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ABSTRACT

This handbook is designed to help managers address safety belt usage issues through a cost-effective and direct approach--establishing an employee safety belt program. The handbook offers a hands-on guide for conducting the program and provides for implementation at all levels. The handbook contains cost information, a program overview, policy and program development information, positive incentive concepts, accident reporting and recordkeeping information, education sessions, and public relations procedures and promotional ideas, including a coordinated graphics program. All materials are designed to be photocopied easily or reproduced with a sponsoring organization's logo. The resources section lists readily available materials for rent or loan. Suggestions for updating the loss-management system are also included so managers can track collisions and the extent of safety belt use before and after a specific campaign. An evaluation guide is suggested for program analysis. The handbook also can be used to conduct education sessions as part of community outreach programs. (KC)

Foreword

"I know safety belts are important, but what does that have to do with running my organization?" asked a senior executive.

Safety belts can and will make a difference in the efficiency of running your organization. Have you considered the loss of productivity caused by an injured or absent employee?... And the costs as well as management's efforts to temporarily or permanently replace that employee's services?

Another executive raised the question, **"Do I need a safety belt program when most of my employees are covered by state laws?"**

Most Americans (70+%) believe in safety belts and safety belt laws, but need constant reminders. In states with laws in effect, use rates tend to taper off when enforcement is perceived to be minimal. On the other hand, belt use laws and strong employee programs complement each other. The result is even greater productivity. Read on.

Productivity—gain or loss

Now more than ever productivity and efficiency are critical issues facing managers. Motor vehicle crashes are the number one cause of lost work time and on-the-job fatalities. Each work-related employee motor vehicle fatality is estimated to cost the employer an average of $120,000 in direct and indirect payments for medical expenses, property damage, insurance administration, wage losses, health care payments and other fringe payments[1].

(Note: The term "organization" is intended to connote both private companies and corporations, as well as public sector employers.)

The purpose of this Safety Belt Handbook for Managers is to help you address these issues through a cost-effective and direct approach—establishing an employee safety belt program. The handbook offers a hands-on guide for conducting this program and provides for implementation at all levels.

The handbook contains cost information, a program overview, policy and program development information, positive incentive concepts, accident reporting and record keeping information, education sessions, public relations procedures and promotional ideas, including a well-coordinated graphics program. All materials are designed to be easily photocopied or reproduced with your organization's logo. The resources section lists readily available materials for rent or loan. Suggestions for updating your loss-management system are also included so you can track collisions and the extent of safety belt use before and after a specific campaign. Also, an evaluation guide is suggested for program analysis. And if you want to extend your program to potential employees and the general community, the education sessions can be used as part of community outreach programs.

This handbook deserves your immediate attention because significant results and cost benefits can be achieved. Protect one of your most valued investments, a trained work force. Your commitment to an employee safety belt program will be realized in productivity—and PEOPLE.

[1]National Academy of Sciences, *Study of Methods for Increasing Safety Belt Use*, Transportation Research Board, Washington, D.C., DOT HS 805 556, April 1981.

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The Hidden Cost of Crashes

Managers today are always looking for ways to improve productivity. It is a rare manager who would ignore a major health problem of high cost and potentially disastrous impact on personnel, particularly if there were a simple, reliable, cost-effective solution to the problem right at hand.

The growing cost of motor vehicle crashes is such a problem to organizations, and the solution—found in virtually every motor vehicle on the road today— is the safety belt.

To managers, motor vehicle crashes represent the number one cause of both lost work time and on-the-job fatalities. Each work-related employee fatality is estimated to cost the employer an average of $120,000 in direct and indirect losses.

Most managers are aware of the direct costs of motor vehicle crashes: *Wages paid to absent employees, property damage, medical expenses, physical and vocational rehabilitation costs, life insurance and/or survivor benefits are either paid directly by the organization or borne in the ever-increasing cost of insurance coverage.* But these costs may just be the tip of the iceberg when compared with the hidden costs of business disruptions caused by both on-the-job and off-the-job highway accidents.

The costs of the loss of productivity caused by a missing employee and the many measures necessary to replace his or her services temporarily or permanently have been estimated to range from 1 to 10 times the direct costs. These hidden costs may not require a direct cash outlay, but they are true economic burdens to the organization—*burdens that result from off-the-job crashes as well as work-related accidents.*

The following examples of indirect costs offer a more complete picture of the full impact of motor vehicle accidents:

- **Supervisor's time** may be usurped in rescheduling and making special arrangements to cover the sudden, unexpected absence of an injured employee. Other work may suffer as a result and productivity may fall.
- **Rescheduling** existing staff may cause them to neglect their own tasks or perform them less efficiently.
- **Overtime pay** may be expended to cover the work of a missing employee.
- **Temporary replacements** may be necessary, entailing additional administrative work, increased salary costs, and a period during which the new worker operates at less than full productivity.
- **Unique or special employees,** because of their accumulated knowledge, skill or personal contacts, are very difficult to replace. Even the temporary loss of such an employee can impose catastrophic impact on the employer.
- **Re-entry and retraining** may be required for an employee returning to the job after an accident. If work is resumed on a part-time basis, productivity will be reduced; and if job requirements have changed during the employee's absence, the organization will incur additional expense for retraining, and the readjustment period will lengthen.
- **Hiring a permanent replacement,** necessary when an employee is permanently disabled or dies as a result of a motor vehicle crash, can cost more than hiring a temporary replacement if more extensive recruitment, search procedures, and additional training requirements come into play. The permanent loss of an exceptional or unique employee may result in unrecoverable cost and effectiveness.
- **Administrative costs** result from the necessary documentation of injuries, medical treatments, and absence for compliance with state workers' compensation laws and other state and federal regulations. Other accident investigation, review, and recordkeeping processes may also be activated by an employee accident. The organization pays for all paperwork, processing, review and analysis associated with the incident.

In addition to the staggering economic cost to society—estimated by the National Highway Traffic Safety Administration at nearly $70 billion annually—there is the incalculable human tragedy caused by approximately 44,000 traffic fatalities a year. Two million more are seriously injured—many of them in a way that prevents their ever fully functioning again. Motor vehicle crashes are

the leading cause of death for Americans between the ages of 1 and 34. They also account for the majority of new cases of paraplegia (from damage to the spinal cord) and are the primary cause of epilepsy (from head injury).

These human and economic losses are particularly tragic because they are not necessary. Using safety belts can mean the difference between life or death, minor bruises or crippling injuries, and continued productivity or economic loss.

Influencing attitudes and behavior toward safety belt use is not easy, but it can be done. The significant savings in severe injuries, lives, and their resulting costs, have encouraged a growing number of managers to establish safety belt programs within their organizations.

The Bottom Line: Lives, Injuries, and Money Saved

Study after study shows that safety belts cut motor vehicle fatalities and serious injuries by nearly 50 percent. In almost every crash, the use of safety belts reduces the severity of injury by some degree. Since there is a direct relationship between the severity of injury and the resulting cost, the use of *safety belts means a significant savings to organizations.*

The following actual case studies show the effectiveness of safety belts in reducing injuries and lost work time and the marked difference in costs to organizations when safety belts are used. Each case illustrates two parallel or closely similar crashes in which one employee was wearing a safety belt and the other was not.

Although salary, benefit, insurance, and administrative costs differ from one organization to another, costs quoted here are typical of industry and can be used as a guide to determine the types of savings available through the use of safety belts. The most conservative 1-to-1 ratio of indirect to direct costs is used because indirect costs are hard to quantify. Actual indirect costs can run much higher. And though safety belts are known to have an accident prevention value (belted drivers retain better control of their vehicles in emergency situations), the exact extent of that value is not known. For that

Case 1: Off-job Rollover

Note: In this case both [illegible] employees of the same company driving the same vehicle in [illegible]. In the first crash, the employee was not wearing his safety belt; in the second, he was.

SAFETY BELT OFF		SAFETY BELT ON	
Driver:	Male Press operator	Driver:	Male Press operator
Vehicle:	1978 Datsun pickup	Vehicle:	1978 Datsun pickup
Accident:	[illegible] Lost control of vehicle Rolled down embankment	Accident:	Driving 45 mph Lost control of vehicle Rolled down embankment
Injuries:	[illegible]	Injuries:	Bruised and shaken*
Time Off Work:	[illegible]	Time Off Work:	1 day
Employer Costs:		Employer Costs:	
[illegible]		Medical/Hospital	$ 0
[illegible]		Salary Continuation	$ 80
[illegible]		Indirect Estimate	$ 80
[illegible]		Direct & Indirect	$ 160

*State public [illegible] life.

**Medical/Hospital [illegible] carrier; therefore, this expense is only included in the total employer cost figure in this [illegible] indirect cost estimate.

Case 2: Off-job Frontal Crash

SAFETY BELT OFF		SAFETY BELT ON	
Driver:	Male Design engineer	**Driver:**	Male Structural engineer
Vehicle:	Two-door compact	**Vehicle:**	Two-door compact
Accident:	Driving 30 mph Lost control and struck utility pole	**Accident:**	Driving 25 mph Lost control and struck utility pole
Injuries:	Broken ribs, broken finger, cuts, bruises	**Injuries:**	None
Time Off Work:	12 days	**Time Off Work:**	None

Employer Costs:		Employer Costs:	
Medical/Hospital	$1,577.00	Medical/Hospital	$ 0
Salary Continuation	$2,070.27	Salary Continuation	$ 0
Indirect Estimate	$3,647.27	Indirect Estimate	$ 0
Direct & Indirect	$7,294.54	Direct & Indirect	$ 0

Case 3: On-job Rollover

SAFETY BELT OFF		SAFETY BELT ON	
Driver:	Female District sales agent	**Driver:**	Male Engineering specialist
Vehicle:	Compact car	**Vehicle:**	Compact car
Accident:	Driving 45-50 mph Lost control of vehicle Rolled down embankment Driver ejected	**Accident:**	Driving 45 mph Hit loose gravel Lost control of vehicle Rolled down embankment
Injuries:	Extensive multiple injuries: ruptured spleen, fractured pelvis, displaced pubic ramis, head injuries	**Injuries:**	None
Time Off Work:	Has not returned*	**Time Off Work:**	None

Employer Costs:**		Employer Costs:	
Medical/Hospital	$27,669.75	Medical/Hospital	$ 0
Rehabilitation	$ 877.92	Rehabilitation	$ 0
Salary Continuation	$14,849.92	Salary Continuation	$ 0
Indirect Estimate	$43,397.59	Indirect Estimate	$ 0
Direct & Indirect	$86,795.18	Direct & Indirect	$ 0

*Employee has been off the job since March of 1979. It is projected that she will be permanently disabled and unable to perform her job again.

**Figures encompass payments up to March 1981. The employer anticipates further costs.

reason reductions in property damage costs or other savings from accident prevention are not included, even though there may be significant savings there as well.

Clearly, motor vehicle crashes both on and off the job cost organizations money—often a great deal more than they are aware of. And as these cases so vividly demonstrate, it only takes one serious crash for costs to mount to major proportions. As a result, more and more managers are taking action to reduce and prevent these losses. One of the best ways of reducing losses is a comprehensive, well-coordinated program encouraging employees to wear safety belts.

The Case for Safety Belts

Safety belts are found in every new car sold in the U.S. January[1], 1968. Most people understand how to use safety belts, and it only takes seconds to fasten them properly. Yet even today many motor vehicle occupants are reluctant to wear their safety belts. Why?

There are many reasons. Primary among them is the prevailing attitude that "It just won't happen to me." But the fact is that on the average every one of us can expect to be in a motor vehicle crash once every 10 years.

Some people wear safety belts on long trips at freeway speeds but ignore them on short trips around home. However, studies show that three out of four crashes happen within 25 miles of home, and 80 percent of serious injuries and deaths occur in cars traveling 40 miles per hour or less.

Few people realize that even at low speeds the force of impact on a driver and passengers is brutal. In a car crash at 30 mph, for example, the car stops in one-tenth of a second, but unbelted occupants continue to travel forward at 30 mph until they strike some part of the car's interior. It takes them only one one-hundredth of a second to stop—with the same force as if they had jumped headfirst off a three-story building. It is impossible to brace against that kind of impact.

Many people believe the prevalent myth that they would be better off being ejected from a car during a crash, or that safety belts might trap them in case of fire or submersion. The fact is that chances of fatal injury are nearly 25 times greater if the occupant is thrown out of a vehicle than when protected by a safety belt. Fire or submersion occurs in less than one-half of 1 percent of motor vehicle accidents, and occupants are far more likely to remain conscious and able to free themselves if they are belted.

Some people also believe that since they can move around freely when their safety belts are fastened, belts must not be worth much in a crash. But modern safety belts are designed with a latching device that locks the belt in place in case of severe braking or sudden impact, while permitting freedom of movement and comfort during normal wear. Modern belts work, but only when they need to.

Finally, many people simply never got in the habit of wearing safety belts; they never learned to use safety belts as children or young adults. Learning and adopting new attitudes and behavior is not easy. But as we have seen in such major health campaigns as high-blood-pressure control, it *is* possible. Managers can obviously play an important part in the effort to get people to buckle up, and as the previous case histories show, the effort pays off.

A simple "paper policy" recommending the use of safety belts, or a few scattered posters, or a one-shot promotion is unlikely to achieve improved or lasting results. Successful programs are built on a strong, long-term commitment by management to overall employee safety, in which the motor vehicle is regarded as one of many pieces of equipment to which safety standards are applied.

Safety Belt Programs That Work

Is a comprehensive employee safety belt program worth the effort? Judge for yourself.

In every successful program studied by the National Highway Traffic Safety Administration (NHTSA), organizations were rewarded for their efforts with reduced accident/bodily injury rates. This translates into a significant financial savings, improved productivity and better management/worker relations and, in many cases, an enhanced public image.

While there are a large number of companies which could serve as examples, the three noted below provide a good cross section of effective safety belt programs. Some have used innovative approaches, such as contests and special promotions. Others have relied mainly on a strongly enforced policy along with routine training and education. There is no single strategy or technique that is right for everyone. In every case, however,

the companies maintained a long-term effort to improve safety belt use off the job as well as at work.

- A large telephone company with operations in five states achieved an on-the-job employee safety belt use rate of 98 percent in 1980. The company policy makes the use of safety belts mandatory, and employees can be dismissed for three infractions of this rule. Responsibility for enforcement is given to line management, and supervisors are ranked on the safety of their particular operations as part of their personnel review. Regular training and retraining, education, inspection and review of employee safety belt use is part of the company's overall commitment to employee safety.
- Employees of an electronic-components manufacturer were more than a little startled to be greeted by an 8-foot white rabbit one Monday morning. The rabbit, who gave out a carnation or an orchid to each driver wearing a safety belt, drew a lot of attention from the local media as the kickoff for a wide-ranging safety belt campaign. Every employee stood to win a prize from a gift catalog if the company reached its goal of 90 percent safety belt use within 6 months. Catalogs were sent to each employee's home in an attempt to involve the whole family in the program. The combined family involvement, on-the-job peer pressure and educational programs were highly effective: within 90 days the company had surpassed its goal.

  The contest cost the company $20,000. But time lost due to motor vehicle accidents on and off the job was reduced by 74 percent. This meant a savings of 337 workdays, or more than $26,000 in disability payments alone, for the company. The savings of indirect costs were even greater. Continuing efforts to maintain that level of use are estimated to cost $10,000 per year.
- In 53 million miles of driving a fleet of 2,600 company vehicles, a large chemical manufacturer reported only one-workday lost due to on-the-job motor vehicle crashes in 1980. The company attributes this outstanding record to its philosophy that safety is a part of overall efficiency and that most accidents are preventable. Emphasis on safety belt use by employees began before belts were required equipment in all cars—the employer purchased them and had them installed in all company vehicles. Today the program serves as a model for all industry programs.

Program Overview

Successful, comprehensive safety belt programs currently in operation within various organizations generally include the following elements:

Major Program Factors

- A strong and active commitment on the part of management to the safety belt program
- A clearly defined, well-enforced policy of required use of safety belts on the job
- Positive incentives
- A comprehensive education program

Major Support Factors

- Systematic recordkeeping of motor vehicle accidents that includes the notation of use or nonuse of safety belts
- Ongoing program promotion within the organization
- An outreach program to spread the effort beyond the workplace—especially to the family
- An auditing procedure to evaluate the program's effectiveness

Each of these components is summarized here. Later sections of the handbook cover various aspects in more detail to aid you in developing and carrying out your own program. The major program components, plus education, are vital considerations in the success of the program. The major support components help to reinforce and ensure that success. When combined, these components have been found consistently to reward organizations with higher safety belt use among employees. This, in turn, can result in reduced accident/bodily injury rates, significant financial savings, improved productivity and management/worker relationships and, in many cases, an enhanced public image.

Management Commitment

Management commitment is the cornerstone of every successful employee safety belt program. This commitment must be evident at all levels of management. It means establishing a firm policy for on-the-job

safety belt use, publicizing program goals and objectives, and then following through on them. To be effective, management commitment should include:

- An adequate commitment of time, funds, manpower and other resources. Safety belt programs need time to work—at least 3 months for incentive programs; permanent commitment for ongoing efforts is necessary. Materials and incentive rewards are required to support and promote these programs. Staff must be allotted to auditing and evaluation activities, recordkeeping and outreach, and to the inspection and maintenance of safety belt equipment in fleet vehicles. Management must also be willing to have employees called "off the line" to participate in safety training and education programs and be ready to provide facilities for such activities. Care should be taken, however, not to commit these resources at the expense of other workplace safety programs.
- Clearly identified leadership. A specific individual or group should be assigned lead responsibility for the safety belt program. Ideally, this person or group is highly motivated, energetic and visible to all employees, and is given sufficient authority by upper management to carry out the mission.
- Active participation by all levels of management. This is important if the work force is to be convinced that management is serious about the program. Participation in kickoff ceremonies, safety meetings and award presentations is a good way to demonstrate this. Supervisors should be prime promoters of belt use, and when a significant safety milestone is achieved, they should be quick to acknowledge it. A letter from the boss concerning use or nonuse of safety belts is also a good means of showing commitment.
- Integration into the overall safety effort. Line management is held accountable for employee safety performance and recordkeeping, and the use of safety belts is part of this.
- Acceptance and support of employee unions. Union leaders should be brought in during the planning stage and enlisted in the promotion and enforcement of safety belt use.
- Personal example. Managers must demonstrate their commitment by wearing their own safety belts at all times.

Required Safety Belt Use

A well-publicized policy requiring that all employees use safety belts on the job backed up by well-defined disciplinary procedures for noncompliance, can be highly effective in increasing safety belt use on the job. In most cases, such a policy is included in "regulation safety practices," like the mandatory wearing of hard hats and other on-the-job safety equipment. Unlike the wearing of hard hats, however, safety belt use should be encouraged off the job as well, and a mandatory-use policy is most effective when balanced with positive incentives for compliance. A stringent mandatory policy alone can create resentment and "backlash" among employees, who may refuse to wear safety belts off the job.

An effective policy should include:

- A requirement that *all* employees—management as well as workers—wear safety belts for *all* on-the-job driving.
- Regular check of fleet vehicles to ensure that safety belts are in good working order.
- Clearly prescribed actions (penalties) for noncompliance, which are consistent with the overall safety policy, and which apply to all employees equally;
- Regular checks or surveys for safety belt compliance and safe driving practices;
- Involvement of supervisors in the enforcement/action process as part of their regular job responsibility; and
- Major effort and emphasis on positive incentives.

Some organizations rely on investigations of on-the-job accidents as a way to judge an employee's driving performance and safety belt use. But this is not a reliable measure of safety belt use, because in the face of a tough penalty, few employees are likely to report nonuse. As one manager put it, "People half-conscious would reach over and buckle up to keep from reporting nonuse."

The difficult task of enforcing such a policy is more effectively achieved through the constant vigilance of first-line supervisors, whose own job performance is judged in part by the safety performance of employees under them. Regular safety performance checks which include checks of safety belt use and random, unannounced surveys of belt use in areas such as the motor pool garage are good ways of reinforcing this requirement and gauging safety belt use. Also, make certain that safety belts in fleet

vehicles are clean and in good working order, so that they are in proper condition for regular use.

The use or nonuse of safety belts observed through these methods should be entered in the employee's performance record, and the employee should be rewarded or disciplined accordingly. Management can support this enforcement effort through a letter to the employee commending use or warning of the consequences of nonuse of safety belts.

Positive Incentives

Because the rewards from safety belt use only appear in the case of an accident or hazardous driving situation, special motivational techniques are often required to convert employee apathy or even hostility toward safety belts to habitual use. One of the most effective means of encouraging regular use is through positive incentives.

Organizations which have used positive incentives in their campaigns have frequently seen quick, dramatic improvements in usage rates. One organization studied, for example, doubled its audited usage rate in 3 months by regularly giving small prizes to employees observed wearing their safety belts. The organization achieved a goal of 90 percent use within 6 months by offering larger prizes selected from a gift catalog.

The following are some observations on positive incentive programs and rewards:

- Ideally, employees should be rewarded on the basis of observed safety belt use during unannounced audits. Rewards can also be based upon self-reports or pledges of safety belt use although this is less direct and less reliable.
- Employees should be rewarded for individual safety belt use; however, peer pressure to achieve group or organizational goals is also a powerful motivator. The best results may be achieved by a combination of individual and group incentives.
- Employees should be given tangible rewards—prizes, cash, lottery coupons, etc. However, awards, special privileges and recognition for outstanding performance can also motivate safety belt use.
- Programs or contests involving positive incentives should last long enough—at least 3 months—to bring about the beginning of regular safety belt use, both on and off the job. This, after all, is the primary goal.
- Family involvement in a positive incentive program can also lead to safety belt use by employees. In the case cited above, the organization sent gift catalogs to each employee's home, creating additional pressure from the family for the employee to win a prize.

Incentive programs can be used as the major motivator, especially in work settings where there is no real justification for creating or enforcing a policy mandating the use of safety belts on the job. Such a program can also be used in conjunction with a well-enforced mandatory-use policy. In fact, a policy-enforcement program should be balanced with positive incentives to help prevent a possible backlash of resistance to wearing safety belts off the job.

Education

People need to know the facts about safety belts before they can be induced to wear them. Indeed, many employees cite education as a key factor in their decision to use belts. But the facts alone are not enough. Education is most effective when used to reinforce and give credence to a comprehensive program. As one component of such a program, education should follow these guidelines:

- It should be integrated into other workplace safety programs and be offered at regular intervals to all employees. New employees should be given introductory safety belt education, including information on any existing policy, along with all other routine safety information.
- It should employ a variety of learning aids such as films, lectures by safety experts and small-group discussions, as well as written materials dispelling myths and emphasizing the benefits of wearing safety belts. Films depicting the actual dynamics of a crash and showing the value of safety belts and dramatic testimonials by police officers and emergency room personnel are strong motivators.
- Employees should be involved in preparing and presenting educational programs. This can include suggestions on the direction of the program or actual participation in it. Personal testimonials by employees "saved by the belt" offer strong reinforcement of educational messages. Where appropriate, responsibility for safety belt education can be given to a committee of employees.

- All levels of management should be involved.
- When possible, driver education and defensive-driving training should be included.

Recordkeeping

The best diagnostic device and barometer for an organization's safety belt program is the recordkeeping system. Standard systems can be modified to reflect on- and off-the-job motor vehicle accidents and the resultant injury, loss of time and medical costs. With these statistics in hand, an organization can tailor its safety belt campaign to suit its needs and, at the same time, graphically illustrate for its employees the life-and-death difference the use of safety belts can make.

In addition to meeting Federal requirements, an effective safety recordkeeping system should:

- Provide an overall analysis of the types of accidents and injuries occurring and a cost analysis of their effects.
- Indicate the seriousness of the organization's accident problems and pinpoint the areas where prevention efforts are needed.
- Give a continuing reading of the effectiveness of specific prevention efforts.

One of the first steps should be the creation of a standard reporting form for all on- and off-the-job motor vehicle accidents. This may require some coordination with the health insurance carrier if the organization does not initiate accident reports. Clerks should be trained to fill out these forms so that responses will be standardized. At a minimum, the form should include:

- Dynamics of the accident, including a description of the accident, relevant causal factors, etc.
- Type of crash
- Level of injury sustained
- Belt use and type of restraint system used
- Days lost and associated costs of absence/injury, etc.

When this information is included in the record system, some thought should be given to retrieval. The system should be designed so that certain data can easily be selected for review:

- Motor vehicle accident cases should be easily selected out of the total accident statistics.
- Off-the-job motor vehicle accidents and injury records should be readily available for review.
- Detailed documentation of costs, nature of injury and cause(s) of the crash for a specific incident should be retrievable.
- Use or nonuse of safety belts should be examined as part of the cost analysis.

Records should be reviewed regularly to determine the role that safety belt use is playing in reducing the cost and level of injury in motor vehicle accidents both on and off the job. Since accidents occur randomly, the impact of safety belt use or nonuse must be estimated. But certain trends should be clear. If, for example, 6 months after a special incentive program has ended, motor vehicle injuries and costs are on the rise, it may be time to reinforce your safety belt effort. Conversely, if injury rates and costs plummet during a safety belt campaign, you can be assured that the effort and cost of the campaign have been worthwhile.

Promotion

In order to be persuaded to wear safety belts, employees must be kept aware of the benefits. They must also have a clear understanding of the organization's policy on the use of safety belts, including enforcement practices and penalties for nonuse. During a campaign, they should not be allowed to forget what the goals and objectives are and what rewards are being offered.

In this respect, a broad publicity and communication effort should go hand in hand with educational programs to get the message across. The best way to accomplish this is to: (1) begin early—well before the announced campaign kickoff date; (2) update and repeat the message frequently; and (3) use a variety of means, including:

- Brochures, flyers and handouts stuffed in pay envelopes and distributed freely at the kickoff ceremony, safety meetings or any other time or place that seems appropriate;
- Posters and buckle-up signs in all prominent locations, particularly where drivers enter and leave their vehicles;
- Bulletin boards and newsletters announcing the program, reporting on its progress, and adding credibility to it with personal accounts by employees and others "saved by the belt."

Supervisors and managers can play a key role in this effort by serving as spokespersons for the program, repeatedly encouraging employees to use safety belts and constantly reminding them of the objectives.

But the employees themselves are perhaps the best promoters of safety belt use, and

anything that stimulates talk about safety belt programs and campaigns helps reinforce the message. Incentive programs which stimulate peer pressure to achieve the organization's goals are particularly valuable, as are accounts concerning employee use of belts or involvement in promoting them. One organization, for example, completed a film about its program featuring an interview with an employee who told how she and her children escaped serious injury in a bad crash by wearing their safety belts.

Employees like to see themselves or their group featured on local television or in the newspapers, so it is important to keep the local media informed of special events in the program—awards, contests, clever promotions and any real-life "saved by the belt" testimonials. News of the campaign not only boosts employee interest, but it can also considerably enhance the organization's public image.

Safety belt campaigns offer a fine opportunity for creative promotions. All that is needed is imagination. Some examples are:

- A large barometer placed outside the main entrance graphically recorded progress toward the safety belt usage rate goal and promoting employees to reach the goal and win a prize.
- Professionally done photomontages of crash vehicles and their employee drivers "saved by the belt" were prominently displayed on the employee bulletin boards.
- One company gained a great deal of employee and media attention by giving away a new automobile as an incentive in its safety belt campaign.
- The top executive of another organization helped promote its safety belt campaign by sending a personal letter to each employee explaining the intent of the program and asking for their cooperation.
- A slogan contest using the letters S-A-F-E-T-Y-B-E-L-T-S with a substantial prize for the winner sparked high interest in one organization's campaign.

Outreach

Spreading the safety belt messages beyond work boundaries often helps encourage and reinforce safety belt use by employees. Convincing parents, for example, of the lifesaving values of safety belts and child restraints for their children is often the first step in getting them to buckle up. Involving local merchants and media in the campaign brings the message into the everyday life of the workers.

To involve the family, literature can be sent home, movies can be shown at organization-sponsored family functions, and families can be included in the incentive programs. As was noted earlier, one organization extended its incentive program by sending home a catalog of prizes which would be awarded if safety belt goals were met. Not only did the families apply additional pressure to meet those goals, but they were also made aware of the value of safety belts for everyone.

Tips for successful outreach programs include:

- Use a variety of outreach methods—films, literature, contests, demonstrations, lectures, etc.
- Encourage local merchants to improve their image, and business, by donating products and services to be used as incentives.
- Keep local media informed of special happenings within the campaign—novel kickoff ceremonies, awards, contests, clever promotions and any real-life "saved by the belt" stories.

Some organizations extend their educational programs to the community by lecturing or showing films to civic groups. This benefits both the community and the employer.

Surveys and Evaluation

In order to determine whether a safety belt program is working, there must be some means of evaluation. The most effective method of evaluation is by unannounced observation surveys of belt use before and during a campaign or contest and periodically thereafter. Comparision of the data gathered from these surveys is a reliable gauge of the effectiveness of the program and indicates whether additional steps are necessary.

Because it is difficult, if not impossible, to observe employee safety belt use in the field or off the job, the most reliable data are usually obtained through discreet observations in settings where there are distinct entrances and exits used by most employees—front gates, parking garages and, in the case of large facilities, major intersections with traffic lights or stop signs. The surveys must be well planned and executed so that employees do not know they are being

observed, or they do not know it until it's "too late."

Obviously, a survey of all employees during all work shifts is the most reliable. But this requires a large commitment of time and personnel which most organizations cannot make. Many groups have had good results, however, with sample surveys—checking every "xth" car, for instance, or checking several times per week for 30 minutes each time. In addition to being less costly, these sample checks have the advantage of allowing the surveyor more time to make a thorough observation. They also allow an organization to spread its resources to survey late-night shifts or less frequently visited locations.

There are some situations, of course, where unannounced driver checks would be neither ideal nor possible. In these cases other means of evaluation must be applied:

- Anonymous, self-report questionnaires can be administered before and after a safety belt campaign to measure changes in attitude and behavior.
- Supervisors in the field can make random checks of belt use.
- Spot surveys can be made where groups of drivers congregate even temporarily. A meeting of employees, for example, might be a good opportunity for a spot survey.
- Yearly review of employee motor vehicle accidents and associated costs, using accident forms which note safety belt use, provides some indication of program success. Although there are many variables which reduce the reliability of this method, it can offer a reasonable comparison between years in which a safety belt program was instituted and years when there was none.

Some organizations have combined surveys of employees safety belt use with a positive incentive program. For example, one organization periodically gave out prizes to every employee observed wearing a safety belt when entering the parking area. While this was a great way to reinforce positive behavior and a highly visible means of letting all employees know of the safety belt campaign, it was a poor means of evaluation. As employees backed up in a long line trying to get in the gate, the word soon passed as to what was going on and many employees quickly buckled up in order to receive a prize.

If an accurate measure of the effects of the program is to be obtained, employees must not know that they are being observed for safety belt use, or at least should not have any advance notice of such observation.

To evaluate the progress of the program and to determine which methods work best for the effort expended surveys should be conducted at regular intervals. During an initial campaign or contest, surveys may be taken weekly. Some organizations issue weekly or monthly reports during this period to encourage employees to meet established goals. Once the campaign has been phased out, continuing surveys—at least once every several months—are necessary to determine to what extent further efforts are needed to maintain usage rates.

Putting It All Together

Because of the many differences among organizations, no one approach to, or set of techniques for setting up, an effective safety belt program is appropriate for all. The components discussed in this overview have been found to be common among most successful programs studied and are offered as a guide to other groups interested in designing and implementing a safety belt program of their own. It is up to you to tailor the findings to fit the needs and resources of your organization.

The following steps can make that task easier:

- **Determine whether you have a problem.** Review your records, if possible, to assess your accident/injury rates, and conduct a survey of employees to determine their actual safety belt usage. If your organization has no safety belt policy or program, or if it is loosely enforced, there is a great likelihood that your employee usage rate is poor and is costing you lives and needless expense.
- **Make a commitment.** Once you have determined that it is necessary to raise the safety belt usage rates in your organization, you must decide how much effort and resources you want to commit to the program. Keep in mind that the more comprehensive the program and the longer its duration, the greater the payback in reduced death, injury, and cost for organizations of all types and sizes.
- **Set goals and objectives.** What do you want to achieve with your safety belt

program? Do you want a 50 percent improvement, a 100 percent gain, or more? You should decide on your objective during the planning stage, announce it when the program is launched, and follow through. Be realistic but not conservative, in setting objectives for the overall program and for each component.

- **Establish a policy of mandatory safety belt use while riding in or operating a motor vehicle on the job.** Under your authority to maintain a safe workplace, you should require that belts be worn by employees using a motor vehicle on official business. In this instance, the vehicle *is* the workplace and established safety practices should be observed. This action should be among the first taken when implementing an employee safety belt program. In order for a mandatory belt use program to be effective, enforcement procedures and disciplinary measures must be established and clearly stated to all employees.
- **Establish a positive incentives program.** This measure works best in combination with other program elements, including a required use policy, education for employees and their families, and strong management commitment for safety. Incentives have proven effective in stimulating immediate behavior change. In considering positive incentives, decide what type, how many will be given, how frequently they will be used, and how they will be awarded.
- **Other program factors.** Not every method outlined in this overview is applicable or necessary for every organization. But it should be noted that each is interrelated and, to a certain extent, interdependent on the others—education and promotion go hand-in-hand, as do positive incentives and promotion, promotion and outreach, outreach and positive incentives, and so on. Whatever methods are selected, each should be coordinated with and supportive of other components, and each should contribute to the overall goals and objectives of the program. Remember, the whole is only as good as its parts.
- **Appoint a coordinator.** It will be the responsibility of this individual or group to make sure the program stays on course. Select the coordinator and group members carefully. This person or group can make or break the program.
- **Develop a method of evaluation.** This is the only way to gauge the success of your program. The most effective means is by unannounced vehicle surveys. If your program is comprehensive, well-planned and coordinated, your evaluation will show a reduction in costs that will more than offset the cost of your efforts.

Management Policy and Program Development

Management Commitment

How committed are you to safety within your group? Commitment to safety ranges widely among organizations, from the strong positive illustrated by the policy that "No job is so important or service so urgent that we cannot perform our job safely" (signed by the top manager), to a knee-jerk reaction to a fatality, serious injury or catastrophy by a panic attempt to paper over serious cracks in the wall. In the first instance, management really believes in "safety first." In the latter instance, management makes no attempt to prevent accidents on a regular basis.

The key component of a successful safety belt program is the employer's continuing commitment to employee safety. In a recent study of safety belt usage programs, it was found that in every instance studied where the employer had a successful safety belt program, this program was one part organization-wide employee safety program. The commitment of top management helps to convince employees of the seriousness of the problem, makes the messages contained in the program more believable, and gives impetus to compliance efforts.

As part of this commitment, management should regard the safety belt as one of many pieces of equipment to which safety and maintenance standards are applied and enforced, and on-the-job safety belt use by employees should be regarded as one of many policies which are critical to an effective and efficient operation. When a worker drives or rides in a motor vehicle while on the job, the vehicle *is* the workplace and the use of a safety belt should be required for safe operation.

Similarly, management's concern for employee safety should include a positive commitment to support off the job accident prevention activities. Three out of four deaths and more than half of the injuries suffered by workers occur off-the-job. About two-thirds of the off job deaths and one-third of the off job injuries of workers are motor vehicle-related. Management's commitment to promoting off-the-job safety belt use by employees has considerable potential for reducing these losses.

Goals of a Successful Program

The goals of a successful employee safety belt program are to:

- Improve knowledge of the effectiveness and operation of safety belts and child safety seats by employees and their families.
- Create a receptive, positive attitude toward safety belts and child safety seats by employees and their families.
- Stimulate consistent and proper use of safety belts and child safety seats by employees and their families.

Steps in Planning, Developing, and Implementing a Successful Safety Belt Program

Suggested steps in planning, developing, and implementing an employee safety belt program are as follows:

- Obtain management commitment to the safety belt program and policies at *each level* of the managerial hierachy, including top management, middle management, and first line supervisors.
- Responsibility, authority, and accountability for employee safety rests with line management.
- Each level of management should include safety performance criteria to be used in the work performance appraisals conducted by the next level of management for purposes of promotion, pay increases, bonuses, etc.
- Management commitment to a total employee safety program should precede its commitment to an employee safety belt use program.
- Establish specific goals and objectives for the employer safety belt program which include quantified use targets to be reached within specific time periods.
- Goals and objectives should be highly publicized.
- The safety belt goals and objectives should relate to the overall safety record and program within the organization.

Review and appraise the quality of the ongoing organization-wide employee safety program. Modify the program, as appropriate, in order to insure an acceptable level and quality of performance. The safety program should include the following components:

- Top level management support.
- A qualified individual responsible for planning, operating, maintaining, coordinating and evaluating the total program.
- Safety regulations appropriate to the organization's operations.
- Personalized safety education and training, including driver training for employees operating the employer's motor vehicles.
- Accident/incident investigation and recordkeeping for both on-the-job and off-the-job employee accidents.
- An active enforcement program for all safety rules and regulations.
- A system for measuring safety performance on a regular basis.

Prepare in writing a clear statement of the mandated safety belt use policy for all employees driving or occupying a motor vehicle on official business (sample policies are included in this section of the Handbook.)

Establish enforcement procedures, including penalties and disciplinary procedures for noncompliance with the safety belt use policy

- Penalties should be consistent with those involved in other safety regulation violations within the organization.
- The policy and the penalties and disciplinary procedures for noncompliance should be well-publicized among all employees.
- The certainty of enforcement is more important than the severity of the discipline.

Identify and describe the major components of the safety belt program, including its goals and objectives and implementation schedule, and distribute this information to all managers and other employees.

Modify and/or expand the organization's accident investigation, reporting and recordkeeping system to include both on- and off-the-job employee accidents.

- The report form and record system should clearly identify safety belt use and/or nonuse information for all occupants of crash-involved motor vehicles.
- Accident reports should be reviewed by higher level management authorities within the organization.
- Accident summary reports (including current cases and trends) should be prepared and issued on a regular basis.

