

Title of Intervention: Seat Belt Use Law Enforcement and Publicity

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase seat belt use

Population: General population

Setting: Elmire, New York and comparison city; community-based

Partners: Chemung County Traffic Safety Board, police departments, county sheriff's department

Intervention Description:

- Campaigns and Promotions: The first part of the intervention consisted of three phases: publicity (first week), publicity plus police warnings (second week) and publicity plus tickets (third week). The publicity included TV and radio spots, newspaper coverage, posters, printed materials delivered to households and magnetic signs on police cars ("We enforce seat belt law."). The second part of the intervention used media materials for the campaign, such as TV spots and radio spots. This reminder campaign was designed to maximize the number of police contacts with unbelted motorists as opposed to maximizing the number of tickets. Printed warning tickets were issued with a copy of a ticket printed on one side and information about the campaign on the other, such as the need to buckle up and the possibility of a fine up to \$50.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Police enforcement time, TV spots, radio spots, printed warning tickets with campaign information, newspaper coverage, posters, printed materials, magnetic signs, warning notices
- Evaluation: Observers, van, ticket and warning notice records

Evaluation:

- Design: Quasi-experimental
- Methods and Measures: Seat belt use of front seat occupants was observed before, during and after the program.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The publicity campaigns significantly increased seat belt use compared to the comparison community, in which seat belt use remained stable.

Maintenance: Not mentioned

Lessons Learned: Enforcement and publicity programs increase compliance with seat belt laws, making the laws more successful. Both initial and reminder programs are necessary to sustain high use rates over time.

Citation(s):

Williams, A. F., D. F. Preusser, et al. (1987). "Seat belt use law enforcement and publicity in Elmira, New York: a reminder campaign." *Am J Public Health* 77(11): 1450-1.