

Title of Intervention: A Statewide Intervention to Increase Safety Belt Use

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To increase safety belt use

Population: Community members

Setting: Eight communities in Virginia; community-based

Partners: Law enforcement, Retired Senior Volunteer Program members

Intervention Description:

- Campaigns and Promotions: Seat belt use was promoted through public service announcements and promotional gimmicks and giveaways.
- Environments and Policies: There was a period of increased enforcement of the state's seat belt laws following the intervention period.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Police officers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: The total cost of the intervention was approximately \$100,000.
- Intervention: Public service announcements, promotional items
- Evaluation: Observers, evaluation sites

Evaluation:

- Design: Observational
- Methods and Measures: Observations by trained police officers measured seat belt use

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The intervention communities that completed the three waves of the intervention significantly increased their safety belt use from baseline to the last week of the intervention.

Maintenance: Not mentioned

Lessons Learned: Intervention activities can be helpful in increasing seat belt use.

Citation(s):

Roberts, D. S. and E. S. Geller (1994). "A statewide intervention to increase safety belt use: adding to the impact of a belt use law." Am J Health Promot 8(3): 172-4.