Include an education component within the overall safety belt program.

Implement the program in three stages:

- During the initial stage, the program should be introduced to employees through announcements by the senior executive and through intensive promotion and publicity.
- In the second stage, the program should be fully implemented, along with appropriate education, enforcement and incentive activities.
- In the third stage, periodic reinforcement of education, enforcement, incentive activities, etc. is essential.

A system for evaluating the effectiveness (impact) of the employee safety belt program should be developed at the planning stage and implemented as part of the overall program.

- Provisions should be made for collecting preliminary or baseline data so that the influence of the program on the impact criteria (e.g., observed belt use, knowledge, attitudes, etc.) can be measured.
- Continually evaluate the program, including the effects of policy, its implementation and enforcement.
  Publicize the evaluation results and take action to improve the program when needed.

Include a child safety seat use program within the off-the-job occupant protection program for employees and their families.

- Publicize the need to purchase approved child safety seats and to use them properly or
- Establish a child safety seat loaner program for employees and their families.

Collect and publicize the organization's motor vehicle accident case studies describing the lifesaving, cost-saving and injury-reducing benefits of safety belt use, along with the negative consequences of non-belt use.

- Testimonials from fellow employees involved in crashes can be effective in convincing employees that safety belts really work.
- Employees should be encouraged to relate their on- and off-the-job experiences with safety belt/child safety seat effectiveness.

- Accidents involving non-belted occupants should be well publicized, including the extent of injury, days lost from work, medical and compensation costs, etc. If possible, non-belted accidents should be compared with similar accidents where the occupants were properly belted.

Developing a Safety Belt Policy

Offering incentives and rewards motivates employee safety belt use. This, along with a visible safety belt policy, education and a public relations or mass media campaign, will increase safety belt use. Research indicates that these four components are integral to a successful program. Since the design of the handbook is generic, each organization can utilize the material with a different approach; the basic program elements are provided.

Policy is the foundation on which the entire program is based.

The first step to ensure the success of an employee safety belt program is to demonstrate management's commitment by establishing *and* implementing a clear policy for on-the-job safety belt use.

Defining the Scope of the Policy

Management can best implement use policy with employees who drive vehicles on official business, or who drive or park on the employer's property. The policy should reflect the degree of influence the organization can realistically exert over employee behavior.

The statement can be either an integral part of a general employee policy or entirely separate; whatever the format, the policy should be enforceable. Examples of employee safety belt use and enforcement policies are provided.

Sample Use Policies

*"It is our policy to do everything reasonable to prevent injury to employees and damage to property and to protect employees and the public from the results of crashes and improper procedure. Safety belts shall be used at all times when the vehicle is in the motion. Any injury sustained when safety belts are not in use may be cause for disciplinary action."**

"In light of the unnecessary risk to individual employees and the financial obligations as an employer, all occupants of vehicles assigned to (Organization) shall fasten their safety belts upon entering their vehicles and shall keep them fastened as long as the vehicle is in motion. Likewise, occupants of privately-owned vehicles being operated at employer's expense are hereby directed to abide by the above-stated policy."

"Safety belts shall be properly fastened by employees driving or riding while on official business before the vehicle is started in motion. In cases of repeated or flagrant violation of this policy, appropriate disciplinary action may be necessary."

*A special note about disciplinary action for not using safety belts: Careful consideration, based on union agreements and other guidelines, should be given to this type of action.

The following Is a More Detailed Sample Safety Belt Usage Policy Statement

"This organization recognizes that safety belts are an important and effective item of personal protective equipment, that employees needlessly die and are injured due to their failure to use available safety belts, and that reducing these costly injuries can strengthen our effectiveness. Therefore, we are implementing the following safety belt usage policy: AVAILABLE SAFETY BELTS SHALL BE USED WHILE TRAVELING ON OFFICIAL BUSINESS. The purpose of this policy statement is to establish mandatory belt usage as a company policy of the highest priority, and to designate responsibility for implementation and enforcement.

Scope: These guidelines apply to all employees and to all occupants of vehicles driven by employees on official business. It is especially important that all managers and supervisors demonstrate their commitment to and support of this project by their strict adherence to it.

Guidelines for restraint usage: Occupants shall use the available restraints in employer-owned, leased, or rented vehicles whenever such vehicles are in use and also in personal vehicles when used for official business.

Responsibility: Organizations should supplement this general policy announcement with communications confirming local management commitment. Policy implementation will be the responsibility of appropriate line management.

Maintenance: Belt systems in all vehicles are to be maintained so that they are clean, easily accessible, and in good working order.

Employee education: Information on this organization's commitment to safety belt usage shall be emphasized in employee orientation, driver training, and in employee handbooks or safety rules. New employees

will be required to sign a pledge to wear safety belts as a condition of employment. Materials should be provided to renew and sustain employee awareness, and to encourage use. Managers also are encouraged to promote employee awareness programs directed at improving the use of safety belts by employees and their families both on the job and off the job.

Enforcement: Safety belt use shall be enforced in the same manner, and with the same enforcement tools, as any other work rule. (Add specifics on sanctions to be applied for noncompliance.) The driver of the vehicle is responsible for enforcing belt use by all occupants. The ranking occupant, if other than the driver, shares this responsibility. Peer pressure is a powerful enforcement aid, and should be fostered.

Evaluation: Compliance with this policy, enforcement problems, achievements, and ideas for strengthening the policy will be reviewed in 6 months, and thereafter on a regular basis."

Enforcement Measures

It is preferable to utilize incentives, education, reinforcement of positive behavior, and peer group pressure to effect behavioral change. However, some organizations do identify consequences for safety belt nonuse within the policy or as separate enforcement measures.

Although enforcement penalties are a negative means of achieving behavioral change, some find them useful. The following policies are provided as examples:

"Penalties range from a warning, to a written reprimand, to termination."

"For a first violation, appropriate disciplinary action(s) up to removal. Termination if an employee commits a second violation of this rule within 6 months of the first infraction."

"Violations of this policy are handled like violations of other employee regulations. First offense is a warning; second offense, a reprimand; third offense, possible dismissal."

Introducing and Maintaining a Safety Belt Program

A successful employee safety belt program should be launched enthusiastically in an established sequence of phases. The level of effort and resources necessary for the success of each phase should be carefully determined in advance and initiated at the proper time. If possible, an evaluation of the program should be designed during the planning stage. Many of the activities suggested in this program are more thoroughly developed in the public relations section of this handbook. The following phases are designed to increase program effectiveness and assure success.

Phase I: Focusing Attention, Stimulating Awareness, and Generating Enthusiasm

Kickoff Week

Introduce the program with a series of activities that present the objectives to the target audience (employees and/or community), define the incentives that are to be offered and announce the rules. The kickoff week activities should set the tone and place for the entire program. Make it dynamic and personalized—your efforts will generate and maintain maximum interest and participation.

Here are some suggested activities:

- Prepare and present a message from the senior management official defining the program goals, management's commitment to them and the importance of employee safety to the organization. When introducing this policy message, use a letter, videotape, audio or print communication and/or an employee meeting.
- Distribute an anonymous employee questionnaire before beginning the campaign. If possible, use a sampling of responses at the opening ceremony to demonstrate employee interest and willingness to participate in your program.
- Obtain the participation of local celebrities (mayor, member of Congress, sports personality, or disc jockey of a popular commuter radio station) to speak at the opening day activities. If it is not possible for a celebrity to attend, a good alternative is a personal message read on the opening day.
- Invite the local press and encourage their continuing coverage of your program. (See Public Relations section.)
- Have a talent contest with a safety belt theme. Ask for talent in many categories: posters, slogans, essays, songs (singing or composition), needlework, etc. Have entry forms available and display all entries by category throughout the week.
- Conduct education sessions to increase employee awareness of safety belt benefits.

- Set up a display of motor vehicles showing the results of collisions and state whether drivers used safety belts.
- Announce future plans, such as contests and other incentive activities.

Whatever level of effort you select, keep the following guidelines in mind as prerequisites for assuring success:

- Present a clear and simple message.
- Establish an initial goal.
- Offer incentives and rewards.
- Vary the activities.
- Conduct high-visibility events.

Phase II: Disseminating Promotional and Incentive Information

The activities suggested here and in the Public Relations section can increase the effectiveness of the campaign and reinforce your organization's image. Use the coordinated graphics program to deliver your message visually.

- Organize a testimonial drive. Ask for brief descriptions of accidents in which employees were involved where safety belts were responsible for saving their lives or minimizing injury. Organize survivor clubs.
- Distribute handout materials containing facts about safety belts and child safety seats. (See Education section.)
- Place safety belt articles in organization newsletters and other publications defining program goals and describing projects, with special emphasis on incentives and the recognition of employees who earned rewards. (See Public Relations section.)
- Arrange display booths to demonstrate the effectiveness of safety belts. Since many people believe their belts do not work because they permit freedom of movement, include a demonstration of the retractor mechanism to show how the belt locks when needed. (See Education Session II.)
- Organize a safety belt information speaker's bureau. (See Public Relations section.)
- At convenient times and places, show films about safety belt use. (See Resources section.)

Maintain employee interest in the program by using a variety of informative reminders. These can include posters, bumper stickers, pay-envelope inserts, buttons, key chains, pencils and/or t-shirts. (Sample items are included in the Resources section of this kit.) Use your organization's logo or name on any of the graphics to personalize the rewards and publicize your organization.

Phase III: Maintaining Momentum

Frequent two-way communication is vital to sustain program momentum. Because the emphasis is on employee usage, every effort should be made to involve workers by soliciting their ideas when possible. Union participation might also be appropriate.

The type of incentives and rewards as well as the procedure for offering them to employees, should be varied to ensure program vitality and encourage participation.

Random reinforcement is one effective way to stimulate safety belt use and maintain the momentum of the campaign. Providing rewards intermittently has the additional advantage of introducing an element of chance. For example, supply volunteers or gate guards with a procedure to identify a car which is eligible for a prize on a given day. If the lucky number is 15 and the driver of the 15th car is using a safety belt, the driver receives a prize. That prize might be a gift certificate from a local business for groceries, gas, hardware, etc. Publicize all the awards to reinforce their impact.

Rather than end the program abruptly, phase out the incentives, rewards and activities in successively descreasing levels of frequency and amount. Periodically reintroduce the campaign to provide safety belt orientation programs for new employees and stimulate lagging use among others.

Spin-off Campaigns

Subjects which are related to belt use such as child safety seats are also excellent ways to maintain program momentum and enhance effectiveness. (Education Session III is devoted to this issue.) Because the child death and injury rate is at epidemic proportions, the subject has strong public appeal. All fifty states have enacted laws requiring the use of child safety seats; therefore, use that information in your campaign.

Child Safety Seat Programs

Specific activities can be introduced to encourage interest in child safety seats. A sampling of suggested ideas follows:

- Publish and distribute a fact sheet on the statistics of infant mortality illustrating the importance of child safety seats.
- Initiate special educational or awareness sessions for employees' families emphasizing the importance of using child safety seats.
- Encourage local merchants to offer special discounts on child safety seats to employees who show the retailer an active safety belt pledge card.
- Enclose information on child safety seats in employees' pay envelopes.
- Sponsor baby-picture contests and give a child safety seat as a prize.
- Organize a booth to display available types of child safety seats and distribute consumer information.
- Emphasize the role that grandparents, aunts, uncles and other adults play in encouraging child occupant safety.
- Make child safety seats available (free, at reduced cost or on loan) to new parents.

Industrial Safety Belt Case Studies

Company #1: The company is one of a number of companies comprising a large telephone system. The company has operations in five states. In the state studied, the employer has approximately 8,000 employees and 2,227 vehicles, including passenger cars, vans, and pickup trucks. Some vehicles (pool vehicles) are used by over 20 people per week on an as-needed basis.

The largest category of driving employees are those involved in service, repair, and installation operations. Supervisors are assigned passenger cars. Employees may be asked to drive their own vehicles at times—for which they are compensated by the employer. Seventy percent of the driving by employees is local.

Safety Belt Programs/Policies: All employees are mandated to wear lap or lap-and-shoulder belts (as equipped) while driving or riding on company business. The company policy states:

> Lap belt must be used by all employees on company business (including personal vehicles).
>
> First time not complying, the employee gets a reminder and warning of the possibility of disciplinary measures.
>
> Second time not complying, the recommended disciplinary action is a two-day suspension of company drivers license.
>
> Third occurrence of non-compliance may result in demotion or dismissal of the employee.

All accident cases are separately reviewed for preventability and safety belt use. An accident investigating committee is comprised of the employee, his supervisor's superior and one safety staff member. The committee analyzes the accident dynamics, determines if or how the accident might have been prevented, and, if appropriate, prescribes disciplinary action.

All drivers must be "certified" to drive on the job. They are trained in the Smith System of defensive driving. As part of driver training, employees are advised of the company safety belt policy and are shown the film on safety belt effectiveness, "Room to Live."

The company is extremely accident prevention and safety conscious. At the end of 1980, their accident record regarding motor vehicles was 5.21 accidents per million miles of driving. Spot checks conducted by the company safety staff have revealed a 98 to 99 percent employee safety belt compliance figure.

Safety belts are regarded as part of overall employee safety. Line management is responsible for the safety of employees under each manager's supervision. The company Accident Prevention Plan encompasses all safety measures—of which the wearing of safety belts is but one.

A Safety Knowledge Review has appendices relevant to each job description—e.g., the safe way to remove staples, the safe way to use hooks and belts, etc. An on-going safety observation program is in effect in which supervisors must observe each employee on a specified operation to make sure it is done according to the safety standards relevant to the job. The frequency of the observations (1, 2, or 3 times per month) depends upon the employee exposure to danger. Each supervisor must ride with every driver under his supervision twice per year and submit a checklist for safety on the driver. Safety belt use is on the checklist. Supervisors are ranked on the safety of their particular operations as part of their personnel performance review.

Company fleet vehicles are inspected twice per year, including a safety belt checkup.

Company #2: The employer is a gas utility company which sells and distributes natural gas to residential and commercial accounts in four states. The firm employs approximately 2,230 people. In 1980, the company had a total of 1,180 vehicles on the road—mostly company service vans operated by one employee each. About 400 meter readers, construction workers, etc. are on car allowance whereby they utilize their own vehicles for on-the-job purposes.

Safety Belt Programs/Policies: Employees must wear their safety belts according to written company policy. Company accident investigation form asks if the belt was worn. However, there is no prescribed disciplinary procedure for *not* wearing the device.

The company has a comprehensive on- and off-job employee safety program of which motor vehicle safety and safety belt use is an integral part. Off-the-job committees meet with their assigned group and put on one program per month. The programs are planned 6 months at a time and subjects are solicited from the employees. Each supervisor must conduct an on-the-job safety meeting every month of at least 15 or 20 minutes. All employes under his/her supervision must attend the meeting.

No employee is allowed to drive a company vehicle without an 8 hour course in the Smith System. Smith stresses safety belt use. Every 5 years an employee must be retrained. Safety belt use policy is written in the company vehicle manual of operation in a safety/driving section.

Safe driving awards are given out to drivers of company vehicles who have a long-time record of safe driving—20 years or more. Crews also win dinners for 1 year of driving without a preventable accident.

Crews are published in the employee paper when they reach 4 years of "perfect" driving or 250,000 hours without a disabling injury. There is also an award for 100,000 hours without a disabling injury.

Vehicles are given a preventative maintenance check once per month. Safety belts are checked. Stickers which remind employees of safety belt policy are placed on all car glove boxes.

All motor vehicle accidents are subjected to a post-accident investigation and followup. The accident is judged preventable or non-preventable according to set criteria. Safety belt use is checked.

In 1980, the company mounted an extensive safety belt campaign to serve the following purposes:

- To educate employees about the company rule and the advantages of using safety belts
- To reward and reinforce the positive attitudes of those who always wear safety belts
- To encourage, reward and educate those who use their belts occasionally but need more motivation to use them at all times
- To encourage and educate those who do not wear safety belts routinely
- To influence those who flagrantly resist compliance with the rule

The company hoped to achieve its goals through publicity in company publications, posters, literature and other handouts. Part of the campaign plan was a series of prize drawings during 1980 in March, June, September, and December with an additional grand prize in December 1980. There were three drawings in each of those months for savings bonds. The education/advertising campaign and contest were given a highly publicized management "kickoff."

Any hourly and non-exempt employee who was a driver or a passenger in a company vehicle or a privately owned vehicle used on company business (on a paid basis—mileage or monthly) was eligible. "Participation" involved wearing the safety belt while operating the motor vehicle.

Every manager was issued a packet of safety belt certificates. When a manager observed an employee wearing a safety belt while driving a vehicle, that manager sent a certificate to the Safety Department in the name of that employee. The certificate indicated that the employee was wearing a safety belt. The Safety Department then sent the employee a packet of literature and put the certificate in a barrel used for drawings.

When a manager observed an hourly employee not wearing a safety belt, a nonuse certificate was issued with a copy to the Safety Department. The certificate was logged in a register alphabetically. If an employee's name was drawn for a bond and there was a nonuse certificate on file, the employee was ineligible for that drawing and both certificates were cancelled.

As of July 1, 1980, a nonuse certificate was to serve as a first reprimand and placed in the employee's file in addition to making the

employee ineligible for any drawings for that quarter. A second certificate of nonuse would generate a letter of official reprimand.

An employee could win one bond in each quarter. Managers were eligible for a separate drawing for savings bonds in each quarter. Each type of certificate issued was required to have a manager's signature upon it, and both positive and negative certificates were used in this drawing. Safety staff were not eligible for drawings. The campaign cost the company an estimated total of $3,000 which included banners, bonds, etc. Employee wages (supervisors, management employees) were not included in this estimate.

Management asserts that safety belt use is high among employees. The campaign resulted in 85 percent compliance according to certificates issued. In 1980, there were four cases of personal injury on the job due to motor vehicle crashes (nearly 10,000,000 miles were driven on the job in 1981). The accident rate was 7.59 per million miles.

Encouraging Safety Belt Use

The purpose of this section is to provide information on incentive strategies which have been successful in increasing the use of safety belts by employees. The general approach recommended here is based on the theory and methodology of behavior modification. The following sections examine some of these principles and show how they may be applied in various organization settings. This information should help you in determining what course your company's program should follow.

Any voluntary behavior requires both direction and *motivation* in order to occur. That is, people need to know *what* to do and have the *desire* to do it.

Behavioral scientists have conducted literally thousands of research investigations to determine the factors which influence the direction and motivation of behavior. Many of the principles from the research can be used to develop *cost-effective programs for encouraging the use of safety belts in organization settings.*

when the ignition is turned on if front-seat safety belts are not fastened. (Another factor which influences the use of safety belts is the ease with which they may be used. A lap/shoulder belt which is easy to pull, adjust, and connect is more likely to be used than a more cumbersome, inconvenient system.)

In a workplace setting it is possible to provide other types of reminders: slogans; posters; displays of educational materials; radio, TV, or public-address announcements; newsletter articles or display ads—anything which keeps the message in the employee's consciousness. This handbook contains numerous suggestions along these lines.

Modeling is also an effective means of increasing safety belt use. If employees see another employee buckling up, they will be more likely to wear a safety belt, at least on that occasion.

Requests to make a commitment to wear a safety belt regularly also may increase their use somewhat, as may promises of rewards

Requirements for Action

Since some people do not know the appropriate procedure for using a safety belt, a program often needs a directional or educational component. A demonstration of the proper way to wear a safety belt, followed by personal instruction and feedback while the belt is actually worn, is probably the best method of teaching appropriate use. However, *for a group program, posters, pictures, and group presentations of verbal or written instructions should be sufficient for providing direction.* Once a person knows how to put on and adjust a safety belt, it is easy to use. Thus, the *direction* component can be accomplished quite simply.

One way to motivate the use of safety belts is to present cues or reminders (*antecedents*). Automobile manufacturers have applied this method by installing buzzers which sound

(incentive) or threats of penalties (disincentives). Any number of antecedents may be used together.

Research has demonstrated, however, that using cues or reminders is usually not sufficient to motivate large numbers of people to buckle up. It is necessary to add *consequences* following behaviors. Thus, it is essential to follow through with promises of rewards for wearing safety belts and with threats of penalties for not wearing them.

Rewards and Penalties

It should be remembered that rewards and penalties in general should not be considered in isolation from other major components of an occupant protection program. Both rewards and penalties have their appropriate

place as part of the total program and both can serve as incentives or motivators of behavior change. For example, a regulation requiring safety belt use during on-the-job traveling in a motor vehicle (either employer-owned or privately-owned) should be accompanied by well advertised penalties for violations of this rule. Some employees will "test" the rule to determine if management really means it. In the absence of penalties for violation, applied with certainty, the rule itself soon becomes meaningless.

While rewards for safety belt use can be used as incentives for both on-the-job and off-the-job motor vehicle traveling, they are particularly appropriate as motivators of off-the-job behavior change. On-the-job safety belt use regulations can and should be enforced along with other organization safety rules. However, enforcement of a safety belt use policy relating to on-the-job motor vehicle travel is much more difficult. Rewards have been shown to be highly effective as a means of increasing safety belt use, particularly when they are accompanied by a management commitment to employee safety and a sound education program. It is not necessary to reward every occurrence of safety belt wearing. In fact, behavioral scientists have found that the use of intermittent rewards increases the likelihood that the desired behavior will continue when the rewards are no longer available.

If you choose to implement a reward strategy, there are still other decisions to be made as to what the nature of the program will be: whether rewards will be given for individual or group behavior, whether they will be immediate or delayed, and how frequently they will be given. Once again, there are principles of behavioral science to guide you in selecting your strategy.

Individual- and Group-Based Rewards

Rewards may be given on the basis of individual or group behavior. In other words, a reward can be given to each person observed wearing a safety belt, or a reward can be given to everyone within a particular group when that group has reached a particular goal of safety belt use. A special advantage of offering group-based rewards is that social or peer pressure may serve to encourage belt use. Such peer pressure is particularly prevalent when a competition is promoted between two or more groups. Consider, for example, an incentive program which provides a special gift to the work group that maintains the highest rate of safety belt use over a 1-month period. Such a competition will be particularly effective in promoting peer pressure if public charts display the daily use percentages of each work group.

It is also possible to combine the group and individual reward strategies. In Virginia, two plants of approximately 500 employees each instituted a very successful program which may be used by other organizations. A competition was set up between hourly and salaried employees, and a single cash prize was raffled off each week. The amount of the prize was determined by the average percentage of safety belt use ($1 per percentage point) among the winning group for the week preceding the raffle. Each day the percentage of workers in each group wearing safety belts when entering and exiting company parking lots was posted. This feedback kept the employees informed of the groups' progress and had motivational value of its own.

Only those workers who wore their safety belts were eligible to participate in the drawing. The vehicles were observed each day as they entered and left the parking lots, and for each front seat occupant who wore a safety belt, the license plate number was written on a lottery ticket and entered in the next raffle. Thus, employees received a chance to win each time they buckled up (an individual-based reward strategy) while the amount of the prize was based upon the weekly performance of the group (a group-based reward strategy), increasing peer pressure.

Because group competitions require a natural grouping of individuals and a method of objectively assessing the performance of each group; they are not suitable for many company settings. However, a group-based incentive strategy which provokes beneficial peer pressure without requiring competition *is* feasible for most organizations. For example, the General Motors Technical Center in Warren, Michigan set up a "Seatbelt Sweepstakes" in which a new car was raffled off after the work force of 6,000 employees reached its group goal of 70 percent safety belt use, as determined by observations at randomly selected times and locations. Only those employees who signed a card pledging to wear safety belts for a year were eligible for the drawing. This program, too, successfully combines group and individual incentives.

Direct and Indirect, Delayed and Immediate Rewards

In deciding upon a reward strategy, you must also decide whether it is possible to base the rewards upon direct observations that safety belts are fastened or whether you must rely on some indirect indication, such as self-reporting or signing a pledge card. Will the reward be given immediately, or will it be delayed?

Incentive programs work best when the desired behavior can be rewarded *immediately*. However, in many settings this is not possible, and other methods must be used. The following sections will examine the three basic reward strategies that have been used in safety belt programs and will give some examples of each type.

The three basic types are:

- Direct, immediate rewards
- Direct, delayed rewards
- Indirect rewards

Direct, Immediate Rewards

As was noted above, it is best to give rewards *immediately* on the basis of observed behavior. Such a strategy requires that vehicles be stopped, usually when exiting or entering the organization's parking area, and that occupants wearing lap or shoulder belts be given a reward of some sort on the spot. This was the technique used by Berg Electronics, which employed a giant white rabbit to give out flowers in its campaign kickoff. (See Case Study 1 in the examples later in this section of the handbook.) Other organizations have given out a number of types of prizes: candy, trinkets, coupons for hamburgers, coupons for other goods from local merchants. (For tips on how to get merchants to contribute to these programs, see "Identifying and Obtaining Incentives" and the Public Relations section.)

Another approach is to give out game pieces for some game or contest to those people who are wearing their safety belts. For example, at one Blacksburg, Virginia, company all drivers and passengers initially received a bingo card which outlined the rules of the game. Subsequently, each time they were observed wearing their safety belts, they received a bingo number-letter and a chance to win the game. (Here, too, the prizes were donated by local merchants, who were identified on the cards.)

Countless games and contests can be devised for an incentive program. They have the special benefit of promoting talk about the campaign among employees, who may trade game pieces to increase their chances of winning a prize. In some cases, employees have reported buckling up as a result of peer pressure to be able to participate in the games.

Direct, Delayed Rewards

Although delayed rewards have been shown to be less effective than immediate rewards, circumstances sometimes dictate their use. It is not always possible or convenient to delay traffic to give rewards on the spot. Fortunately, effective delayed reward tactics have been developed.

A lottery system is one recommended approach. One such program has already been described (the cash raffle conducted by the two plants in Virginia). As you will recall, on each observation day a vehicle license plate number was entered in the raffle for each occupant wearing a safety belt when entering or leaving the company parking lots.

To conduct such a raffle the observers must note the license plate numbers of vehicles whose occupants are wearing safety belts so that those numbers can be entered in the raffle. For sites with high rates of traffic flow, it may not be possible to record data for all vehicles. In such cases, a second delayed reward strategy can be applied.

At a large plant of about 3,000 employees located in southwest Virginia, vehicles exited the main gate in two lanes at peak rates of about two to three vehicles per second—too fast to permit noting license plate numbers and use or nonuse of safety belts for every vehicle. Instead, a specific time during the exit period (4:00 to 4:45 p.m.) was randomly selected each day. Two observers recorded safety belt use, without noting license plate numbers. When the critical time for a given day occurred, the license number of the next vehicle with a driver wearing a safety belt was noted.

The winning number was posted each day on a 4-foot by 8-foot marquee, readily visible to incoming vehicles. A list of winning plates for a 2-week period was listed in the employee newspaper. The winners were instructed to go to the plant's safety office in order to claim their prizes: the winner's choice of a pair of tickets to a basketball game at the local university or a meal for two at a local restaurant. The prizes, which were donated to the company, were valued at about $12 each.

This "prize-a-day" program was announced in the employee newspaper and advertised on posters placed throughout the plant. The program was simple to implement and was remarkably successful.

Regardless of size, any organization with facilities for employee parking and a minimal number of entrance/exit locations could run a daily license plate raffle like the one described here.

Indirect Rewards

They are circumstances in which it is simply not feasible to conduct a reward program on the basis of direct observations of safety belt use or nonuse. In such cases rewards may be given for a commitment to buckle up, although it is not advisable to base an entire incentive program on pledge-card signing unless it is absolutely necessary.

The GM Seatbelt Sweepstakes described earlier successfully combined an indirect reward strategy with a group-based incentive. That facility was too large to permit observation of belt use at five gates through three shift changes. To gauge progress toward the group goal, gates and observation times were randomly selected for periodic sampling of belt use. An individual's ticket to participate in the drawing for a car to be held when the group goal was reached was a signed pledge card committing the signer to wear safety belts for a year.

There is no guarantee that signing a pledge card will be followed by the actual use of safety belts. But in the GM facility, sweepstakes winners, at least, reported to others (including newspaper reporters) that they were in favor of safety belts and tried to remember to buckle up. Once a person admits to someone else that he or she has pledged to wear safety belts, there is a certain pressure actually to do so, at least in the presence of others. Behavioral research has shown that commitment to make a particular response often leads to actual occurrences of that response.

A pledge card strategy may also be a valuable adjunct to other methods. The Virginia company,which used the prize-a-day program described earlier, later used pledge cards to help maintain the high rates of belt use achieved during the earlier incentive period.

Pledge card programs also have the advantage of being easy to implement. The cards can be printed in employee newsletters, and raffle boxes can be placed throughout the organization to receive the signed cards to be used in the drawing. It is important to remember, however, that such indirect-reward strategies are not the most effective. Whenever possible, *direct, immediate* rewards should be given.

Phasing Out and Renewing Incentives

No organization's incentive program will last forever, but neither should it be abruptly terminated. An important principle of managing behavior through rewards is that an incentive program should begin with the highest practicable frequency and quantity of rewards and then the rewards should be successively decreased until they are offered very infrequently and in small quantities. For example, the cash raffles at the Virginia plants were initially held every week. After a month they were held every other week, and eventually the raffles occurred only once a month.

It is important to realize from the start that safety belt use will decrease after the reward program is stopped. Some employees will only buckle up during the reward program. Recent research has shown, however, that the beneficial impact of a reward program can last for several months after the rewards are no longer offered. A gradual, rather than an immediate, withdrawal of the rewards should reduce and slow down the expected decline in belt wearing. Belt use should level off at a rate higher than that which occured before the program began.

To be effective, employee incentive programs should be renewed periodically. There is a great deal of evidence that it is cost effective to offer rewards intermittently. For example, Berg Electronics in New Cumberland, Pennsylvania, a DuPont plant with 1,200 employees, spends $10,000 each year on rewards to motivate employee safety belt use. Management believes that this rather large expenditure pays off, since the result is that 90 percent of the employees consistently wear their safety belts. Details of this program are found in Case Study 1 later in this handbook.

It is a good idea to vary the nature of the reward program, both with regard to the arrangement for delivering rewards (e.g., group or individual) and to the types of rewards offered. Some types of incentives will be more successful in reaching a given person than others. Some employees will acquire the

habit of buckling up and will develop positive attitudes toward wearing safety belts during the first reward program. For other employees, it will take repeated programs for belt use to become a habit. Some employees will never acquire the habit of buckling up, but most of these will wear safety belts when there is a possible reward for doing so. Organization-based programs, when well run, can be of great benefit in changing behavior.

Employee Involvement

The success of any effort to promote behavior change can be enhanced by involving the potential participants in program planning and implementation. This is basically the concept of "participatory planning," and the motivational benefits of such an approach have been documented by numerous industrial psychologists. Participatory planning can also result in excellent suggestions for refining the program. If the employees are involved in the design and administration of the program, it will be clear which aspects of the program are most and least acceptable and the program can be modified accordingly.

The incentive program should be introduced as the employees' program, not as an outside effort or an administrator's idea. From the start, suggestions should be solicited from both white- and blue-collar workers. If possible, employees should take part in material preparation, data collection and reward administration. If a raffle is held, it should be as public as possible, and an employee should draw the winning ticket. A reward-based program will be accepted by most employees and should more than double the existing level of safety belt use, regardless of who does the planning and administration. However, the acceptance and impact will be even greater if the employees perceive the program as their own, as a result of their own input into program planning, administration, evaluation, and refinement.

Awareness Strategies

Regardless of the particular strategy for rewarding belt wearing, the employees should be made aware of the value of safety belts and the organization's plan to promote their use. This does not necessarily mean that an elaborate, time-consuming educational program must be implemented. Simple and inexpensive educational (or awareness) techniques can substantially increase the impact of an incentive program. For example, a recent study conducted in Virginia observed a tripling of safety belt use among blue-collar workers for a 1-month period (from 5 percent to 15 percent mean belt use) following a 20-minute "awareness session" that included a 3-minute film, a discussion and an introduction to the use of incentives in order to get the belt use habit started. Safety belt use tripled to a mean of 45 percent among hourly workers during the subsequent incentive program.

In general, before initiating an incentive program consider the following guidelines for planning an educational program to increase employees' awareness of the value of safety belts.

- Identify with the group through dress, verbal expression, and body language.
- Make formal presentations (e.g., movies, lectures, demonstrations) dynamic but short.
- Use small-group sessions in order to involve the audience as much as possible, from hand raising to discussion and personal testimony.
- Discuss reasons for buckling up when statements from the audience make them relevant.
- Identify and attempt to dispel some of the myths often used as excuses for not wearing safety belts. (A flyer describing the myths and explaining the facts might be distributed at the awareness session.)
- Introduce the incentive strategy as a reminder of the organization's concern for safety, *not* as a technique to modify behavior.
- Explain why it is cost effective for the organization to spend time and money on the promotion of safety belt use.
- Point out that it is natural to forget to buckle up, and therefore the organization will periodically use different ways to remind employees of the value of wearing safety belts.

A suggested four-session education program, with options for presentations of varying lengths, is included in a later section of this handbook.

For some organizations, it may be difficult or impossible to arrange for small group meetings of all the employees. If this is the case, use other means to inform workers of the organization's concern that employees buckle up. There are many possibilities for

disseminating this information, including signs, flyers, bulletin board notices, personal letters, newspaper articles, public announcements, and slogans in paycheck envelopes. It is advisable to use as many approaches as possible, and to apply a promotional campaign and concomitant incentive strategy at least once each year. *An incentive approach to increasing safety belts use should not be a one-shot effort, but a continual, commonplace occurrence in the work environment.*

Guidelines for Implementing an Employee Incentive Program

The following guidelines should help you in implementing a program which incorporates the principles drawn from behaviorial research discussed previously.

- Involve employees in the planning and implementation of the program as early as possible.
- Before instituting an incentive program, conduct an awareness session following the suggestions given earlier.
- Use every available means to make employees aware of the reward program. Remember, too, that the simpler the program, the easier it is to communicate clearly.
- If it is feasible, use direct, immediate rewards. This is the most effective motivator of behavior change.
- When it is not possible to offer an immediate reward, offer some form of delayed reward to those observed wearing safety belts.
- In situations where it is not possible to reward individuals on the basis of observed behavior, an indirect reward strategy using pledge cards may be used. This can be especially effective if coupled with a good education program and periodic reminders that pledges were made.
- Rewards need not be very expensive, and they need not be given to everyone wearing safety belts. Games and contests for prizes can promote peer pressure to buckle up and participate.
- Group rewards can also create beneficial peer pressure. Set a reasonable, but challenging, group goal, and use some form of display to keep the group's progress toward that goal visible. Announce progress periodically in employee publications.
- Do not stop an incentive program abruptly. Phase it out gradually by successively decreasing the size of the rewards, the frequency of reward opportunities, or the probability of winning a game or contest.
- Do not expect one incentive program to have a permanent impact. Plan for periodic administration of incentive strategies. Vary the types of rewards and the procedures for offering them from one program to the next.

Sample Incentive Program Ideas

Additional incentives and contests are described briefly to provide ideas for use in your own safety belt program.

Incentive Prize Game

Several industrial plants in southwestern Virginia distributed incentive flyers to employees wearing safety belts while entering and leaving the plant. Vehicle occupants wearing their safety belts received a flyer with a safety belt on it; on the belt were symbols which could then be matched with other symbols for a variety of prizes. Those not wearing a safety belt received a flyer marked ***VOID*** and instructions to wear a safety belt next time to be eligible for a prize.

Group Sweepstakes

Drawings can be conducted contingent on the use of belts by a certain percentage of the entire group. For example, when 65 percent of the employees are observed using safety belts regularly, anyone who pledges to use his/her safety belt becomes eligible for the sweepstakes.

Selective Sweepstakes

This arrangement allows only those individuals who have achieved a given percentage of safety belt use, based on observations over a defined period of time, to participate in the sweepstakes drawings.

Slogan Contest

Among the messages that have been successfully used to identify a safety belt campaign are ***Buckle Up For Safety, Make It Click and Get It Together. I'm SAFE, Are You?*** is the slogan provided in the graphics program of the Kit. However, if you wish to develop new slogans, launch your own slogan contest. A sample slogan entry form follows:

We at the (organization) care about you and your family and believe you do, too. When you think about the important people in your life—your family, friends, the people you work with—you wouldn't want them to suffer pain, injury, or death in an automobile crash. Encourage them to use a safety belt!

That's why (organization) hopes you'll join us in encouraging safety belt use by writing a slogan for our safety belt campaign. The winning entrant will receive (prize). To enter the contest, pick up a form at (place) and submit your entry to (place) by (date).

Pledge Cards

As mentioned previously, the pledge card can serve as the basis for a variety of incentive programs involving individual and/or group rewards. For example, each person who signs a safety belt pledge card could become eligible to receive one of several prizes in a periodic raffle drawing, provided the organization achieves a specific overall usage rate. The period of time between the awarding of available prizes can be extended as people become more accustomed to using their safety belts and thus require less frequent reminders and reinforcement.

2-Week Pledge
1st prize – $50 in merchandise from area merchant
2d prize – dinner for two at local restaurant
3d prize – $25 cash

1-Month Pledge
1st prize – weekend trip to local resort
2d prize – dinner for two at luxury restaurant
3d prize – free tune-up and oil change

6-Month Pledge
1st prize – automobile
2d prize – vacation for 1 week
3d prize – home computer

The following is an example of a pledge card.

TAKE THE SAFE PLEDGE FOR SAFETY AND WIN PRIZES

I, (name), pledge to wear a safety belt for the next [check one: ( ) two weeks, ( ) one month, ( ) six months] starting (today's date) whenever traveling in a vehicle with a safety belt. This pledge makes me eligible for the drawing on (date) if this card is deposited in the raffle box.
During this pledge period, I will most often use the entrance on
(street or gate number)

Signature: _____

Telephone: _____
License Number: _____
Car Model: _____
Work Area: _____
Supervisor: _____

Pay-Envelope Inserts

Since the pay envelope is always opened, enclose a simple reminder from time to time. Each time the message should be somewhat different. Suggested enclosures are a ***Buckle Up*** dashboard sticker or a message from a local celebrity, sports figure or race car driver. A sample dashboard sticker design is provided in the Resources section.

