

Title of Intervention: Buckle Up Bama's Future

Intervention Strategies: Campaigns and Promotions, Group Education

Purpose of the Intervention: To increase seat belt use among children

Population: Elementary school children

Setting: 3 elementary schools in Tuscaloosa, AL; school-based, community-based

Partners: Parent Teacher Association, local pizza company, community leaders, media

Intervention Description:

- Campaigns and Promotions: A local pizza company sponsored the reward program and donated use of their mascot's costume for promotions and education. Children were given prizes if all occupants of the vehicle that took them to school were wearing their seat belts. Prizes included stickers, bumper stickers and a drawing for a pizza dinner for their family. The promotion was covered by many local news outlets. Radio stations broadcasted public service announcements about the campaign. A local advertising agency donated billboard space for the campaign.
- Group Education: The mascot visited the schools and taught the importance of wearing seat belts. The mascot also explained the reward program and gave the children a coloring book on seat belt safety.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Observers, Mascot
- Training: Not mentioned
- Technology: Media outlets
- Space: Classrooms
- Budget: Not mentioned
- Intervention: Bumper stickers, stickers, coloring books, pizza dinners
- Evaluation: Not mentioned

Evaluation:

- Design: Cross-sectional
- Methods and Measures: Observers placed at the entrance way to the driveway recorded seatbelt usage.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Seat belt usage increased during the intervention phase and immediate follow up.

Maintenance: Not mentioned

Lessons Learned: The program had a positive effect on adults as well as children, especially the drivers. The adults may have been responding to pressure from their children, from a desire to model safe behavior or from vicarious rewards of seeing their children rewarded when everybody was secured.

Citation(s):

Roberts, M. C. and D. Fanurik (1986). "Rewarding elementary schoolchildren for their use of safety belts." Health Psychol 5(3): 185-96.

Roberts, M. C., D. Fanurik, et al. (1988). "A community program to reward children's use of seat belts." Am J Community Psychol 16(3): 395-407.