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U.S. Department
of Transportation

National Highway
Traffic Safety
Administration

"70% by '92"

Safety Belt Program Idea Sampler

Buckle Up

Avoid the summertime blues.

OPERATION

BUCKLE BUCKLE DOWN



**Buckle Up
for Love!**



SEATBELTS

Everybody's Wearing Them

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LET'S HEAR FROM YOU!

Share your 1992 "70% by '92" Safety Belt Program activities with us.

How did you and/or your group promote the summertime enforcement campaign?

What response did the community have?

What kinds of activities were winning ones for you?

Let us know!

Please mail this form, additional materials and photos to:

US DOT/NHTSA, NTS-11
Office of Occupant Protection
Idea Sampler Editor
400 Seventh Street, S.W.
Washington, D.C. 20590

Contact person _____

Sponsoring Agency/Organization _____

Address _____

City _____ State _____ Zip _____

Work Phone (____) _____ Home Phone (____) _____

1. Please provide a brief description of your 1992 "70% by '92" Program activities.
2. What activities were covered by television and radio?
3. What other community groups took part in your activities and events?

NOTE: You may attach additional sheets, if needed.

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Buckle Up Pledge - Buckle for Love

Buckle Up Helper Award

1991 BUCKLE UP AMERICA! WEEK ACTIVITIES



Youth group from Our Lady of Lourdes Church in Jamiaca Plain, Massachusetts spent an afternoon at the Civil War Monument reminding motorists to buckle up.



Vince and Larry join West Virginia and Ohio elementary school students as they release balloons containing "buckle up for safety" messages. One student's balloon traveled over 250 miles!



The AAA Lehigh Valley Motor Club, Allentown, PA., recognized its members who were "Saved by the Belt" during a program to highlight "Buckle Up America! Week."



Students from the School Center of Educational Resources in Rio Piedras, PR listen to a presentation explaining the benefits of wearing safety belts.

1991 "CHILD PASSENGER SAFETY AWARENESS WEEK" ACTIVITIES



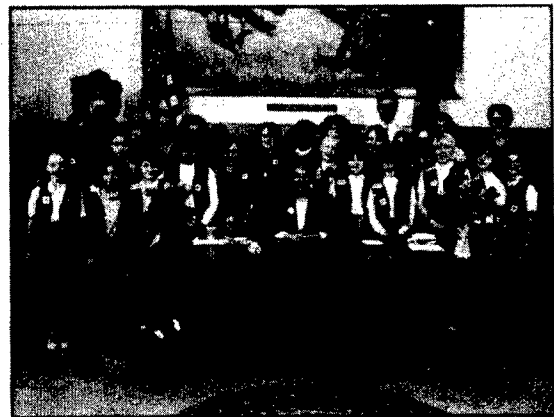
Second graders at Vermillion Elementary in Maize, KS created their own Vince and Larry masks as part of the Sedgwick County EMS' child passenger safety activities.



(L) Jerry Womack and (R) Charlie Adams of Suburban Grading & Utilities in Norfolk, VA display materials they used to educate their employees about "Buckle Up for Love" week.



"Saved by A Safety Seat" award was presented to one year-old Brandon Yost of Winterville, NC, who was saved by his child safety seat when the motor vehicle he was riding in collided with a train.



Topeka, KS Girl Scouts and Trooper Bear meet with Governor Joan Finney to present her with a "buckle up" valentine.

NEW SAMPLER FORMAT!

The national "70% by '92" safety belt program is well underway. The 1992 effort will be year-long, with additional emphasis placed on child passenger safety, as well as an all out summer campaign to increase safety belt usage from May through September.

Rather than produce an idea sampler for each of these two high focus weeks, this resource guide has been produced to encompass all buckle up activities to be conducted in support of reaching 70% safety belt usage by the end of 1992. This way, the enclosed information can be utilized on a much wider scale for many different activities, and is not limited to one or two weeks a year.

The *Idea Sampler* includes media information geared to the "70% by '92" program. It also contains information that is unique to "Child Passenger Safety Awareness Week" and "Buckle Up America! Week".