In some of the examples, prizes awarded in the incentive program were large, expensive items. However, incentives need not be costly; sometimes a small cash prize is the most effective of all. A ticket to a local athletic or cultural event may be a good reward. Services such as babysitting, carwashing and/or lawn service which could be donated or purchased are also good reinforcers. They have the added advantage of developing beneficial community ties and extending the company's image by involving merchants and family members.

Identifying and Obtaining Incentives

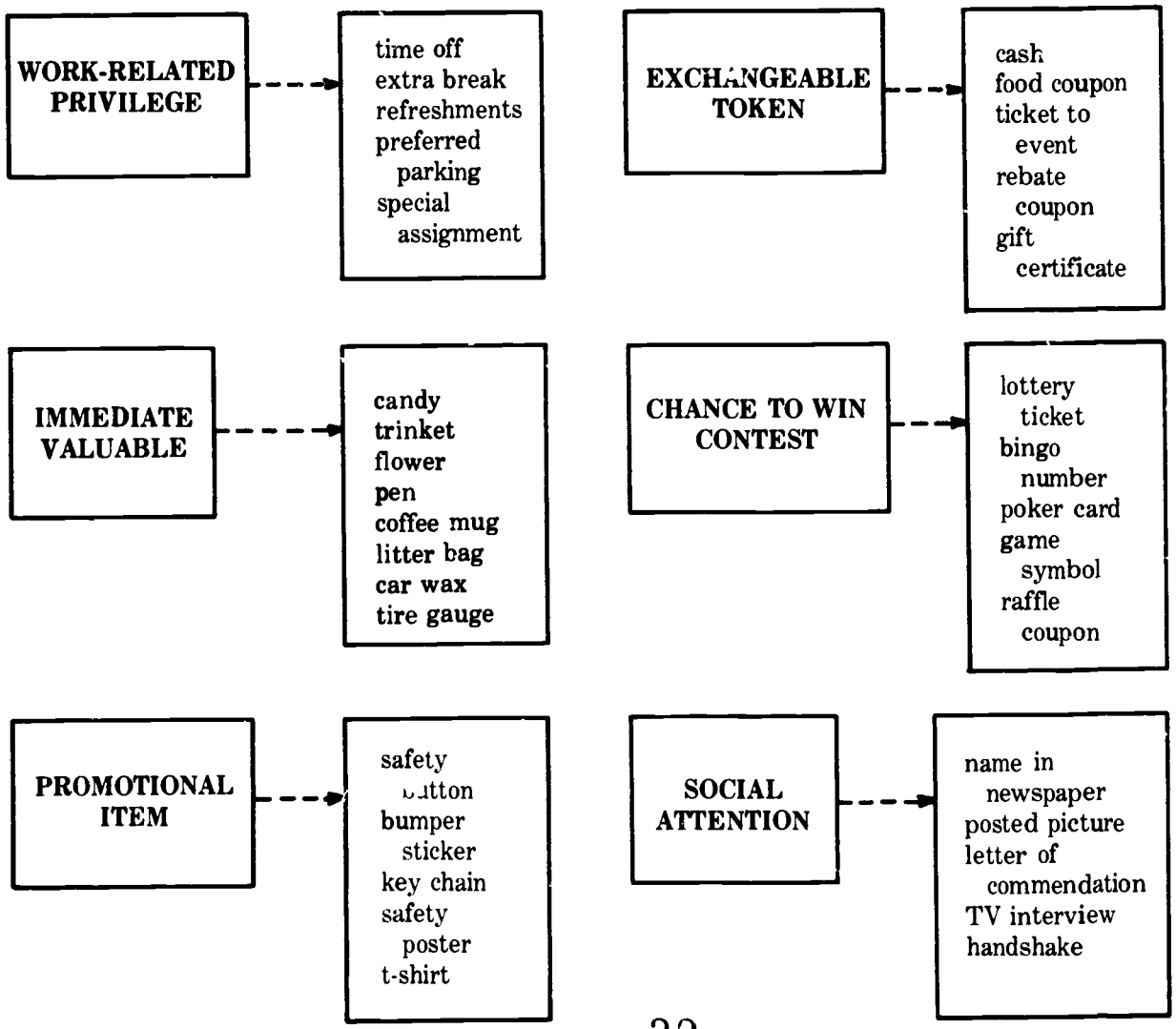
Management should establish a budget for the safety belt program and set part of it aside for employee incentives. If funds are limited, enlist the cooperation of local merchants, organizations, or institutions. Many merchants, once they understand the value of participating in the incentive program, will be happy to donate goods and services. Point out the advantages in good will and free advertising they will gain through participation. (See the Public Relations section for tips.)

Approach those businesses which already have a reputation for engaging in community benefit activities and/or merchants whose services your employees use: e.g., sporting goods stores, drycleaners, fast-food restaurants, and the like. Also enlist the aid of local colleges or universities which might be willing to donate tickets to sports or cultural events. As the program progresses, you will probably attract the support of other businesses and institutions.

What kinds of incentives should your organization offer? The chart below gives some idea of the variety of rewards that can be used.

For more ideas on what would be appropriate in your organization, form a management or union/employee committee to help determine the incentives. Involving employees in the development of the program is an excellent means of increasing participation. You could also distribute a questionnaire to the employees asking them to rank various categories in order of preference. Allowing employees to choose a prize (up to a certain value) from a discount store catalog, as one organization did, has the advantage of permitting the employee to select an item he or she really wants. Remember that it is important to vary the rewards from time to time.

Varieties of Possible Rewards



Incentive Case I

Description of Industry

Service

Production of terminals and connectors for electronic industry.

Employees

Approximately 300 white-collar and 500 blue-collar workers.

Toolmakers, machinists, technical engineers, warehouse laborers, clerical, maintenance, and administrative personnel.

Parking facilities

One entrance/exit to the company parking lot.

All employees travel to work in vehicles that are parked within the industrial site.

Formal Safety Belt Policy

Safety belt use is mandatory when traveling on company business.

The message "SAFETY BELT USE IS REQUIRED ON COMPANY BUSINESS" is posted in all company cars. Company policy is reviewed with all new employees.

Description of Safety Belt Program

Educational Components

From May through July 1980, each employee attended a required 2-hour safety meeting each month [6-hour exposure per employee].

Employees met in groups of 30 to 40, heard lectures from State police, viewed relevant films, and participated in safety discussions.

Bumper stickers were distributed to each employee.

Safety belt posters were changed weekly.

Reminders to buckle up were disseminated bimonthly in paychecks.

Disincentives

All on-the-job vehicle accidents are investigated and employees could lose their jobs if they were not wearing their safety belts.

Incentives (promotion of rewards)

The administration of rewards for belt use was advertised on:

Marquee at plant entrance.

Posters in plant.

Television and newspapers

Flyers distributed with paychecks.

A letter mailed to each employee's home.

Individual Rewards

Unannounced audits occurred on three randomly selected days per month during which belt users received rewards.

Varieties of rewards included: car wax, tire cleaner, tar remover, car wash, flares, tire gauge, pasteries, silver dollar, fast-food coupon, drinking mug, key chain, air freshener and letters of commendation. Belt users received buttons and flowers, which they wore in the plant for exposure to nonwearers.

On some occasions rewards were distributed by persons in costume; e.g., at Easter, two eight-foot rabbits gave a safety brochure and a flower to each belt wearer.

Group Rewards

Group usage goals were set periodically, and the entire staff earned a prize when the goals were met. For example, when 90 percent usage was reached for one 2-month period, each employee could choose from a catalog of 71 gifts valued from $12 to $15.

Progress toward accomplishing group goals was displayed publicly with a barometer sign.

Impact on Safety Belt Program

Monitoring Procedure

Vehicles were stopped at the entrance to the parking lot and occupants were checked for shoulder belt and lap belt use.

Three to six observers did the monitoring, and the same data were recorded independently by two observers.

Observers were not noticeable until vehicle reached the plant property.

Belt Use Before

Belt checks have occurred once a month per work shift since 1977.

In 1977, mean usage was 44 percent across 12 monthly checks.

In 1978, mean usage was 46 percent across 12 monthly checks.

Belt Use After

One belt audit has occurred each month per work shift since April 19[illegible].

Average belt use has reached 90 percent, ranging from 70 percent to 95 percent.

Program Benefits

The relatively high 2-year base rate of 45 percent use was doubled to a record mean use rate of 90 percent after the incentive program.

Management kept records of employee traffic accidents and estimated the following savings in 1980 due to safety belt use:

One fatality was averted with a minimum savings of $18,500 under the company's benefit plan. [The employee lost just 1 workday due to the accident.]

Four other accidents involved six employees who escaped serious injury and possible death by wearing their safety belts. [No workdays were lost.]

A positive attitude toward safety reduced total workdays lost by 74 percent compared to 1979, saving 337 days of lost work time and $26,960 in disability pay.

Direct Costs

The initial program (1980) cost approximately $24,000 ($30 per employee), and each subsequent year about $10,000 has been spent on rewards for promoting safety belt use ($12.50 per employee per year).

Evidence of Management Support

Management has developed, maintained, evaluated and funded the entire campaign and will continue to support the incentive program annually.

Senior managers are present at the entrance/exit gate during safety belt audits.

Testimonials

A first shift inspector was involved in an automobile accident only eight blocks from her home which totaled her car and two others. She and her son escaped without injury because both were wearing their safety belts. In her words, "...it was no coincidence that we wore our safety belts on that holiday season afternoon. The education and encouragement toward driving safety and safety belts that I heard at work had previously made me a safety belt advocate."

Incentive Case II

Description of Industry

Service

Manufacture of telecommunication equipment and parts.

Employees

414 white-collar and 1,167 blue-collar workers.

Technical professionals, machine-shop technicians, assemblers, maintenance and clerical staffs, administrators, medical, and security personnel.

Parking Facilities

One parking lot with four entrance/exit gates for all employees.

No commercial transportation.

Formal Safety Belt Policy

All occupants of vehicles operated on company business are expected to wear safety belts.

Signs in company-owned vehicles read, "Caution: Wear Safety Belts."

Description of Safety Belt Program

Educational Components

75 employees rode the "safety belt convincer" at an employee kickoff picnic. An awareness session for all employees included two film presentations (one on child-safety seats and the other on the appropriate use and effectiveness of safety belts), a demonstration of the "safety belt convincer" and distribution of flyers on the importance of safety belt use.

Disincentives

(none)

Incentives (promotion of rewards)

Announcement at each of the awareness sessions that rewards would be distributed to belt wearers.

Announcement in the employee newsletter that rewards would be distributed to belt wearers.

Neither announcement specified the reward nor gave dates of the distribution.

Individual Rewards

Cars were stopped at the parking lot exit gates and vehicle occupants wearing safety belts were given coupons for use at a fast-food restaurant.

Local police in uniform stopped the vehicles and distributed the coupons.

About 39 percent of the vehicle occupants received a coupon.

Impact on Safety Belt Program

Monitoring Procedure

Shoulder belt use of driver and passenger was recorded at four parking lot exits for two work shifts.

The observations were unannounced, but observers wore bright orange vests and held clipboards.

Before Belt Use

11.6 percent mean use by drivers across four parking lot exits and over three observation days.

5 to 6 percent mean use for blue-collar workers, and 19 percent mean use for white-collar workers.

After Belt Use

25.8 percent mean use by drivers across four parking lot exits and over 2 observation days.

15 to 20 percent mean use for blue-collar workers, and 36 percent mean use for white-collar workers.

One month after a second treatment period (during which 1,300 fast-food coupons were given to belt wearers and the movies "Dice in a Box" and "Children and Infants and Car Crashes" were presented company-wide), mean belt use over 2 days was 38 percent for blue-collar workers and 51 percent for white-collar workers.

Program Benefits

More than a doubling of pre-treatment belt use after the incentive program.

Direct Costs

Approximately $500 for incentive coupons.

Evidence of Management Support

Members of management and union officials were present at each gate when rewards were distributed.

The company will provide incentives for subsequent reward strategies.

Testimonials

An employee had his safety belt repaired as a result of the educational and incentive program and wears it "faithfully."

In a letter to the Arkansas Highway Safety Program (August 16, 1982) he wrote: "The program that was put on by your department convinced me of the need to have my safety belt fixed and, more importantly, to wear it."

On June 19, 1982, at 12:45 a.m. an employee lost control of her car on the way home from her second-shift duty. She "was very tired after working eight hours and dropped off to sleep for a few seconds." As a result, her 1980-model sedan slammed into the ditch along the right shoulder, spun about, crossed the road and plowed into an embankment on the other side.

In her own words, "The only injury I received was a very badly bruised left shoulder where the safety belts come across to buckle, and I did not miss any work from this accident. My car was completely totaled. The impact having knocked the motor up in the seat and there wasn't hardly anything that could be salvaged. I give credit to the safety belt for having saved my life."

On July 12, 1982, an employee, her two sons and her husband's aunt escaped serious injury when another car failed to yield as she turned onto Interstate #30. As stated in the flyer distributed throughout the plant, "The collision damaged the auto exterior like a cannon ball at close range, but inside, where her passengers were strapped in, there was room to live, and no one sustained major injuries. The investigating officer credited the use of safety belts for saving their lives."

The employee had not started wearing a safety belt until after the education and incentive program. After that program she began insisting that her two sons buckle up. In her own words, "I thank the company managers for caring enough about their employees to have a safety belt program."

The chief of the Services Engineering Department summarized the beneficial effects of their safety belt program with a statement in a letter as follows:

"Two employees of the corporation and three relatives of an employee were saved from severe injury or death in autos which were declared total losses. In each of the two accidents, the driver credited their determination to use safety belts to the campaign."

Accident Reporting and Program Evaluation

Accident Reporting and Safety Belt Analysis

An employee accident reporting system should be implemented which includes both on- and off-the-job motor vehicle collisions. Many organizations use a standard form for reporting collisions. However, your current form may not be designed to permit the collection of motor vehicle collision data. Your insurance carrier may be able to offer assistance. Also, the report forms and investigating methods included in the National Safety Council's Accident Investigation Manual should be studied.

The following basic information should be collected as part of your motor vehicle accident reporting system:

Basic Motor Vehicle Accident Report Information

Driver
- Name and department
- Age
- Sex
- Condition (alcohol/drugs)

Vehicle
- Make
- Model
- Year
- Safety belts
- Mechanical condition

Collision
- Location
- Time
- Weather
- Miles from work
- Sketch of accident and location (including positions of vehicles involved)

Use or nonuse of belts
- For each occupant
- Type of system (lap/shoulder, combination, passive)

Injuries sustained
- Description
- Extent

Damages to car
- Description
- Cost

Causal factors
- Human error(s)
- Vehicle defect(s)
- Environmental conditions (rain, snow, etc.)

Cost to employee
- Time off
- Medical bills
- Repairs
- Additional expenses

Cost to employer
- Time off/substitutes
- Rehiring
- Retraining

Recommended remedial action

_____

_____

_____

_____

_____

_____

Accident Recordkeeping

Records should be reviewed regularly to determine the degree to which safety belt use contributes to reducing costs and injury levels in both on- and off-the-job collisions. If injury rates and costs plummet during a safety belt campaign and employee morale increases, your efforts and expenses to conduct the campaign have paid off. Conversely, if 6 months after your program has ended, motor vehicle injuries and costs are on the rise, it may be appropriate to reinforce or reintroduce safety belt program activities.

With a safety belt use tracking system and these statistics available, your organization can tailor a safety belt campaign to suit its needs and, at the same time, graphically illustrate for employees the life and death difference safety belt use can make.

Program Evaluation

In order to determine whether a safety belt use program is actually working, it is necessary to include some form of evaluation in the program itself. It is essential that an evaluation plan be built into the program in its initial stages. Then, when the program is

implemented, timely information will be available for managers to use in making decisions concerning the future allocation of resources and whether to continue, modify or terminate the program. A properly conducted evaluation will tell managers what results the safety belt program is producing and how effective it is in achieving its established goals.

Evaluation is the process of systematically examining program activities and measuring their effects. Two types of evaluation should be included in the safety belt program plan:

- ***Administrative evaluation:*** A measure of value or worth based on comparisons of actual accomplishments versus established performance goals.
- ***Effectiveness (impact) evaluation:*** A determination of the extent to which the program components and activities have contributed to achievement of the program goals.

Administrative evaluation tells us what the program produced. Effectiveness (impact) evaluation tells us whether or not there was a ***cause-and-effect*** relationship between the program components and activities and the program results.

Program goals or success criteria should be established during the planning process. The ultimate goal of a safety belt program is the reduction of deaths, injuries and related costs resulting from motor vehicle crashes. Since measurement of this success criterion usually requires the collection of data over an extended perod of time or from a large universe (or both), intermediate goals having some relationship to these ultimate criteria have been identified for use as short-term evaluation criteria. These intermediate goals include increase in knowledge regarding the use and effectiveness of occupant-protection devices, increase in positive attitudes regarding the habitual use of these devices and actual increase in occupant-protection use rates.

Evaluation of criteria requires preprogram measurements (collection of baseline data) and postprogram measurements (assessment of program results). Techniques for measuring the reduction of injury and death include evaluation of motor vehicle accident data using standard report forms, and investigation procedures modified to include information on safety belt/child protection use for both on-the-job and off-the-job accidents.

Techniques for measuring the achievement of the intermediate goals include pre- and postprogram knowledge and attitude questionnaires or interview surveys and actual observations of safety belt/child protection use by the target audiences. Administrative-evaluation measurement techniques involve quantifying the various activities conducted within the program itself, such as the number of workshops conducted, number of workshop attendees, number of educational pamphlets distributed, number of child safety seats loaned, etc.

The evaluation of occupant protection programs enables management to:

- Determine what was done in the program.
- Discover whether and how well the program goals were achieved.
- Determine the reasons for specific successes or failures.
- Uncover principles underlying a successful program.
- Provide the basis for future evaluation of various program components.
- Provide a means for assessing goal attainment and for redefining goals in light of the evaluation findings.

The following are general steps for use in evaluating the effectiveness of an occupant protection program:

- Formulate the program and program components (activities) to be evaluated.
- Identify the program goals and subgoals.
- Analyze the problems with which the program and its components must cope.
- Describe and standardize the program content and its evaluation criteria.
- Apply the program within a specific problem area or for a specific target audience.
- Measure the degree of change that takes place in the evaluative criteria (including collection of baseline and postprogram data).
- Determine whether the observed change is due to the program or to some other cause.
- Determine the durability of the effects of the program components.

Detailed methods and procedures for planning and conducting program evaluations are beyond the scope of this handbook. Information for those who would like to pursue this topic in greater depth is available from the books listed in the Evaluation Bibliography appearing at the end of this section.

Guidelines for Conducting an Observation Survey

Observation surveys are generally included as one type of evaluation of the effectiveness of programs designed to increase belt use by employees. These surveys are desirable because they provide a direct measure of safety belt use as opposed to "claimed" or self-reported use. The survey design and data collection procedures presented here are intended for use as guidelines for the preparation and implementation of the survey portion of a comprehensive plan for evaluating the effectiveness of an employee safety belt use program.

Any observation or investigation of the facts about a situation may be called a survey. In a statistical sense, the term "survey" is most often used to describe a method of gathering information about a number of individuals, a "sample," in order to learn something about a larger population from which the sample has been drawn. Surveys come in many different forms and have a wide variety of purposes, but they do have certain common characteristics:

- They gather information from a sample of people. The sample is not selected haphazardly or only from volunteers, but is scientifically chosen so that each individual in the population has a known chance of being selected. In this way the results can be readily projected to the larger population. A 100 percent sample (or census) survey may be most appropriate at a single plant or business location.
- Information is collected by means of standarized procedures so that *every individual is treated in the same manner.* The survey's intent is not to describe the particular individual included in the sample, but to obtain a profile of the entire employee population. Individual respondents are not identified, and the survey's results are presented in the form of summary statistics depicted in tables or charts.
- The sample size required for a survey depends on how the results will be used. A properly selected sample can reflect specific characteristics of the total population within a very small margin of error (high accuracy).
- Observers need to be properly trained in observation techniques and procedures in order to ensure adequate quality and reliability of the survey results.

Data collection sites need to be selected so that safety belt use rates can be measured before a use program is initiated. Once the program is under way, usage rates are measured again at these same sites. Differences detected between usage rates obtained during these measurement periods will be used to assess the effectiveness of the program. In a survey of employee safety belt use, the data collection sites are most typically the entrance and/or exit locations to the parking lot(s). It is critical that once data collection sites are selected, data be collected only at those sites during the study and that the data be collected at the same time of day each time. An observer should be stationed at each entrance/exit location in order to collect data on each automobile entering or leaving the parking lot(s) during the same time period. Care must be exercised to assure that the preprogram observations are completed before any word about the program is released to the employees.

The data collectors should note whether the drivers are wearing safety belts; right-front-seat passengers should be included in the survey if possible.

Because it is difficult to detect the wearing of a lap belt only, most surveys will be limited to vehicles equipped with shoulder belts. Passenger cars manufactured in 1974 and later are equipped with the combination three-point lap/shoulder belt.

Previous surveys have indicated that, in general, blue-collar and white-collar workers respond differently to safety belt programs and that the preprogram use rates for these two groups are substantialy different. If possible, the survey observations for these two groups should be recorded with separate identifying marks (e.g., B=blue-collar, W=white-collar).

When analyzing the data, the change in usage rates before, during and after the program should be determined. This analysis simply requires that the number of users in a sample group (e.g., drivers, passengers, blue-collar workers, white-collar workers, etc.) be expressed as a percentage of the total observations made within the sample group and compared over time. Thus, the Driver Usage Rate (DUR) for all drivers observed may be calculated by the formula:

$$DUR = \frac{\text{Number of shoulder-belted drivers observed}}{\text{Total number of drivers observed}} \times 100$$

The various tasks associated with conducting an employee safety belt observation survey may be summarized as follows:

- Plan the survey, preferably with assistance from someone knowledgeable in survey design.
- Identify individual(s) responsible for collecting, tabulating and analyzing data.
- Conduct an observer training program, if necessary.
- Develop a sampling plan for the survey.
- Select locations for collecting data.
- Determine what data will be collected.
- Develop data collection forms.
- Determine time(s) for collecting data.
- Collect preprogram (baseline) observation data.
- Implement the employee safety belt program.
- Collect postprogram observation data at the same location(s) and time(s) as preprogram observations.
- Tabulate and analyze data.
- Calculate pre- and postprogram use rates.
- Report results.

The following Survey Observation Form can be used for recording driver and front-seat-passenger safety belt use data. Instructions for completing the form are also included.

Evaluation Bibliography

Additional information about program evaluation and surveys can be obtained from the following references:

Croke, Julie Anne. *Management and Evaluation Handbook for Demonstration Projects in Traffic Safety.* Washington, DC: National Highway Traffic Safety Administration, DOT HS-802-196, February 1977.

Ferber, R., P. Sheatsley, A. Turner and J. Waksberg. *What Is A Survey?* Washington, DC: American Statistical Association, 806 15th Street, N.W., Washington, DC 20005.)

National Highway Traffic Safety Administration. *Office of Occupant Protection Evaluation Plan.* Washington, DC: National Highway Traffic Safety Administration, 1983.

Tarrants, W.E. and H. Veigle (eds.). *The Evaluation of Highway Traffic Safety Programs—A Manual for Managers.* Washington, DC: National Highway Traffic Safety Administration, DOT HS-802-525, February 1978.

Suchman, Edward H. *Evaluation Research Principles and Practice in Public Service and Social Action Programs.* New York, NY: Russell Sage Foundation, 1967.

Weiss, C.H. *Evaluation Research: Methods of Assessing Program Effectiveness.* Englewood Cliffs, NJ: Prentice-Hall, 1972.

Ziegler, Peter N. *Guidelines for Conducting a Survey of the Use of Safety Belts and Child Safety Seats.* Washington, DC: National Highway Traffic Safety Administration, May 1983.

Survey Observation Form

Observer _____ Date: _____

Location: _____

Start Time: _____ AM-PM End Time: _____ AM-PM

Car No.	Driver	Front Passenger
1.		
2.		
3.		
4.		
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40.		

Safety Belt Usage Coding:

O = None

Optional:

B = Blue-collar worker

W = White-collar worker

1 = Lap & Shoulder Belt or Lap Belt

(Instruction on reverse side)

Instructions for completing the survey observation form

The top portion of each form provides important information and should be completed for *each* sheet used to obtain data.

- Observer: Write in your name.
- Date: Write in the month, date, and year. For example write in 7/4/83 for July 4, 1983.
- Location. Write the names and/or numbers, etc., to identify the parking lot entrance/exit where you are standing.
- Start & End Time: Specify the hour and minutes, and circle AM or PM for the start and end of the data collection using that survey form.

Complete one line on the form for each vehicle observed entering or leaving the parking lot at your location.

There are two possible code categories for describing the use of safety belts. These are:

- **None (Code 0)**
  If you are certain the belts are not being worn then record this as Code "O."
- **Lap and Shoulder Belt or Lap Belt Only (Code 1)**
- This means that a positive observation has been made that a safety belt is being worn, where the lap belt is across the driver's waist and/or the shoulder harness is across the shoulder.
  Optional Data
  Distinguish between blue collar workers (B) and white collar workers (W), if possible, by entering the appropriate letter after the code number

Public Relations

Introduction

Why initiate a public relations campaign? A publicity campaign, skillfully implemented, can reinforce your organization's efforts to encourage safety belt use. The safety belt use program warrants a solid commitment since program results can directly and positively affect productivity and profits. In addition, your commitment can increase staff morale, promote the organization's image and provide high visibility in the community.

Other sections of this handbook present comprehensive programs to stimulate and sustain employee safety belt use. This section presents information and strategies to promote your organization and its efforts to motivate employees and the general public to use safety belts. This material is designed to meet the needs of various types of organizations and businesses—large and small, urban and rural, and with or without public relations capabilities. Regardless of the size of your organization, these strategies can be tailored to meet your needs.

Define Objectives

It is critical to identify the audience before defining the objectives of your safety belt program. Your primary target audience will be the employees. However, persons outside the work environment, customers and potential customers, can also be included in the campaign.

Decide what you want to accomplish and whether the objectives are achievable. The following objectives require considerably different strategies and budgets:

- To provide employees with information on safety belt use.
- To increase employee safety belt use on and off the job.
- To encourage employees and their families to use safety belts and child safety seats at all times.
- To establish public awareness of the organization's effort to increase safety belt use in the workplace and the community.

Assess Capabilities and Resources

Management usually determines how much of the organization's financial resources to devote to the safety belt program and accompanying public relations campaign. Budget, personnel, time, type of organizational commitment are elements that influence management's decision.

It is important to prioritize your objectives and needs; then determine the availability of personnel to implement and coordinate the public relations campaign. If your organization does not have a public relations staff, several alternative resources may be available.

You could select a person earmarked for fast-track promotion, an individual trained in public relations but working in another field or an employee with a strong interest in the subject with the ability to contribute to the program. Another alternative would be to organize a task force or committee from a cross section of the organization to manage the public relations program. With any of these options, strong management and open communication are imperative.

Implementing the Campaign

There are many ways to reach your audience. For your employees, there are letters, memos, check-envelope inserts, employee newsletters, bulletin boards, staff or group meetings, education sessions, in-house video programs and a variety of graphic tools. Many of these tools are provided in this handbook.

For the community at general public, the three most common means of communication are newspapers, radio and television. While these are excellent sources, they are not the only ones. In large metropolitan areas, your organization may have difficulty attracting the attention of newspapers, radio and TV because they deal with more information than they can publish or broadcast. There are, however, specialized publications, speakers bureaus and community activities all directed to specific segments of the public that would be responsive to the safety belt message.

Consider placing information about your safety belt campaign in internal newsletters; daily and weekly, ethnic, religious, neighborhood and shopper newspapers; specialty publications for hobbies and professional growth; and trade and professional journals.

To reach the local media, compile a list of newspapers, magazines, television and radio shows. Identify the specific persons who would be interested in your safety belt program. Be prepared with a ***handle***, ideas and facts to publicize your safety belt story.

Make personal phone calls or visits to media representatives and briefly explain what your organization is doing. Provide the editor or television/radio program director with written background information about your campaign, its objectives and why it has special public interest. Prepare and leave a press kit with your contact person. Further explanation of a press kit appears in this section.

When you have a specific announcement, such as the campaign kickoff, description of incentives, achievement of a major goal or a dramatic story about a life saved through the use of safety belts ***after*** the campaign has begun, contact the electronic and print media. However, be aware that the events of the day, the quality of your press release and other reasons may influence whether or not your story is covered.

To increase public awareness of the importance of safety belt use, encourage the media to include use or nonuse of safety belts in motor vehicle crash stories.

Deliverables

Planning exciting events and obtaining media coverage are key ingredients to a successful public relations campaign. The goal is to communicate organization-sponsored activities effectively to the greatest number of potential safety belt users—your employees and the general public in your area.

Supply a series of stories to your in-house newsletter. Every contest goal achieved and event completed provides information for an article in your organization newsletter or local newspaper. If any of the stories have mass-market human interest potential, follow through with the media to get items published in your local newspaper.

The deliverables listed below have proved to be successful in safety belt campaigns. Some will be described in greater detail throughout this section:

- Brochures, though sometimes expensive to produce, are an excellent vehicle for presenting a great deal of information; size, color and number of pages will influence your cost. Strong graphics greatly enhance a brochure or leaflet. Again, use the materials provided in this handbook to reinforce your visual message, because they are part of a coordinated program.
- A leaflet can function almost as effectively as a brochure by presenting factual information but at a lower cost. All the information and graphics for the leaflet, which should be designed to fit a standard business-sized envelope, are supplied in this handbook.
- Speaker bureau participants schedule appointments, supply all users with the same materials and make presentations to the public. This is an effective, low-cost means of communicating your message. Films and other materials listed in the Resources section can enhance your speakers presentations. Also, the education sessions in this handbook can help inform your speakers or serve as community outreach programs.
- Posters, buttons and other visuals are integral to a coordinated public relations campaign. Selection should be based on appropriateness for the audience and cost-effectiveness. The theme graphic in this handbook can be used in a variety of ways to coordinate with your company logo.
- Direct mail can effectively inform local businesses and civic organizations about your safety belt program, introduce your speakers bureau or deliver an organization's message.

Media Strategy

Organizations with established public relations departments will most likely find it easier to assign people and allocate dollars to promote the safety belt campaign. When possible, instruct your public information office to include recognition of your organizational commitment to safety belt and child safety seat use in all advertising messages.

In addition to paid advertising, there are a number of very effective activities you can plan to generate media exposure.

Electronic Media (Radio and TV)

Many public TV stations, particularly on day-time shows, have consumer affairs segments using safety and health as recurring themes. These programs provide excellent visibility for your safety belt message and organizational recognition for your community involvement.

Evening radio talk shows generally feature controversial news topics or celebrities; however, afternoon or local talk shows offer strong possibilities for safety belt exposure. Sometimes an unfortunate occurrence, such as a serious traffic accident or one involving a famous person, creates public concern, and you will be provided with an time otherwise devoted to different topics.

If management is promoting an active safety belt campaign with union representatives, you might want to publicize the unique qualities of the program and the cooperative efforts of labor and management to save lives and increase productivity. The station or program manager could find that newsworthy

Call the TV or radio program manager with information about what your organization is doing and how that topic might fit into his/her schedule. Follow up the conversation with a note, background information on the safety belt campaign and information about the person who would participate in the show.

Print Media (Newspapers, Magazines, Brochures)

One important aspect of successful public relations is the ability to recognize and promote a good story. What doesn't work for one publication can be a hot item for another

For example, your local newspaper may have no interest in your organization's success in convincing local civic groups to initiate child safety seat information campaigns, but a woman's or family magazine might use it as a feature for their next issue because of their particular audience and the identity of your organization. Experience and knowledge of what publications reach your target audiences will increase the likelihood that your story will be published.

Consider the organization angle. If, for example, you increase safety belt usage at your worksite(s) by 70 percent, thereby reducing the cost of lost work hours and health and auto insurance rates, others will probably be interested. This requires tracking your loss-management information system (see Incentive section) but can be beneficial for obvious reasons.

If your story shows dramatic cost savings, innovative incentives, and significantly increased safety belt use, it is a good candidate for the internal newsletter as well as the local newspaper. If you are one of many divisions of a large organization, the information will be of interest to the corporate as well as the local publication. The story could also be placed in relevant trade periodicals. Be sure to use research statistics to support and validate your campaign.

Another way to transmit your organization's safety belt message is through the "Letters to the Editor" column or the "OP-ED" page. Management should be consulted regarding its policy before pursuing this concept.

Employer/Community Activities Generate Public Interest

One effective way to produce media interest is through activities that extend beyond the organization. For example, the speakers' bureau could send employees to various public organizations such as PTA's, school assemblies, and community and civic organizations to talk about safety belts and your organization's program to encourage their use. Press releases announcing these presentations should be sent to the appropriate editors. For example, the family-living editor of your local newspaper would receive information about your organization and its school outreach safety belt program. A feature article could then report the children's comments and whether the youngsters are influencing their family's safety belt use. This could be an excellent human interest story accompanied by photographs.

Speakers Bureau

A speakers bureau is useful for distributing safety belt campaign information beyond your organization. It provides excellent transition between the internal and external target audiences and has obvious high visibility and positive image potential. To organize the bureau:

- Determine management's policy regarding evening, weekend or released time, if any, for participants.
- Announce the establishment of a speakers bureau in the employee newsletter; ask for volunteers.
- If possible, select individuals from a related special interest group within your organization who are willing to speak about safety belt use.

- Establish the speakers bureau from those who qualify based on skill, interest, and observed or pledged use of safety belts.

Provide the speakers with useful information and training for their presentations. The education sessions in this handbook can be used for training. (For other material see the Resources section.)

Publicize your speakers bureau through letters, ads, public service announcements and press releases to schools, civic, community, professional and service groups. Program chairpersons are always looking for new material for their groups. In addition, hospital education programs, private physician groups and insurance carriers are excellent markets for your presentations.

Special Events as Public Relations Tools and Media Draws

In certain geographic and business communities, an organization might want to make a major commitment to motor vehicle safety by sponsoring community special events. These can range from contests that test a driver's skill to city-wide safety belt information fairs with demonstrations, activities and information booths. Although the following activities are ambitious, they are not impossible:

- Offer a safety belt information fair.
- Promote a safety belt advertising campaign.
- Organize a community sweepstakes with a safety belt use theme.
- Encourage joint participation with your organization's insurance agency to distribute safety belt information.
- Develop safety belt lobby displays on your grounds and in shopping centers, banks, airports, schools, hotels and hospitals.

The following descriptions further detail two of the above examples.

Contests

Sponsor a contest in which school children design posters promoting safety belt use. The presentation of the prizes to the award winners can generate media coverage. Contests encouraging employees to use their talents to promote the use of safety belts are also popular. Interpretation of the theme through jingles, songs, cartoons, etc. raises employee morale and provides visibility.

Fairs

A safety belt information fair can attract the attention of other members of the community. The best locations are community centers, fairgrounds and shopping malls. Contact the facility manager and provide a brief description of activities and the hours and number of days you want to run your fair. Follow up the letter with a telephone call and visit. If the manager agrees, negotiate time and costs, if any.

Begin distributing information to the press several weeks in advance. Appeal to the visual and human interest potential of the fair, including the scheduled arrival of local celebrities. On the morning of the event, call the television stations and determine whether they will cover the fair so that you can stage high-interest activities to coincide with the arrival of the TV crew. Also, before they arrive, arrange electrical hookups for their equipment. If you plan an outdoor activity, have alternative plans for inclement weather.

Involve Others in the Community for Broader Exposure

Cooperative safety belt programs and public relations activities that are co-sponsored by your organization and other employers offer broad exposure. Promotional tools can range from free hamburgers to printing your safety belt message on supermarket bags, placemats or drycleaning bags to issuing discount coupons for services and products to those participants signing pledge cards.

A more ambitious role for merchants involves their participation in an incentive sweepstakes offering valuable prizes. The sweepstakes would include a broad range of participants and merchants. To attract the interest of merchants, describe the campaign and request their participation. Develop a one-page fact sheet identifying the goals and strategies of your campaign; use it when visiting merchants to explain why their participation is needed. Encourage the cooperating companies to offer ideas. Describe all public relations efforts to establish the range of benefits and extent of exposure the merchant will receive by participating in your program. Details concerning the employer's involvement in a more comprehensive community occupant protection program are presented in the next section.

Communication Methods and Examples

Writing for the Media

In general, when writing for the media, how you say it is as important as what you say.

- Include all essential information (the five W's: Who, What, Where, When, Why) at the beginning of the news release; editors cut from the bottom up.
- Write simply.
- Avoid jargon.

Use fact sheets, advisories, notes to editors, news and press releases geared toward feature articles. Samples of various press communications designed to accomplish your specific goals are provided.

Fact Sheet

The essential elements of the fact sheet are: your organization's name, address, telephone number, and safety belt campaign title. Be sure to emphasize the objective and method used to achieve the goal.

Sample Fact Sheet

Organization Contact: Deborah Chapman
City, State, Zip
(313) 000-0000
Date:

[illegible] Campaign: SAFE ([illegible] for Employees)

Objective: [illegible] use [illegible] within the next [illegible] months [illegible] decrease injuries and [illegible]

Goal will be accomplished through management [illegible] including policy statement, incentives and education sessions. Research indicates this combination can dramatically increase safety belt use.

Advisory

This is a brief note to the press to inform them of a specific event.

Sample Advisory

Organization Contact: Deborah Chapman
City, State, Zip
(313) 000-0000
Date:

Your Town, USA—Robert White, (title) Organization, will host the kickoff of our SAFETY BELT AWARENESS CAMPAIGN at 10:00 a.m. on Tuesday, June 5, in the ____________ (location).

Guest of honor will be the Honorable Harry Gordon, Mayor of Your Town, USA. The schedule of events is outlined in the attachment.

Press are respectfully requested to arrive at 9:30 a.m. to set up equipment.

