

**Title of Intervention:** Reward Program for Child Safety Seat Usage

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To increase safety seat and seat belt use

**Population:** Parents of children aged 6 months through 6 years

**Setting:** Private day care centers in Tuscaloosa, AL; school-based

**Partners:** Local businesses

**Intervention Description:**

- Campaign and Promotions: Parents were observed as they brought their children to the day care centers. Parents who were wearing their seat belt or had their children properly restrained were given lottery tokens that were redeemable for prizes. Prizes were gift certificates to local businesses including restaurants, movie theaters and shops. All parents were given flyers describing the reward program with brochures from the Department of Public Health attached.

**Theory:** Psychological Learning Theory, Construct Positive Reinforcement

**Resources Required:**

- Staff/Volunteers: Day care staff, observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Classrooms
- Budget: Not mentioned
- Intervention: Lottery tokens, flyers, public health brochures, gift certificates
- Evaluation: Observation sheets

**Evaluation:**

- Design: Cross-sectional
- Methods and Measures: Observers recorded proper car seat usage, vehicle license, sex of driver and age of child in each arriving vehicle. Observers stood at the entrance of the parking lots to ensure accurate observation.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Car seat usage increased at both intervention sites

**Maintenance:** Not mentioned

**Lessons Learned:** Rewards are a quick and effective way to improve seat belt usage for parents and children.

**Citation(s):**

Roberts, M. C. and D. S. Turner (1986). "Rewarding parents for their children's use of safety seats." *J Pediatr Psychol* 11(1): 25-36

Roberts, M. C. and D. S. Turner (1984). "Preventing death and injury in childhood: a synthesis of child safety seat efforts." *Health Educ Q* 11(2): 181-93.