This year, the focus for "Buckle Up America! Week" will be to kick-off the *Summertime Blues* campaign. The week will emphasize activities in support of the campaign, including press events throughout the week to support enhanced enforcement of occupant protection laws.

Press releases, current facts data, clip art, public service announcements (PSAs), and sample proclamations are enclosed in this sampler and can be customized and enhanced to fit each community's use with supplemental information, including photographs, clip art and illustrations. Your Governor's Highway Safety Representative, State Highway Safety Office, *Operation Buckle Down* Coordinator and NHTSA Regional Office can help you obtain additional information. A listing of these contacts can be found in the **Resource Materials** section of this sampler.

Factual Overview

It is estimated that safety belt use has increased from 14 percent in 1983 to 59 percent at the end of Summer, 1991. Child safety seat use has also shown significant increases, jumping from approximately 22 percent in 1982 to 84 percent in 1991. Passage of safety belt and child passenger safety seat laws can be credited with a large part of each of these increases.

We all know that increasing the correct use of safety belts and child safety seats is the most effective way to reduce death and injury to people involved in motor vehicle crashes. Numerous research studies indicate that, when used, lap and shoulder belts can reduce the risk of fatal and serious injury to front seat passenger car occupants by 45 to 50 percent.

The "70% by '92 Program

In the interest of the nation's public safety, President Bush has mandated a national goal of 70 percent safety belt use by 1992. Everything learned over the past decade indicates that highly visible enforcement of existing laws offers the greatest potential for achieving this goal.

Blitz enforcement, which concentrates heavily on safety belt and child safety seat usage, results in the most rapid increases in usage.

Integrated enforcement, which combines safety belt and safety seat enforcement with other patrol activities, appears to be the most cost effective and produces more sustained usage rates.

Public information is necessary to focus attention on enforcement, but public information alone will not increase usage.

The Canadian Experience

Successful safety belt campaigns in Canada have also emphasized the use of enforcement combined with enhanced public awareness. During the early part of the past decade, the Canadian Provinces, like most of the United States, had been suffering from "post-law stabilization." As a result, the Canadian national usage rate was only about 55 percent.

past decade, the Canadian Provinces, like most of the United States, had been suffering from "post-law stabilization." As a result, the Canadian national usage rate was only about 55 percent.

Beginning in the mid-1980s, most of the larger provinces initiated combined enforcement and public information efforts. As a result, these provinces (British Columbia, Alberta, Saskatchewan, Ontario and Quebec) dramatically increased their usage rates. The Canadian national safety belt usage rate is now well above 80 percent.

The common elements in each of the province's occupant protection program are increased enforcement, highly visible public information, local usage surveys and press conferences. The public information programs and press events have two objectives: to make the public aware of the importance of wearing safety belts and using child safety seats, and to make the public aware of the fact that the police will be enforcing the law.

We Can Reach "70% by '92"

By 1990, it was clear that if we were to reach the President's goal of 70 percent safety belt usage by 1992, dramatic steps had to be taken.

The entire nation did just that. Last year, *Operation Buckle Down*, a summer "blitz" effort, four new States with safety belt usage laws, and a host of customized State programs helped to increase the national safety belt usage rate by an estimated five to seven percentage points. By the end of the year, a population-weighted average of State usage rate surveys showed a national usage rate of 59 percent.

However, even more emphasis must be placed on public information and this year's enforcement efforts. If we can do this, we can reach our goal of 70 percent usage by the end of 1992.

1992 SUMMER CAMPAIGN CALENDAR

April 27 - May 1	Conduct pre-summer informal surveys
May 1 - September 12	Summer media campaign
May 18 - May 25	"Buckle Up America! Week"
May 18 - May 22	Memorial Day press events
May 22 - May 31	Memorial Day enforcement (blitz)
June 22 - June 26	July 4th press events
June 26 - July 5	July 4th enforcement effort (blitz)
July 6 - July 10	Conduct mid-summer informal surveys
August 24 - August 28	Labor Day press events
August 28 - September 7	Labor Day enforcement effort (blitz)
September 8 - September 11	Conduct post-summer informal surveys

The publication of this Campaign Calendar is intended to increase program impact by encouraging combined efforts during specified periods. Obviously, not everyone's schedule will fit neatly into what has been proposed, but the National Highway Traffic Safety Administration hopes that hundreds (even better, thousands) of individual local campaigns will come close.