Attachment: SAFETY BELT AWARENESS CAMPAIGN KICKOFF (Fact Sheet)

Note to the Editor

The following kind of note can be used to alert an editor to an event which might be the subject of a "filler" piece but is not suitable material for a feature article. The note also suggests that some future article might be appropriate, but no specific story is submitted.

The sample below cites an event and asks the editor to review attached material for future use. Such a note is appropriately followed by a phone call when one of the events is to occur. Then more detailed information or a press release should be submitted.

Sample Note to the Editor

Organization Contact: Deborah Chapman
City, State, Zip
(313) 000-0000
Date:

Your Town, USA—Robert White, (title) Organization, presented to the Business Roundtable statistics on the impact of the SAFETY BELT AWARENESS CAMPAIGN initiated 1 year ago.

Attached is a description of the SAFETY BELT AWARENESS CAMPAIGN, the results to date and a schedule of upcoming newsworthy activities.

News Release

Begin with essential elements, the five W's. Put them in the first paragraph if possible. As a general rule, make your press release one page and double space it for easy reading. Since editors review a great deal of

material every day, it is to your advantage to be brief, factual and interesting. Leave enough space for the editor to compose a headline.

Sample News Release

Organization Contact: John Lawrence
City, State, Zip
(313) 000-0000
Date.

FOR IMMEDIATE RELEASE: (date)

EMPLOYEE WINS $1,000 IN SAFETY BELT SWEEPSTAKES*

Your Town, USA—Charles Smith, an (Organization) employee, won $1.000 in the SAFETY BELT SWEEPSTAKES, one of the incentive activities the organization offered to increase safety belt use among employees.

Smith and 867 other employees qualified for the sweepstakes drawings by completing pledge cards committing them to use safety belts whenever riding or driving in a motor vehicle equipped with safety belts.

When the (title), Robert White, drew Smith's name from the huge bin placed under the Safety Belt Barometer, he commented. "There has been a 65% improvement in safety belt use among our employees over the past 6 months! This means savings to all of us in health, life and operating costs—and the ability to operate more efficiently."

A new SAFETY BELT SWEEPSTAKES will begin in July as part of the continuing program begun 6 months ago. "We believe our employees are our most valuable asset, and regular safety belt use is one of the best ways we know to protect them," concluded White.

*Headline is a sample only, since editors generally write their own.

Press Release for Feature Article

The press release should address the main facts of the story within the concept of broader community interest to make it a good feature. Feature articles are usually written by staff reporters. However, some small publications with limited staff occasionally accept bylined or blind articles from outside sources.

When you have an idea for a feature story appropriate for your local paper, call the editor, discuss the idea, then write a brief summary including a fact sheet and the name of a contact person.

Sample Press Release for Feature Article

Organization Contact: Deborah Chapman
City, State, Zip
(313) 000-0000
Date:

FOR IMMEDIATE RELEASE: (date)

Labor and management have cooperated in an all-out effort to increase safety belt use at (Organization). An extensive employee awareness campaign has been mounted to save lives and increase productivity.

The (Organization) and the XYZ Union decided to do something about the alarming motor vehicle death and injury statistics. They took the initiative to encourage employees to protect themselves and their families while driving. Management and labor also recognized that working together could reduce the cost of lost work time to the organization, improve productivity, and thereby protect jobs. This is a positive cooperative effort beneficial to labor and management.

Since initiating the program a year ago, we have increased use of safety belts by more than 75 percent, and a large number of those employees now insist their families buckle up, too.

Furthermore, the program inspired 30 local merchants to get involved in the SAFETY BELT AWARENESS PROGRAM. These merchants are donating products and services as incentives to increase safety belt use.

Photographs

Generally, the same releases and photographs used for print are provided to the electronic media. Submit black and white glossy photographs that can be cropped for one- or two-column newspaper use or reproduction for other media.

All photographs should include a brief caption and identify people from left to right, using first name, middle initial, last name and title. Attach the caption with tape to the bottom of the picture so it can be read as the

editor looks at the photo. Never write on the back of a photograph. Be sure to include the press release with the captioned photos.

Press Conferences

Use press conferences sparingly. Unless there is breaking news or something visually interesting for television cameras, avoid news conferences and use press releases and photographs. These guidelines for press conferences are suggested.

- Notify reporters and wire services by a brief Advisory to Press.
- Start the conference with a statement of purpose. Follow with the presentation. End with a question-and-answer period.
- Conduct the press conference in a central location.
- Hold the conference at 10:00 or 11:00 a.m. for television coverage on the same day and no later than 1:00 p.m. for newspaper coverage on the same evening or following morning.
- Avoid Friday news conferences; Saturday papers are the least read.
- Plan your news conference for midweek.
- Make certain you have arrangements for hooking up TV lights.
- Distribute a press kit containing a written summary of important points made at the conference.

Press Kit

A press kit can be a valuable tool. It should contain:

- Basic information on your organization's safety belt campaign.
- Descriptions of successful activities (incentives, contests, etc.).
- Current information on campaign progress. Comparison of safety belt usage figures ***before*** and ***after*** the campaign, if possible.
- Background information on the organization and executives.
- Reproducible art of your logo with the safety belt theme graphic.
- One press release of an interesting safety belt activity.
- Name of contact person from your organization.

Send press kits in advance of newsworthy activities or distribute them at press conferences. When you are talking to station and/or program managers, the kit helps get your story on radio or television. In your efforts to promote the overall program to the community, the press kit can also serve as background information for community center or mall managers, merchants, health professionals or insurance companies.

Summary

A successful public relations program is based on a commitment from management to build good safety belt attitudes and habits, create behavioral change and enhance the image of the organization. This can be achieved by using the numerous techniques outlined in this section.

Good public relations can transmit a positive message to your employees and the community, especially when it has health, life and cost-savings advantages. This handbook can help you achieve your goals by providing a variety of strategies to communicate your message in a cost-effective and creative manner. You'll see positive results, and the organization will be recognized for its strong commitment to this safety belt program!

Introduction

This section introduces to an employer the concepts and benefits of an integrated community-based motor vehicle occupant protection program. Existing policy, resource constraints, or simply "past practice" may dictate that your safety belt program be confined to an "in-house" initiative. However, many organizations have reached out to the community at large to engage its resources in a public and private occupant protection program partnership. The goal is to achieve a diffusion of safety belt and child safety seat initiatives throughout the local community. Where this has occurred, the result has been a decline in the number of motor vehicle fatalities and injuries, and a cost savings to the community, including its employers and citizens.

What is a Comprehensive Community Occupant Protection Program?

A comprehensive community occupant protection program is defined as a local network of individuals, groups and organizations providing educational, motivational, organizational and environmental support for increased usage of safety belts and child safety seats in the community. Program activities are planned, organized and developed in response to the community's needs, and integrated into the social, economic, and political fabric of the community. The primary objective of the program is to deliver behavior change strategies and thereby to accomplish significant increases in restraint system usage by all demographic and age groups within the community.

These tasks are accomplished largely through the voluntary efforts of professionals, community leaders and volunteers, coordinated by a local program manager with roots in the community.

Who Benefits From Employer Participation in an Integrated Community Occupant Protection Program?

First to benefit from employer participation in such a community-wide effort are the employers themselves. Involvement individually, or as a member of a community coalition or employer consortium, can result in a reduction in employee motor vehicle-related fatalities and injuries. Moreover, not only can employees, families, friends, retirees, customers, and/or constituents be spared from unnecessary fatalities and injuries; economic losses to employers, society, individuals, and the community as a whole can be reduced. Employer involvement also leads to a recognition that the organization cares about its employees and others within the community.

Secondly, employees benefit from employer involvement in, and exercise of leadership on behalf of, a community-based safety belt program.

The climate for eliciting behavior change directed at risk reduction (i.e., establishing the safety belt/safety seat "habit") can ultimately be established as one of the local social "mores" (sociologists refer to mores as, "folkways that are conducive to the welfare of society and thus, through general observance, develop the force of law, often becoming part of the formal legal code").

Thirdly, the community and its social, economic, and political institutions benefit from the resultant reduction(s) in premature fatalities, unnecessary injuries, and related societal burdens to the locality and its public safety, health, and social service organizations. Also, the exercise of leadership and coordination by employer organizations in a community can culminate in a social bonding between employers, employees, and the local

citizenry, thereby advancing the quality of life in the community. Consequently, it becomes generally recognized as a good place to live, work and play.

Organization Policy and Commitment

The first step in deciding whether the organization will commit resources, talent, and leadership to a community-based safety belt program is to determine the organization's traditional policy regarding community outreach activities and social role(s). In addition, an assessment of the employer's "in-house" safety program must be taken (i.e., is it at the start-up stage, or fully operational?).

For example, it may be easier to obtain top management's commitment to an occupant protection outreach effort if the organization is already fully committed to implementing a safety program for its employees, etc. Also, the integration of the employer's program efforts as part of a broader community-wide program may hinge in part, upon the CEO's perception of his or her organization's ability to be a contributing member of the consortium or coalition at the outset.

The second step is to determine the degree of the organization's involvement based upon top management's commitment, and to identify the resources, if any, to be allocated to the community-wide program. Certainly, top management stands to benefit from an appreciation that there can be significant payback associated with initiatives focused upon off-the-job motor vehicle-related fatalities and injuries. Again, three out of four deaths and more than half of the injuries suffered by workers occur off-the-job. About ⅔ of the off-the-job deaths and ⅓ of the off-the-job injuries of workers are motor vehicle related.

The third step is to demonstrate to top management that a commitment to engage in a community-based occupant protection program, including an emphasis upon employees, family, and community, is in the organization's self interest. Notwithstanding the $120,000 in employer-costs attributed to a motor vehicle-related fatality involving an employee, including direct payments of medical costs, property damage, health care payments and other fringe benefits; 50 percent of employers offer the same health benefits to their retired employees. An additional 12 percent of employers offer fewer benefits to retirees, but provide some medical coverage nonetheless.

Does Community-Involvement Have an Impact on the Employer's "Bottom-Line" Profits

The answer to this question may be provided in part by taking into account the societal benefits resulting from reducing the human costs of motor vehicle-related fatalities and injuries, both economically and in less quantifiable psychosocial terms, including pain, suffering, and the grief that often pervades the lives of those directly and indirectly affected. For example, in societal terms, the National Highway Traffic Safety Administration has estimated the dollar ($) value, or societal cost of a single average fatality in 1984 dollars at $332,839, an average moderate to severe injury at $11,712, and a minor injury at $1,643. Furthermore, each premature death and unnecessary injury results in a depreciation of the quality of life in the affected local community as a result of the economic costs and psychosocial burdens shared locally.

The relative importance of motor vehicle-related fatalities and injuries to business, industry, and government becomes obvious when one considers that the economic costs incurred by the nation as a result of motor vehicle crashes are approximately $70 billion annually, the death toll in 1984 totalled 46,200, and for every fatality, there are approximately 99 police-reported injuries. What better way to reduce costs than to avoid incurring them through promotion of safety belt and child safety seat use?

Organization-Community Activities

Existing resources should be mobilized in a coordinated way to meet the needs and concerns of each segment of the community's population. In effect, the community program establishes an individual and corporate responsibility for reducing unnecessary deaths and injuries attributable to the nonuse of motor vehicle occupant protection technologies.

The Wellness Councils of America have defined roles for the employer that can be

replicated in the context of community occupant protection programs by suggesting that employers can serve as:

- A "catalyst" by enlisting the support of executives within the business community, including public sector managers and elected officials, to encourage worksite programs with a community "outreach" component;
- A "counselor" to fellow employers seeking to establish worksite programs or to profit from the accumulated experience(s) within the business, industry, or government sectors of the community, and to lower workers' compensation insurance or self-insurance costs and costs of auto/truck insurance rates;
- A "clearinghouse" by distributing education and usage promotion materials and aiding the diffusion process to increase the knowledge and awareness of the benefits attributed to safety belt usage and child safety seat use; and,
- A "coordinator" in sponsoring or collaborating with other community-based organizations and groups to sponsor communitywide occupant protection initiatives, thereby motivating others to make a decision to take an additional step up the "Ladder of Wellness" by using safety belts.

Finally, the organization will want to appoint a delegate to serve as a link between itself, community resources, and other organization and group members on a local task force, local safety belt advocacy coalition, or community program. The delegate can be the coordinator of the employer's in-house employee occupant protection program, and will serve as a credible spokesperson within the local community.

The Evaluation of Results

The "bottom line," insofar as the impact of the comprehensive community occupant protection program is concerned, is to increase safety belt and child passenger safety seat usage among the various age groups residing in the geographical area encompassed by the program. The livesaving, injury reduction, and consequent cost-savings achieved as safety belt usage incrementally increases will unfailingly reinforce the synergistic efforts of the local community participants in the program.

How do we know that community-based motor vehicle safety belt programs work?

Evaluation results have shown that community-based occupant protection programs can raise the level of safety belt and child safety seat usage substantially. For example, in Helena, Montana, safety belt use increased from 4 percent to 23 percent during one year of a program involving use of incentives and education. Similarly, in Chapel Hill/Carrboro, North Carolina, safety belt use increased from 24 percent to 41 percent in 6 months. Safety belt usage 6 months after the project ended was 35 percent, resulting in a sustained net increase of 11 percent.

These two examples featured projects that were supported with minimal seed money, and a small number of paid staff members. Nevertheless, with a focal point consisting of program managers and some initial funding support, these programs did validate the premise that community resources can be marshalled so as to achieve significant increases in occupant protection usage.

What about the results of a more recent community-based occupant protection program? An evaluation of one exemplary comprehensive community occupant protection program conducted during the period from December 1983 through November 1985 supports the case for engaging employers, volunteers, health care providers, educators, and civic and community service groups in a collaborative effort. The site of the project was Jackson, Mississippi.

The Jackson, Ms., project consisted of ten program areas as follows:

- Child Passenger Safety
- Public Safety (Enforcement) Involvement
- Incentives Contributed by Merchants (Employers, within the city
- Evaluation Studies
- Media (Print & Broadcast) Support
- Community Support
- Corporate/Employer
- Public Information & Education
- Schools Intervention Programs
- Outreach to Organizational Constituencies

The "bottom line" impact on safety belt usage and other important success criteria was as follows:

- Driver safety belt usage increased from a baseline (April 1983) average of 5.8% to 12.3% following the initial phase, reaching a high of 37% in September 1985.
- Child passenger restraint usage increased from 13% to 48% during the program funding phase.

- An opinion poll found that 86.5% of the respondents would support a mandatory safety belt usage law, and 48% indicated they would consistently use their safety belts should a compulsory usage law be enacted.
- In 1982 (prior to the initiation of the community-based program) the city experienced a record 40 traffic fatalities, including 27 occupants of motor vehicles. However, after one year of program operation, the number of fatalities dropped to 25, including 16 motor vehicle occupants; and dropped further to 20 in 1984, including 15 persons as drivers or passengers in a motor vehicle.

Another example of an employer-supported community program occurred in Lancaster County, Pennsylvania beginning in April 1985. Major elements of this program included:

- A corporate/employer workshop conducted by Penn DOT prior to program implementation.
- Participation by businesses, schools, hospitals, etc., within the community.
- Donation of prizes by local merchants for use as incentives.
- Participation by a professional advertising agency representative on the Community Safety Belt Advisory Board. The advertising agency representative devised program marketing ideas and assisted in day-to-day operations.
- Corporations already involved in operating employee safety belt programs within the county contributed their experience and expertise to the community program.

Safety belt usage within Lancaster County before this project began was 11.5%. Following implementation of the program, the usage rate reached 36% in March 1986.

Guide for Starting a Comprehensive Community Occupant Protection Program (with emphasis on employer involvement):

1. **Build a foundation for the occupant protection initiative(s)**
   - Act as a "catalyst" to enlist the support of the local leaders of business, industry and government in order to ensure significant employer participation;
   - Act as a "counselor" to educators, elected officials, administrators, and community activists to share insights concerning who the "doers" are, and what resources can be tapped to cover "start-up" costs in organizing the program and selecting a program coordinator;
   - Act as a "clearinghouse" in sharing prior experiences, identifying target audiences and access points and identifying existing resources; and
   - Act as a "coordinator" to ensure that the employer consortium can be counted upon as a principal contributor to the local community effort.
2. **Conduct a community assessment to identify locally applied strategies for delivering a coordinated program**
   - To the extent that individual employers have been evaluating their own in-house programs, usage survey data will reinforce local group participation; and
   - The National Highway Traffic Safety Administration has published a guide for community programs, entitled, "How To Plan A Comprehensive Community Occupant Protection Program" (DOT HS 806 561). A sample assessment form is included in this publication.
3. **Develop a draft plan for the community program**
   - Organize a consortium of employers (public & private sector);
   - Identify the objectives of the employer group;
   - Obtain written commitments to support the program and to assist in its operation;
   - Establish a network of employer delegates and gain commitments concerning their level of involvement and participation;
   - Provide the program focal point (coordinator/coalition/group or organization) with inputs concerning the extent of the employer group's commitment to the program objectives, particularly involving the adult (employee) target audience; and
   - Endorse the comprehensive community program approach as an action plan representing a consensus of concerned private and public sector interests in the community.
4. **Obtain community review of the draft plan**
   - Poll the local Business Roundtable, the Chamber of Commerce, the local, state and federal government agencies in the geographical area, etc., to gain their input;

- Participate in public forums sponsored to solicit public opinion, needs assessment, and program sponsorship; and
- Attest to the effectiveness of employer in-house programs, particularly the family outreach activities, and emphasize the need for a "climate" of peer group support and encouragement to establish the safety belt habit.

5. **Refine the essential elements of the program and implement it**
   - Initiate aggressive employer programs with outreach components; and
   - Participate in as many of the program objectives/activities as practicable, consistent with the organization's written commitment.
6. **Evaluate the results of the organization's involvement in the community program**
   - In terms of an administrative evaluation, did the organization and its employer consortium or network satisfactorily fulfill its commitment(s) to the community program?
   - In terms of an impact evaluation, did the increased supportive climate in the community result in an increase in safety belt usage by employees, families, retirees, etc.? (Usage surveys, pledge cards, risk appraisal questionnaire, etc., can be used to assess both actual and/or self-reported usage increases.)
   - Support the preparation and distribution of evaluation reports tailored to the interests of specific audiences, participant groups and organizations, and to the general public.
7. **Endorse the transformation of the demonstration project/program to self-sufficiency**
   - Document the need for an ongoing community-managed occupant protection program;
   - Define or explain what is necessary to accomplish even higher usage rates;
   - Further identify and solicit additional funding and volunteer resources within the community to maintain the program's momentum;
   - Aid in identifying management responsibilities in the community including the prescription of official roles for such groups as education, enforcement, public health, etc.;
   - Establish a calendar of activities, objectives/performance indicators, etc., and revise the program milestones as necessary; and finally,
   - Act as a catalyst, counselor, clearinghouse, and coordinator, as appropriate, in order to ensure that the focal point (i.e., coalition, organization, or agency) responsible for managing and coordinating the program receives the support needed from the public and private sector employers in the community to ensure its viability and success.

Education Sessions

Introduction

The educational component of the handbook is comprised of four sessions; each can be presented within a 30- to 60-minute period, depending on time allotted, activities and discussion.

Although they were written as a four-unit sequence, each session may be presented as a single module or be resequenced to meet the needs of a particular employee group. If you choose only one session, please use Session I, since it is designed to include basic information from all of the education sessions.

Objectives

The purpose of these sessions is to help employees learn why and how to protect themselves and their passengers—both on and off the job.

The major objectives of the sessions are to:

- Increase employee awareness of the importance of safety belt use.
- Encourage compliance with the organization's policies, when they exist.
- Facilitate participation in safety belt projects.
- Obtain a commitment to wear safety belts, both on and off the job.
- Emphasize the driver's responsibility for the safety of passengers.

Design

The sessions are designed to be interesting and fast moving and to actively involve the participants.

Each session includes:

- A leader's script.
- A schedule outlining topics, activities and suggested time periods.
- Illustrations at the end of each session for duplication.
- Checklists and other materials located within the text for duplication.
- A variety of activities (short talks, discussions, simulations).
- Optional exercises and suggested supplemental resources.

Leader's Role

Each session can be read as a script. Minimal planning is necessary; however, the session leader is responsible for reproducing or preparing the session materials. This includes:

- Ensuring that visuals and/or handouts are available and ready.
- Locating and operating necessary audiovisual equipment.
- Conducting the activities and discussions.

Participants

These sessions are designed to be used for a variety of employee groups. The sessions are appropriate for use with those who are driving vehicles on the job, those driving company-owned or leased cars off the job, and employees who drive to and from work in their own cars.

The sessions are most effective with 30 to 35 participants. Smaller groups are easier to work with than those of over 35; however, the leader should encourage group interaction and personalize individual experiences with large *or* small groups.

Materials

Illustrations and checklists are included for each session. These may be duplicated as handouts, used on an opaque projector, or made into transparencies or slides. If, because of time or cost constraints, only one page is to be duplicated for a handout, use the Fact Sheet included in this section.

Leader's Guide for Successful Presentations

This guide and each of the four sessions are structured so they can be used by individuals without extensive training or experience in group presentations. The guide includes:

- Tips for organizing and presenting successful sessions.
- Suggestions for various activities.
- Topics and related activities (Session Option Guide).
- A Fact Sheet.

The leader's script

- The script is written so that it may be read aloud.

- Some leaders find it helpful to highlight or underline important points or questions.
- The script can also be used as a guide or reference text for experienced presentors.

To organize a session

- Read the entire session.
- Study other sessions for additional ideas.
- Check additional resources (Resources section).
- Determine which visuals and/or handouts will be used.
- Consider allowing 5-10 minutes for questions and comments.
- Select or omit activities depending on time or group needs.
- Review group needs and amount of time allotted for the session.
- Remember, the sessions and each of the activities may be used individually or in various combinations. (See Session Option Guide.)

To prepare for a session

- Review the facts.
- Provide informal seating, if possible.
- Arrange visuals in order of presentation.
- Test audiovisual (AV) equipment, if it will be used.
- Reproduce handouts and prepare them for distribution.
- Practice reading the script.

To lead a session

- Maintain eye contact.
- Speak clearly and loudly.
- Start and stop the session on time.
- Encourage discussion whenever possible.
- Suggest that participants sit in front of the room.
- Determine whether smoking is permitted; identify fire exits.
- Ask if anyone wishes to be excused because of a past automobile experience which could be upsetting.
- Set the atmosphere for involvement. "This session is for you, and we're interested in your comments and questions."

To maintain interest

- Use humor and be relaxed.
- Be prepared for questions.
- Create a pleasant atmosphere.
- Establish a comfortable, efficient pace.
- Look at and direct your comments to all participants.
- Adapt the session to the interest level of the group.
- Try to use participants' names during discussions; refer to earlier comments they have made.

To encourage participation

- Nod affirmatively.
- Use open ended questions: "How would you react in this situation?"
- Pause appropriately for response.
- Voice agreement: "Interesting point."
- Ask the group to explain, analyze or state their feelings.
- When possible, ask 4-6 participants to discuss an issue.
- Personalize the discussion and involve the participants: "What happens when people don't buckle up in your car? What do you say or do?"

To answer questions

- Answer honestly and briefly.
- Repeat questions when necessary.
- Rephrase the question to emphasize a point: "You asked if it would be better to be thrown from your car before impact. Bill, have you considered the possibility of being thrown into the path of another car?"
- Relay the question to another person: "Helen, how do you feel about Harry's question?"

To develop situations and/or role play options

- You provide the answers
- You present the situation to the group.
- The participants give possible responses.
- You ask members of the group to contribute other answers.
- You describe the situation to one or two participants and they act it out for the group.

To provide visuals/handouts graphics/resources

- Films can be rented or loaned.
- Pamphlets may be duplicated for distribution
- A layout for the production of a pamphlet is supplied.
- Materials are listed and described in the Resources section.
- Supplementary materials are listed at the end of each session.
- Materials such as illustrations and checklists can be duplicated, with your logo, for use as handouts or as part of the graphics program.
- If material is presented on a projector, read each item aloud, since some participants may be unable to read or see clearly.

Option Guide

Session I: Safety Belts and You

Time	Topic	Leader	Visual	Handout	Discussion	Situation	Film Option
3	Why Are We Here?	X					
2	Facts You Should Know	X					
4	Commonly Asked Questions	X	X	X			X
5	Myths and Facts	X	X	X	X		
2	Assuming Responsibility	X			X	X	
5	Possible Negative Attitudes	X			X	X	
4	Making a Commitment	X	X	X	X		
3	Key Points	X					X
	Protecting Yourself Automatically	X		X	X		X
38	Total						

Session II: Collisions and Consequences

Time	Topic	Leader	Visual	Handout	Discussion	Situation	Film Option
2	What Can Safety Belts Mean to Me?	X			X		
5	What Do You Think?	X	X	X	X		
5	Collisions and Consequences	X	X				
3-5	Myths and Facts	X	X	X	X		
5	Comparison Between a Belted and Unbelted Driver	X	X	X	X		
5	Safety Belt: Comfort With Security	X			X	X	
5	Making a Commitment	X	X	X	X		
1	Key Points	X					X
31-33	Total						

Session III: Child Safety and Adult Responsibilities

Time	Topic	Leader	Visual	Handout	Discussion	Situation	Film Option
2	What's the Big Deal?	X			X		
3	Why and How?	X	X		X		
4	Types and Needs	X	X	X	X		X
3	Myths and Facts	X	X	X	X		
4	Adult Responsibilities	X	X		X	X	
5-10	Dealing with Problems	X	X	X	X	X	
3	What Do You Think?	X					
5	Making a Commitment	X	X	X	X		
3	Key Points	X					X
32-37	Total						

Option Guide

Session IV: Risks and Responsibilities

Time	Topic	Leader	Visual	Handout	Discussion	Situation	Film Option
2	Public Health Dimensions	X					
5	What Do You Think?	X			X		
1	Collision Risks and the Employer's Responsibility	X					
5-10	Taking Responsibility for Ourselves and our Passengers	X	X		X	X	
2	Employer Program (Optional)	X			X		
5	Organization Policy	X			X		
5	On-the-Job Situations	X			X	X	
5	Making a Commitment	X	X		X		
2	Key Points	X					X
32-37	Total						

The Myths and the Facts

Myth: "I don't need safety belts because I'm a good driver. I have excellent reactions."
Fact No matter how good a driver you are, you can't control the other car When another car comes at you, it may be the result of mechanical failure and there's no way to protect yourself against someone else's poor judgment and bad driving.

Myth: "I don't want to be trapped in by a safety belt. It's better to be thrown free in an accident."
Fact: being thrown free is 25 times more dangerous . . 25 times more lethal If you're wearing your belt you're far more likely to be conscious after an accident to free yourself and help your passengers Safety belts can keep you from

- plunging through the windshield
- being thrown out the door and hurtled through the air
- scraping along the ground
- being crushed by your own car

In almost any collision, you're better off being held inside the car by safety belts

Myth: "If I wear a safety belt, I might be trapped in a burning or submerged car!"
Fact: Less than one-half of one percent of all injury producing collisions involve fire or submersion But if fire or submersion does occur, wearing a safety belt can save your life If you're involved in a crash without your safety belt, you might be stunned or knocked unconscious by striking the interior of the car Then your chances of getting out of a burning or submerged car would be far less You're better off wearing a safety belt at all times in a car With safety belts, you're more likely to be unhurt, alert, and capable of escaping quickly

Myth: "I don't need it. In case of an accident, I can brace myself with my hands."
Fact There's no way your arms and legs can brace you against that kind of collision The speed and force are just too great

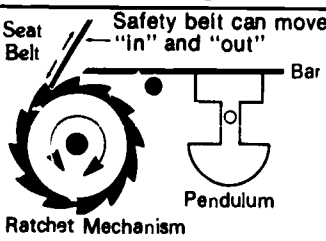
Myth: "Most people would be offended if I asked them to put on a safety belt in my car."
Fact Polls show that the overwhelming majority of passengers would willingly put their own belts on if only you, the driver, would ask them

Myth: "I just don't believe it will ever happen to me.'"
Fact Everyone of us can expect to be in a crash once every ten years

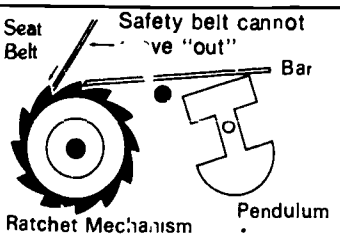
Myth: "Well, I only need to wear them when I have to go on long trips, or at high speeds."
Fact Eighty percent of deaths and serious injuries occur in cars traveling under 40 miles per hour and 75 percent of deaths or injuries occur less than 25 miles from your home

Myth: "I can touch my head to the dashboard when I'm wearing my safety belt so there's no way it can help me in a car accident."
Fact Safety belts were designed to allow you to move freely in your car They were also designed with a latching device that locks the safety belt in place if your car should come to a sudden halt This latching device keeps you from hitting the inside of the car or being ejected It's there when you need it

The Safety Belt: How It Works



Under normal conditions, the pendulum and bar are in their rest positions. The reel, which holds the belt, is free to rotate. As the occupant moves forward the belt moves unrestrained with the occupant.



Under emergency conditions, such as in a collision, the pendulum moves forward under the force of the impact causing the bar to engage the ratchet. The reel and safety belt now lock in place and the occupant is held firmly in place.

The Facts

- Approximately 44,000 fatalities caused by motor vehicle accidents annually
- Leading cause of death among people age 1 to 34
- Equivalent to a passenger jet crashing every day
- Number 1 cause of on-the-job fatalities
- Two and one half times greater than all fatalities caused by accidents in the home
- Ten times greater than fatalities caused by all other forms of transportation

Safety Belts Make a Difference

- Approximately 30,000 passengers of cars, light trucks or vans (equipped with safety belts) die each year in crashes of these vehicles
- About 50 percent (15,000) of these people could be saved if they wore safety belts

Safety belts cut your chances of being killed or seriously injured in a crash by 50 percent

- On any single vehicular trip the chance of an accident is very low, but the possibility of a serious accident on one of the many trips in your lifetime is better than 30 percent
- Three out of four crashes happen within 25 miles of home
- A common cause of death and injury to children in automobiles is being crushed by adults who are not wearing safety belts In fact, one out of four serious injuries to passengers is caused by occupants being thrown into each other
- Drivers wearing safety belts have more control over their car in emergency situations and are therefore more likely to avoid an accident

How Effective are Safety Belts?

Most people accept the fact that wearing safety belts offers protection in a crash, but too few bother to find out exactly how much protection they can expect If they asked, they would probably be surprised by the answer While researchers may differ by a few percentage points either way, average figures coming out of safety belt studies look like this

- Safety belts cut the number of serious injuries received by about 50 percent
- Safety belts cut fatalities by about 50 percent To put these figures in other words wearing a safety belt more than cuts in half your chance of being hurt seriously in a crash Serious injuries received in crashes often involve the head or spinal cord In fact, in the U S , auto accidents are the number one cause of epilepsy (from head injury) and paraplegia (from damage to the spinal cord) The restraining action of safety belts—especially shoulder belts—helps explain why they so drastically reduce the likelihood of being seriously hurt One important note These improved chances of escaping injury or death thanks to safety belts hold true *regardless of speed* Whether you're going 5 mph or 75 mph, you're a lot better off using belts

Safety belts help occupants in six ways

1 There is the *"ride down" benefit,* in which the belt begins to stop the wearer as the car is stopping

2 The belt keeps the *head and face* of the wearer from striking objects like the wheel rim windshield, interior post or dashboard

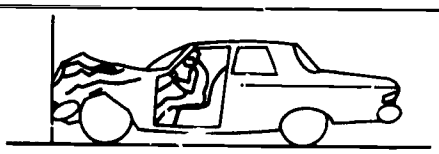
3 The belt *spreads the stopping force* widely across the strong parts of the body

4 Belts *prevent vehicle occupants from colliding with each other*

5 Belts help the driver to *maintain* vehicle control, thus decreasing the possibility of an additional collision

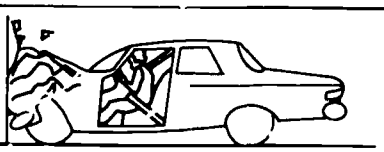
6 Belts keep occupants from being ejected out of the car

The Human Collision



Within 1/10 of a second the car has come to a stop, but the person is still moving forward

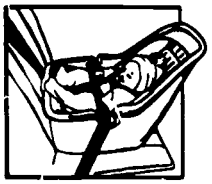
1/50 of a second after the car has stopped, the unbelted person slams into the dashboard or wind shield This is the human collision



With effective safety belts, the person will stop before hitting the steering wheel, dash or windshield

The car has come to a complete stop within one tenth of a second. However, the unbelted driver is still moving along inside the car at 30 mph. It will take the driver about one-fiftieth of a second more to hit something — say the windshield or the steering wheel. This is the human collision. It happens about 0 02 seconds after the **first collision**, but it can make a big difference in determining how serious that **second collision** is A lot of people think they are strong enough to brace themselves in a crash They aren't At just 30 mph you'd be thrown toward the dash with the same force as if you'd jumped head first off a three-story building No one's arms are anywhere near strong enough to "catch" himself and break a three-story fall Safety belts are, though. And that's why people need them, even in a low-speed crash

Infant Safety Seats: Birth To About 9-12 Months



Infant Carriers are tub-shaped beds that cradle infants in a rear facing semi-reclining position, protect the infant with a harness, and are anchored to the car with the vehicle's safety belt.

Advantages: Generally, they are easy to install in cars, simple to secure infants in, and fit most cars. Lighter weight than convertible models, they are convenient to use to carry a baby and substitute well for household "feeder seats." (But household feeder seats, car beds, pillows, etc. DO NOT work as safety seats. Certified child safety seats have a label showing that they meet federal safety standards.)

Disadvantages. A second purchase, either a toddler seat or convertible model, must be made when the child reaches 9-12 months, so they are more expensive in the long run than are convertible models.

Convertible Seats: Birth To About 4 Years

Convertible seats convert from rear facing infant carriers to forward facing toddler seats once the child can sit up without support.

Advantages: Since convertible seats can be used from birth to about 4 years old, no additional purchase is necessary and they are the most cost efficient choice. They are also the best choice for a large child who would soon outgrow the infant position. A convertible seat purchased for a toddler can still be used as an infant carrier for later children.

Disadvantages: Usually convertible seats are more cumbersome than infant carriers to move from place to place with the infant in it. Some models have a tether that must be anchored if the seat is in the toddler position. If a tether is required, follow the manufacturer's installation directions carefully.

Types of Safety Seats

Child safety seats come in many sizes and designs. There is no "best" seat. The best seat for you is the one that you will use every time your child rides in your car. It should fit your car(s) in each position in which it will be used and should have a harness or shield system that is comfortable for your child and easy for you to use. Note if a tether strap is required. Tether straps require special installation. If you do not want to use a tether strap, then a tethered seat is not the best seat for you.

Toddler Seats

Toddler seats are designed for use only in the forward facing position by children who can sit up without support. Most contain a harness to protect a child's upper body. A few seats use a shield system instead, and some have both.

Advantages. Some toddler seats can be used by children up to 40 pounds.

Disadvantages. They cannot be used as infant carriers for later children. Some older models have a tether strap that must be anchored to the car's structure.

Booster Seats

Booster seats are designed for use by older children. NHTSA recommends that children be kept in toddler or convertible seats as long as possible, at least until the child weighs 40 pounds. Boosters elevate children so that the car's lap belt fits across their hips and pelvic bones, or the booster shield, rather than their stomachs. Boosters with a harness must be used with the harness or with the car's lap/shoulder belt. Models equipped with a shield for upper torso support should only be used with the shield and the car's safety belt.

Advantages. Booster seats provide added protection when children have outgrown their toddler seats or when the seat is needed for a younger child. They usually keep children more contented and provide better crash protection, when used properly, than seat belts by themselves.

Disadvantages. Boosters offer no side support. Booster seats used without upper body support (shoulder harness) allow more forward head movement and the child could be thrown against the interior surfaces of the car.

U.S. Department of Transportation

National Highway Traffic Safety Administration

Safety Belts For Young Children

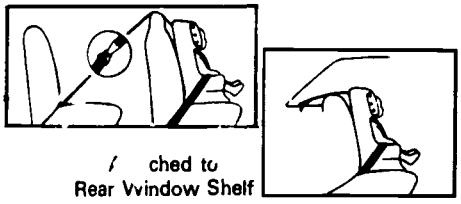
Child safety seats are more effective than safety belts for small children. Children who can sit up by themselves can safely use a standard seat belt when no safety seat is available. Tighten the belt snugly and as low as possible across the child's hips. If an attached shoulder belt crosses the child's face or neck do not use it. Instead, use the lap belt only. Never use anything other than a car booster seat to boost a child in a belt. Pillows, cushions, and household boosters can slide out from under the child making the belt less effective in a crash.

Don't Let Your Safety Seat Fall Victim To Misuse

The life-saving benefits of safety seats are reduced substantially when they are not used correctly. Read the instructions carefully and be sure that you understand them and that you can install the seat in your car(s) according to those instructions. If you lose your instructions or do not completely understand them, contact the manufacturer for assistance.

Seats that require the use of a tether strap do not provide adequate protection unless the tether is used properly. Tether straps must be attached to the rear seat belt for front seat installations or to an anchor bracket installed behind the seat for rear seat installations. (See illustration.) Anchor brackets are installed by drilling a hole in the metal of the rear window shelf or in the floor board of the cargo area of station wagons and hatchbacks. If you do not want to use a tether strap, do not select a seat that requires one.

Attached to Rear Seat Belt



Attached to Rear Window Shelf

Non-use or misuse of tether straps is one of the mistakes that rob children of the protection they need. Listed below are the other most common misuses.

- Seat belts are routed through or around the seat improperly. The seat may tip over, and child can strike interior surfaces of the car.
- Infant carriers are misused by facing to the front. Infants (up to about 9-12 months) must ride rear facing so that crash forces can be distributed across their strong backs.
- Harnesses are not fastened over child's shoulders or are adjusted too loosely. Child could come out of harness and be thrown against interior surfaces of the car or be ejected.

