



FY09-10 Teen Safety Belt Demo Project

Texas Department of Transportation—Traffic Operations—Traffic Safety Section

When?

May 11-17th, 2009

October 19-25th, 2009

February 2010

May 2010

Where?

Harris County

Dallas County

Tarrant County

Bexar County

Hidalgo County

Why?

These five counties represent 399 of the 1506 unbuckled teen fatalities in Texas over a 6 year period.

2001-2006 FARS

Project Overview

- ▶ In July 2008 planning began for a region-wide teen seat belt campaign in NHTSA Region 6 which will emphasize high-visibility enforcement, messages and materials regarding enforcement of seat belt laws. The campaign has been tailored specifically towards teens (16-20) and their families.

The project is modeled after previously successful regional efforts to increase belt use in high-risk groups (e.g., pick-up truck and rural drivers and occupants) where uniform messaging and coordinated outreach and enforcement efforts across States built the energy and momentum needed to increase seat belt use across State borders. Best practices from two successful statewide teen seat belt demonstration projects conducted in Colorado and Nevada in 2007 – 2008 will also be incorporated into this project.

The region-wide approach will focus on geographic areas within the five Region 6 States (Louisiana, Mississippi, Oklahoma, New Mexico, Texas and the Indian State) which have been selected because of a high incidence of unbuckled teen deaths. The project activity will complement the national "Click It or Ticket" (CIOT) initiative. The first campaign wave will be launched in May 2009 in conjunction with CIOT. There will be two interim waves and a final campaign again conducted in conjunction with the May 2010 CIOT mobilization. A thorough evaluation of the campaign activity and results will be conducted including the examination of control areas in each State.

Project Location

The Teen Belt Demo Project will be conducted in the top 5 Texas counties for unbuckled teen fatalities. Together they account for 26% of all unbuckled teen fatalities in Texas between 2001-2006.

Project Elements

Enforcement — Funding is available, see proposed agency list.

Media — Paid and earned media will support the project.

Outreach — TSS led events, as well as statewide and local partner agency activities are sought.

Evaluation — Observational Surveys and DMV Awareness Surveys will be conducted by TTI.