How To Get the Word Out?

When launching a major safety campaign, many cities, communities and organizations are faced with the question: "How do I get the word out?" Studies have shown that strong mass media campaigns have impact. Each year, local newspapers and radio and television stations have been willing to contribute air time and newspaper column inches to various branches of government, community and activist groups and concerned individuals to promote occupant protection issues. The combination of media coverage and intensive enforcement programs has been shown to yield a higher level of use by the general public.

"70% by '92" Program

The "70% by '92" program combines the informational efforts of the *Avoid the Summertime Blues* media campaign with the enforcement enhancing efforts of *Operation Buckle Down*. Both of these approaches are intended to increase the public's awareness about why they should buckle up, while reminding them that they risk receiving a citation for non-compliance. Forty-one States, plus the District of Columbia and Puerto Rico, have safety belt use laws. All 50 States, plus the District of Columbia and Puerto Rico, have child passenger safety seat laws.

Special Events

Special events are planned to gain national media attention during the final year of the "70% by '92" program. "Buckle Up America! Week" and "Child Passenger Safety Awareness Week" will also contribute to this effort. Information on scheduled activities can be found on the "Campaign Calendar" located on page 11 of this Planner. New public service announcements (PSAs), press releases and editorials have also been developed to focus the public's attention on the concept of buckling up becoming a habit for life.

National VNRs & ANRs

NHTSA provides an annual "Video News Release" (VNR) and "Audio News Release" (ANR) for "Child Passenger Safety Awareness Week" and "Buckle Up America! Week." The 1992 VNRs and ANRs will be "beamed down" on February 12, 1992 and May 25, 1992, respectively. In 1991, more than 24 million viewers and listeners were presented these messages, nationwide. For information on specific coordinates for these national releases, please contact NHTSA, 202/366-9550.

Ideas To Try

Provide the media with public service announcements and stories that show mayors and other local State officials supporting the campaign. Public interest stories are especially effective if the officials are shown buckling up their own children and other family members.

Take advantage of local cable programming in your area. Many of these stations offer community-based shows that reach a large and diverse local audience. Public access channels often allow you larger amounts of air time to get your ideas and your message across.

Hold press conferences to announce enforcement efforts and special event weeks. Try to schedule your press events so that they don't conflict with other high-profile news events taking place that day. Assemble media packets before the conference and distribute them to all who attend.

Consider "piggybacking" your press event so that it is immediately preceded by national or statewide publicity generated by your highway safety public information office.

Send a press release to every newspaper and radio and television station in the community or state. Include camera-ready art work, the Mayoral or Governor's proclamation, as well as the schedule on when the national Video and Audio News Releases are available for satellite pickup.

Develop a resource bank that includes community celebrities, law enforcement personnel, physicians, safety professionals and respected politicians. Contact radio stations to coordinate interviews.

Use Vince and Larry, Buckle Up Bunny, Snapdragon or other attention-getting "personalities" to make appearances at events. Have lots of bumper stickers and other handouts for them to distribute.

Involve youngsters in your media campaign. Have a local business or organization sponsor an essay or poster contest.

MASS MEDIA TECHNIQUES - SAMPLE PROCLAMATIONS

To Bring Attention to President George Bush's Mandate of Reaching 70 Percent Safety Belt Use By 1992

WHEREAS, President Bush's directive has charged the Department of Transportation with the task of increasing the existing national safety belt use rate to 70 percent by 1992;

WHEREAS, the National Highway Traffic Safety Administration (NHTSA) concludes that visible enforcement of existing belt laws offers the greatest potential for achieving the goal of 70 percent by 1992;

WHEREAS, enforcement, coupled with public information, can make a difference;

WHEREAS, since 1980, national front-seat occupant seat belt use has increased from 11 percent to 59 percent. Most of this increase can be attributed to the enactment of belt use laws, which began in 1984, and to increased enforcement and education efforts;

