

Increasing Teen Belt Use with High Visibility Enforcement
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Leslie Chase- Project Manager
 Colorado Department of Transportation

Captain Bruce Sheetz- Law Enforcement Liaison
 Colorado State Patrol

Traci Pearl – Project Manager, tpearl@dps.state.nv.us
 Nevada Department of Public Safety

Valerie Evans – Police Traffic Program Manager, NV DPS

Trooper Kevin Honea, Nevada Highway Patrol, NV DPS

Statewide Teen Seat Belt Demonstration Projects (FY 07-09)

“CIOT Next Generation”

- o **Colorado and Nevada:** Teen seat belt campaigns that implement countermeasures known to increase seat belt use:
 - High-visibility enforcement
 - Tailored messaging
 - Outreach
- o Following the format of “Click It or Ticket” Next Generation project, which tests an enhanced model of “CIOT” (**multiple emphasis periods**)

Why Focus on Teens and Seat Belts? Nationally. . .

- o Motor vehicle crashes are the leading cause of death for teens (16-20); in turn, teens are the least likely to wear seat belts
- o Teens (16-20 years old) have higher fatality and injury rates in motor vehicle crashes than any other age group
- o In 2006, **4,842** 16-20-year-old passenger vehicle occupants were killed in motor vehicle crashes
- o In 2006, **58%** of 16-20 year old passenger vehicle occupants killed in car crashes were **unrestrained**

**Why Focus on Teens and Seat Belts?
In Colorado. . .**

- 16-20 year olds account for only **6%** of all Colorado licensed drivers, but were involved in over **11%** of all CO road fatalities in 2006
- In 2006, **62 drivers & passengers** age 16-20 years old were killed in motor vehicle crashes
- Of these, **68%**, or forty-two of those killed in car crashes were **unrestrained**

**Why Focus on Teens and Seat Belts?
In Nevada. . .**

- 16-20 year olds account for only **6%** of all Nevada licensed drivers, but were involved in over **13%** of all NV road fatalities in 2006
- In 2006, **34 drivers & passengers** age 16-20 years old were killed in motor vehicle crashes
- Of these, **59%**, or twenty of those killed in car crashes were **unrestrained**

State Requirements

- Contribute adequate funding, staffing and support for 18-mo project
- Continue w/May CIOT mobilization, as well as three additional enforcement periods
- "Click it or Ticket" is primary message
- Develop an Action Plan: earned media, paid media, high visibility enforcement, and evaluation (data collection)
- Coordinate communication and outreach efforts
- Agree to work w/NHTSA media and evaluation contractors for the project

State Funding Requirements

- Enforcement: May 2007 CIOT Mobilization
- Media Buy: May 2007 CIOT Mobilization
- Evaluation: Annual Seat Belt Survey

NHTSA Funding

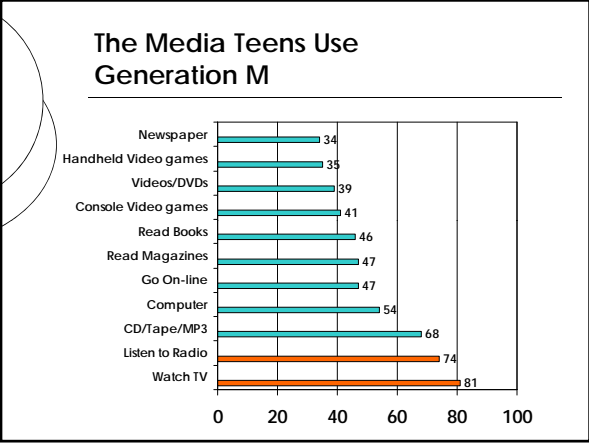
○ Colorado was awarded \$600,000.00 for the entire pilot project	○ Nevada was awarded \$600,000.00 for the entire pilot project
○ \$513,000.00 Enforcement	○ \$419,000.00 Enforcement
○ \$57,000.00 Media	○ \$105,500.00 Operating/PM
○ \$30,000.00 Coalitions/Outreach	○ \$75,500.00 Outreach

NHTSA's Contribution

- Provide funding for 3 of the 4 emphasis periods*
- Project Admin (Project Coordinator)
- Data Analysis & Project Evaluation: Awareness Surveys and Observational Use for each Emphasis period (4)
- Communications: Develop all messaging, creative, production & Media buy plans

Paid Media (English & Spanish)

- o NHTSA's contractor: Tombras Group
 - All creative
 - All production (state-specific donut)
 - All media buy (TV and radio)
- o Target audience: teens 16-20 yrs
- o Objective: Get teens to buckle up
- o Objective: Teens are more likely than ever to get a ticket



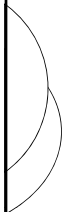
Media for Project

- o 30 Second TV ("Out of Nowhere" ad)
- o 30 Second Radio
- o Print (posters)
- o Earned Media
 - Press release
 - Letter to the Editor
 - Op-ed
 - Fact Sheet
- o Alternative Media
 - Internet
 - On-line video games
 - Cinema ads



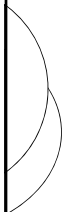
Earned Media

- **Where is our audience?**
- **Outreach:** Schools, Coalitions, Community Events, Movie Theaters
- Other Locations: **Seasonal**
 - October: Haunted Houses
 - May: Graduation, Prom, Summer Fun
 - September: Football Games



