

Title of Intervention: Feedback Signs on Seat Belt Use on Campus

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase seat belt use among front seat occupants

Population: College students

Setting: Vanier College in Montreal, Quebec; community-based

Partners: University administrators

Intervention Description:

- Campaigns and Promotions: Feedback signs indicating the percentage of drivers who wore a seat belt the previous day were placed at the entrance of the parking lot. Informational flyers stating the rates of car accident fatalities and injuries and emphasizing the importance of wearing seat belts were placed on all cars in the lot. On the last day of the intervention, the flyer indicated the change in belt use over the previous three days.

Theory: Social Comparison Theory

Resources Required:

- Staff/Volunteers: Observer
- Training: Not mentioned
- Technology: Not mentioned
- Space: Parking lot
- Budget: Not mentioned
- Intervention: Feedback signs and flyers
- Evaluation: Portable tape recorder

Evaluation:

- Design: Cross-sectional
- Methods and Measures: Observers recorded seat belt use during the periods of greatest traffic flow

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Driver and passenger seat belt use was significantly higher during the intervention phase and remained higher than baseline at follow-up. Females had consistently higher seat belt usage rates than males.

Maintenance: Not mentioned

Lessons Learned: Brief interventions with performance feedback may be a cost-effective method for promoting seat belt use in institutional settings and with younger persons who are at greater risk for traffic accidents.

Citation(s):

Pasto, L. and A. G. Baker (2001). "Evaluation of a brief intervention for increasing seat belt use on a college campus." Behav Modif 25(3): 471-86.