Title of Intervention: Reward Program for Child Safety Seat Usage

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase safety seat and seat belt use

Population: Parents of children aged 6 months through 6 years

Setting: Private day care centers in Tuscaloosa, AL; school-based

Partners: Local businesses

Intervention Description:
- Campaign and Promotions: Parents were observed as they brought their children to the day care centers. Parents who were wearing their seat belt or had their children properly restrained were given lottery tokens that were redeemable for prizes. Prizes were gift certificates to local businesses including restaurants, movie theaters and shops. All parents were given flyers describing the reward program with brochures from the Department of Public Health attached.

Theory: Psychological Learning Theory, Construct Positive Reinforcement

Resources Required:
- Staff/Volunteers: Day care staff, observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Classrooms
- Budget: Not mentioned
- Intervention: Lottery tokens, flyers, public health brochures, gift certificates
- Evaluation: Observation sheets

Evaluation:
- Design: Cross-sectional
- Methods and Measures: Observers recorded proper car seat usage, vehicle license, sex of driver and age of child in each arriving vehicle. Observers stood at the entrance of the parking lots to ensure accurate observation.

Outcomes:
- Short Term Impact: Not measured
- Long Term Impact: Car seat usage increased at both intervention sites

Maintenance: Not mentioned

Lessons Learned: Rewards are a quick and effective way to improve seat belt usage for parents and children.

Citation(s):