Earned Media & Outreach

- Clipping Service
- TV News Monitoring Service
- Regional Press Conferences
- High School Morning Announcements
- Marquee displays: college games, high schools, other comm partners
- High school assemblies: CIOT cheers
- Mascots wear belt during a game
- Safety belt contests (mock citations)



Earned Media & Outreach

- Seat Belt pledges/high school challenges
- Display the 'Convincer' at events
- Posters on campus (new every wave)
- Sponsor college events (movie night)
- Good community project for frats and sororities and/or leadership project
- Proclamations/Safe-driving contracts
- Display TV ad on YouTube and other social networking sites

Earned Media & Outreach

- Local fast-food & restaurant partnerships
- Retailers: put PI&E materials in 'back-to-school' shopping bags
- Partner with insurance company
- Involve local groups like Boys & Girls Club, YMCA, Youth Advisory Council, Partnership for Community Resources, etc)

Additional Outreach

- Latino populations
- Regional 'Outreach Coordinators'
- Latino youth organizations
- Latino community org (i.e., Chamber of Commerce, Hispanic Services, etc)
- Churches
- Public Events (i.e., Cinco de Mayo)
- School Districts

PI&E (in both Eng & Spanish)

- Computer 'mouse' key chains
- 'Cool' writing pens
- Clipboards & note pads
- Mechanical pencils
- Clickers (noise makers)
- Silicone bracelets (all colors, for different schools)
- Posters
- Downloadable music cards*

Enforcement

- **High-Visibility Enforcement:** Located where teens congregate (schools, malls, theaters, etc.)
 - **Message:** Teens are more likely than ever to get a ticket and law enforcement is out there.
 - Nevada's **secondary message:** On the other side of the coin, get rewarded for buckling up

Enforcement in Colorado

- Colorado State Patrol + 42 local law enforcement agencies
- Targeted 11 counties
- Min. 4 teen belt enforcement waves
- Report teen citations as well as 'all'
- Incentives/Rewards



Enforcement in Nevada

- "Joining Forces" program
- 30 of Nevada's 36 LE agencies
- Min. 4 teen belt enforcement waves
- Report teen citations as well as 'all'
- Incentives/Rewards



Schedule of Emphasis Periods

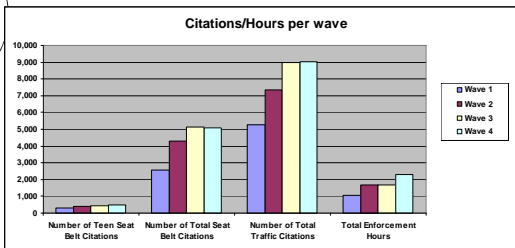
Colorado

- October 15 – 21, 2007
- January 14 – 20, 2008
- March 3 - 9, 2008
- May 12 - 18, 2008

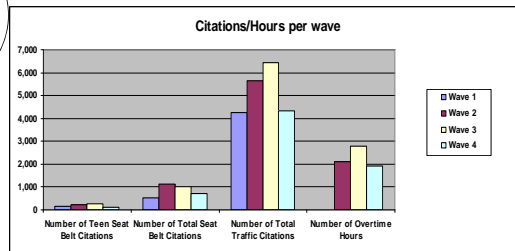
Nevada

- October 20 – Nov 4, 2007
- January 4 – 20, 2008
- May 1 – 15, 2008
- September 10 – 24, 2008

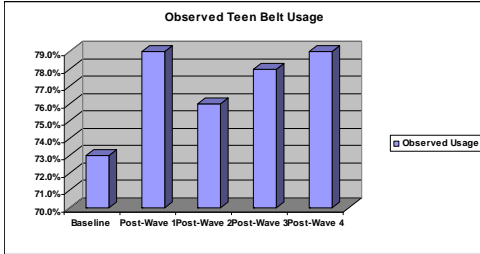
Results Colorado Enforcement



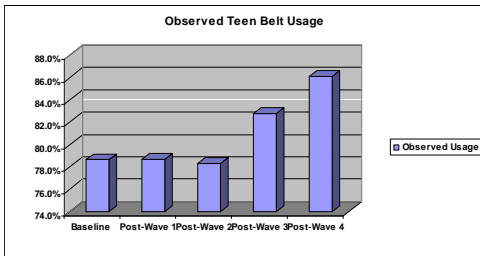
Results Nevada Enforcement



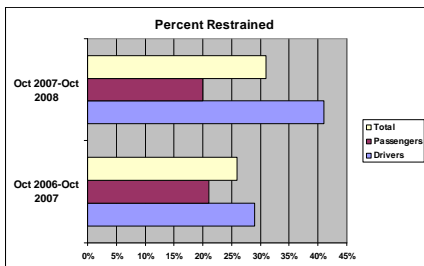
Results
Colorado Teen Seat Belt Use Observations



Results
Nevada Teen Seat Belt Use Observations



Teen Fatalities in Nevada Comparison



Teen Fatalities Hard Numbers

<p>Colorado 2006</p> <ul style="list-style-type: none"> • 66 teens age 16-20 died on Nevada roads <p>○ 2007</p> <ul style="list-style-type: none"> ○ 43 teens age 16-20 died on Nevada roads <p>34% drop in teen fatalities!</p>	<p>Nevada Oct 2006-Oct 2007</p> <ul style="list-style-type: none"> • 38 teens age 16-20 died on Nevada roads <p>○ Oct 2007-Oct 2008</p> <ul style="list-style-type: none"> ○ 21 teens age 16-20 died on Nevada roads <p>44% drop in teen fatalities!</p>
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Questions?

Thank you!

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