Title of Intervention: A Statewide Intervention to Increase Safety Belt Use

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To increase safety belt use

Population: Community members

Setting: Eight communities in Virginia; community-based

Partners: Law enforcement, Retired Senior Volunteer Program members

Intervention Description:
  • Campaigns and Promotions: Seat belt use was promoted through public service announcements and promotional gimmicks and giveaways.
  • Environments and Policies: There was a period of increased enforcement of the state's seat belt laws following the intervention period.

Theory: Not mentioned

Resources Required:
  • Staff/Volunteers: Police officers
  • Training: Not mentioned
  • Technology: Not mentioned
  • Space: Not mentioned
  • Budget: The total cost of the intervention was approximately $100,000.
  • Intervention: Public service announcements, promotional items
  • Evaluation: Observers, evaluation sites

Evaluation:
  • Design: Observational
  • Methods and Measures: Observations by trained police officers measured seat belt use

Outcomes:
  • Short Term Impact: Not measured
  • Long Term Impact: The intervention communities that completed the three waves of the intervention significantly increased their safety belt use from baseline to the last week of the intervention.

Maintenance: Not mentioned

Lessons Learned: Intervention activities can be helpful in increasing seat belt use.

Citation(s):