

**Title of Intervention:** Motivating Drivers to Correctly Adjust Head Restraints

**Intervention Strategies:** Individual Education, Supportive Relationships

**Purpose of the Intervention:** To reduce back and neck injuries

**Population:** Vehicle drivers

**Setting:** The AirCare Centre, a vehicle emission testing facility, in a large metropolitan area of British Columbia; community-based

**Partners:** The AirCare Centre

**Intervention Description:**

- Individual Education: Cars were randomly assigned by the facility's employees to one of the four lanes. The face-to-face intervention took place in lane one. The drivers were given a card illustrating the correct positioning of the head rests. They were also encouraged, but not required, to adjust their head rest to the proper position. In lane two, a video tape intervention showed drivers a one-minute animated video of what could happen in an accident with a correctly or incorrectly adjusted head rest. There were no spoken instructions, just a printed message at the end of the video. A kinetic model was displayed in lane three. Drivers could view two different scenarios of a driver in an accident, one with an improperly adjusted head rest and the other with the head rest properly adjusted. The drivers could use the levels on the display to activate the movement of the head and neck in an accident, depending on the positioning of the head rest. Lane four was the control group.
- Supportive Relationships: Employees encouraged drivers to adjust their head rest. The face-to-face intervention approach targeted drivers with incorrectly adjusted head rests.

**Theory:** Theory of Planned Behavior

**Resources Required:**

- Staff/Volunteers: Facility employees
- Training: Not mentioned
- Technology: Not mentioned
- Space: Four lanes at the vehicle emission testing facility
- Budget: Not mentioned
- Intervention: Illustrated cards, video, kinetic model, TV, VCR
- Evaluation: Exit surveys

**Evaluation:**

- Design: Experimental
- Methods and Measures: An exit survey asked drivers if they had received information about adjusting their head rest and if they had adjusted their head rest after receiving the information.

**Outcomes:**

- Short Term Impact: Significantly more drivers adjusted their head rest as a result of the face-to-face intervention compared to the passive video or interactive kinetic model interventions. The video and kinetic model interventions were no different from the control group.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** The video intervention featured a cartoon representation of the safety tips. Participants could not identify with the message and thought it was meant for children. Direct human interventions have more effect on behavior change. The human intervention was found to be effective enough to be used by the Insurance Corporation of British Columbia safety teams.

**Citation(s):**

Fockler, S. K., J. Vavrik, et al. (1998). "Motivating drivers to correctly adjust head restraints: assessing effectiveness of three different interventions." *Accid Anal Prev* 30(6): 773-80.