

**Title of Intervention:** A Pilot Program in Rural Schools to Increase Bicycle and Motor Vehicle Safety

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To reduce unintentional injuries

**Population:** Elementary school children aged 5 to 12 years and their parents

**Setting:** Elementary schools in eight mostly rural counties in South Central Idaho; school-based

**Partners:** Health district staff, local Safe Kids Coalition and Parent Teacher Organizations, public health nurses, parent teacher volunteers

**Intervention Description:**

- Campaigns and Promotions: Schools were asked to address one, two or all three of the following targeted behaviors: children using seat belts, riding in the rear seat of motor vehicles, using bicycle helmets. The emphasis of the contest was student involvement, coordination and collaboration with other school or community-based groups, creativity and effectiveness in increasing behaviors addressed by the school. Students, parents and community members participated in contest activities which varied from raising money to buy bicycle helmets to writing and acting in plays and commercials. In addition to encouraging seat belt use by students, parents and community members were also targeted through activities such as fining parents for not wearing seat belts and writing letters to family members and friends encouraging their use of seat belts.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Parent volunteers, community member volunteers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Prizes, student activity materials
- Evaluation: Observers

**Evaluation:**

- Design: Pre- and post-evaluation
- Methods and Measures: The number, type of school and intervention type were collected as part of the process evaluation. The outcome measures included seat belt use and rear seating for students as well as bike helmet use.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: Although there was no significant difference between participating and non-participating schools in rear-seating behaviors, there was an increase in seat belt and bicycle helmet use for participating schools.

**Maintenance:** Not mentioned

**Lessons Learned:** An unexpected finding of this project was the educational benefit to community members who were trained to do the school observations. This benefit may be of particular value for high school students and warrants further study. Involving high school students in data collection on younger children in their community may change their own attitudes and behaviors toward seat belt and bicycle helmet use.

**Citation(s):**

Floerchinger-Franks, G., M. Machala, et al. (2000). "Evaluation of a pilot program in rural schools to increase bicycle and motor vehicle safety." *J Community Health* 25(2): 113-24.