WHEREAS, 6.6 million motor vehicle crashes took place in 1990 at a total cost of \$74 billion;

WHEREAS, studies indicate that, when used, lap and shoulder belts are 40 to 50 percent effective in reducing serious injury to front seat passenger occupants;

WHEREAS, if all front seat occupants had worn safety belts in 1990, 15,275 lives would have been saved and hundreds of thousands of injuries would have been prevented;

WHEREAS, in 1990, belt use averaged 36 percent among cities without belt laws in effect, and 54 percent in cities with belt use laws in effect;

WHEREAS, public opinion surveys reveal that 88 percent of respondents believe that safety belts save lives and reduce injuries; 75 percent say that they favor belt use laws; 70 percent say that the risk of receiving a citation would make them buckle up; and 65 percent (in belt law States) say police should issue more citations; and

WHEREAS, the "70% by '92" Safety Belt Program will give each State an opportunity to raise its use rate of safety belts and child safety seats to meet the President's edict;

Now, therefore, I (name of elected official or organization leader), (title) of (name of city, county, State or organization), in recognition of this lifesaving opportunity, do hereby proclaim (name of State, jurisdiction, or organization)'s commitment to the national campaign goal of reaching 70 percent safety belt use by 1992, and encourage all drivers and passengers to use safety belts and child safety seats every time they get into a motor vehicle.

MASS MEDIA TECHNIQUES - SAMPLE PROCLAMATIONS

**To Designate the Week of May 18 - 25, 1992, as
"Buckle Up America! Week"**

WHEREAS, May 18 - 25, 1992 has been declared "Buckle Up America! Week";

WHEREAS, in the United States, motor vehicle crashes are the greatest single cause of death for people between the ages of one to thirty-four;

WHEREAS, in 1990, the lives of approximately 4,800 front-seat occupants over four years old were saved by safety belts;

WHEREAS, from 1983 to 1990, an estimated 24,886 lives were saved by safety belts;

WHEREAS, if the President's goal of reaching 70 percent safety belt use had been met by 1990, a total of 8,592 lives could have been saved;

WHEREAS, when used, lap and shoulder belts can reduce the risk of fatal or serious occupant injury by between 40 and 50 percent;

WHEREAS, the use of safety belts combined with air bags, and child safety seats is known to be one of the best defenses against the drunk and drugged driver;

WHEREAS, forty-one States, the District of Columbia and Puerto Rico have enacted safety belt use laws, and all 50 States, the District of Columbia and Puerto Rico have enacted laws requiring the use of child passenger restraint systems; and

WHEREAS, "Buckle Up America! Week" provides communities and organizations an opportunity to join together to work toward meeting the President's mandate of 70 percent belt use by 1992, and encourages them to increase their correct use of safety belts and child safety seats by focusing public attention on the lifesaving benefits of these systems, including automatic belt systems and air bags;

Now, therefore, I (name of elected official or organization leader), (title) of (name of city, county, State or organization), in recognition of this national lifesaving opportunity, do hereby proclaim the week of May 18 - 25, 1992, as

"Buckle Up America! Week"

and encourage the community to observe the week with appropriate programs, ceremonies and activities to increase the use of safety belts and child safety seats with the goal of reaching and surpassing the 70 percent by 1992 target, and to support the efforts of enforcement agencies to increase compliance with State occupant protection laws.

MASS MEDIA TECHNIQUES - SAMPLE PROCLAMATIONS

To Designate the Week of February 9 - 15, 1992, as "Child Passenger Safety Awareness Week"

WHEREAS, February 9 - 15, 1992 has been declared "Child Passenger Safety Awareness Week";

WHEREAS, motor vehicle crashes are one of the leading causes of death for children over the age of six months in the United States;

WHEREAS, motor vehicle crashes are the number one cause of crippling injuries sustained by children in the United States;

WHEREAS, more children under the age of five are killed or crippled as passengers involved in motor vehicle crashes than the total number of children killed or crippled by the seven most common childhood diseases: pertussis, tetanus, diphtheria, measles, mumps, rubella and polio;

