

Title of Intervention: Promoting Safety Belt Use with Traffic Signs and Prompters

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase driver safety belt use

Population: University faculty and staff

Setting: Faculty and staff parking lots at Florida State University; worksite-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: The intervention compared the effectiveness of a posted metal sign versus the same traffic sign, reading "Fasten Safety Belt", displayed by a human prompter. In the first phase, a standard metal black and white traffic sign was held by a female graduate student (prompter), standing by the exit of the parking lot. Parking lots had a permanent stop sign and as cars approached the stop sign, the prompter held the sign at chest height. In the second phase, the metal traffic sign was mounted at the exit but was not held by the human prompter.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Graduate student
- Training: Not mentioned
- Technology: Not mentioned
- Space: Parking lots
- Budget: Not mentioned
- Intervention: Metal traffic sign
- Evaluation: Observers

Evaluation:

- Design: Observational
- Methods and Measures: Observers recorded whether or not exiting drivers were wearing a seat belt.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The sign plus prompter phase resulted in the greatest increase in average daily safety belt use.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Williams, M., B. A. Thyer, et al. (1989). "Promoting safety belt use with traffic signs and prompters." J Appl Behav Anal 22(1): 71-6.