

Title of Intervention: Motivating Safety Belt Use at a Community Hospital

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase safety belt use

Population: Employees of a hospital

Setting: Radford Community Hospital, Radford, Virginia; worksite-based

Partners: Human resources department of Radford Community Hospital

Intervention Description:

- Campaigns and Promotions: A six-month intervention included awareness sessions, an incentive program and a commitment strategy. Information and awareness sessions were used to educate hospital employees on the benefits of safety belt use. A pamphlet distributed to all employees in their paychecks detailed the advantages of safety belt wearing and described the safety belt program. Cash certificates were awarded to the first vehicle driver to meet special requirements each week during the intervention. To be eligible for the drawings employees had to make a written commitment to wear their safety belt by signing a pledge card, the pledge card had to be displayed on the dashboard of their vehicle and they had to be observed wearing their safety belt. Promotional schemes included publishing a description of the intervention in the hospital's monthly in-house newsletter, distributing a descriptive flier in employee's paychecks and posting a 3 foot by 5 foot display in the main entry hallway. The display was a thermometer that kept track of the number of people who signed the pledge card to wear their safety belt.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Rooms to conduct awareness and educational sessions
- Budget: Cost of program administration was approximately \$350
- Intervention: Newsletter updates, fliers, program display, cash incentives, pledge cards
- Evaluation: Observers

Evaluation:

- Design: Before and after design with two follow-up phases
- Methods and Measures: The researchers collected data on inter-observer reliability and safety belt use.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Overall, belt use increased significantly from baseline during the 6-month intervention and decreased at intervention withdrawal. For the pledge card signers, belt use increased significantly from baseline. Belt use by non-signers increased from baseline as well.

Maintenance: Not mentioned

Lessons Learned: The goal of long term safety belt use by all vehicle occupants may only be realized through a combination of behavior change strategies.

Citation(s):

Nimmer, J. G. and E. S. Geller (1988). "Motivating safety belt use at a community hospital: an effective integration of incentive and commitment strategies." *Am J Community Psychol* 16(3): 381-94.