WHEREAS, 222 children age four and under, were saved in 1990 by child restraints and an estimated 1,546 lives were saved from 1982 to 1990 as a result of child restraint use;

WHEREAS, all 50 States, the District of Columbia and Puerto Rico have enacted laws requiring the use of child passenger protection systems;

WHEREAS, NHTSA studies have shown that about one in every four safety seats is seriously misused. Other more detailed investigations have indicated that as many as 80 percent to 92 percent of child safety seats may be misused to some extent;

WHEREAS, research shows that, when used correctly, child passenger protection devices are 71 percent effective in reducing fatalities and 67 percent effective in preventing serious injuries; and

WHEREAS, death and injury may be significantly reduced through greater public awareness, information, education and enforcement;

Now, therefore, I (name of elected official or organization leader), (title) of (name of city, county, State or organization), in recognition of every child's right to adequate protection when being transported in a motor vehicle, hereby proclaim the week of February 9 - 15, 1992, as

"Child Passenger Safety Awareness Week"

and encourage the community to observe the week with appropriate programs, ceremonies and activities to increase correct use of child safety seats, and to support the year-long "70% by '92" program to increase the use of safety belts and child safety seats.

National "70% by '92" Safety Belt Program

If an airliner crashed on Monday, killing 125 passengers, Americans would be upset, and perhaps slightly more apprehensive if they happened to be flying themselves in the next few days.

If a second plane crashed on Tuesday, killing another 125, the coincidence of major tragedies occurring on consecutive days would certainly be noted, and with some alarm.

If a third plane crashed on Wednesday, killing yet another 125, a fearful public would begin to ask: "What's going on here?"

If a fourth plane crashed on Thursday, an outcry for massive review of air safety practices would sweep across the country.

If, on Friday, a fifth crash occurred, a traumatized America would refuse to fly.

America already suffers the equivalent of a major airliner crash **every day of the year**. It takes place on the highways, where motor vehicle collisions claim about 125 lives each 24 hours, plus thousands injured. Somehow that reality has worn so thin that most people look right through it. Standing among the trees, the forest escapes notice.

Perhaps that explains the implied shrug of indifference so long accorded safety belts, which have been required equipment in the front seats of passenger cars since January 1, 1968, but a dozen years later had converted no more than one in nine people to regular use.

Only when State safety belt laws began to click in - New York was the first in 1984 - did the user curve turn upward. Now, eight years later, 41 States have laws in place and 59 percent of vehicle occupants wear belts. If the percentage rate had been 70 percent in 1990, 8,592 motor vehicle fatalities could have been prevented.

So the gain has been real, measurable and frankly, marvelous. But what America isn't getting because many others fail to buckle up qualifies as nothing less than stark tragedy. One hundred percent safety belt use would add another 10,000 to the lives-saved list, every year. Even 70 percent use (based on 1990 numbers) would save an additional 3,700 lives annually.

A national safety belt use rate of 70 percent by 1992 is the goal of the U.S. Department of Transportation and National Highway Traffic Safety Administration's (NHTSA) new safety belt program.

People and groups and ideas and strategies all headed for the 70 percent belt use mark are springing up all over the country, revealing the unusual nature of this effort. For the first time in U.S. history, a safety belt campaign will capture the focus and the energy of the entire country, moving under the banner of a common theme and calling upon similar tactics.

MASS MEDIA TECHNIQUES - SAMPLE EDITORIALS

The participants are government (at every level), business, industry, education, safety proponent groups, civic and service organizations, police and individuals. The message they send will reach the public as both words and deeds.

The deeds are manifold, including the growing commitment of the commercial world to insist on belt use as company policy. This time the deeds will also be those of the men and women in blue - the police community - who are taking the responsibility to significantly increase adherence to safety belt and child safety seat laws.

Like golfers on the green who watch the track of the first ball putted to get a good "line," this safety belt effort echoes the successful approaches of at least three States and the entire nation of Canada.

Our northern neighbor had drifted for some years in the region of 50 percent-plus belt use. Canada injected what, for the first time, was a new vaccine: an advertising barrage, which included publicity about the police's intent to increase belt law enforcement.

