

Title of Intervention: Seat Belt Promotion in North Carolina

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To increase seat belt use

Population: General Public

Setting: Two communities in North Carolina; community-based

Partners: Local police department

Intervention Description:

- Campaigns and Promotions: Feedback signs were placed along roads and at exits with high traffic volumes and various speed limits. The signs listed the percentage of motorists using seat belts in the city during the previous week, along with the highest week of seat belt use. There was a mix of large and small signs. Media outlets were advised as to the purpose of the signs. Media follow-ups included interviews with the Chief of Police.
- Environments and Policies: While enforcement of the seat belt use law remained constant throughout the study, "pulse" enforcement was carried out during the intervention period. At least one checkpoint was held in each county on differing days and times intending to create the perception of constant enforcement of the seat belt law.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Traffic enforcement officers, observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Feedback signs
- Evaluation: Not mentioned

Evaluation:

- Design: Cross-sectional
- Methods and Measures: Seat belt use was observed using a seat belt observation protocol developed by the North Carolina Highway Safety Research Institute.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Both driver and front passenger seat belt use increased during the intervention period and follow-up. Increases were only seen in the communities, not on the highway.

Maintenance: Not mentioned

Lessons Learned: It seems that seeing a message about belt use while driving is likely to make belt use more relevant than seeing a message on television. The data displayed on the signs and the changes in the numbers from week to week remind motorists about seat belt use and the enforcement of seat belt laws.

Citation(s):

Malenfant, L., J. K. Wells, et al. (1996). "The use of feedback signs to increase observed daytime seat belt use in two cities in North Carolina." *Accid Anal Prev* 28(6): 771-7.