

Title of Intervention: Buckle Up, Stay Safe

Website: Not mentioned

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase the use of seat belts in older populations

Population: Elderly adults living near selected senior communities

Setting: Senior centers; community-based

Partners: None mentioned

Intervention Description:

- Campaign and Promotions: Road signs with the slogan "Buckle up, stay safe" were placed on permanent aluminum vinyl lettered signs (12 in by 18in), using a picture of a black cross within a white heart surrounded by a red background. To encourage compliance, signs were placed under stop signs.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Two observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Signs for each exit of parking lot
- Evaluation: Not mentioned

Evaluation:

- Design: Pre- and post-test
- Methods and Measures: Observers recorded seat belt usage before and after installing the signs

Outcomes:

- Short Term Impact: Not mentioned
- Long Term Impact: Safety belt use was greater at each site after introducing the signs.

Maintenance: Not mentioned

Lessons Learned: Considering that these signs are a one-time investment and are available to all people exiting these communities at any time of day, such an intervention appears to be very cost-effective.

Citation(s):

Cox, B. S., A. B. Cox, et al. (2000). "Motivating signage prompts safety belt use among drivers exiting senior communities." *J Appl Behav Anal* 33(4): 635-8.

Cox, C. D., B. S. Cox, et al. (2005). "Long-term benefits of prompts to use safety belts among drivers exiting senior communities." *J Appl Behav Anal* 38(4): 533-6.