

**Title of Intervention:** Colorado Occupant Protection Project (COPP)

**Intervention Strategies:** Group Education, Environments and Policies

**Purpose of the Intervention:** To increase enforcement of child safety seat use

**Population:** Police officers

**Setting:** Grand Junction and Greeley, Colorado; worksite-based

**Partners:** The local health department staff

**Intervention Description:**

- Group Education: Health Department staff conducted eight training sessions at routinely scheduled officer briefings. The presentation to officers included information about the primary enforcement component of the safety seat law, a discussion of officers' attitudes toward enforcement and a presentation of data to support the effectiveness of citations for increasing safety seat use and decreasing morbidity and mortality. The purpose of the referral coupon system was also explained. Educational classes for high risk motorists were conducted by the local health department.
- Environments and Policies: A special referral coupon for noncompliant motorists was designed to use as an alternative to the traditional citation process. The coupon entitled drivers to have fines waived by attending an educational class from the health department and acquiring a safety seat. The officers were instructed that their use of these special coupons would help drivers get needed information as well as a safety seat.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Health department staff
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Child safety seats, data presentation, referral coupons, educational classes
- Evaluation: Police records

**Evaluation:**

- Design: Before and after with comparison community
- Methods and Measures: Traffic citation rates for noncompliance with safety seats were obtained from existing police archival records in both Grand Junction and Greeley prior to, during and following the intervention program.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Differences between intervention conditions and settings were statistically significant, with the intervention community issuing substantially more citations for nonuse of safety seats during the intervention period. After the intervention was removed, citation rates for nonuse of safety seats decreased dramatically in the intervention community.

**Maintenance:** Not mentioned

**Lessons Learned:** Results suggest that a behavioral intervention can increase police citation writing for child protection purposes, but that interventions such as this do not sustain their effects in absence of key personnel. Future interventions are likely to require central directors in order to initiate and sustain ongoing program procedures.

**Citation(s):**

Lavelle, J., Hovell MF, West MP, Wahlgren DR (1992). "Promoting law enforcement for child protection: a community analysis." *J Appl Behav Anal* 25(4): 885-92.