

Title of Intervention: The Vehicle Injury Prevention Program (VIP)

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase proper use of seat belts and car seats

Population: Community members

Setting: Schools, community health centers and hospitals in Northeast Harris County, Houston, Texas; school-based, health care facility-based; community-based

Partners: Representatives from the fields of Health Care, Education, Law Enforcement, Private Industry, Government, Media

Intervention Description:

- Campaigns and Promotions: The Vehicle Injury Prevention program established partnerships in six areas of the community: health care, education, law enforcement, private industry, government and media sectors. Safety education and program awareness was conducted in each area of the community and included brochures, t-shirts, safety videos, literature, demonstrations of proper car seat use, special events, health fairs, radio, print and television media and incentives. Educators developed activities to present throughout the school year. Law enforcement officers surveyed the target areas for two 8-hour shifts and gave a prize (positive encounter) when a properly restrained driver was observed. The incentives included a drawing for a \$500 cash prize, a chance to win a color TV, gift certificates and key chains. If a driver was caught improperly restrained, then the driver received a traffic citation (negative encounter). Fourteen companies provided educational materials and t-shirts for elementary school children and incentives for properly restrained drivers. City, county and state government officials were enlisted to promote efforts to increase proper car seat and seat belt use. Media was used to inform the public about the program and the consequences of improper safety restraint use.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: School nurses, social workers, police officers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Area for health fair and various activities
- Budget: Not mentioned
- Intervention: Brochures, t-shirts, safety videos, literature, safety education curriculum, radio, print and television media, incentives, training and educational materials
- Evaluation: Trained observers

Evaluation:

- Design: Observational
- Methods and Measures: Observations to determine the effectiveness of the program as it related to proper seat restraint use. Proper restraint use was defined as using a rear facing car seat for infants, using lap and shoulder belt for front passengers and lap belts for backseat passengers.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: There was a significant increase in observed restraint use in the intervention schools from baseline. There was no change in observed restraint use in the comparison group between baseline and follow-up measures. One intervention school demonstrated a significant increase in rear seat passenger restraint from pre-intervention to post-intervention.

Maintenance: Not mentioned

Lessons Learned: The Vehicle Injury Prevention (VIP) programs and other programs using various strategies to increase restraint use and to target diverse communities appear to be an effective way to improve restraint use.

Citation(s):

Hanfling, M. J., L. G. Mangus, et al. (2000). "A multifaceted approach to improving motor vehicle restraint compliance." *Inj Prev* 6(2): 125-9.