

Title of Intervention: Use of Child Booster Seats in Motor Vehicles

Intervention Strategies: Campaigns and Promotions, Individual Education

Purpose of the Intervention: To increase use of booster seats

Population: Parents of children aged 4-8 years old

Setting: Child care centers and after-school programs in Portland, Oregon, Spokane and Seattle, Washington; community-based

Partners: Booster seat manufacturers, retail outlet, The King County Booster Seat Coalition

Intervention Description:

- Campaigns and Promotions: The campaign slogan, "Is Your Child Ready for a Seat Belt? Think Again!" was used to promote proper booster seat usage. The campaign consisted of pamphlets, television, radio and print media, a resource kit for health care providers and preschool employees, a website and educational programs.
- Individual Education: Educational materials were provided for parents with information about how to use booster seats properly. Materials to increase parents' confidence and knowledge in choosing and using booster seats included brochures, tip sheets and educational programs.

Theory: Precede-Proceed model, Social Marketing, Social Learning Theory

Resources Required:

- Staff/Volunteers: Educational program staff, observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Pamphlets, television, radio and print media, resource kit, website, educational programs, brochures, tip sheets
- Evaluation: Observers

Evaluation:

- Design: Prospective, nonrandomized controlled trial
- Methods and Measures: Observations at baseline, post-intervention and 15-months after the intervention recorded booster use.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Booster seat use increased significantly in the intervention communities compared to the control communities.

Maintenance: Not mentioned

Lessons Learned: A multifaceted campaign can be effective in increasing booster seat use.

Citation(s):

Ebel, B. E., T. D. Koepsell, et al. (2003). "Use of child booster seats in motor vehicles following a community campaign: a controlled trial." *Jama* 289(7): 879-84.

Ebel, B. E., T. D. Koepsell, et al. (2003). "Too small for a seatbelt: predictors of booster seat use by child passengers." *Pediatrics* 111(4 Pt 1): e323-7.