Protecting Yourself Automatically

On July 11, 1984, Secretary of Transportation, Elizabeth Hanford Dole, issued a final rule on occupant crash protection (Federal Motor Vehicle Safety Standard 208).

The rule requires that all new cars built for use on American roads must have an automatic, front seat occupant crash protection by September 1, 1989, unless two-thirds of the country's population is then covered by mandatory state safety belt laws Manufacturers must start phasing these systems into new car production beginning September 1, 1986

The Secretary's decision provides the maximum safety benefits in the shortest time at the least cost to the motoring public. It does this by encouraging the use of manual safety belts, which are already in the cars most Americans drive, while phasing in cars equipped with automatic occupant protection.

Although most of today's cars use manual safety belts for occupant protection, several types of automatic protection systems have been developed. This pamphlet describes what they are and how they work, and answers some of the most frequently asked questions about their use

Occupant Protection: What It Is, Why It's Needed

Auto crashes are the leading cause of death among Americans ages 1 to 34 On the average, about 60 people are killed daily in the front seats of cars, and every day more than 800 additional people suffer injuries requiring hospitalization

This toll of injuries and fatalities exists because unprotected occupants crash into a car's interior *after* the vehicle hits an object and stops At 30 mph, an unprotected passenger weighing 150 pounds crashes with a force of 4500 pounds—into the steering wheel or the dashboard, or through a car window onto the pavement

All occupant protection systems, when properly used, help keep people from being tossed around inside the car, or from being ejected into traffic during a collision

These systems absorb some crash forces and spread the remaining ones over relatively strong portions of the body This improves the likelihood of the driver's remaining conscious and in control, and it keeps the occupants inside the vehicle where they are safest In short, occupant protection systems limit the human damage that occurs in the aftermath of the car's collision

Manual safety belts, when they are properly used, limit the severity of injury and reduce the risk of fatality by about 50 percent. Automatic occupant protection systems also protect car occupants, It is not necessary to take any action to get these systems to work

Automatic Crash Protection

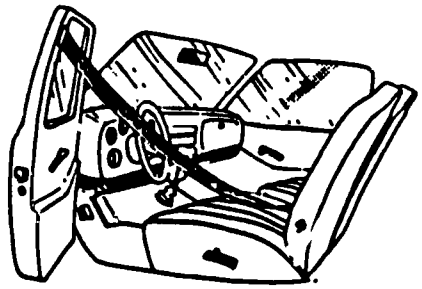
Automatic safety belts or air bags are now available in some models of today's cars In addition, car manufacturers are exploring whether the crash protection requirements of Standard 208 can be met by improving such things as a car's structure, steering column *and* interior padding.

Automatic Safety Belts

Automatic safety belts don't have to be buckled or unbuckled. They move automatically around front seat occupants when the car doors are closed

Automatic belts come in two general types One is attached to a track over the door and is operated by a small electric motor The other is attached to the car's door and moves into place when the door is closed. Both types are currently available in a few car models

Some cars are equipped only with automatic shoulder belts. These use a padded knee bolster mounted under the dashboard to protect the legs and lower body Other types of automatic safety belts have both a lap and shoulder belt, and are similar to current manual safety belts

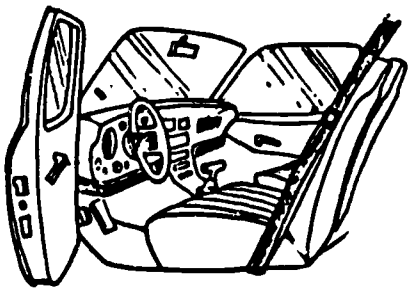


All automatic safety belts must allow easy exit in case a car door cannot be opened after a crash Some automatic belts can be unbuckled and detached from the door, others can be pulled loose through a release lever However, these devices are intended for emergency use only. Automatic belts cannot protect automatically unless they are used as designed—fitting snugly around front seat passengers

Non-motorized automatic safety belts will cost about $40 more than manual belts in a new car The price would be higher if the automatic belts are motorized or if the annual production volume is under 300,000 units

Air Bags

Air bags provide effective protection for front seat occupants in a frontal crash A car equipped with a full front-seat air bag system will have air bags hidden in the steering wheel hub and in the right side of the instrument panel The air bags remain unobtrusively in these positions until a crash situation requires their inflation



How Air Bags Protect

Like the effective manual safety belts that Americans have been familiar with for nearly two decades, air bags can save lives and prevent serious injuries in motor vehicle accidents

An air bag is an inflatable crash protection device that is concealed in the steering wheel or dashboard of a car until it is activated by a crash. In a serious frontal crash (equivalent to hitting a brick wall at a speed greater than 12 miles per hour), a crash sensor activates the bag Within one-tenth of a second after impact, the bag is filled to create a protective cushion between the person and the steering wheel dashboard and windshield The air bag inflates and then deflates rapidly The cycle is over in less than one second.

Air bags are extremely effective But for full protection in all kinds of crashes, lap and shoulder safety belts must also be used

Questions and Answers

Q. Are air bags reliable?
A. Air bags have an impressive reliability record. There are approximately 25,000 cars on the road today equipped with air bags. Since they were introduced in 1972, air bags have inflated as designed in more than 300 serious frontal crashes and have logged more than a billion highway miles This history, combined with modern technology, demonstrates that manufacturers have designed air bags to be a reliable means of providing superior crash protection

Q. Can an air bag inflate accidentally?
A. An accidental inflation would be an extremely rare event Even if one occurred, it would not be likely to cause the driver to lose control because of the small size of the driver's air bag and the rapid inflation/deflation cycle

A panic stop will not cause an inflation Neither will hammer blows to the front of the car or low speed accidents, such as those in parking lots

Research conducted by the manufacturers has included subjecting drivers to accidental air bag inflations The test drivers did not lose control when exposed to an unexpected inflation

Q. Are air bags effective in multiple collisions?
A. Multiple collisions are another reason safety belts are needed, even in a car equipped with air bags Second impacts generally take place so rapidly that the air bag still provides some protection But the safety belt adds protection in the first impact and takes

over where the air bag leaves off, providing even more protection during secondary collisions

Q. Will air bags protect in all kinds of crashes?
A. An air bag is not designed to inflate in side, rear, or roll over crashes They are designed to provide protection primarily in frontal crashes, the leading cause of deaths and injuries in motor vehicle collisions. Air bags are most effective when used in combination with safety belts

Q. So, even with an air bag, I need a safety belt?
A. Yes. Air bags alone can reduce the chance of fatality in frontal crashes by 20 to 40 percent. An air bag with a lap belt can reduce the chance of fatality by 40 to 50 percent Even more effective is an air bag in combination with a lap and shoulder belt, which can reduce the chance of fatality by 45 to 55 percent. Again, the safety belt is your best protection in rear, side and roll over crashes.

Q. Could the air bag injure someone wearing glasses, or smoking a cigarette, cigar, or pipe during a crash?
A. There have been many air bag inflations involving persons with glasses, or those who were smoking. The glasses usually stay in place and were not damaged and smoking objects were usually pushed aside

Q. Can an air bag inflation damage my hearing?
A. In the many air bag deployments to date, there have been no complaints of hearing injuries. Most people said they did not hear the air bag inflation over the sound of the crash itself. Test inflations with volunteers caused no hearing damage

Q. What kind of gas inflates an air bag? Is it poisonous?
A. Nitrogen, a harmless gas that is a key ingredient in the air we breath, is the gas that inflates an air bag At impact, the inflation process is triggered by a chemical called sodium azide which is sealed in a metal container. Sodium azide has been used for medicinal, research and agricultural purposes for 40 years and in the permanently sealed container used with an air bag system, poses no threat to automobile occupants

Q. Will air bags be expensive to purchase?
A. The cost will depend on the volume produced, but is expected to be about $320 at high volume production levels. New technology could lower these costs

Q. Can an air bag be used a second time?
A. No Once it has been deployed it cannot be used again and must be replaced Safety belts must also be replaced As with most replacement parts, costs are generally two to three times more than the original equipment Insurance companies may include air bag replacement as part of the costs of repairing the crash damage

Q. Will an air bag need to be replaced periodically?
A. No Air bag systems are designed to have an effective operating life exceeding that of the vehicle in which they are installed Air bags installed in cars 10 years ago can still protect in crashes today

Other Approaches

Energy Absorbing Systems· Research is underway to develop steering systems, dashboards and windshields which have enough "give" to absorb the energy of the occupants forward momentum in frontal crashes These design changes are to minimize injuries without the use of a separate occupant protection system

Finally

The need for automobile occupant protection has been amply demonstrated over and over again. Being held in position in your seat during a collision is preferable by far to being thrown around the passenger compartment or being ejected from the car onto the road.

The technology is available, and improvements are being developed all the time Let it work for you and those who ride in your car

Session I
Safety Belts and You

Schedule

The following schedule provides a guide for conducting this session including the allotted time, topics, and page numbers. Your directions are placed in brackets. Answers, options, and main points generally appear in bold typeface. Visuals appear at the *end* of the session. Handouts appear *within* the session. Handouts may be used as visuals, if you prefer.

Session I requires approximately 40 minutes without discussion. The session has been designed for presentation either as a single-unit education program or as the first part of a four-unit program. The material in this session is treated in greater depth in Sessions II, III and IV.

Topic: Why Are We Here?
Time: 3 Minutes

Hello, I'm _____ . The title of this session is Safety Belts and You.

[If your organization is participating in a cooperative labor/management safety belt program, discuss it here.]

Our organization wants you and your family to be safer in the vehicle you drive, both on and off the job.

During this session we hope you'll learn why wearing a safety belt reduces the chances of unnecessary pain and discomfort resulting from a collision.

[Pause]

Here are some slogans we've all heard:
"Buckle up for safety."
"Safety belts save lives."
"Buckle up, somebody needs you."
Like music, the safety belt slogans are all around you. And maybe that's the problem the slogans and the catchy little phrases are

heard so often, they just go in one ear and out the other.

The big question is, do people really wear safety belts? The fact is that although 94 percent of all cars today have safety belts, a substantial percentage of drivers and passengers don't wear them.

Today, we'll be asking and answering questions about safety belts. We'll also attempt to dispel some common myths that are often used as excuses for not wearing safety belts, and at the end of this session, we'll suggest that you make a commitment to help increase safety belt usage for yourself, your family, friends, and co-workers.

Now, let's ask a few questions about *your* use of safety belts.

How many of you wore a safety belt every time you drove during the last week? Come on, raise your hands.

[Pause, Look Around]

Why not all of you?

People say, "What's the matter? Don't you believe I'm a good driver?" Many of you probably are good drivers, but what about the drunk driver who can slam into you, or the other driver who suddenly pulls out in front of you or crashes into your car just because he or she *just didn't see you coming*? Even the best drivers can be involved in a crash.

Option

How many of you have been in a collision? Were there injuries? Were safety belts worn? [Allow 1-2 participants to discuss their experiences.]

Now, look around you. How many of you will be involved in collisions during the next year?

Not sure? Of course, none of us know exactly who will be in a collision next year, but we do know that if this group is representative of the entire driver population in the United States, one out of five of you will be involved in a crash. Out of 157,300,000 licensed drivers in 1984, 33 million were involved in *accidents*. And we do know that not wearing safety belts will increase the chances that you will be paralyzed, injured or killed. Also, some of you may contribute to the harm or death of children and other adults.

Most of us don't think a collision or injury will happen to us. We think it will happen to the other person. But with continued driving exposure over a lifetime, any one of us could easily become the *other person*. How many of you suggested that others use safety belts during the last week? What about children . . . were they always in a child safety seat? Raise your hands.

[Pause, Look Around, Nod]

Now *you* look around . . . are there enough of us with raised hands?

If Joan were here, she'd have raised her hand. Now she always insists that everyone wear safety belts. Why? Well, she was one of those people who thought a collision would never happen to her. She was a good driver; she had never had a traffic violation. Then one sunny day she was waiting for the light to change and POW! a drunk driver rammed head-on into the front of her car, and her unbelted 10-year-old who was in the back seat went smashing through the windshield.

Many drivers still think, as Joan used to, *"It'll never happen to me."* There are other reasons why safety belts aren't used. Some people just aren't in the habit of using them, while others really don't understand what happens in a collision.

[Pause]

What are other excuses that are used by people who don't wear safety belts?

[Allow 1-2 participants to respond. Possible answers: lazy, inconvenient, broken belts, uncomfortable, afraid.]

Option

*Because it's so common to have these ideas and not wear safety belts, it's important to describe the size of the problem and the chances that it will affect **you** directly. This has reached epidemic proportions, and it represents a public health threat which really needs to be dealt with.*

Topic: Facts You Should Know
Time: 2 Minutes

What does this mean in terms of injury and death? Did you know that:

- Collisions are the leading cause of death among people aged 1 to 34.
- Approximately 44,000 motor vehicle fatalities occur annually.
- About 3.5 million persons receive injuries each year in collisions.

Why are these figures so huge? Because many of us are not properly protected when a collision occurs. The figures concerning children are even more startling. Are you aware that more than one-half of our children are not adequately protected in a collision? And did you know that a common cause of death and injury to children is being crushed by adults who are not wearing safety belts?

And who pays for this tragic waste? We *all* do. You and I and _____ (Organization) pay for medical costs, rehabilitation expenses, property damage, insurance costs and lost wages. The total loss from traffic collisions in the United States amounts to nearly $70 billion every year, And the cost of the *human* suffering can't even be calculated. It's too high a price to pay for refusing to protect ourselves in our cars.

Safety belts *do* make a difference! They cut the chances of fatality and serious injury by about 50 percent. This means that about 12,000 deaths and 175,000 moderate to severe injuries could be prevented annually if all occupants of cars, light trucks and vans use safety belts at all times.

Topic: Commonly Asked Questions
Time: 4 Minutes
Material: Visuals #1, 2, 3, 4, 5

Why are safety belts needed and what do they do?

[Visual #1]

Safety belts protect people the way good packing materials protect merchandise. We'd be upset if perfume, a camera or TV set we ordered came to us banging around in its container.

[Visual #2]

The automobile is a steel container, and the people in it are its delicate contents. The purpose of safety belts is to prevent us from becoming free-floating objects within this steel box.

What exactly occurs in a collision?...A crash happens to a car before it happens to an occupant. The occupant continues to move at the same speed as the car for a split second after the collision. Therefore, in a harmful crash there are two collisons.

The *first* collision involves the car and an external object. This first collision occurs when your car hits another object and comes suddenly to a stop. If the car's occupants are unbelted, they continue moving at the same speed the car was moving before it stopped.

[Visual #3]

The *second* collision is called the *human collision*. This occurs when the passengers hit other objects or other people—inside the car or outside the car—at the same rate of speed as the car was going, *and* with an enormous force of impact.

A lot of people think they are strong enough to brace themselves in a crash. They aren't. At just 30 mph, you'd be thrown toward the dashboard with the same force as if you'd jumped headfirst off a three-story building. Can you imagine your arms being strong enough to catch yourself and break a three-story fall?

Option

[Show film Dynamics of a Crash, See Resources Section for Ordering Information.]

If they are properly worn, safety belts help you in five ways;

First, there is the *ride-down benefit*, in which the belt begins to stop you as the car comes to a stop.

Second, the belt keeps your head and face from striking objects like the steering wheel, windshield, interior post or dashboard.

Third, the belt spreads the stopping force throughout the strong parts of your body.

[Visual #4]

Fourth, belts help the driver to maintain control of the vehicle. This decreases the possibility of an additional collision. When

you're belted in, you can stay behind the wheel after the first crash. That gives you a chance to control the car and avoid second and third collisions.

And the fifth way that safety belts benefit you is that they prevent vehicle occupants from colliding with one another.

For these reasons, safety belts are important for all passengers, including those in the rear seat.

When belts aren't worn, too often the human collision is a collision between two people. This happens more frequently than you might expect, simply because the occupants are headed in the same direction—toward the point of impact.

This kind of person-to-person contact can have serious results. In a 30 mph crash, you could slam into your neighbor with a force of several thousand pounds.

The most dangerous aspect of person-to-person crashes is the subsequent collisions they cause. For example, if you hit someone, you run the added risk of pushing that person through the window or crushing him/her against the door-and remember, we're talking about a force of several thousand pounds!

Some people are under the impression that their safety belts don't work because the shoulder belt allows them to move around freely. The fact is, the combination lap/shoulder belt in newer model vehicles is designed to catch and hold you in a sudden stop and allow you freedom of movement when conditions are normal.

[Visual #5]

What about pregnant women? Is safety belt use beneficial or harmful to them? It's vital that pregnant women use safety belts. Wearing a safety belt protects the woman and the fetus. The lap portion of the belt should be worn as low on the pelvis as possible.

[Pause]

How often do you ride with children? Young children must be protected by a federally-approved safety seat. All fifty states and the District of Columbia have made this a law. It is the adults' responsibility to protect youngsters at all times. There are special sizes and shapes of safety seats for each stage of a child's development. Studies have shown that child safety seats are very effective when they are used properly, *and* used all the time. As youngsters get older (5 years or more) be sure to secure them in a safety belt.

[If Session I is the only one to be presented, please include the following segments from Session III:]

Children depend on us for their protection. A common myth is that we can physically protect children by holding them in our laps while riding in a car. Why shouldn't adults hold children on their laps? The best reason is that holding a child on your lap is not safe! Children are especially vulnerable in a collision because their heads are the heaviest parts of their bodies. During a crash, unprotected children become headfirst missiles and experience a *second collision* of great force.

In a collision, a 15-pound child can generate a sudden force of more than 450 pounds. No adult can protect a child from such force. Your wearing a safety belt is not protection for the child, because the youngster can be torn from your arms and hurled into the dashboard or the windshield. If you're *not* wearing a safety belt, both you and the child will fly forward, with the probability that the child will be crushed between you and the dashboard.

Topic: Myths and Facts: Why Don't We Wear Safety Belts?

Time: 5 Minutes
Material: Visuals #6, 7, 8
Handout: #4

We've talked about excuses for not using safety belts. Here are some commonly believed myths which keep people from wearing safety belts.

[Visual #6]

Some drivers refuse to use safety belts because they fear they might be trapped in a burning or submerged vehicle. These are common fears, but let's look at the facts. Less than one-half of one percent of all accidents involve fire or submersion under water.

Your best chance of survival in fire or water exists in remaining conscious and *in control*. This allows you to deal with the emergency!

[Pause]

Another common myth is that your chance for survival is greater if you're ejected from your vehicle in a crash situation—you're "thrown clear." That might be true if you could know for sure where you're going to land. But as we said before, if you're thrown from your car...

[Visual #7]

You might go through the windshield, you might be dragged along the pavement, you might be crushed by your own vehicle or thrown into the path of another car.

In addition, the force of some collisions can eject a vehicle occupant as far as 150 feet, about the length of 15 cars. Evidence from actual crashes indicates you're 25 times more likely to die if you are ejected from your car!

Another common myth is that it is less important to buckle up for short trips around town or on country roads than it is for longer trips.

While it's true that the risk of injury is greater if you crash while traveling at a high rate of speed, fewer collisions happen on high-speed expressways than on city streets or rural roads where slow speeds are more likely. Eighty percent of deaths and serious injuries occur in cars traveling under 40 miles per hour.

[Visual #8]

In fact, unbelted people have been killed at speeds as low as 12 miles per hour; and 12 miles per hour is about the speed you would be driving in a parking lot.

Option

These and other common myths are believed to be true by many people. Here's an exercise to help us think about these myths. See if you can match a fact with a myth.

[Handout #1]

[Discuss myths and facts. This can be done in pairs or small groups. Ask for or give answers to each item. State the fact as an answer to the myth or distribute Handout #1 or use it as a visual. Allow 1-2 minutes to complete.]

Topic: Assuming Responsibility as a Driver

Time: 2 Minutes

As drivers, we need to feel that we have a personal responsibility for the safety of ourselves and our passengers. Let's focus on an example involving someone in your family.

Suppose you ask your older uncle to "buckle up". What might he say?

He answers, "Look, I've been around a long time. I'll be responsible for my safety, you be responsible for yours."

What could you say if you really wanted to convince him? What facts could you provide? Would you talk about the human collision?

You reply, "Well, you know we're really responsible for each other. If our bodies are thrown around in an impact and I'm not restrained, I could crush or injure you. And if I were wearing my safety belt but you weren't wearing yours—you might crush me!"

Hopefully, he'll say, "Well, I never thought of it that way ... okay."

What about your own experiences?

[Pause]

What has happened when you've asked people to buckle up?

[Pause]

You know, research indicates that most people say they ***would*** buckle up if the driver requested it!

Topic: Negative Attitudes and Positive Answers to Employer Safety Belt Programs

Time: 5 Minutes

Why should employers be involved in safety belt programs?

Employers have one of the greatest opportunities for increasing safety belt and child safety device use, largely because of the great number of drivers in the work force. Also, employers have a responsibility to provide a safe workplace for drivers operating motor vehicles on official business. This pro-

gram is presented because we are concerned about your safety and health—on the job ***and*** in the community!

In addition, motor vehicle collisions represent a tremendous expense. Each fatality costs the employer an average of $120,000 in direct and indirect expenses. I would be less than candid if I didn't tell you this organization is interested in protecting our investment in you—your loss is our loss!

[Pause]

Sometimes, employees ridicule or resent special programs sponsored by their employer. For example, some negative attitudes that might be expressed about employer-sponsored safety belt programs are:

[Leader reads four comments below or distributes four comments on cards and asks participants to read the following statements.]

1. "Now Big Brother is looking over my shoulder while I drive. I don't have any personal freedom. My employer can't tell me what to do."
2. "They don't care about me, they only care about the money or time they'll save in the event a collision occurs."
3. "The organization would be better off if they spent the money on our raises or fringe benefits."
4. "I'm not changing my habits. Big deal... so they have another new idea. Last year it was stress management and on-the-job accidents."

Have you felt this way or heard others express these attitudes?

Let's discuss how we might respond to each one of these statements.

Answers

1. Organizations are responsible for the on-the-job safety of their employees; and vehicles can be considered the workplace of the employee. Therefore, employers can require you to wear safety belts while on official business.

Option

Offering incentives, educational sessions and issuing a specific policy help employees to use safety belts. Because employers do not want to infringe on your personal freedom, the promotion of employee safety belt use off the job is usually based on numerous incentive offers, information & motivation techniques. The organization hopes many employees who develop the habit of safety belt use on the job will carry over this habit to their off the job driving.

[If your organization is offering incentives, discuss them at this point.]

2. It is not infrequent that people confuse motives with behaviors. Our organization is interested in saving money and time, ***and*** it should be. An employer's main goal is an efficient operation. However that doesn't minimize the fact that organization time, energy and money are being spent on your safety. Ultimately, you benefit!
3. Most safety belt campaigns can be conducted at a very low cost per employee. The actual dollars spent would be insignificant in terms of additional fringe benefits or a direct cash bonus. On the other hand, the outcomes of such a campaign in terms of lives saved or injuries reduced can be dramatic. Moreover, the related expenses of a prolonged disability can be enormous to you, the employee.
4. Sounds like _____ (Organization) is attempting to meet the health and safety needs of its employees. Previous programs may not have met your needs, but increased use of safety belts can save ***your*** life and those of your family or co-workers.

Topic: Making a Commitment

Time: 4 Minutes
Material: Handout #2

Now that we have had a chance to hear the facts about crashes and how safety belts can save your life or reduce serious injury,

[Handout #2]

[Distribute handout #2 or use it as a visual suggest that it be discussed with family or co-workers. Ask one or two participants which numbers they would check.]

it's time for you to make a commitment. This will help you think about safety belts, when you use them, what you'll say to yourself and what you'll say to others.

If possible, discuss your answers with coworkers or friends or family. Think of activities you can do together to increase safety belt use.

Topic: Key Points

Time: 3 Minutes
Material: Fact Sheet Handout

This session has been presented because we believe you are a valuable resource. However, without proper protection, you may be seriously injured or killed if you are in a collision.

There are two important facts to remember:

First, ***there are approximately 44,000 deaths caused by motor vehicle accidents annually.*** This is equivalent to an airline passenger jet crashing every day.

Second, ***safety belts really do make a difference!*** Up to 50 percent of the people who die from auto collisions would have been saved if they had worn the safety belts in their cars.

Remember, children and teenagers need the protection of adults. Nowhere is this more true than in an automobile. In fact, all drivers are responsible for their passengers.

Option

Information and personal commitment are key elements in increasing the use of safety belts. Even if you are not yet personally committed, your use of safety belts will set an example for others to follow. Your example may very well stimulate their use of safety belts, thus saving their lives and preventing serious injuries in a collision.

[Pause]

A Safety Belt Fact Sheet has been prepared to provide additional information for you. Please use it and share it with others so that unnecessary pain, costs and, most important—loss of life—can be reduced.

[The handout, which precedes this session, has special significance if this is the only session to be offered.]

Remember

- Buckle up!
- Assume responsibility for others!
- Protect the children who ride with you!
- Make a commitment to develop the safety belt habit!

Now, does anyone have any comments?

Topic: Protecting Yourself Automatically

Time: 10 Minutes
Material: "Protecting Yourself Automatically"; A discussion Guide (Pages 59 - 60)

The "Protecting Yourself Automatically" discussion guide has been prepared to provide an introduction to the technologies available to meet automatic crash protection requirements in the future (see pages 59 - 60).

The Secretary of Transportation's July 1984 rule (Federal Motor Vehicle Safety Standard No. 208, "Occupant Crash Protection") encompasses the use of manual belts which are already in most cars, while phasing in cars equipped with automatic occupant protection. The automakers can meet the requirement by installing any technology that automatically provides protection to the driver and right front passenger in a 30 mile-per-hour crash.

[Please use the discussion guide to aid in reviewing the kinds of automatic occupant protection systems that are now available in some cars. Identify which systems, if any, are standard equipment on any of the organization-owned vehicles available to employees for "official" use.]

Option

[If you are conducting the next session say:]
Next time we meet, we'll discuss in greater detail what happens in a collision and how the safety belt can save your life in a crash.

Option

[Hand out evaluation form.]
We're interested in your reaction to this session. Would you please take a minute to complete this evaluation form? No names are necessary.

Suggested materials and reference:

Film: **Dynamics of a Crash**
Automatic Answer

[See resources section for ordering information.]

Session #_____ Date _____

Session Evaluation Form

How would you rate this safety belt session in terms of usefulness to you? Your responses will be helpful in planning and conducting future activities. Please check the appropriate box, 5 being the highest and 1 being the lowest.

	5	4	3	2	1
1. How well organized was the session?	☐	☐	☐	☐	☐
2. How beneficial were the activities?	☐	☐	☐	☐	☐
3. To what extent did the information encourage you to increase your use of safety belts?	☐	☐	☐	☐	☐
4. To what extent will this session help you be more responsible for the safety of your passengers?	☐	☐	☐	☐	☐
5. Overall, how would you rate this session?	☐	☐	☐	☐	☐

6. List the best *and* worst aspects of the session and any comments.

_____

_____

_____

_____

_____

Thank you for your cooperation!

Safety Belts and You: Myths and Facts

Handout #1

Directions:
Match the fact with the myth that it disproves and write the letter in the appropriate space. Don't worry, this isn't a test!

Myths

____ 1. Safety belts are not important on short trips.
____ 2. It's better to be thrown clear of the car.
____ 3. Safety belts may trap people in fire or underwater.

Facts

a. Less than one-half of 1 percent of all crashes involve fire or submersion under water.
b. Three out of four collisions occur within 25 miles of home.
c. The chance of being killed is 25 times greater if you are ejected from the car.

Myths

____ 4. Safety belts themselves cause injuries.
____ 5. Pregnant women should not wear safety belts.
____ 6. Rear-seat passengers don't need safety belts.

Facts

d. Both the pregnant woman and the fetus are safer with a safety belt, provided the lap belt is worn as low on the pelvis as possible.
e. All passengers need safety belts.
f. Safety belt injuries are very rare, and they are almost always less than those nonwearer would have experienced.

What Will I Do to Increase the Use of Safety Belts?

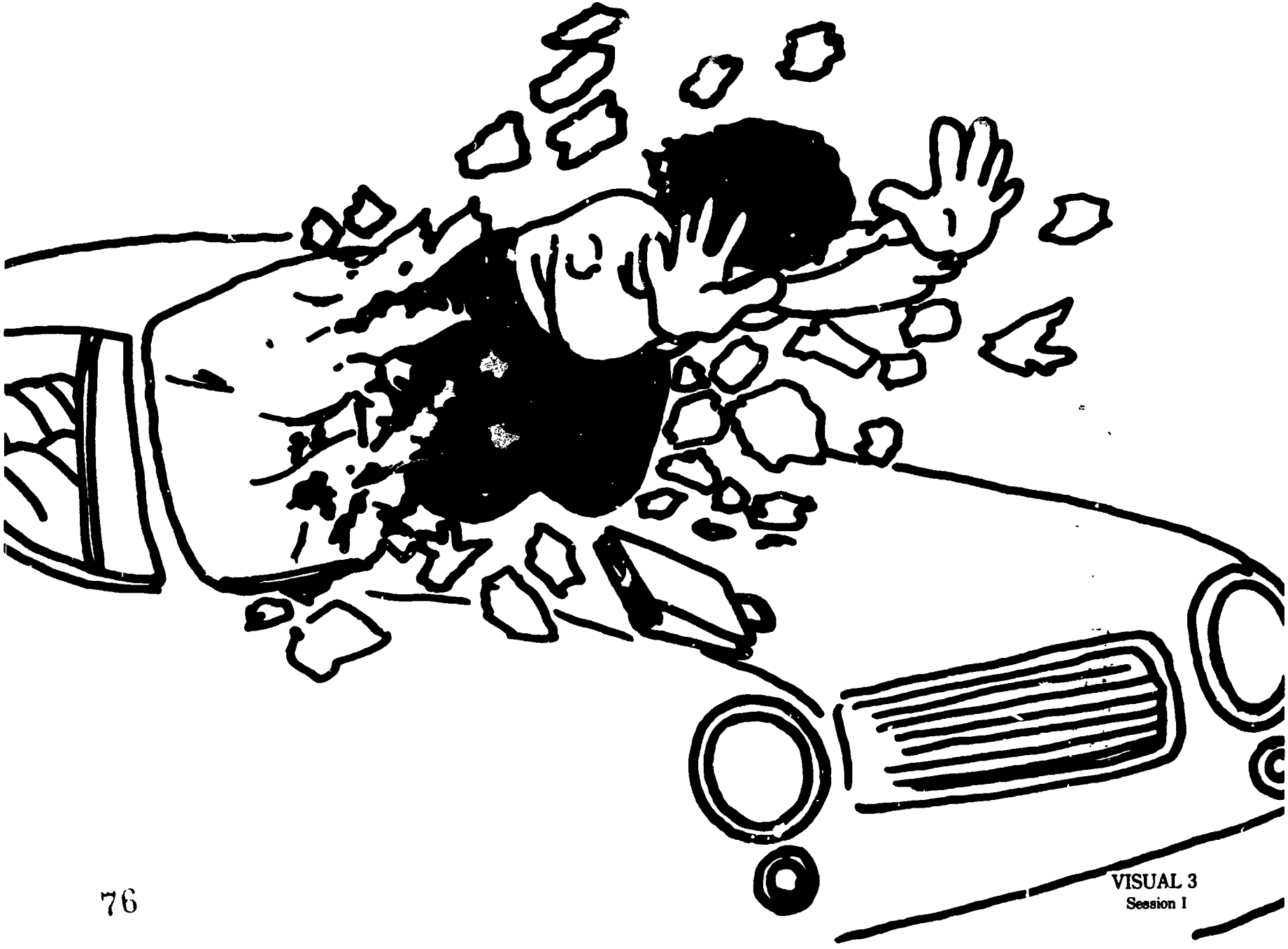
Handout #2

Directions: Check the statements that are best for you.

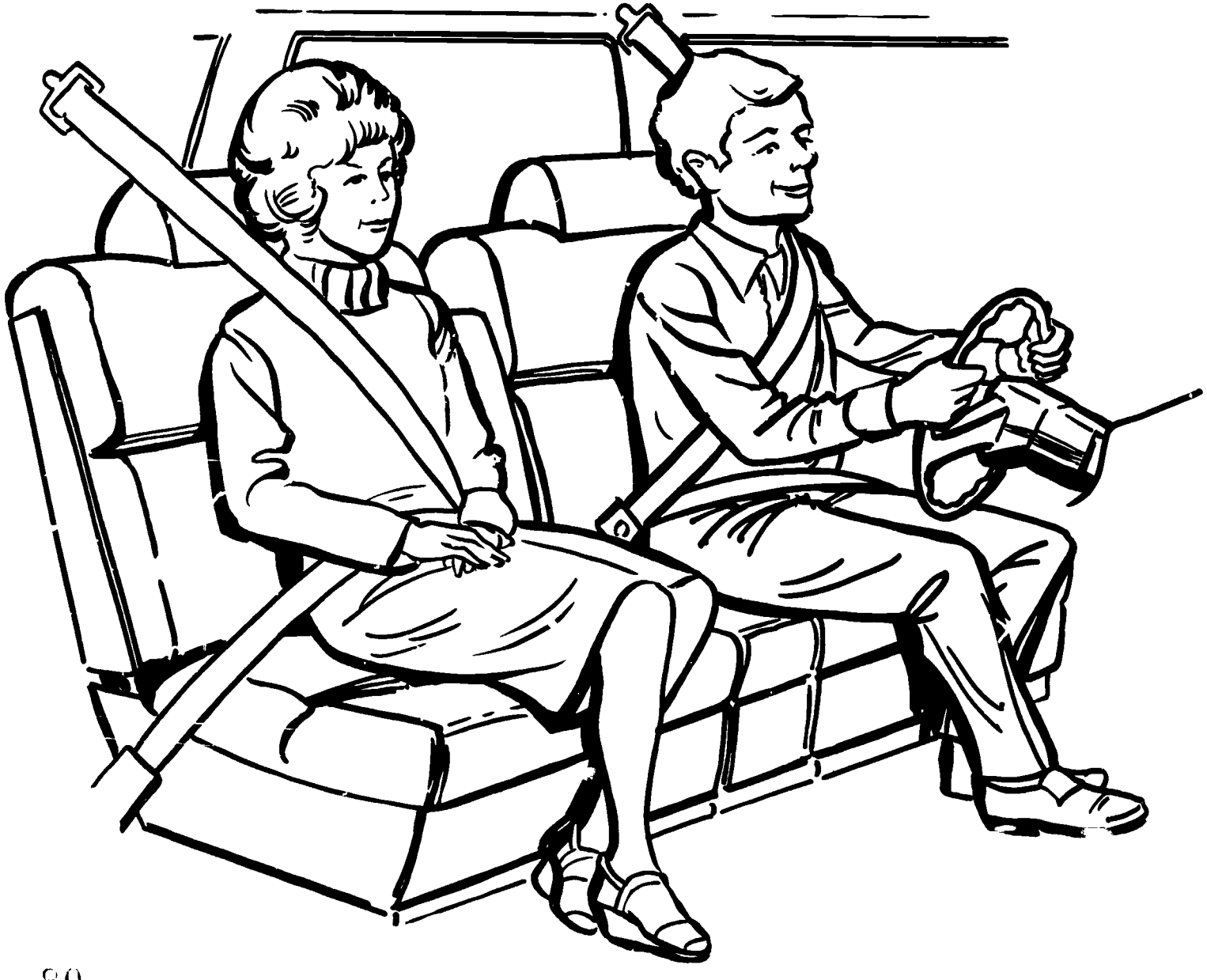
____ 1. I'll wear my safety belt whenever I'm in a motor vehicle.
____ 2. I'll insist that others (family, children, friends and co-workers) use a safety belt.
____ 3. I'll replace or fix safety belts when necessary.
____ 4. I'll talk to people about safety belt myths and facts.
5. I'll do the following to get myself into the safety belt habit:
   ____ Make a bet with a friend.
   ____ Dare someone to catch me without a safety belt.
   ____ Set up a usage plan with my family or friends.
6. I can do the following to keep myself going:
   ____ Imagine the consequences of a serious collision.
   ____ Talk to someone who has suffered through a tragedy because safety belts were not worn.
   ____ Talk to someone who avoided a tragedy because safety belts were worn.
7. I'll increase safety belt awareness of others in the community by contacting:
   ____ Unions
   ____ Schools
   ____ Civic or service groups
   ____ Hospitals
   ____ Health care or professional groups
   ____ Law enforcement agencies
   ____ Others

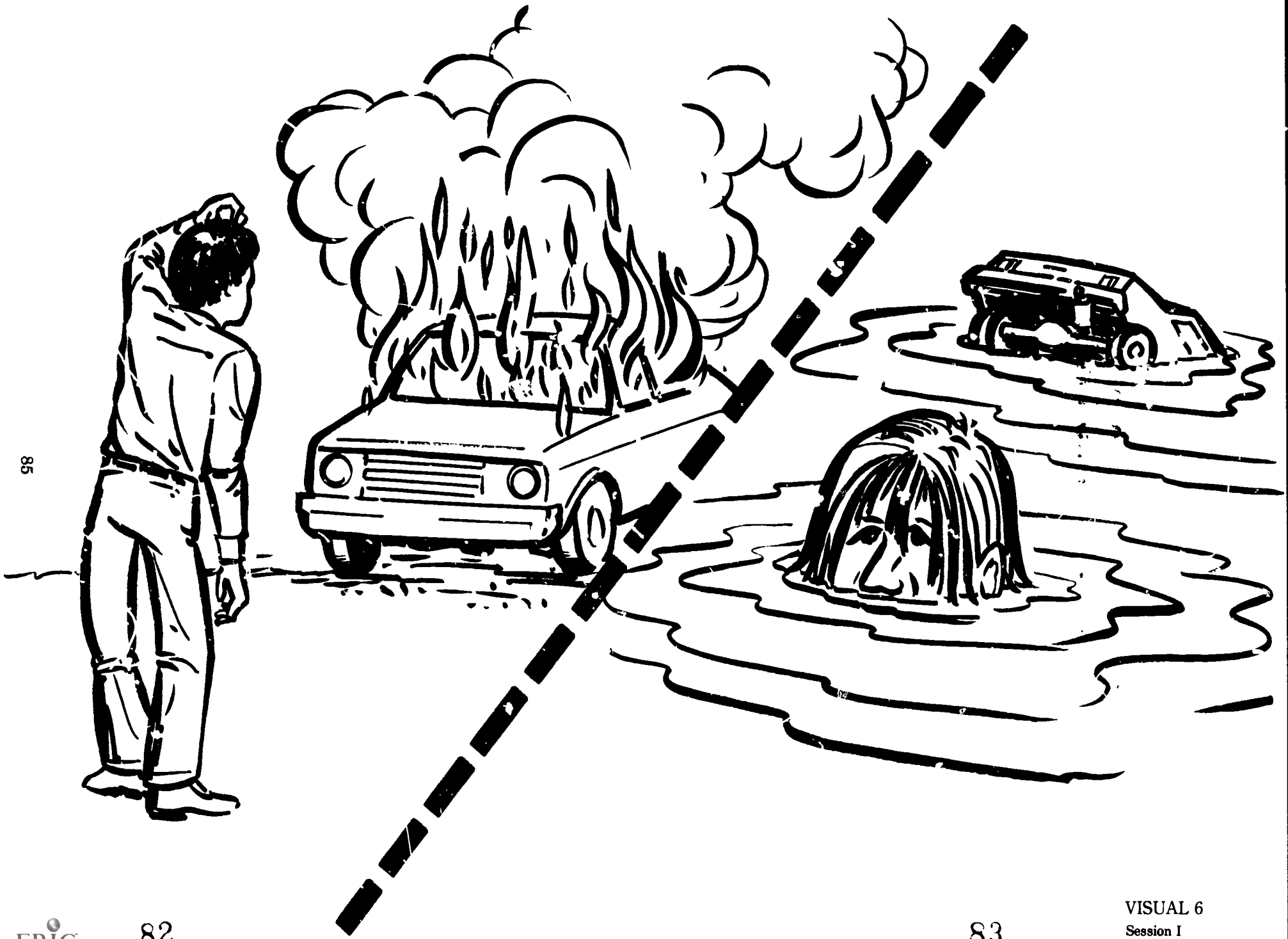
____ 8. I'll comply with child passenger safety laws in my state.

