

Title of Intervention: Buckle Up University of San Diego

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase seat belt use

Population: College students, faculty and staff

Setting: Hahn School of Nursing and Health Science, University of San Diego; school-based

Partners: California Highway Patrol, University administrators

Intervention Description:

- Campaigns and Promotions: Large banners featuring the slogan "Buckle up USD" were placed on lamp posts along the main campus drive. Permanent seat belt reminder signs provided by the California Department of Transportation were placed inside the two main exits. Pledge cards were put on parked vehicles on campus. Students who returned the pledge cards were entered into a drawing for prizes. Displays related to seat belt use were featured in the library and information about an upcoming roll over demonstration and speaker was carried on the campus television channel. A repeating roll-over demonstration by the California Highway Patrol was performed during the peak time that students congregated in front of the University Center. The demonstration was accompanied by a presentation by a crash victim that was saved by her seat belt.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Coordinators, observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Demonstration space
- Budget: \$800 for pledge cards
- Intervention: Pledge cards, informational materials, banners, car, prizes
- Evaluation: Not mentioned

Evaluation:

- Design: Cross-sectional
- Methods and Measures: Observers recorded seat belt use of front passengers at peak times on campus.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The overall seatbelt use increased over the intervention period. Drivers had more of an increase in seatbelt use than passengers.

Maintenance: Not mentioned

Lessons Learned: The intervention campaign seemed to be more effective for women than for men and for students more than for faculty and staff.

Citation(s):

Clark, M. J., S. Schmitz, et al. (1999). "The effects of an intervention campaign to enhance seat belt use on campus." *J Am Coll Health* 47(6): 277-80.