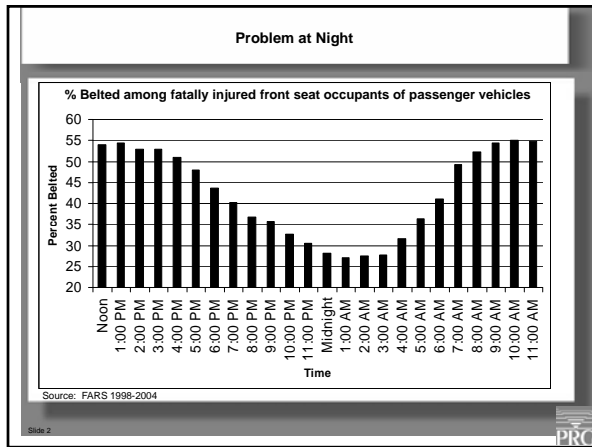
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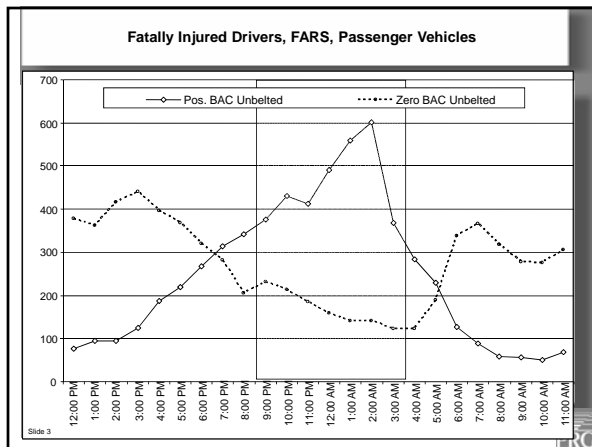
NIGHT SEAT BELT ENFORCEMENT DEMONSTRATION PROGRAM AND EVALUATION

[NIGHT SEAT BELT ENFORCEMENT: NHTSA Contract - DTNH22-05-R-05094]

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**Nighttime Seat Belt Demonstration
Program and Evaluation**

Study Questions:

- Can seat belt use be improved at night using a **high visibility enforcement** approach?
- How do different enforcement tactics compare in their effectiveness in raising nighttime seat belt use?
- Does a nighttime seat belt enforcement program have a collateral effect on drinking and driving?

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Study Communities

Test Communities.....Assigned Enforcement Approach

1. Asheville, NC.....Nighttime Checkpoints
2. Greenville, NC..... Nighttime Saturation Patrols
3. Charleston, WV.....Nighttime Safety Enforcement Zones




Comparison Communities

1. Gastonia, NC
2. Wheeling, WV

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Program Enforcement

- Four 10-day enforcement waves in year 2007
- One wave per calendar quarter; Wave 2 was timed with *Click It or Ticket*
- Traffic enforcement solely at night
 - Between (but not limited to) the hours 10 pm and 2 am
 - Focus on seat belt use
 - SFST trained officers required

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Program Publicity

Paid Media

The NHTSA Office of Communications and Consumer Information purchased television and radio time. The amount of media time purchased was intentionally varied across intervention waves.

and

Earned Media

- Fact sheets and talking points
- Letters to editor
- News releases
- OP ed articles

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Evaluation

- ▲ Seat belt use was observed both night and day
- ▲ Driver BACs were collected in Asheville
- ▲ Awareness surveys were conducted
- ▲ Amounts of enforcement and publicity were tracked

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Seat Belt Use at Baseline – Observation Surveys

Seat Belt Usage			
	Type of Law	Daytime	Nighttime
Asheville	Primary	86.3%	85.6%
Greenville	Primary	89.6%	83.4%
Gastonia (Comparison)	Primary	80.9%	73.2%
Charleston	Secondary	72.7%	58.4%
Wheeling (Comparison)	Secondary	68.0%	64.5%

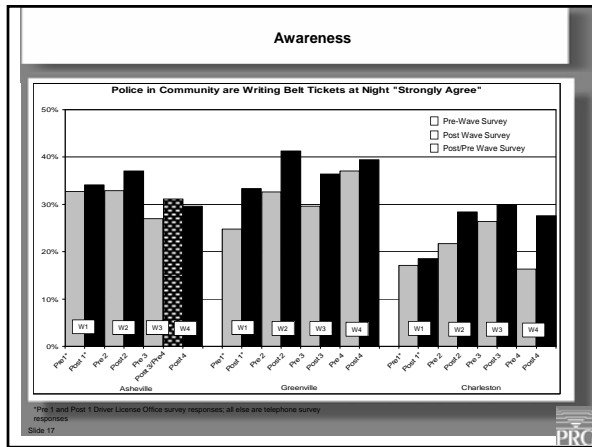
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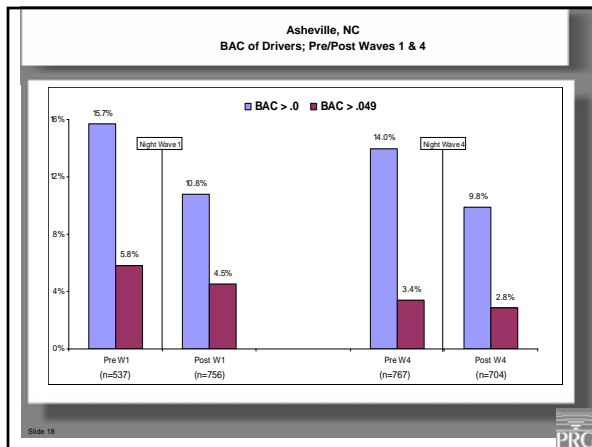
Program Enforcement

- ▲ Test sites stuck to planned enforcement approaches and conducted approximately 40 nights of enforcement in each test site
- ▲ Nighttime enforcement often resulted in additional police work and not necessarily seat belt tickets - *DUI, drugs, license violations, felonies and fugitives, etc.*
- ▲ Checkpoint/Enforcement Zone locations issued far fewer seat belt tickets compared to the saturation patrol location
- ▲ No public or administrative backlash

Side 16 PRC





Demonstration Project Summary of Results

Evaluation Questions:

Can nighttime enforcement improve the belt use rate at night?


- ▲ Night belt use improved
- ▲ Belt use improved in both high and low belt use locations

Did different enforcement techniques make a difference?

- ▲ Belt use improved more in "checkpoint like" enforcement locations
- ▲ Checkpoints apparently worked better to garner local news media interest

Did a night-time belt enforcement program also deter alcohol impaired driving?

- ▲ Positive BACs decreased in Asheville, NC

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