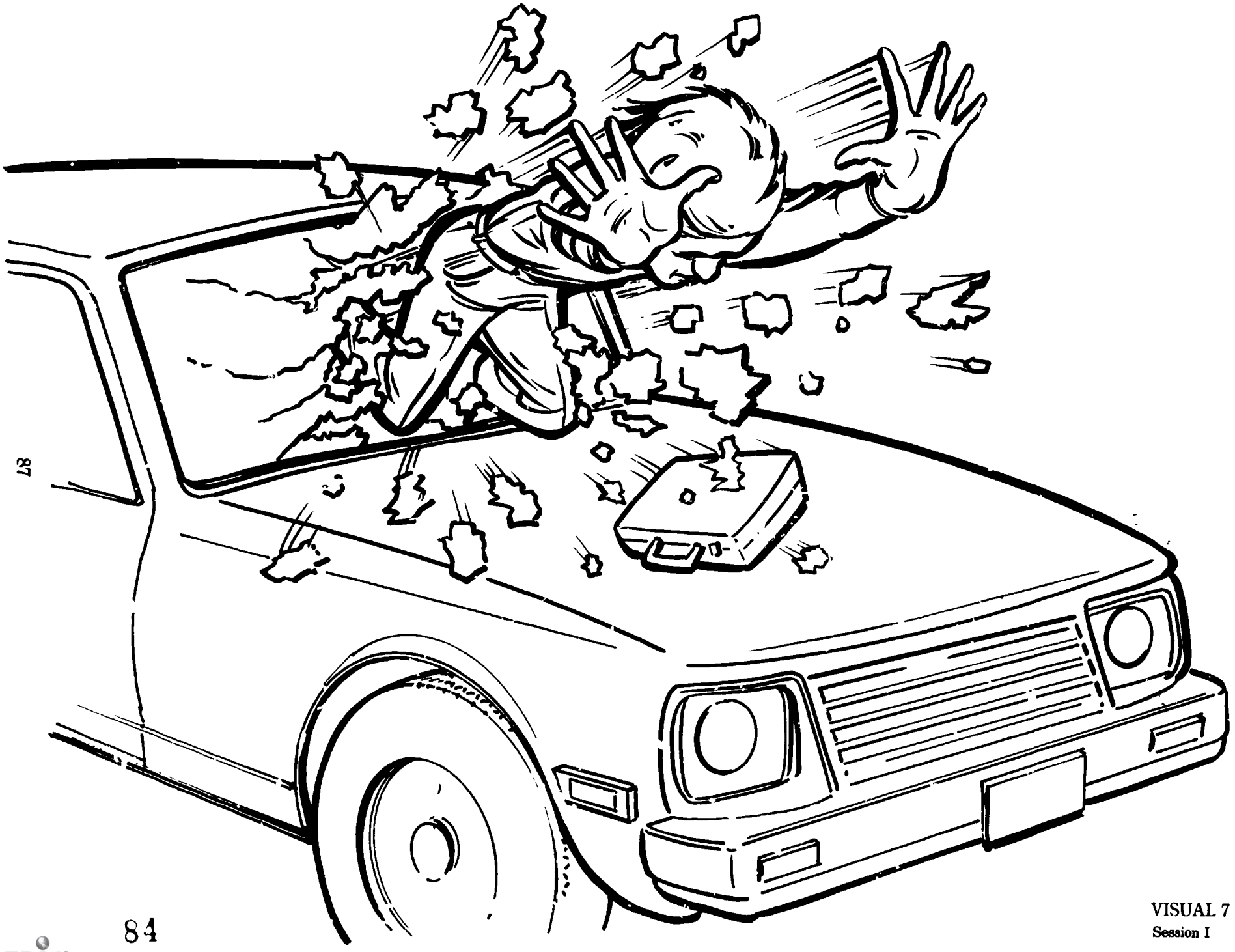

PERFUME



VISUAL 3
Session I







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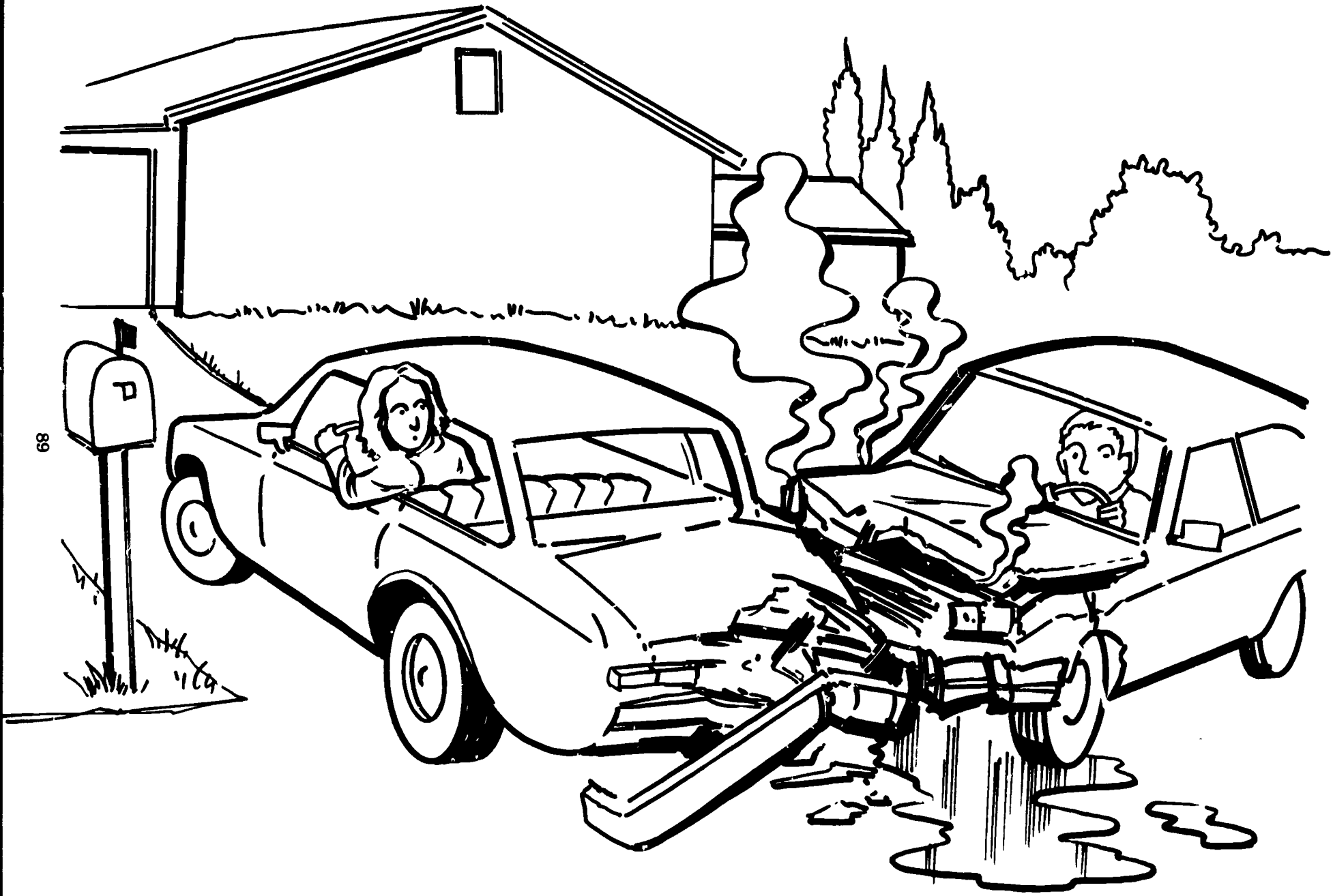


Session II
Collisions and Consequences

Schedule

The following schedule provides a guide for conducting this session, including the allotted time, topics, and page numbers. Your directions are placed in brackets. Answers, options, and main points generally appear in bold typeface. Visuals appear at the *end* of the session. Handouts appear *within* the session. The suggested handouts may be used as visuals, if you prefer.

Topic: What Can Safety Belts Mean to Me?
Time: 2 Minutes

This is the second session of our safety belt education program presented by _____ (Organization).

Here's the kind of story every employer who encourages safety belt use likes to hear. It is based on a real-life occurrence.

In mid-June, after the first week of a safety belt incentive program, an employee was persuaded to begin wearing her safety belt. She had seen a crash simulated in the parking lot by the State Highway Safety Agency.

The employee was driving home after completing the second shift at midnight and fell asleep at the wheel. The car veered off the road to the right, then back across the road to the left, and hit an embankment. The impact threw both front doors open and pushed the car's engine into the passenger seat. The car was demolished.

The driver reached over, unsnapped her safety belt and got out of the car. Except for a few bruises, she was uninjured and would not have missed a single day of work if she had not taken time off to fill out insurance forms and buy a new car.

When asked if she wears a safety belt when driving her new car, the driver said she ***always*** wears a safety belt—in any car she's in—front or back seat!

Hopefully, all of us can learn from the experience of others.

During this session, we'll discuss the dynamics of a collision and compare the consequences of using and not using safety belts. We'll examine the actual costs of such collisions in terms of time, money, and injuries. Toward the end of the session, we

hope you'll make a commitment to get into ***the buckle-up habit.***

[Pause]

Now, let's see a show of hands of those who wore safety belts on the way to work today. Raise your hands.

[The Participants May Need to be Encouraged.]

What do you think? Are enough of us protecting ourselves?

Topic: What Do You Think?

Time: 5 Minutes
Material: Handout #1

Here are some questions about safety belt use. We'll talk about the answers when you're finished

[Handout #1]

[Distribute Handout #1 or show as visual or read each question aloud. Allow 1-2 minutes for participants to answer. Add main points if not given by the participants or provide the answers and/or encourage discussion, then develop main points.]

Topic: Collisions and Consequences

Time: 5 Minutes
Material: Visuals #1, 2

What happens in a collision?

When a car strikes a solid object, it stops very abruptly. The front bumper is usually the first part of the car to come in contact with another object and it stops immediately. The front end crushes as the car comes to a complete stop. That's the *car's collision.*

As some of you know, there are really two kinds of collisions within a single crash. The first is the car's collision in which the car hits something, buckles and bends, and then comes to a stop. The second collision occurs a few milliseconds later and is called the *human collision.* That's when a person hits another person or some part of the car or is ejected. In the car's collision, only the car is damaged, it's the human collision that causes injury or death to the car's occupant. And...it's the human collision that we can do something about. We can protect ourselves with safety belts!

[Visual #1]

In a 30 mph crash, an occupant strikes the interior of the car with a force of several thousand pounds. That kind of crash force would at least cause very serious injury, if not death. Although we think of 30 miles an hour as a slow speed, it has the potential to be lethal in a crash. And did you realize that at 30 mph, the force of impact is equivalent to jumping off a three-story building?

In less severe collisions, the front or rear end of the car sustains most of the damage. The passenger compartment usually remains in good shape and is not damaged at all by the vehicle's collision. Instead, it is damaged by the person striking the interior with his/her head or body.

In fact, if you visit an "auto graveyard," you'll notice that even the most seriously crushed cars have passenger seats that are still intact because they are bolted to the car's structure. Since safety belts are also attached to the structure, you have a greater likelihood of surviving a collision if you are secured in a belt.

Head and chest injuries are the most frequent cause of death in collisions. And severe injuries to these parts of the body can result from even minor collisions! Also, chest injuries from the steering assembly are common in car crashes; facial disfigurement often results from striking the windshield. Even safety glass will break if the impact is great enough. The potential for serious injury and disfiguring scars is obvious!

When an occupant strikes a hard edge, a knob or a lever in the car, all of the force of the impact is concentrated on only a small part of the body's surface. Radio knobs and gearshift levers have been known to penetrate the skull and cause death. Severe injury from hard or sharp objects can result from even a relatively minor crash.

[Visual #2]

Now, let's look at the interior of a car. These hard surfaces can become instruments of death during a crash. This illustration shows the percentage of unbelted occupants who are fatally injured in second or human collisions by the various hard surfaces inside a car. For example, almost 40 percent of fatalities are a result of impact with the steering assembly and the windshield.

Some people believe they can protect themselves in a crash by holding onto the steering wheel or bracing themselves with their arms or legs. But collisions usually happen too fast to permit this. Even if there were time to brace yourself, the forces involved in most collisions are too great to withstand—even at moderate speeds. The force with which a person hits the dashboard is roughly that person's weight times the speed of the car. In a collision at 30 miles per hour, an individual weighing 150 pounds may generate a crash force of approximately 4,500 pounds.

[Pause']

In older cars, it is important to buckle the lap *and* shoulder belts (if they are separate), since the use of *both* increases effectiveness.

Topic: Myths and Facts

Time: 3-5 Minutes
Material: Visuals #3, 4, 5 and Handout #2

There are several common myths that prevent people from using their safety belts. We need to understand the facts which disprove these myths. For example, if you hear someone say, "I don't want to be trapped by a safety belt, it's better to be thrown free in a collision," you can make the following reply:

"Being thrown free is 25 times more dangerous, 25 times more lethal, because you can't choose where you're going to land. You could be thrown right into the path of your own car or other traffic. If you're safely belted in, you are far more likely to be conscious after an accident; then you'll be better able to free yourself and be of assistance to your passengers." Safety belts can prevent you from:

[Visuals #3-4-5: Show all three together]

- Crashing through the windshield.
- Being ejected and hurled through the air.
- Scraping along the ground or pavement.
- Being crushed by your own car or oncoming traffic.

Despite improved door latches, crash forces can deform the car body and make the door spring open and propel an unbelted occupant from the vehicle. Therefore, in almost any collision, you're better off being held inside the car by a safety belt.

Option

Now, let's talk about some other common myths.

[Handout #2]

[Discuss myths and facts. Ask for or give answers to each item. This also can be done in pairs or small groups. State the fact as an answer to the myth or distribute handout #2 or use as visual.]

Topic: Comparison Between a Belted and Unbelted Driver

Time: 5 Minutes
Material: Handout #3

[Provide crash comparisons to participants if using the following information as a handout. If using it as a visual, display it and say:]

[Handout #3]

Now let's consider some collision statistics. I'd like your opinion on these facts. Take 1–2 minutes to think about this collision as if it happened to you last week. If you were the *unbelted* person, how would those injuries affect your job? Imagine how you would look and feel given the consequences of the crash. Answer these questions.

[Ask the following questions and pause for responses.]

- How do you feel physically? Headaches? Blackouts? Backaches?
- How do you feel mentally? Any fears about losing your job? Any worries about going on a driving vacation? How would you have felt if others were in the car with you?
- If you were an employer, what would you think about these two collisions?

[After 2 minutes, ask participants to assume they were wearing a safety belt and repeat the questions above. Again, refer to handout #3.]

For a given pair of cases, cost differentials may vary by as much as $100,000. The negative consequences associated with the nonuse of safety belts cannot, however, be described simply in terms of money. A more serious consequence may be injury—both physical and mental—and it could be on a long-term basis.

Three months out of work because of a concussion and a crushed collar bone isn't something we think about when we get into a car. When you are out of work and recovering from a collision, there are many problems and inconveniences—required doctor's visits, hospitalizations, and tests. In addition, there can be overwhelming bills, fears, dependency on others, unexpected complications from infections or medications. And perhaps even costly renovations to your house or motor vehicle because of your serious injury.

Unfortunately, there may also be lost opportunities. For example, a seriously injured driver was to have been promoted. Although the organization preferred to promote that individual, they couldn't wait 6 months until convalescence was completed. Perhaps if the driver had worn a safety belt, the injuries would have been less severe, and the employee would have been available for promotion when the opportunity arose.

Topic: Safety Belt: Comfort with Security

Time: 5 Minutes

Now that we've discussed the tremendous risks involved in not using safety belts, consider the following situation.

Your friend doesn't use a safety belt. You ask, "Why don't you have your safety belt on?"

He replies, "What difference would it make? It probably wouldn't work anyway. It doesn't stop me when I reach for the ashtray."

Or he could reply, "I only feel safe when the safety belt is tight. But when it's tight, it's uncomfortable, and I can't reach the ashtray or glove compartment."

How could you answer your friend?

[Pause]

Explain how safety belts work.

All cars built since 1974 have one-piece lap and shoulder belts which have emergency locking retractors that allow free movement during normal conditions, but lock in emergencies. A retractor is the device which winds up the slack in a loose or unused safety belt. These new types of retractors are called "inertia reels."

[Pause]

Sometimes passengers have a false sense of security when they are in the rear seat and believe that safety belts are not necessary. As we mentioned before, they are just as necessary! Let's consider this situation:

You're the driver. Someone in the back of the car says, "I can't work the safety belt. Oh, well, it's all right, I'm in the back, it's not that important."

[Pause]

What would you say or do if you were taking responsibility for your passengers? You could say, "Wearing a safety belt is just as important for you as for me. Besides, you become a risk to those of us in the front seat."

You could stop and try to fix the safety belt or report it (if it's an employer-owned car) or have the safety belt repaired as soon as possible.

You probably can share many other situations that you've experienced. Sometimes you haven't answered people because you didn't have the facts. Now you do. So help yourself and each other— and *buckle up.*

Topic: Making a Commitment

Time: 5 Minutes
Materials: Handout #4

Yes, it *is* a fact. Safety belts *do* save lives. Our goal is to persuade you to use them.

I'll ask a question; then you discuss it with the person next to you.

[Ask the first question below. Pause, allow for response. Then continue asking the next two questions, allowing for responses.]

- How much of the time did you use safety belts last week? (25%, 50%, 75%, 100%) When?

[Pause]

- What problems, if any, did you face when trying to use your safety belt?

[Pause]

- Were safety belts inconvenient? Were you lazy? Rushed? Forgetful? Embarrassed in front of others? Resistant to the whole idea?

[Pause]

To get the safety belt habit, we need to feel a personal commitment *and* understand the things we can do to increase our use of them.

Sometimes, we need to talk to ourselves. For example, John really understood why safety belts were needed and that he was placing himself in danger each time he didn't wear his safety belt. Sometimes he put it on but didn't properly adjust the shoulder strap if it was under his arm. He wondered why he was so resistant to doing what he knew would protect him.

One day he read an ad written by a 25-year old quadraplegic. It said, "I thought it would never happen to me—I was wrong. Don't make the mistake I did—Use your safety belt."

That was the message that finally got to John. Now, if and when he hesitates about buckling his safety belt, he imagines that 25-year-old in the wheelchair talking to him and telling him not to make the same mistake.

Many of us often hesitate about putting on our safety belts. At those times, it helps to have something to think of, or to say to ourselves, to help us turn thoughts into action. After all, changing habits isn't easy!

Here are some ideas which will help increase your use of safety belts. Check those that are best for you. Suggest others that come to mind.

[Handout #4]

[Distribute handout #4 or use as visual. If used as handout, suggest that answers be discussed with family members or co-workers.]

Topic: Key Points

Time: 1 Minute

This session has been presented by _____ (Organization) to increase your safety belt use. Not using safety belts results in serious and unnecessary injuries and fatalities. This happens because in a crash there are two collisions: the car's collision and the human collision. If you are not wearing a safety belt, the human collision is your body colliding with some part of the automobile, another person, or an object outside the car.

In older cars, the lap and shoulder combinations must be used. In newer cars, the safety belt is usually made in one unit. All belts are designed to hold you securely in your seat so that you can maneuver the car out of difficult situations.

When we compare collisions involving belted and unbelted drivers, it's clear that wearing safety belts results in dramatic savings in *HUMAN LIFE and DOLLARS.*

The high medical and recovery costs to yourself and your employer can be substantially reduced by developing the safety belt habit and *getting it together* for every trip.

There are myths people believe that stop them from wearing safety belts. Don't accept these; correct them and then ask everyone to *buckle up.*

Use the information and techniques we have talked about today to influence your family, friends, and co-workers.

In our next session, we'll discuss child safety devices and how you can protect the children in your vehicle.

Option

[Hand out evaluation form.]

We're interested in your reaction to this session. Would you please take a minute to complete this evaluation form? No names are necessary.

Suggested Materials and Reference:

Films: **Safety Belts Save Lives**
Dynamics of a Crash
Private Pain; Public Burden

Pamphlet: **Safety Belts: A History Lesson**

Information: **Auto Safety Hotline**
(800) 424-9393

[See resources section for ordering information.]

Session #_____

Date _____

Session Evaluation Form

How would you rate this safety belt session in terms of usefulness to you? Your responses will be helpful in planning and conducting future activities. Please check the appropriate box, 5 being the highest and 1 being the lowest.

	5	4	3	2	1
1. How well organized was the session?	☐	☐	☐	☐	☐
2. How beneficial were the activities?	☐	☐	☐	☐	☐
3. To what extent did the information encourage you to increase your use of safety belts?	☐	☐	☐	☐	☐
4. To what extent will this session help you be more responsible for the safety of your passengers?	☐	☐	☐	☐	☐
5. Overall, how would you rate this session?	☐	☐	☐	☐	☐

6. List the best ***and*** worst aspects of the session and any comments.

_____

_____

_____

_____

_____

Thank you for your cooperation!

What Do You Think?

Handout #1

Directions: Circle the correct answer.

1. Wearing a safety belt can mean money in your pocket. T F
2. In a collision, passengers continue to travel after the vehicle stops until they hit something. T F
3. Safety belts cushion the force of the impact and keep passengers from striking dangerous objects. T F
4. If people wear a lap belt, they don't need a shoulder belt too! T F
5. Head and chest injuries are the most frequent cause of death in collisions. T F
6. Regardless of how strong you are, you cannot brace yourself against the force of a collision at 35 miles an hour. T F
7. The new design of safety belts allows passengers to move around and be comfortable during normal conditions, but the belts ***will*** work in a collision. T F

ANSWERS

1. T [**Main Point:** Fewer injuries mean fewer bills, less time out of work.]
2. T [**Main Point:** This is called the human collision.]
3. T [**Main Point:** You are protected from danger inside and outside.]
4. F [**Main Point:** You need to be stopped from traveling forward. You must wear both a lap and shoulder belt in older cars, and avoid tucking the shoulder belt behind you in cars with combination systems.]
5. T [**Main Point:** These are serious injuries and can generally be avoided.]
6. T [**Main Point:** The force is too great.]
7. T [**Main Point:** They are designed this way for convenience and comfort, but should be checked. See the manufacturer's manual about this. Many of you can test yours by hitting the brakes hard at 10 mph to see if the belt locks.]

Safety Belt Myths and Facts

Handout #2

Directions: Match the fact with the myth that it disproves and write the letter in the appropriate space.

Myths

____ 1. I must only wear safety belts when driving at high speeds.

____ 2. I don't need safety belts because I'm a good driver. I've never received a ticket and I have excellent reactions.

____ 3. I'm a lucky person. I don't think a crash will happen to me.

____ 4. I don't need a safety belt. I'm strong. In case of a collision, I can brace myself.

Facts

a. No matter how good a driver you are—you can't control the other car or other driver, especially if he or she is drunk.

b. On the average, everyone can expect to be in a crash once every 10 years.

c. Eighty percent of deaths and serious injuries occur in cars traveling under 40 miles per hour.

d. A crash, even at low speeds, can generate brutal force. There is *no way* your arms and legs can brace you against that kind of collision.

Answers

1. c, 2. a, 3. b, 4. d

A Typical Comparison Between a Belted and Unbelted Driver Involved in Similar Crashes

Handout #3

Safety Belt Off

Driver: Male
Meter Reader

Vehicle: Midsized Car

Accident: Driving at 55 mph. Hit in left front full-sized car at 35 mph.

Time Off Work: 6 months

Employer Costs:

Medical/Hospital	$ 3,364.65
Partial permanent disability	8,672.40
Salary Continuation	4,809.24
Indirect Expense (Estimate)	21,846.29
Direct + Indirect	$43,692.58

Safety Belt On

Driver: Male
Assistant Survey Chief

Vehicle: Midsized car

Accident: Driving at 55 mph. Hit on left front by full-sized pickup at 35 mph.

Injuries: Minor whiplash

Time Off Work: None

Employer Costs:

Medical/Hospital	$25.85
Partial permanent disability	0
Salary Continuation	0
Indirect Expense (Estimate)	25.85
Direct + Indirect	$51.70

What Will I Do To Get the "Buckle-Up" Habit?

Handout #4

Directions: Check the statements that are best for you.

I'll do or say the following things to use safety belts:

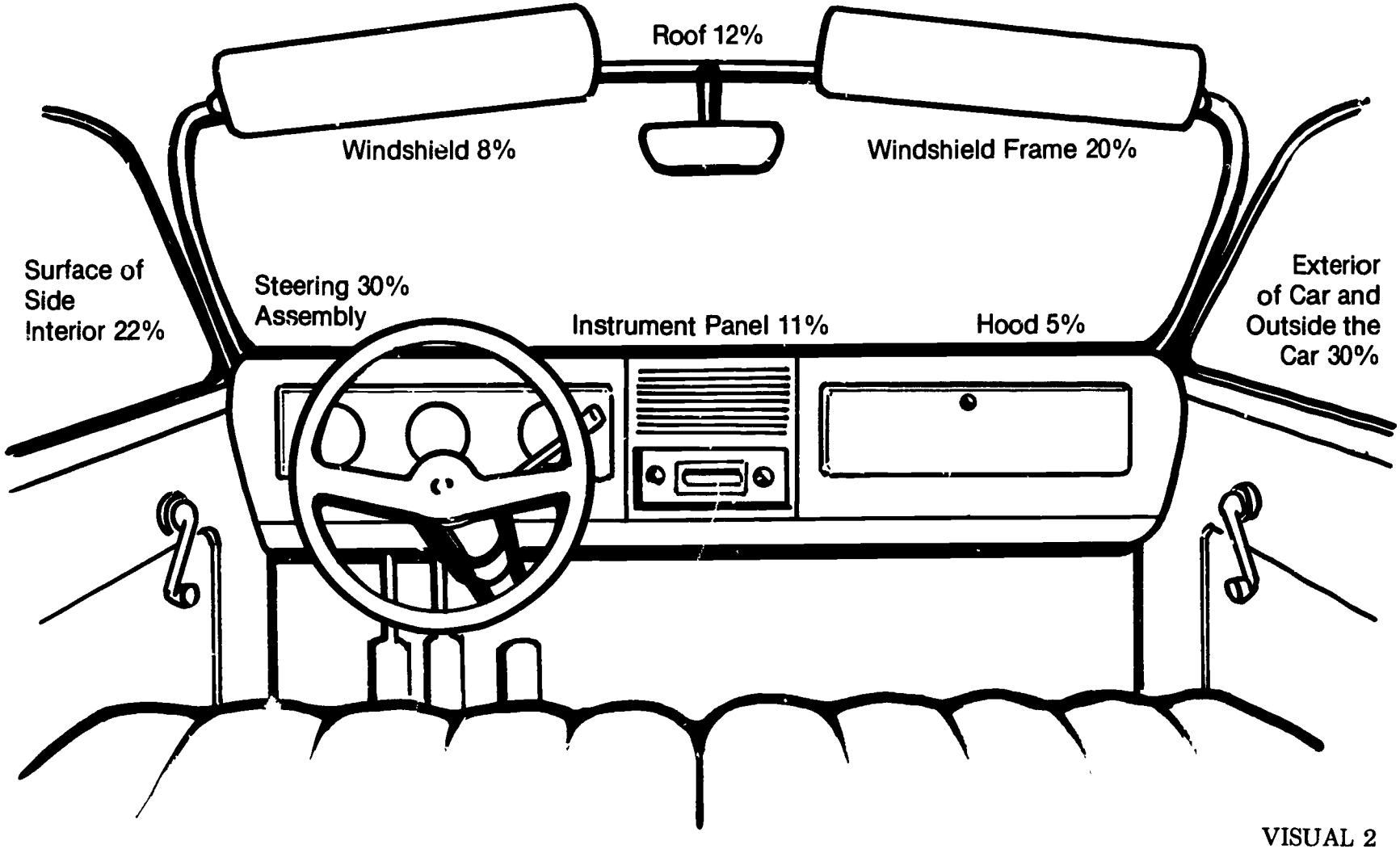
_____ "I need to buckle up when I get in the car. I'm important, I'll keep myself safe."
_____ "It's worth a few seconds in return for the rest of my life."
_____ Talk to others about my efforts.
_____ Use the buzzer or light signal as reminders, if such devices are in the car.
_____ Post a picture of myself or my family on the dashboard. Write on it: "Safety belts save lives."
_____ Attach a slogan to the dashboard or steering wheel. For example, "Buckle up, someone needs you."

I'll try the following way(s) to keep up the good work:

_____ After I buckle up, I'll tell myself something like, "I did it, even if it is a chore," or "Good, I'm following my plan."
_____ I"ll reward myself as I get the "buckle-up" habit.
_____ Ask someone who rides with me to say something positive when they see me using my safety belt.
_____ Report my success to someone who's interested in me. For example, "I'm doing this project, trying to use my safety belt; I didn't think I could, but I'm actually doing it!"

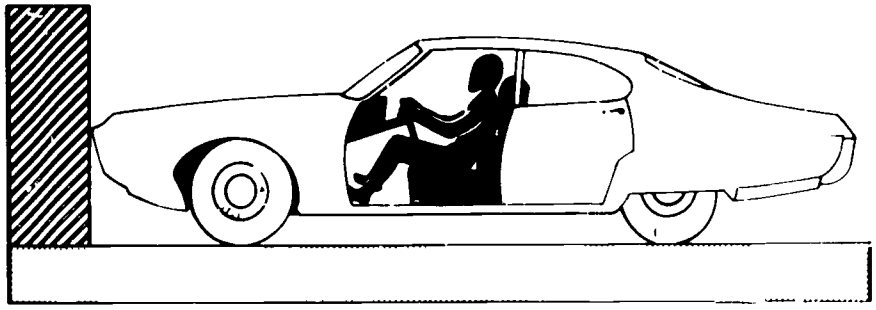
I'll do the following things to involve others:

_____ Have a contest with family, friends, or co-workers to see who uses their safety belts the most.
_____ Show approval to others who buckle up.
_____ Point out improper safety belt use to other passengers.
_____ Not excuse family or friends who disconnect safety belts.



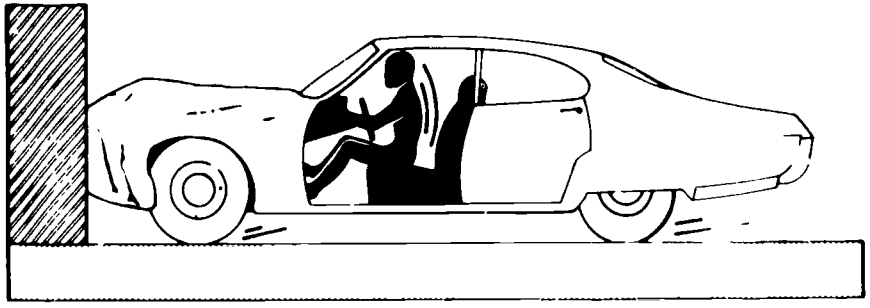
VISUAL 2

Session II



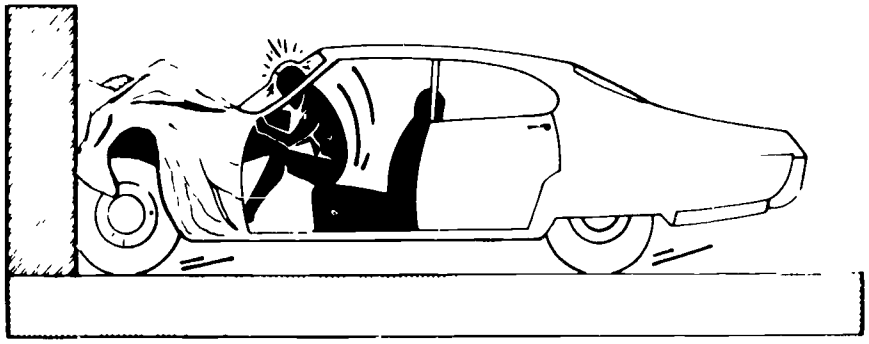
0.000 seconds - car hits barrier

On impact, the car begins to crush and to slow down. The driver is not properly restrained with a safety belt; therefore the person continues to move forward inside the car at 30 mph.



0.050 seconds - car crushes

The car slows down as the crushing of the front end absorbs some of the force of the collision. The person inside is still moving forward at 30 mph.

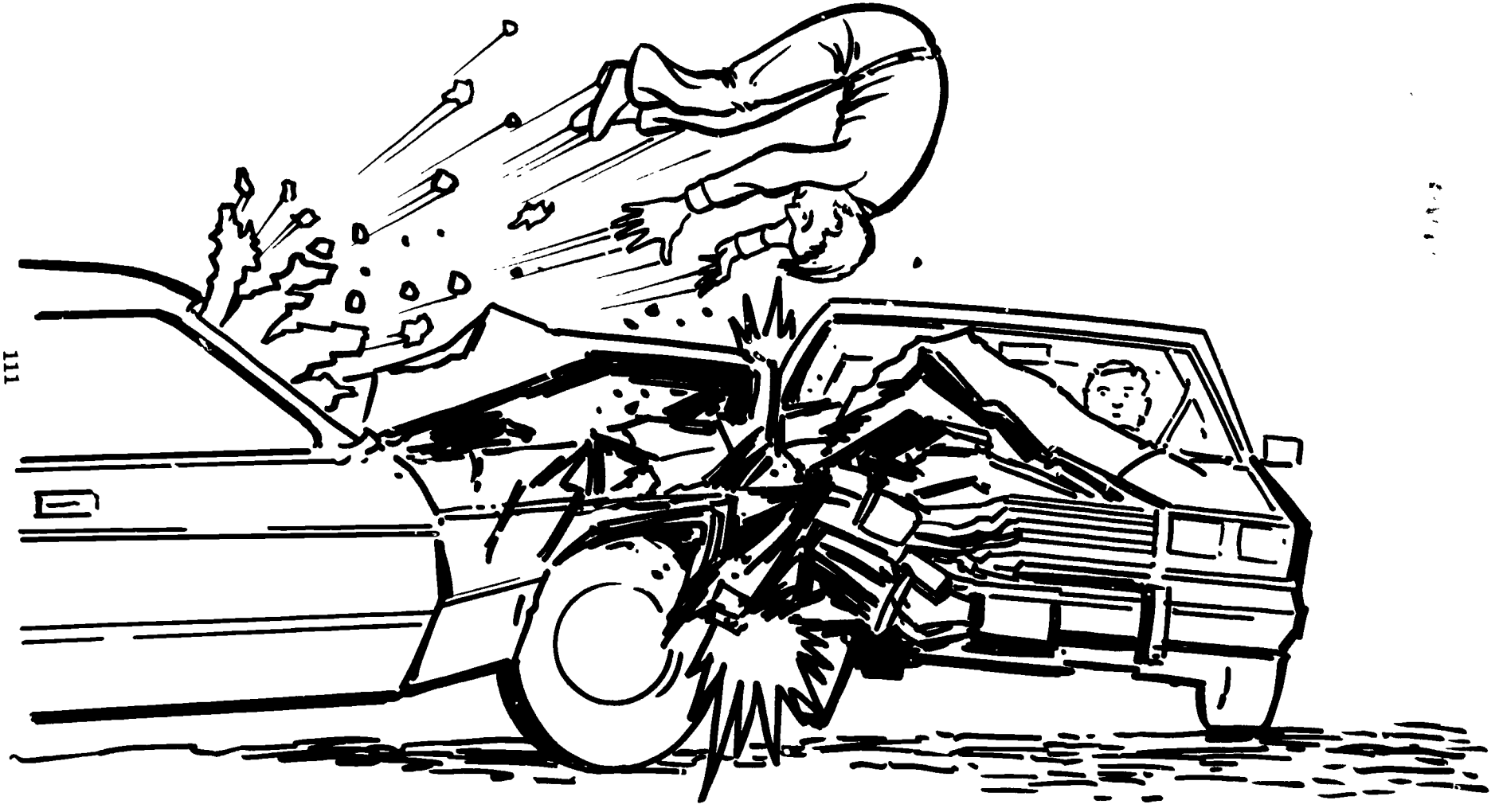


0.100 seconds - car stops

0.120 seconds - person hits car interior

One-fiftieth of a second after the car has stopped, the person slams into the dashboard and windshield. This is the human collision. In the car's collision it takes 1/10 of a second to stop; in the human collision it takes only 1/100 of a second.

