

Title of Intervention: Police Campaign for Increased Child Safety Restraint Usage

Intervention Strategies: Campaigns and Promotions, Group Education

Purpose of the Intervention: To increase proper child restraint use

Population: Young children and drivers with young passengers

Setting: Two suburban communities in Pennsylvania; community-based

Partners: Media, law enforcement

Intervention Description:

- Campaigns and Promotions: Educational and promotional items such as brochures, fact sheets, teddy bears, pins and stickers were distributed at libraries, schools, day care centers, fast food restaurants, shopping centers, sidewalk sales, special events and holiday activities. These materials gave information about the enforcement effort by the police department, issues about child safety seat use, tips on restraining toddlers and occupant restraint laws. The intervention received press coverage in local newspapers and television.
- Group Education: Police officers visited elementary schools to talk about the importance of wearing seat belts. They also held child safety seat clinics for the community. The coordinators established a lecture program for businesses and community groups.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Police officers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Rooms for meetings and lectures
- Budget: Not mentioned
- Intervention: Safety seats, puppets, crash test dummy costumes, brochures, fact sheets, pins , stickers
- Evaluation: Survey, observers

Evaluation:

- Design: Cross-sectional
- Methods and Measures:
 - Observers recorded seat belt usage at community shopping centers.
 - Surveys were used to determine knowledge of child seat safety, use and laws.

Outcomes:

- Short Term Impact: Knowledge of safety seat law, perception of local enforcement of laws and self reported behavior of proper use only showed slight positive changes. Knowledge improved significantly for perception of ticketing and installation of child safety seats.
- Long Term Impact: Observed restraint use by the general public significantly improved after the intervention programs. Observed child safety seat use and compliance for toddlers significantly improved after the intervention programs. Drivers with young children had much higher restraint use than drivers without children in their vehicles.

Maintenance: Not mentioned

Lessons Learned: The project found that the use of community police can increase the likelihood of successful restraint programs.

Citation(s):

Decina, L. E., M. G. Temple, et al. (1994). "Increasing child safety-seat use and proper use among toddlers. Evaluation of an enforcement and education program." *Accid Anal Prev* 26(5): 667-73.