VISUAL 1
Session II



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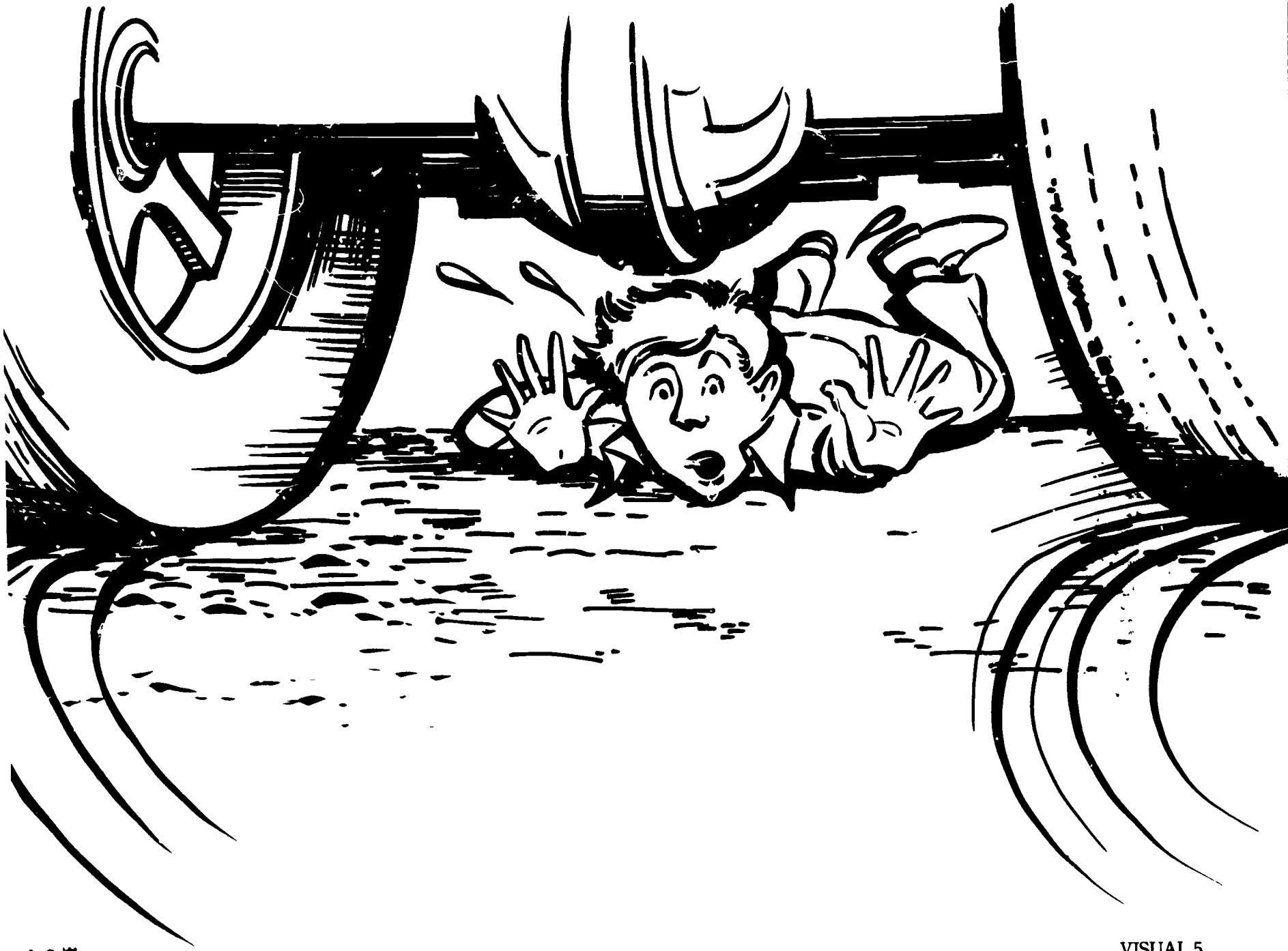


Session III
Child Safety and Adult Responsibilities

Schedule

The following schedule provides a guide for conducting this session including the allotted time, topics, and page numbers. Your directions are placed in brackets. Answers, options, and main points generally appear in bold typeface. Visuals appear at the *end* of the session. Handouts appear *within* the session. Handouts may be used as visuals, if you prefer.

Topic: What's the Big Deal?
Time: 2 Minutes

This is the third session in our Safety Belt Education Program presented by _____ (Organization).

This session is designed to increase your awareness of the importance of using child safety seats. We'll answer questions such as: Why are child safety seats needed? What kinds are available, and how can I help protect children in cars when driven by myself or others? At the conclusion of this session we hope you'll make a commitment to help increase the use of child safety seats.

[Pause]

Many people ask, "What's the big deal about kids' using safety seats?" One parent described his experience in a newspaper article.

[Read article aloud.]

An open letter to the *Muskegon Chronicle*, April 14, 1982

"Dear Editor.

I would like to tell your readers how mad I was when I was forced to go out and pay $45 for an infant seat, and to top it off we couldn't fit everybody in my pickup truck with that big bulky thing.

On April 2, my wife was forced to go off highway M-120 into a ditch to avoid a collision—that's 55 MPH to a dead stop. The back of the child car seat was facing the windshield [as I was told the law required for 4-month-old infants]. That seat broke off the ash tray, cracked the dashboard, and chipped the windshield. Our baby didn't have a scratch on her.

I would like to thank God and whoever else is responsible for passing that stupid law."

GREG HIBBARD
Holton, Michigan

This child's life ***was*** a big deal. According to the National Safety Council, during one 10-year period ending in 1978, over 1[illegible]020 persons under the age of 5 were kille[illegible]in motor vehicle crashes. In these deaths, two factors occurred repeatedly: first, the children were unrestrained (or were being held in the parent's lap) and second, the seat was unsafe or used improperly.

Not only do too many children die in crashes, but too many suffer needless serious injuries. Some of these injuries have a lifelong impact. For example, did you know that head injuries suffered by young children in motor vehicle crashes are a leading cause of epilepsy?

[Pause]

What about you? Do you think it's important? Let's see. . . How many of you regularly have youngsters in your car? Don't forget to include grandchildren, nieces and nephews, neighbors or teenagers.

[Pause, look around, wait for a show of hands]

Of course, you wear *your* safety belt to set a good example for others in the car!

Now, how many of you insist that these youngsters use safety seats ***at all times?*** How many of you require that if teenagers use your car, they must wear safety belts?

If you and others don't always insist that safety seats are used for small children—you're not alone.

Topic: Why and How

Time: 3 Minutes
Material: Visuals #1, 2

Most people want to provide their children with the protection that safety seats can offer. Approximately 60 percent of all children under the age of 4 use safety seats or safety belts.

Now all 50 states have passed laws requiring the child safety seat use. The laws vary in terms of the ages, fines for violations, etc. What about our state?

At this point, the two questions to answer are:

- Why are child safety seats needed?
- How do they reduce the chance of injury?

[Visual #1]

First, why are child safety seats actually needed? You know, few of us would transport a precious and fragile object in our car without protecting it from possible damage. Aren't children as fragile and valuable as . . . a TV set?

[Pause]

As we discussed in the previous session, in a crash or in a sudden stop, all occupants in the car continue to move forward at the same speed the car was traveling—until something stops them. Too frequently, that "something" is the dashboard, the windshield, some other part of the interior or, if the person is ejected from the vehicle, an object outside the car. It is this ***second collision*** that causes injuries and death. How does this happen?

If small children are not protected, they literally become flying missiles. It happens so fast, even in low-speed crashes, that neither the parent nor the child can prevent a violent impact with other passengers or with some hard surface inside or outside the car.

[Pause]

How do child safety seats reduce the [illegible]ce of injury?

[Visual #2]

Child safety seats work like safety belts, except that they are more effective for young children, and they:

- Distribute the shock and crash forces across the strongest parts of a child's body.
- Prevent the child from striking hard surfaces of the car's interior or other passengers.

Another benefit of safety seats is that you always know where the child is! The kids are not climbing all over the place or fighting with each other. It's a great way to maintain control in the car and allows you to keep your mind—and eyes—on the road!

Topic: Types and Needs

Time: 4 Minutes
Material: Visuals #3, 4, 5

Let's look at the types of safety seats that are available. Only one that is federally approved is acceptable. You should never use other types of seats; they aren't strong enough and can be thrown around on impact. By the way, trying to secure a small child in an adult safety belt is inadequate. The child may tunnel under or be thrown over it and be caught by the belt. An adult belt should only be used when a child seat is not available—it is better than nothing at all.

[Pause]

Child safety seats come in several shapes and sizes. There's one for each stage of a child's development.

[Visual #3]

[Point to each type of restraint]

- **Infant Safety Seats** are rear facing and are used from birth to approximately 9-12 months. The seat must face the rear of the car so that the baby's strong back can absorb the forces of a crash.
- ***Toddler seats*** face forward and are designed for children who can sit up without support and weigh about 40 lbs. They contain a harness, or shield system, or both, in order to protect the child's upper body.
- ***Convertible safety seats*** are those that change from the infant to toddler mode. They are designed for use by children from birth to about 4 years.
- ***Booster seats*** are available for older children weighing at least 40 pounds. These allow the child to see out of the window and provide elevation so that the car's lap belt fits across its hips and pelvic bones, or the booster shield, rather than its stomach.
- Older children (at least 5 years of age) can use adult safety belts.

Proper installation is an important concern. Some seats require tether straps which are anchored to the car, others don't. Some can be used with any safety belt, others cannot. Also, not all seats fit all cars or are convenient to use. It is essential to read and follow carefully all installation instructions. It is also important to follow the manufacturer's instructions for using the safety seat.

The same car seat may sell at a wide range of prices in area stores. Shop carefully for the best deal and ask about possible rental or wholesale programs being run by service groups or health organizations. Sometimes low-cost rental or loaner programs are available.

Option

[Is your organization offering them as part of an incentive program? If so, discuss here.]

There isn't one "best" safety seat. The important thing is to find the one that best suits you, your child, and the car. If you need advice, contact your local safety council, automobile club, or other expert. The cost of a child safety seat is modest compared with the cost of most optional equipment people buy for their cars, such as radios and tape decks.

[Pause, increase voice volume]

[Remember, a radio can't protect a child from injury or death!]

[Visual #4]

We've talked about what to do with child safety seats, but we really haven't said anything about what ***not*** to do when traveling with children in a motor vehicle. ***First,*** never allow youngsters to ride in an open truck or cars with an open hatchback or tailgate windows open. On impact, children can be ejected into the street and oncoming traffic.

[Visual #5]

Second, never allow children to ride in the luggage areas of a station wagon or hatchback.

Option

[Show film(s): Child Safety Seats and/or Children and Infants in Car Crashes. See Resources section for ordering information.]

Topic: Myths and Facts

Time: 3 Minutes
Material: Visuals #6, 7 and Handout #1

Why don't adult drivers obtain and use safety seats to protect the children they transport? Perhaps they foolishly assume that the youngsters are not really in danger.

There are some common myths that people still continue to believe are true. Now that we've heard about child safety seats, let's examine these myths and the facts we should know.

Option

[If this was used in Session I, omit next two paragraphs.]

A common myth is that we can physically protect children while riding in a car. Why shouldn't adults hold children on their laps? The best reason is that holding a child on your lap is not safe!

[Visual #6]

Children are especially vulnerable in a collision because their heads are the heaviest part of their bodies. During a crash, unprotected children become headfirst missiles and experience a second collision of great force.

[Visual #7]

In a collision, a 15-pound child can generate a sudden force of more than 450 pounds. No adult can protect a child from such force. Your wearing a safety belt is not protection for the child, because the youngster can be torn from your arms and hurled into the dashboard or the windshield. If you're ***not*** wearing a safety belt, both you and the child will fly forward, with the probability that the child will be crushed between you and the dashboard.

A child safety seat that meets federal standards, a booster seat for children over 40 pounds, or a car safety belt is always safer than the arms of an adult—regardless of how loving or strong those arms might be!

Option

Let's look at other myths and see if we can match facts to disprove them.

[Handout #1]

[Discuss myths and facts. Ask for or give answers to each item. State the fact as an answer to the myth or distribute handout #1 or show it as a visual. This also can be done in pairs or small groups. Allow 1-2 minutes to complete.]

Topic: Adult Responsibilities

Time: 4 Minutes
Material: Visual #8

Now let's take a look at a typical situation that you or your family could be involved in.

[Visual #8]

Two adults and two children were driving to a game. The father said, "I always forget to ask John to put on his safety belt. Sometimes I just can't be bothered."

His neighbor said, "Yeah, me too. Laura hates them. Maybe the kids will learn to wear them when they're older and driving themselves."

What happened? There was a serious crash; two children were paralyzed. These children didn't have the time to learn to like their safety belts. When adults overlook their responsibilities for passenger safety, the results can be tragic.

Adults in general, and drivers in particular, are in charge. You are just like the pilot of an airplane or the captain of a ship—responsible for the safety of your passengers. When the passengers are children, the responsibility is even greater!

The adults in the car said, "We can't get our kids to wear safety belts." Let's think about some other safety-related situations.

[Pause]

If you were responsible for the physical safety of a child, which statements could you use with the phrase, "I can't get this child to stop . . .

- running in the street."
- playing with matches."
- leaning out of an open second-story window."

[Pause and look around for response]

None of these choices can be used, since they all involve the high probability of great bodily harm. You, as a responsible adult, would not say, "I can't." Children, ***must*** have protection.

Now, let's see how many of you agree with the following statements:

[Pause]

- Protecting children from injury and death is an adult responsibility.

[Pause]

- Children should not be allowed to ride in cars unless they are properly protected.

[Pause and look around]

How many agree? Raise your hands if you do.

Agreeing with these statements is an important step. The next step is knowing exactly how to deal with difficult or awkward situations involving the use of safety restraints with children or adolescents.

Topic: Dealing with Problems

Time: 5-10 Minutes
Material: Handout #2

We've been talking about the importance of insisting that children ***put on*** and ***keep on*** their safety belts and of properly securing young children in approved safety seats. But we sometimes allow the children to control the situation, although it is the adults who are responsible for the safety of the youngsters. We try to avoid arguments or give in when awkward situations occur. What can we tell ourselves when faced with a difficult situation?

We, as adults, can say to ourselves:

- Children need protection—I'll make sure the child safety seats are used, and used properly!
- Children will follow rules for safety in my car.

Once we've made the commitment to ourselves, then we can say to the children:

[Pause]

- "The car starts when the buckle goes click."
- "I'm the pilot. See how my safety belt is on? You're the navigator; now you put your safety belt on."
- "If you want to use my car, you must use a safety belt."

Now let's think of some possible responses to a typical situation.

You are the driver of a carpool to a sporting event; you say, "Everyone buckle up."

One child doesn't listen; he just looks at you and says, "I don't have to. My mom doesn't make me."

What would you say?

You could reply: "Well, you're right and you're wrong. I can't make you, but if you want to ride with me, you need to put on your safety belt. I like you and I want you to be safe," or say, "Sorry, I can only drive if everyone has a safety belt on."

Now let's discuss another situation:

You sometimes give a ride to three teenagers in the neighborhood. One day you stop, but there are four kids who need a ride. There are only three available safety belts. What would you do or say?

[DISCUSS RESPONSE]

"Sorry, I can only take three of you since there are only three available safety belts."

Suppose one youngster says, "I don't care about wearing a safety belt, I never wear it anyway."

You could answer, "You may not mind, but I do. I'm responsible for you when you're in my car. Sorry. Besides if there's a collision and you're not wearing a safety belt, you could collide with someone else in the car and hurt them."

Option

How many of you drive with infants or toddlers in the car? What about other kids and teenagers? Here are some other situations. What would you do or say?

[Handout #2]

[Select one or two situations from Handout #2 for discussion or, depending on time, give different situations to small groups of participants. After discussion, ask one person from each group to share their responses.]

Topic: What Do You Think?

Time: 3 Minutes

Now think of friends or co-workers who drive children around without adequate protection. Do you ever tell them to use safety seats? Let's suppose they made the following comments, would they be true or false? We'll compare answers after you've responded to these statements.

[Read questions to participants and ask for response. Provide the answers to each question.]

1. It's best for children under 5 years of age to wear regular safety belts. **[FALSE]**
2. If adults are strong, they can hold children on their laps while riding in either the front or back seat. **[FALSE]**
3. Children shouldn't ride in the luggage compartment of a station wagon. **[TRUE]**
4. If there are many children in the car, it's all right to keep the hatchback open for a few minutes to provide air. **[FALSE]**
5. Most children feel too confined in a child safety seat. **[FALSE]**

Your responsibility is to share this information with others and become personally committed to making sure that children are protected when riding in motor vehicles.

Topic: Making a Commitment

Time: 5 Minutes
Material: Handout #3

It's one thing to talk about using safety seats during an education session. It's another thing actually to commit yourself to action. However, action and commitment by each of you are necessities if we at _____ (Organization) are to realize an increase in the proper use of child safety seats or safety belts.

Option

[Some organizations offer free rental or loan child safety seats as part of their incentive programs. If you do, discuss the program here.]

[Handout #3]

[Distribute handout #3 or use it as a visual. Suggest that it be discussed with families or co-workers.]

Here are some suggestions. Let's review these and select those items that you're willing to do.

Topic: Key Points

Time: 3 Minutes

One concerned state police officer commented, "It's very frustrating to be driving on the highway and see a 2-year-old standing on the front seat of a moving car after you've just come from an accident a few miles away where a child went through the windshield!"

How many of you have seen children riding unrestrained in a car?

Option

[If the following paragraph were used in Session I, begin with "The Key Points," below.]

Children become flying missiles in collisions. Studies have shown that child safety seats are very effective when they are used properly ***and*** used all the time.

We each have a personal responsibility, not just as adults, but as caring human beings to ensure the safety of the children with whom we drive. Youngsters depend on us for their protection. And younger or older, they should follow our rules, especially when danger is involved.

At this point, there should be no doubt in anyone's mind: children who ride ***without*** the protection of safety seats or belts are in danger!

The key points of this session are:

- You are responsible for the safety of children with whom you drive.
- The only secure place for a small child in a car is in a federally approved, crash-tested safety seat or a safety belt for older children.
- Safety seats must be used at all times.
- Child safety seats come in a variety of shapes and sizes, since children at different stages of development require different types of protection.
- Instructions for installation and use of safety seats must be carefully followed.

[Pause]

What are ***you*** going to do about increasing the use of child safety seats or safety belts? How will you encourage others to deal with this problem? We've discussed some possibilities today. Please follow through. Think about it—a child's life may depend on you.

We hope this session has been informative and helpful. Whether you are a parent or not, you are a role model for children in your car. You influence them with your own behavior.

In our next session, we'll discuss the risks of a collision and what your responsibility is to yourself and others. We'll also talk about what _____ (Organization) is doing to ensure your safety.

Option

[Hand out evaluation form.]

We're interested in your reaction to this session. Would you please take a minute to complete this evaluation form? No names are necessary.

Suggested Materials for Reference:

Pamphlets:	**A Family Shopping Guide to Infant/Child Automobile Restraints**
	Child Safety In Your Automobile
Films:	**Child Restraints**
	Children and Infants in Car Crashes
	Seat Sense

[See Resources section for ordering information.]

Session #_____

Date _____

Session Evaluation Form

How would you rate this safety belt session in terms of usefulness to you? Your responses will be helpful in planning and conducting future activities. Please check the appropriate box, 5 being the highest and 1 being the lowest.

	5	4	3	2	1
1. How well organized was the session?	☐	☐	☐	☐	☐
2. How beneficial were the activities?	☐	☐	☐	☐	☐
3. To what extent did the information encourage you to increase your use of safety belts?	☐	☐	☐	☐	☐
4. To what extent will this session help you be more responsible for the safety of your passengers?	☐	☐	☐	☐	☐
5. Overall, how would you rate this session?	☐	☐	☐	☐	☐

6. List the best *and* worst aspects of the session and any comments.

_____

_____

_____

_____

_____

Thank you for your cooperation!

Child safety seat myths and facts

Handout #1

Directions: Match the fact with the myth that it disproves and write the letter in the appropriate space.

Myths

___ 1. Any normal baby carrier can function as a makeshift safety seat.
___ 2. Small children are less likely to be injured because they are light and resilient.
___ 3. A child safety seat may simply be placed on the vehicle seat.

Facts

a. Household seats or baby carriers cannot withstand the stresses of a crash—they can be thrown around.
b. The child safety seat must be properly fastened and the child secured according to the directions from the manufacturer(s).
c. Seventy-seven percent of all injuries to children are injuries to the head, oftentimes causing brain damage, disfigurement, or death.

What do I say when passengers won't buckle up?

Handout #2

1. A 12-month-old child cries and wants to be held by an adult (parent, grandparent, or friend).
   You say, "I love you." Then put the child in the safety seat for 5 minutes at a time to get used to it. Give something soothing to the child, such as a small toy or stuffed animal.
2. An active toddler becomes restless.
   You could sing a song or play a game, "It's time to buckle up."
3. A 3-to 4-year-old child unbuckles the belt.
   You could stop the car. Rebuckle. Say, "This car only moves when you are safe." Check belt for comfort.
4. A group of 6- to 7-year-olds are in a carpool. The kids are wild.
   You could say, "If you keep your belts on for the whole trip, we'll _____." (Do or give something small to them that they like.)
5. A 10- to 12-year-old gets into your car and says, "My family doesn't use them."
   You say, "Your mom has her rules. This car has different rules. Please put on your safety belt."
6. An adolescent with a driver's permit or a newly licensed driver is behind the wheel of your car. You notice that safety belts are not used.
   You say, "If you want to drive this car, safety belts must be buckled."

What situations have you faced? What did you do? Would you do the same thing again?

What will I do to increase the use of child safety seats?

Handout #3

Directions: Check the statements that are best for you.

____ When I'm the driver, I will make sure that family members (children, grandchildren, nieces, etc.) use child safety seats or wear safety belts, depending on their age.

____ I'll make sure that my car has the appropriate safety seats for the youngsters that I expect to drive.

____ When I'm a passenger, I'll tell the facts to others and explain why children must be protected in cars.

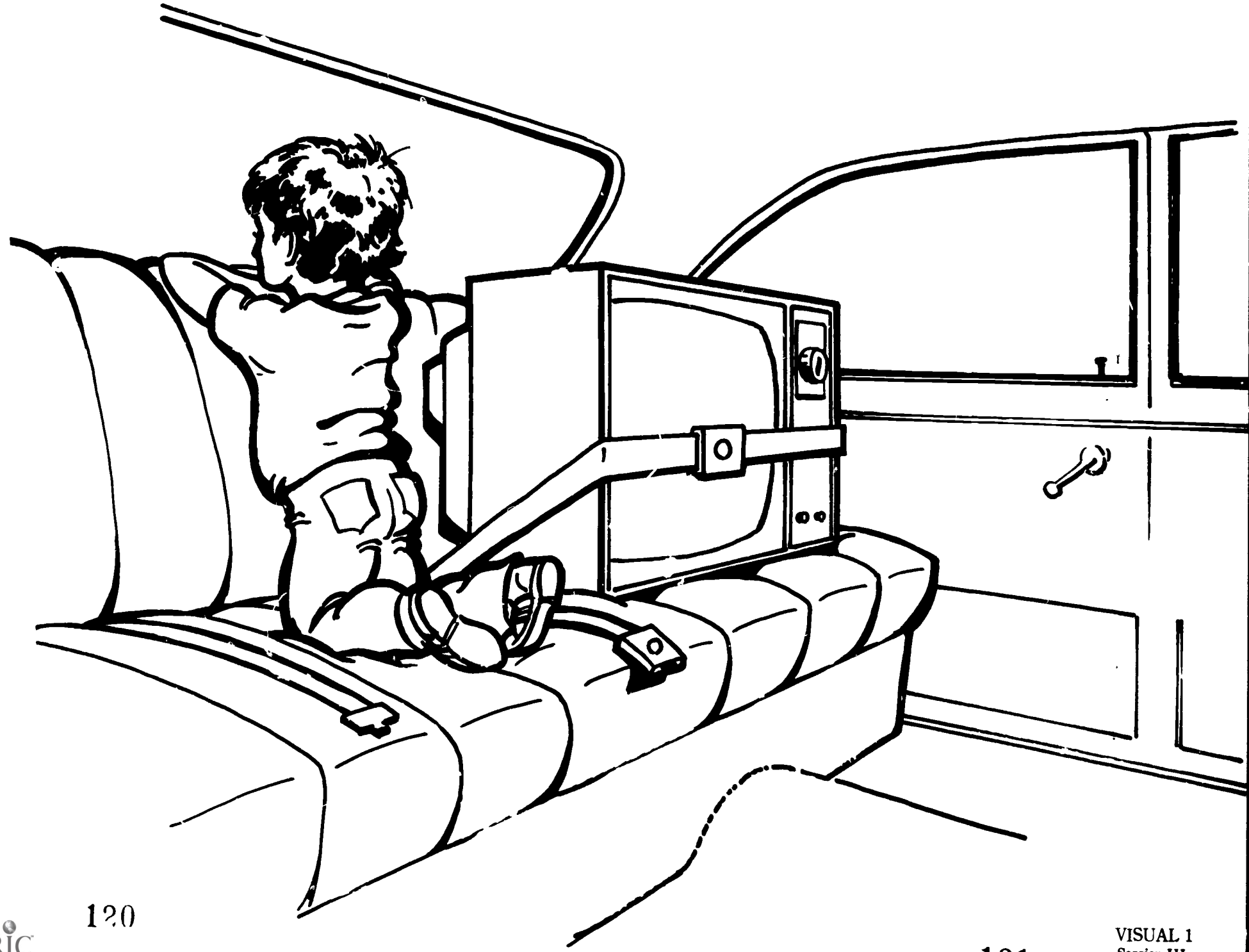
____ I'll alert others when I see a potentially dangerous situation for children in motor vehicles. For example, youngsters sitting in the luggage compartment of a station wagon.

____ I'll discuss the issue of using child safety seats with a person who neglects to use them.

____ I'll suggest to someone at work or in the community that a rental or loan program for child safety seats be offered.

____ I'll talk to school personnel about programs concerning child safety seats and their use.

____ I'll buy or "chip in" or suggest that others purchase safety seats as gifts.



Types of Safety Seats

Child safety seats come in several shapes and sizes because different stages of a small child's development require different types of protection. So parents have several considerations to keep in mind when selecting a safety seat. There is no "best" seat. The important thing is to find the seat that best suits you, your child, and your car. Be sure that the safety seat you choose will fit the seat belts in your car(s). Insist on the right to return the seat if it does not fit

Infant Carriers

From birth to about 9-12 months, infants require a carrier which is a tub-shaped bed that cradles the child in a semi-erect position. The infant is held securely in the carrier by means of a harness. Infant carriers are designed to face the rear of the car and must be secured to the seat by the adult belts already in the car. Accident data show that the rear seat is generally safer than the front seat. However, many parents alone in the car with their baby feel uncomfortable placing an infant in the rear seat facing to the rear where they cannot see the child. Since the rear-facing infant carrier is designed to protect the baby's head from the dashboard and windshield, the front seat is a suitable alternative. It is most important, however, that infant carriers never be used facing the front of the car. For a very small infant, it may be more comfortable to roll up small blankets or towels and place them inside the carrier at the sides of the infant's body.

Convertible Models

Some models of infant carriers convert to child seats so that they can be used from birth until about 4 years. For economic reasons, a convertible model may be a sound choice, since there is no need to buy a second seat when the child outgrows the infant mode.

If you decide to buy a convertible model, there are several points to consider. Some infant seats that convert to child seats require a top tether strap that must be secured to the rear seat belt if used in the front seat (see diagram). To use this type of seat in the rear seat requires that a hole be drilled in the rear window shelf, or cargo area of station wagon or hatchback. Correctly-used tether straps add extra stability to seats and less head movement in a crash. However, if you do not intend to properly anchor the tether strap every time you place the seat in the car, do not buy this type of seat. There are convertible models that do not require a tether strap.

Proper Tether Use

Attached to Rear Seat Belt

Attached to Rear Window Shelf

Toddler Seats

Shield

For children who can sit up without support, there are two types of toddler seats. The shield type consists of a seat with a padded and slightly flexible impact shield that comes up close to the child's stomach and then bends away from the face and chest. The safety seat itself is held securely in place by an adult lap belt which is fastened around the shield. An advantage of this type of restraint is that parents do not have any harnesses or buckles to deal with. Children can learn to climb in behind some shield models with the seat already secured in place. However, children can also climb out of the shield while the car is moving, therefore, this type should only be used with well behaved and disciplined children.

The harness type secures the child to the safety seat with a five-part belt system. This type of seat may be more complicated to use than the shield type but they are harder for an active child to wiggle out of and may allow for more freedom of movement within the seat. Some of the newer models of safety seats secure the child with a combination of shield and harness.

It is important to note whether or not the seat you choose requires a top tether strap that must be secured to a rear seat belt or the window shelf behind the rear seat (or cargo area of station wagon or hatchback). Again, if you do not intend to anchor the tether strap every time you place the seat in a car, choose a model that does not require a top tether.

Harness

Booster Seats

Booster seats are intended for older children. NHTSA recommends that parents keep their children in toddler or convertible seats as long as possible, at least until the child weighs approximately 40 lbs. Boosters elevate children so the car's lap belts fit across their hips and pelvic bones, or the booster shield, rather than their stomachs. Boosters with a harness must be used with the harness or with the car's lap/shoulder belt. Models that come equipped with a shield for upper torso support should *only* be used with the shield and the car's safety belt.

Adult Safety Belts

Adult safety belts should be used for children who have outgrown their safety seats or for children who can sit up by themselves when no safety seat is available. The belt should be snug and as low on the child's hips as possible. If the shoulder belt crosses the child's face or neck, the shoulder belt should be placed behind the child's back after the buckle has been fastened. Parents should check to make sure the child's head will not hit the dash in a crash or sudden stop. If this could happen, the child should be placed in the rear seat.

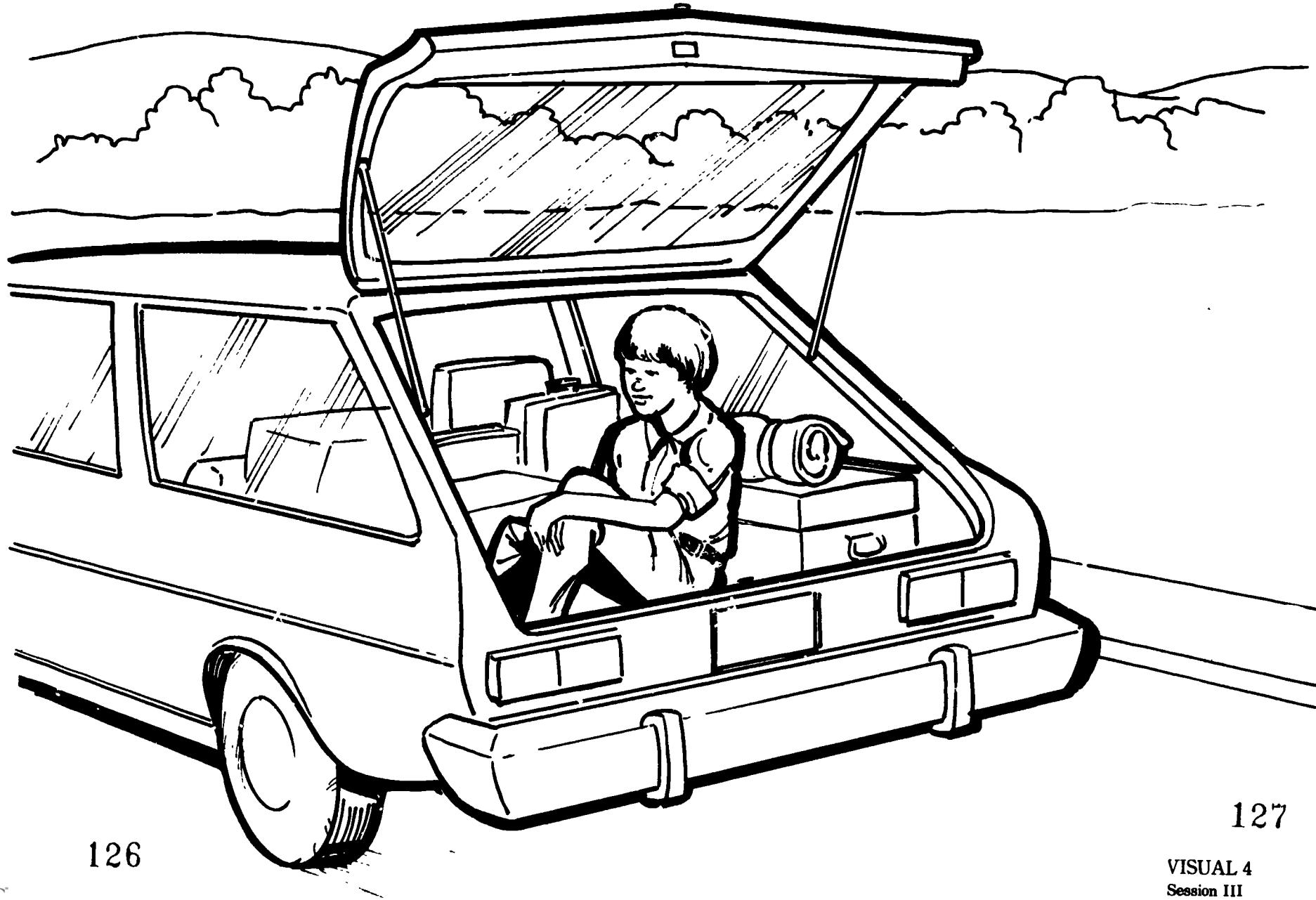
Pillows or cushions should not be used to boost a child. They can slide out from under the child, allowing him or her to submarine under the lap belt, or allowing the child's head to move so far forward that it strikes the car's interior.

Material developed by the University of North Carolina Highway Safety Research Center

U.S. Department of Transportation

National Highway Traffic Safety Administration

VISUAL 3
Session III



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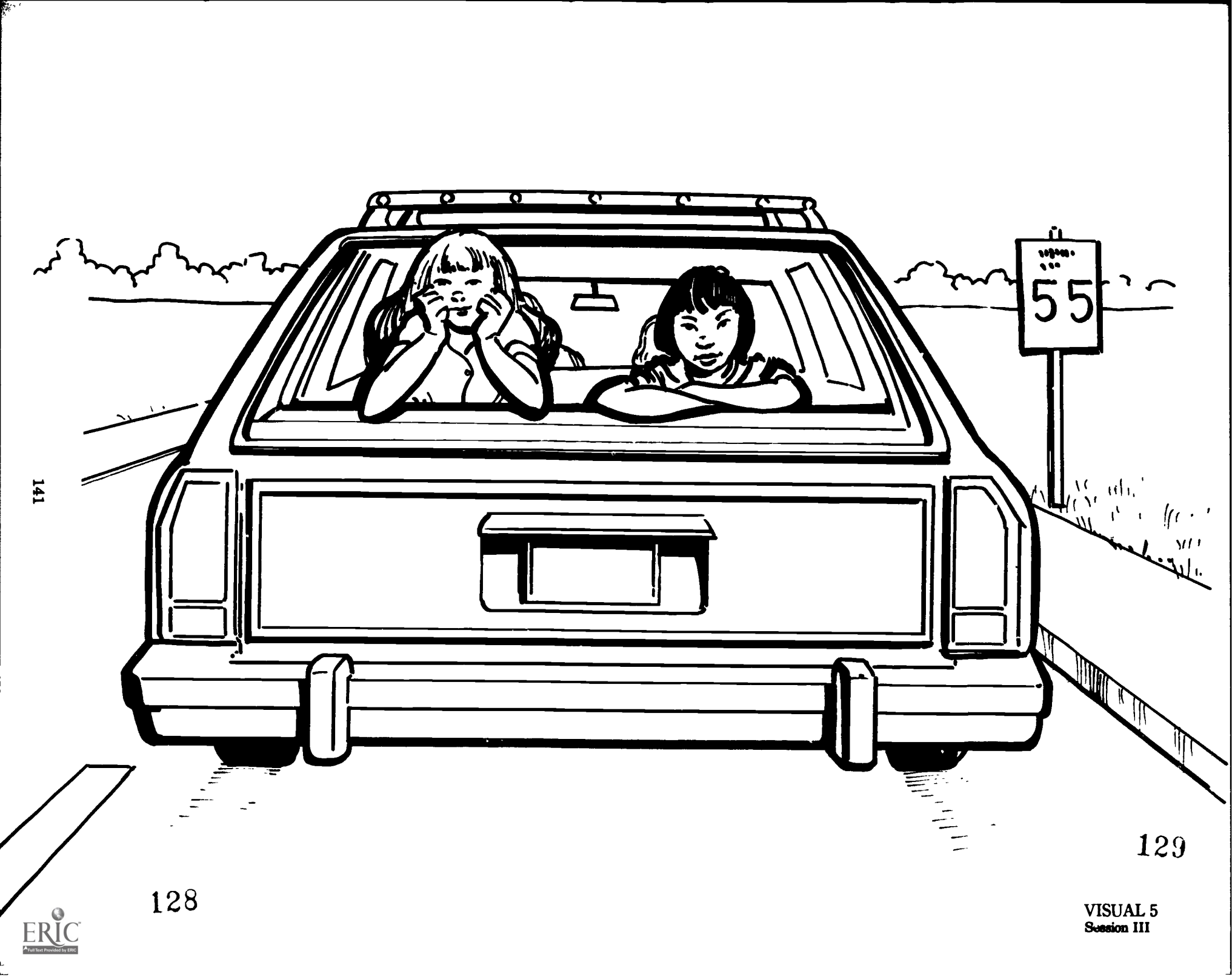
VISUAL 4
Session III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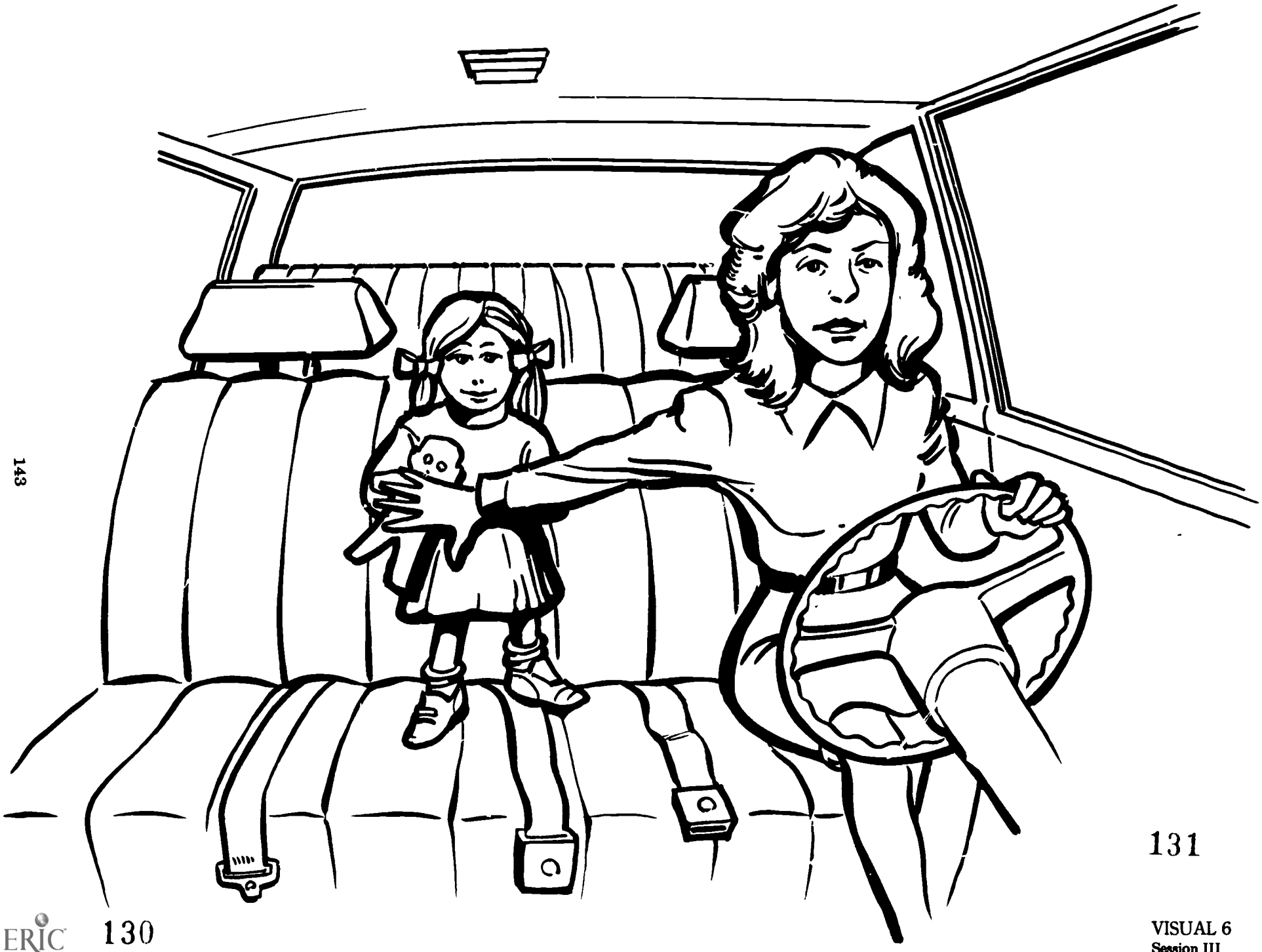

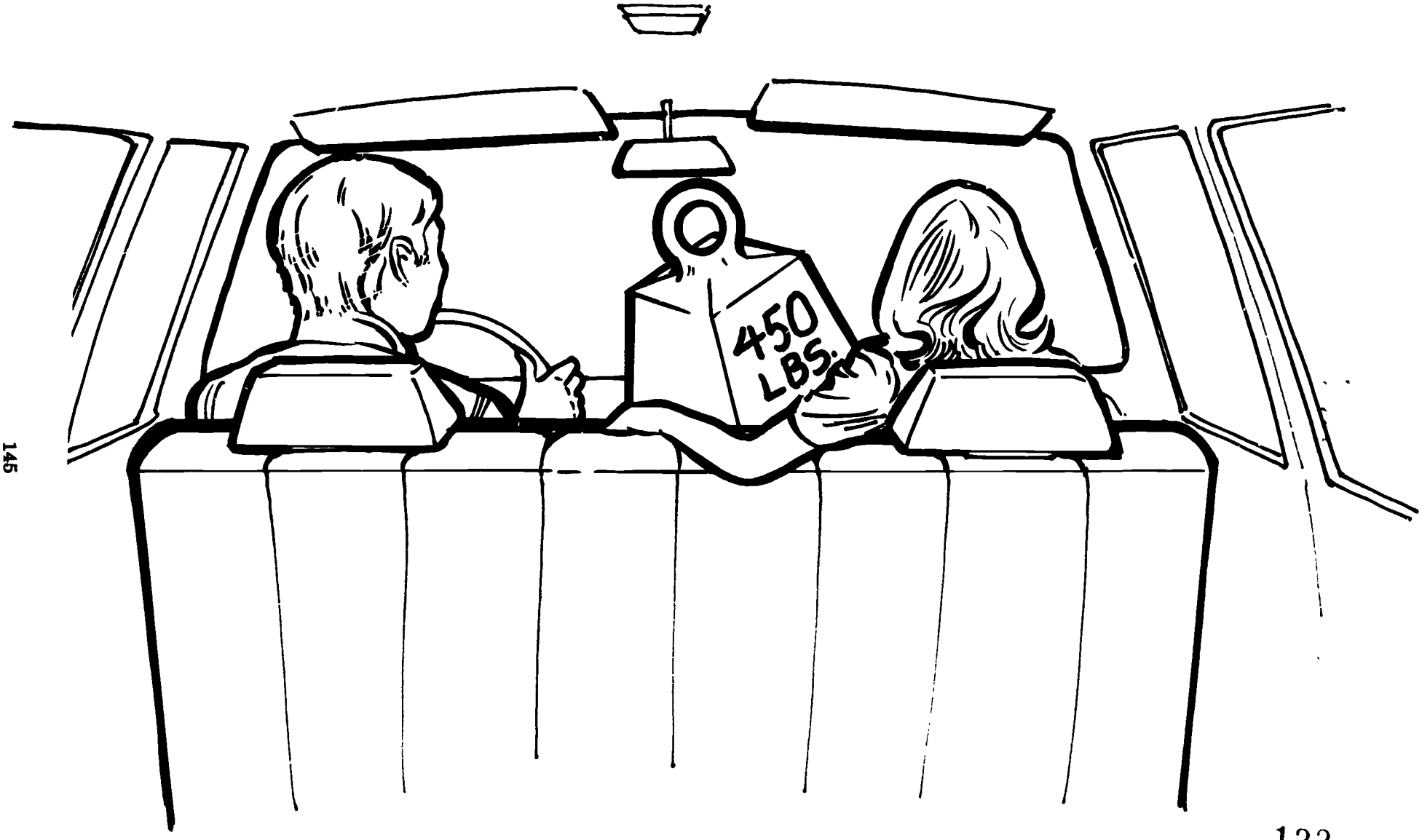
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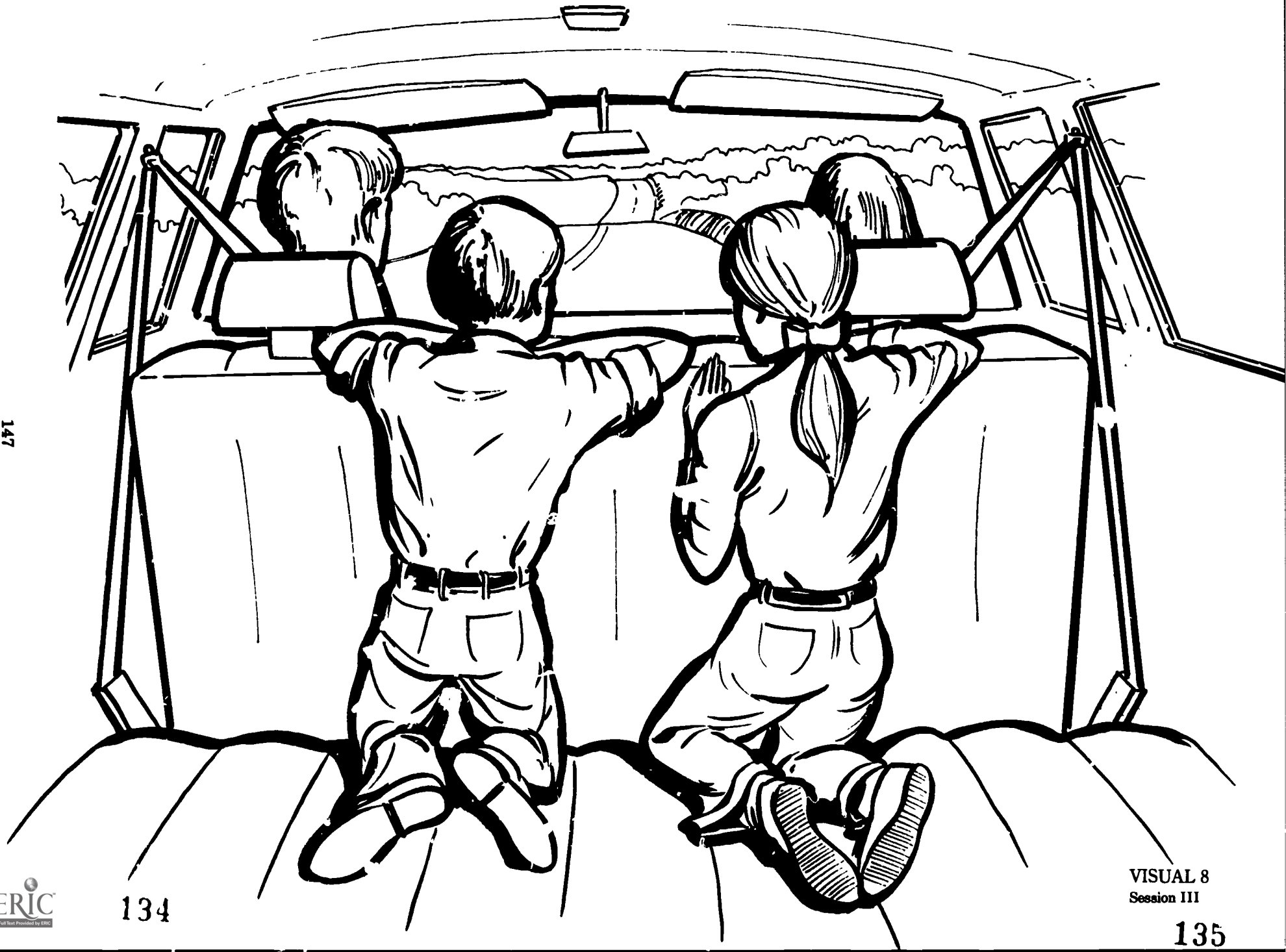

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Session IV
Risk and Responsibilities

Schedule

The following schedule provides a guide for conducting this session including the allotted time, topics, and page numbers. Your directions are placed in brackets. Answers, options, and main points generally appear in bold typeface. Visuals appear at the *end* of the session. Handouts appear *within* the session. Handouts may be used as visuals, if you prefer.

Time	Topic	Page
	INTRODUCTION	
2 minutes	Public Health Dimensions	149
5 minutes	What Do You Think?	150
	INSTRUCTION	
1	Collision Risks and the Employer's Responsibility	150
5-10	Taking Responsibility for Ourselves and Our Passengers	151-152
[2]	Employer Program [OPTIONAL]	152
5	Policy	152-153
5	On-the-Job Situations	153
	SUMMARY	
5	Making a Commitment	152
2	Key Points	154
	[OPTIONAL]	
[2]	Evaluation	155

34-39 Total

Topic: Public Health Dimensions
Time: 2 Minutes

This is the fourth and final session in our safety belt education program.

A State Police trooper said, "I've never pulled a dead person from a safety belt." He's got a lot of experience and his message is that safety belts ***do*** work—but the problem we face is that only about 23 percent of the population uses them.

Increasing the use of safety belts in motor vehicles is an important public health issue. As you know, we are talking about a problem that has reached epidemic proportions. We should consider using safety belts as important as getting inoculation shots, having physical checkups, exercising, eating properly, or taking vitamins. Buckling up is a powerful form of preventive medicine. Out of a list of 10 suggested health measures, many physicians identified wearing safety belts as the third most important way of maintaining good health.

[Pause]

What are the costs to the public today? Nearly 12,000 lives and more than 175,000 moderate to severe injuries could be prevented and $6.4 billion in collision costs eliminated if all of us wore safety belts in our passenger cars, light trucks, and vans.

Today, we'll encourage you to take responsibility for your passengers and to join us in a team effort to increase safety belt use on and off the job. At the end of this session, we'll suggest that you make a commitment to help increase safety belt use at work and in the community.

Topic: What Do You Think?
Time: 5 Minutes

Here are some questions concerning today's topics. We'll talk about the answers when you're finished.

[Read each question aloud. Ask participants to answer. Add main discussion points if not given by the participants and provide the answers.]

Do you think these statements are true or false?

1. You **are** your brother's keeper. You should request that your passengers wear safety belts. ***[TRUE]***

   [Main discussion point] *Drivers are responsible for their passengers.*

2. Motor vehicle crashes are the number one cause of on-the-job deaths. ***[TRUE]***

   [Main discussion point] *It's sometimes difficult to believe statistics. They show us that we have a major problem which is at epidemic proportions. According to the National Safety Council, in 1984 about one third of all on-the-job deaths involved motor vehicles.*

3. Motor vehicle crashes cost the employer an average of $120,000 per employee death in direct and indirect benefits. ***[TRUE]***
   [Main discussion point] *These losses include both direct and indirect costs.*
4. It's none of your organization's business whether you wear safety belts. ***[FALSE]***
   [Main discussion point] *Employers are responsible for on-the-job safety, and costs are high for employers whether a collision occurs on or off the job.*
5. Employees and employers should cooperate in a team effort to make our organization's safety belt campaign a success. ***[TRUE]***
   [Main discussion point] *It's an important job and we need each other's help.*
6. There are only a few things that employees can do to promote an employer's safety belt campaign. ***[FALSE]***
   [Main discussion point] *There are many ways that each of us can be involved.*

What do you think?

[Encourage discussion]

Topic: Collision Risks & Employer's Responsibility
Time: 1 Minute

What are the risks of a collision?

Each day about 100 people are killed in motor vehicle collisions. In addition, during 1984, traffic crashes accounted for 1,700,000 disabling injuries, including 200,000 disabling ***work*** injuries.

The use of safety belts can mean the difference between life and death, minor bruises and crippling injuries—and for an employer—productivity and economic loss. There is a direct relationship between severity of injury and the resulting cost.

[Pause]

Crashes are the number one cause of lost work time and on-the-job fatalities. It costs an employer money whether a crash occurs ***on*** or ***off*** the job! Each work-related employee motor vehicle fatality is estimated to cost the employer an average of $120,000 in direct and indirect payments for medical expenses, property damage, insurance administration wage losses, health care payments, and other fringe benefits.

Topic: Taking Responsibility for Ourselves and Our Passengers

Time: 5-10 Minutes
Materials: Visual #1

The idea that we bear personal responsibility for others is an important issue. How many of you routinely request that your passengers fasten their safety belts?

[Suggest participants raise hands.]

[Pause and Look Around]

Generally, we hesitate to ask our passengers to "buckle up." We ask ourselves, do we really have the ***right*** to request others to fasten their safety belts? We're concerned about what they'll think of us or how they might respond. We assume that they'll refuse, laugh, or make some negative remark.

[Visual #1]

Strange. . .that few of us would refuse a requirement that we use safety belts for carnival rides or airline flights. It's amazing that we don't accept the same request of the driver of an automobile!

[Pause]

Well, here is some information that should help us get our passengers to use safety belts. Research indicates two things: ***first,*** the American public feels strongly that the driver is responsible for safety in the car; and ***second,*** that most people would fasten their safety belts if the driver asked them to. But how can a driver feel comfortable telling other people what to do?

[Pause]

We can remind ourselves that we should take ***responsibility*** for requesting passengers to buckle up! Not only that, if we ***ask*** them to do so, most of our passengers ***will*** buckle up!

Now that we've talked about what you could say to yourself, here are some statements you can make to your passengers.

[Pause]

"I'm wearing my safety belt, won't you wear yours?"

"I care about you, won't you put on your safety belt?"

"I want you to be safe, please buckle up."

Option

[Ask participants to suggest some situations that would be difficult for them to handle. Allow one or two people to describe situations, or you can read or act the following situation with a participant or ask two individuals to act out parts.]

There are a number of situations we could discuss that occur on or off the job and involve our family, friends, or coworkers.

- ***A heavy person says:*** *"Safety belts are uncomfortable."*
  You could respond:
  "So is a wheelchair." ***[humor]***
  "It might be uncomfortable, but it's really safer." ***[empathy]***
  "Perhaps I can adjust it for you."
  [helpful]
- ***A fearful person says:*** *"If we crash, I'll be trapped."*
  You could respond: *"I know you are concerned, but you can free yourself faster because you will sustain less injury wearing a safety belt."* ***[empathy and information]***
- ***An older person says:*** *"I'm afraid of mechanical things."*
  You could respond: *"A safety belt isn't very complicated. Let me show you."* ***[helpful and encouraging]***

[Optional, Use Only if Organization has Safety Belt Use Policy] Topic: Employer Progam

Time: 2 Minutes
Materials: Information (if any) on company campaigns

There is no best safety belt program. Employers have different approaches depending on many factors such as company size, type of product or service, and location.

Option

[Describe organization program. If there are other activities (for example, incentive programs, etc.) develop further discussion. Answer questions such as:]

- What is our organization doing?
- How can each employee participate or benefit?

[Select any or all of the following statements to develop discussion.]

- _____ (Organization) cares about you and your family. Each employee is important and that is the reason these sessions have been provided for you.
- _____ (Organization) believes you will want to participate in our program to increase safety belt use when you think about the love of your family and the anguish you would feel if someone you cared about were seriously injured. Or...
- _____ (Organization) is concerned about your lost work time and the tremendous costs resulting from your injury.

Topic: Employer's Policy

Time: 5 Minutes
Materials: Employer Policy

Before beginning a campaign to encourage the use of safety belts, an employer should define its safety belt policy. It's important for employees to understand what the policy is, the importance attached to safety belt use and the extent to which the organization will support it. Research has proved that when employer safety belt campaigns include a specific policy, incentives, and education safety belt use increases dramatically.

Option A

[For organizations with a policy]

We've been talking about the efforts of some employers to increase the use of safety belts. How aware are you of our official policy on this subject?

Here is the actual policy: ***[Read or distribute the official policy.]***

Now lets talk about it. ***[Encourage discussion]***

- Is it for your protection?
- Do you follow it?
- Do you have any suggestions to ensure that we all follow it?
- Do you think others follow it?

Because this organization is committed to this program we've taken the time to develop a safety belt policy and conduct these sessions. Please cooperate. It can save your life!

Option B

[For organizations without a policy]

At this time _____ (Organization) does not have an official safety belt usage policy, so let's consider an example from other employers:

- *All employees using employer-owned vehicles must wear safety belts at all times. It is the responsibility of the employee to report within 8 hours any non-working safety belt.*

[Pause]

- *All employees driving and parking on employer's property are required to use safety belts, if the vehicle is equipped with them.*

[Pause]

- *All employees driving their own cars on official business are required to use safety belts at all times.*

[Pause]

- *The employees in each of the three categories above will be required to participate in a safety belt instructional program twice every year.*

What do you think of this policy?

- Is it fair?
- Is it realistic?
- How do you feel about having a policy like this one?
- Does it attempt to protect you from unnecessary injury or fatality?

Topic: On-The-Job Situations

Time: 5 Minutes

One of the issues we've highlighted is the employer's responsibility for safety and our responsibility to ourselves and our passengers.

[Pause]

How does our responsibility as drivers—or for that matter, as passengers—relate to on-the-job situations?

Let's think about what we could do in work-related situations.

[Select one or more of the following situations. Discuss them or allow one or two participants to act them out.]

- You and another person are using an employer's car. When you try to secure your safety belt, it doesn't catch. You say, "Hey, we'd better get this fixed." The driver says, "What difference does it make?"

  You reply. "It makes a difference to my safety. I usually wear my safety belt. I'd like to get it fixed. It should be reported."
- Mary, the security officer, drives around the parking lot. She never wears a safety belt. She says, "Look, I'm not on a highway...I'm driving in a parking lot...I'm not going fast enough to get hurt."

  You reply. "Safety belts are important at all speeds and in all locations if you want to reduce unnecessary injuries. Deaths have even occurred at parking lot speeds of only 12 mph. You'd better use a safety belt."
- One of the guys driving the employer's car or truck says, "This safety belt is a real hassle. I got so tired of it that I disconnected it."

  You reply, "It's there for your safety. You're only fooling yourself if you disconnect it," or "It's not okay to disconnect it even for yourself, but if you do, you're preventing other people in the organization from wearing it when they use the car," or "I think this is important. It should be reported so it's in working condition as soon as possible."

These are only a few on-the-job situations that might arise. Are there some others that you have heard about or have faced?

[Pause]

The main idea here is that safety belts work and they should be worn by **all** of us **all** the time. Being responsible on and off the job often means taking the initiative and raising issues. Using the skills we've talked about will help us be ready to handle awkward and difficult situations which prevent effective safety belt use.

Topic: Making a Commitment

Time: 5 Minutes
Materials: Handout #1

In order for this program to work, each of us needs to be personally involved in increasing the use of safety belts. The task begins with ourselves, extends to our work, and then reaches out to the community.

[Pause]

Here are some ideas which will help to increase your use of safety belts. Check those that are best for you. Suggest others that come to mind.

[Handout #1]

[Distribute handout #1 or show as a visual. If handouts are used, suggest that answers be discussed with family members or co-workers.]

Topic: Key Points
Time: 2 Minutes

The nonuse of safety belts is an important public health issue. There are serious risks in a collision. And safety belts are effective in reducing fatalities and the seriousness of injuries.

Employers play an important role in this effort. Teaching employees to buckle up is a life- and cost-saving way to run an organization and _____ (Organization) is trying to help. As the driver, you are like the captain of a ship. It is important for you to ask people to buckle their safety belts and to use child safety seats.

[Pause]

Remember to:

- Wear safety belts at all times, on and off the job.
- Request that passengers wear safety belts.
- Use child safety seats.
- Involve yourself in our safety belt campaign.

Safety belts ***can*** save your life!

[Pause]

Thanks for your participation.

Option

[Hand out evaluation form.]

We're interested in your reaction to this session. Would you please take a minute to complete this evaluation form? No names are necessary.

Suggested audio-visual materials and publications.

[See "Resources and Promotional Materials" section, pp. 161 to 163]

Session #_____

Date _____

Session Evaluation Form

How would you rate this safety belt session in terms of usefulness to you? Your responses will be helpful in planning and conducting future activities. Please check the appropriate box, 5 being the highest and 1 being the lowest.

	5	4	3	2	1
1. How well organized was the session?	☐	☐	☐	☐	☐
2. How beneficial were the activities?	☐	☐	☐	☐	☐
3. To what extent did the information encourage you to increase your use of safety belts?	☐	☐	☐	☐	☐
4. To what extent will this session help you be more responsible for the safety of your passengers?	☐	☐	☐	☐	☐
5. Overall, how would you rate this session?	☐	☐	☐	☐	☐

6. List the best *and* worst aspects of the session and any comments.

_____

_____

_____

_____

_____

Thank you for your cooperation!

What Will I Do to Increase Safety Belt Use Both at Work and Off the Job?

Handout #1

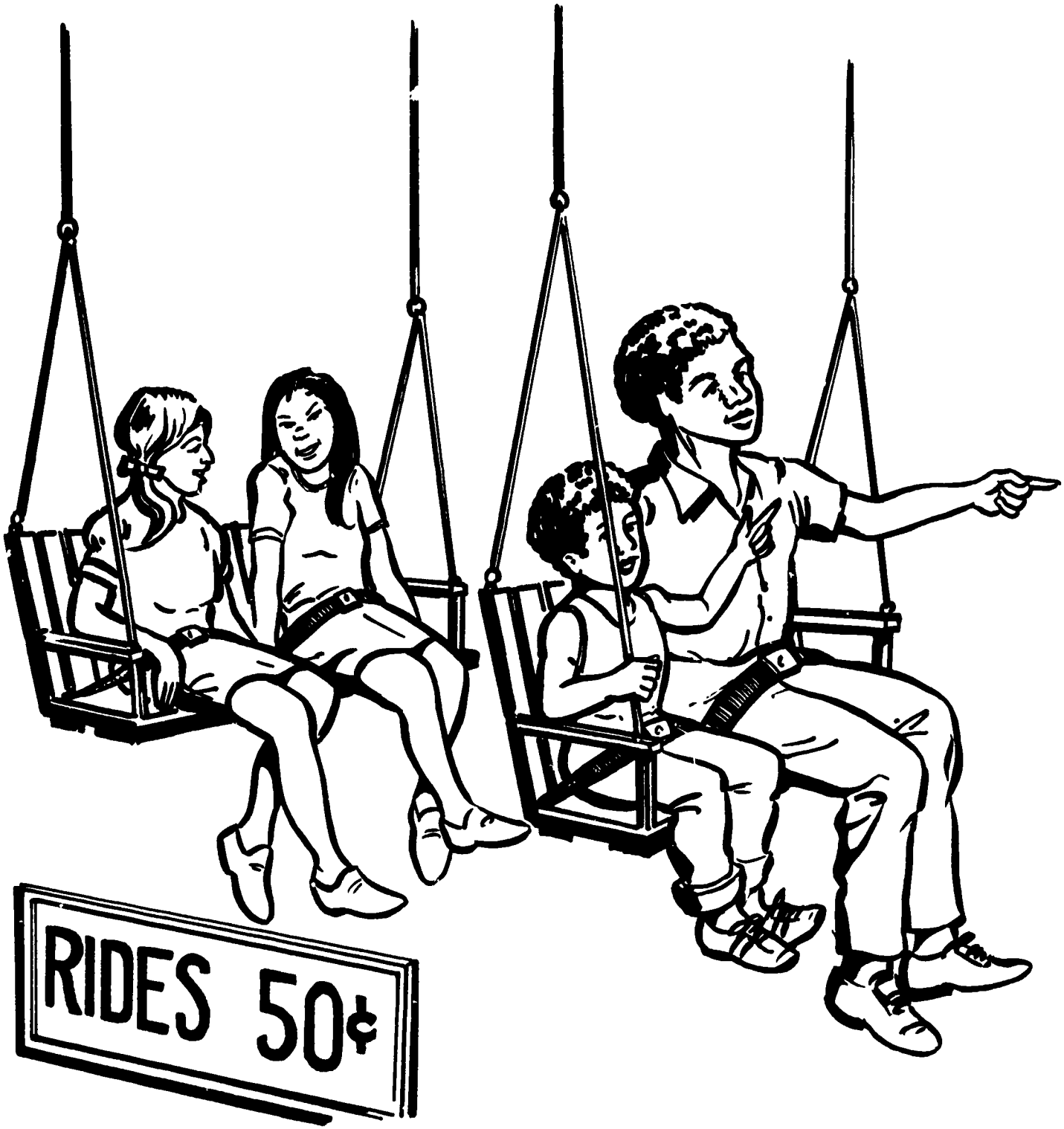
Directions: Check the statements that are best for you.

At Work

_____ I'll wear a safety belt at all times when using employer-owned vehicles.
_____ I'll report within 8 hours any nonworking safety belts.
_____ I'll use a safety belt while driving or parking on employer's property (if vehicle is equipped with one).
_____ I'll request that coworkers wear safety belts.
_____ I'll talk to my coworkers about the consequences of use/nonuse of safety belts at all times.
_____ I'll participate in a speakers bureau (if available) to bring the safety belt message to the community.
_____ I'll represent my organization in its community outreach projects.
_____ I'll be willing to promote safety belt use by using a bumper sticker, wearing buttons, or hanging a poster.
_____ I'll help with employer's campaign (by making suggestions, getting community support, or contributions or working on publicity).

In the Community

_____ I'll write a letter to a newspaper, school, religious, or community organization encouraging the use of safety belts and/or child safety devices.
_____ I'll participate in a speaker bureau (if available) to bring the safety belt message to the community.
_____ I'll represent my employer in its community outreach projects.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Resources and Promotional Materials
Safety Belt Resources Information

The following are some of the currently available films, audio-visuals, and print materials which can be used in support of occupant protection education programs, speeches, etc.

Films and Audiovisual	Description
Dynamics of a Crash	16 mm sound film. 2½ minutes. Shows what happens to vehicle and unbelted occupant in a head-on collision.
Safety Belts Save Lives	16 mm sound film. 2 minutes. Emphasizes the necessity of wearing both lap and shoulder belts.
Risk	16 mm color/sound film. 1½ minutes. Reveals the substantial risk of being injured in a car crash over a lifetime of driving or riding.
Rediscover the Safety Belt	16 mm sound film. 8½ minutes. Narrated by former astronaut Wally Shirra. Excellent general information covering important facts and myths with personal interviews.
Safety Belts and You	16 mm sound film. 8½ minutes. Demonstrates the effectiveness of safety belts in various types of crashes (roll-over, frontal, rear-end), showing the human collision in every instance.
Are You Convinced?	16 mm sound film. 5 minutes. Emphasizes the effectiveness of wearing safety belts and dispels commonly held myths that are given as reasons for not using safety belts. Includes a demonstration of persons riding a "convincer" using a safety belt.
Room to Live	16 mm sound film. 30 minutes. Good film for more than one session or when only a film is used. Discusses the life saving and injury reducing benefits of safety belts. The common myths are presented and countered with facts.
Room to Live II	16 mm sound film. 24 minutes. This film is a follow up to the original "Room to Live." It discusses the benefits of using safety belts in considerable depth.
The Automatic Answer	16 mm sound film. 10 minutes. Demonstrates the use of automatic air cushion protection, including how it works and its value in protecting front seat occupants during a frontal crash.
Private Pain—Public Burden	16mm sound film. 14½ minutes. This film presents the national motor vehicle crash statistics, including safety belt use data. It dispells many of the myths and misconceptions given as "reasons" for not wearing safety belts. Emphasis is on stimulating support for mandatory use legislation. Excellent for presentation to civic groups.
It'll Never Happen to Me	16 mm sound film. 24 minutes. This film illustrates the value of safety belt use by showing actual crash victims and the tragic results of not wearing a safety belt. The film is effective in persuading both drivers and passengers in motor vehicles to buckle their safety belt during every trip, regardless of length.
Belts Make Cents	½" VHS and ¾" U-matic video tape (20 minutes) and discussion leader's guide. This tape emphasizes the benefits of employee safety belt use to employers.

Pamphlets	Description
How Many of These Fairy Tales Have You Told?	Six common myths about wearing safety belts are presented in this 8-page pamphlet featuring Peter Pan, Pinnochio and other fairy tale characters. Convincing arguments counter each myth. 1977.
Protecting Yourself Automatically	This brochure describes the available automatic occupant protection systems, including air bags and automatic safety belts. It also discusses how they work and answers some of the most frequently asked questions about their use.
The Automobile Safety Belt Fact Book	A 24-page booklet containing persuasive facts about the protection safety belts provide. Included are: detailed descriptions of the second collision and its prevention; special protection of small children and how to influence others to use safety belts, 1982.
Safety Belt Fact Sheet	8½"×11" information sheet. Side one cites statistics of car accident fatalities and how safety belts can make a difference; a graphic description of the "human collision"; common myths and facts countering them; and information on the effectiveness of safety belts. Side two shows how a safety belt works and describes types of child safety seats. (Sample provided in Kit.)
The Human Collision	This 20-page booklet contains illustrations and photographs of real-life accidents and laboratory simulation showing the outcome of car accidents in which occupants either used or did not use safety belts. Included are: what happens in a collision; how safety belts prevent the human collision; child safety seats; why safety belts should be worn, and a 2-page bibliography. 1976.
The Profit in Safety Belts: An Introduction to an Employer's Programs	This booklet introduces employer occupant protection programs to company and government agency executives, managers, safety directors and others interested in identifying and controlling losses resulting from motor vehicle crashes.
Cost Reduction for Public Sector Managers	This flyer addresses the issue of losses resulting from employee motor vehicle crashes and presents information concerning how managers in the public sector can reduce these costs by implementing occupant protection programs for employees and their families.
Protect Profits Through Loss Prevention	This brochure describes profit losses resulting from on and off-the-job motor vehicle crashes involving employees. Programs are introduced which will reduce accident losses and protect the profits of companies.

These and other educational films, training materials, publications, etc. can be obtained from many of the following organizations:

American Automobile Association (AAA)
(contact the nearest local office in your state)

American Red Cross
17th & D Streets, N.W.
Washington, D.C. 20006
(202) 737-8300
(or contact your local Chapter)

American Society of Safety Engineers
1800 E. Oakton Street
Des Plaines, Illinois 60018-2187

American Trucking Associations (ATA)
2200 Mill Road
Alexandria, VA 22314

GM Research Labs
GM Tech Center
12 Mile and Mound Road
Warren, MI 43090

Highway Users Federation for Safety and Mobility
1776 Massachusetts Avenue, N.W.
Washington, D.C. 20036
(202) 857-1200

Insurance Institute for Highway Safety
600 New Hampshire Avenue, N.W.
Suite 300
Washington, D.C.
(202) 333-0770

National Automobile Dealers Association
8400 Westpark Drive
McLean, VA
(703) 821-7000

National Highway Traffic Safety Administration
Office of Occupant Protection
NTS-10
400 7th Street, SW
Washington, D.C. 20590

National Safety Council
444 North Michigan Avenue
Chicago, IL 30611
(312) 527-4300

University of Michigan
Transportation Research Institute
Public Information Materials Center
2901 Baxter Road
Ann Arbor, MI 48109

U.S. Department of Agriculture
Director, Information & Communications
The Extension Service
14th Street & Independence Avenue, S.W.
Washington, D.C. 20250
(locally: State land-grant colleges and Universities)

Other agencies and organizations available for assistance at the State and local level include:

NHTSA Regional Office(s)—consult the Federal Directory in your local telephone book

State Highway Safety Agency (Governor's Office of Highway Safety, State Highway Safety Commission, etc.)—located in the respective State Capitol city

State Police and/or Highway Patrol, or Department of Public Safety—consult local directory

State Department of Motor Vehicles or Licensing

State and/or County/City Health Department(s)

Other county and city government agencies

National Highway Traffic Safety Administration

SAFETY BELT PROGRAM INFORMATION

ORGANIZATION: _____

ADDRESS: Street _____

City _____ State ____ Zip Code _____

CONTACT PERSON: Name _____ Phone ( ) _____

Title _____

ORGANIZATIONAL CATEGORY

Check One ☐ Labor Organization (LO) ☐ Media (ME)

☐ Private Employer (PE) ☐ Professional Society (PS)

☐ Public Sector (PU) ☐ Trade Association (TA)

Number of Vehicles Owned and or Operated _____

Products, Services Provided _____

Number of Employees Covered by Safety Belt Program _____

SAFETY BELT PROGRAM FACTORS	In Operation		Planned		Comments
	Yes	No	Yes	No	
Top Down Management Direction	____	____	____	____	_____
Training, Education, Awareness	____	____	____	____	_____
Employer Belt Use Policy	____	____	____	____	_____
Safety Belt Use Incentives	____	____	____	____	_____
Community Outreach	____	____	____	____	_____
Evaluation: Administrative	____	____	____	____	_____
: Effectiveness	____	____	____	____	_____

MATERIALS RECEIVED FROM NHTSA	QUANTITY	DATE
An Introduction to an Employer Program (Booklet)	____	____
A Handbook for Employers, Managers	____	____
Safety Belt A/V Resource Kit	____	____
Other: _____	____	____

FORM COMPLETED BY _____

Name Organization Date

PLEASE RETURN A COPY OF THIS INFORMATION TO: NHTSA, Room 5130 (NTS-14), 400 7th Street SW, Washington, DC 20590. Evaluation data on the most recent campaign and highlights of ongoing belt use programs are on page 2 of this form: Yes ____; No ____

Safety Belt Program Evaluation Data

(See Program Evaluation Guidelines in the NHTSA Safety Belt Handbook)

Upon completion of individual campaigns or significant activities of your safety belt program, we ask that you share your results with us by sending a completed copy of this form to the address shown on the bottom of page 1.

1. Campaign Length, Budget:

Dates From	Dates To	Total Months	Estimated Budget	Estimated Staff, Volunteer Hours	Comments

2. Campaign Activities (Briefly Describe Below):

Policies _____

Education _____

Incentives _____

Other _____

3. Campaign Belt Use Results:

	Evaluation Method of Most Recent Campaign: Self-Reported Data Percent (%) Use	Observation Surveys Percent (%) Use	Date
Pre Campaign Results			
Post Campaign Results			
Follow-up Survey			

4. Belt Use Program Highlights. Please provide brief statements on the past, current and future highlights of your safety belt use program:

_____

_____

_____

_____

_____

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