This "blitz" approach helped Canada raise its national safety belt use rate to 80 percent. In fact, in several provinces, it tops 90 percent. Hawaii followed a similar pattern and use rates zoomed to 85 percent. Texas, Maryland, California and Oregon have embarked on similar programs and are at 70 percent and more.

The new ingredient and major contributor to surging use rates has been enforcement, consistently applied and subtly spiced by police officers who wear safety belts themselves.

The latter wasn't always true for a variety of reasons, but police now more frequently acknowledge the significance of the user image. They buckle up because it **does** make a difference - both to their safety and to what other people think about belts.

The buckle up message has travelled the classic information circuits - television, radio, newspapers, magazines, billboards, advertising and pamphlets. The legendary characters, Vince and Larry, will be center stage in this campaign, too.

Memorial Day will be the starting point for a major national summer campaign to increase safety belt and child safety seat usage. This campaign will continue through the 4th of July and Labor Day. During the summer, special emphasis will be placed on efforts to enforce State occupant protection laws and to publicize these efforts. This campaign should enable the nation to reach a 70 percent safety belt usage rate. Of course, that won't be the end, because 70 percent should be a way station, not a terminus. But for now, 70 percent is both an ambitious and a reasonable goal.

In California, a traffic crash involved a man and a teddy bear. The 31-year old man struck a guard rail, his car became airborne and finally landed on a chainlink fence. The driver was

MASS MEDIA TECHNIQUES - SAMPLE EDITORIALS

ejected and died at the scene. The teddy bear, carefully tucked into the rear seat belt, remained snugly in place - an exquisite reminder of what belts are for.

A man dies, but a stuffed animal survives the same crash protected. The message for those Americans who still ride unprotected: Buckle up!

"Buckle Up America! Week", May 18 - 25, 1992

Life is a series of choices from an extensive menu of options. Every day, each of us picks and chooses from among them according to our lifestyle, likes and dislikes, wants and needs, and risks we decide to take or avoid. Each of us is unique and free to make our own choices.

Healthy choices are pretty universal. What's good for one is usually a good idea for all. Moderate exercise, watching our weight and getting enough rest are good prescriptions for everyone. Unfortunately, not everyone chooses the healthy alternative. A million excuses can be found, and it always seems easier to postpone that healthy choice until another day.

The consequences of a motor vehicle crash can be pretty severe. Every year, more than 44,000 people are killed and hundreds of thousands suffer moderate to serious injuries in motor vehicle crashes. Out of all of life's risks, motor vehicle crashes are high on the list; they are the number one killer from childhood to age 34.

Safety belts and child safety seats reduce the risk of death or serious injury by about half. Safety belts saved 24,886 lives from 1983 to 1990 among those people who had the good sense to wear them. It's not a hard choice to make. It doesn't hurt, it doesn't require any expensive equipment and it only takes a few seconds. Yet only about half of our population makes the healthy choice to buckle their safety belt every time they are in a motor vehicle.

It's hard to understand why people will swallow evil-tasting medicine to get rid of the sniffles, starve themselves to lose a few pounds and spend a fortune on exercise equipment -- and then get into their cars and refuse to buckle their safety belt to possibly prevent a disabling injury or even to save their life.

Maybe "Buckle Up America! Week" is the right time to add another healthy choice to your daily routine. Buckle your safety belt every trip, every day. Make certain that everyone else in the car does, too. It's the right choice to make!

"Buckle Up for Love!" During "Child Passenger Safety Awareness Week"

This Valentine's Day, parents can show how much they love their children by taking the time to buckle them in safety seats and safety belts correctly. Buckle them up and do it correctly every time, on every trip. Be part of "Buckle Up for Love!" week, February 9 - 15, 1992. Join the effort that saved the lives of 222 children in 1990.

A study by the National Highway Traffic Safety Administration (NHTSA) shows that universal safety seat use would prevent about 53,000 injuries and could save the lives of about 500 children each year. That's a lot of hugs and kisses from happy, healthy and safe children for just the few moments it takes to protect them in a child safety seat or seat belt.

All 50 States, the District of Columbia and Puerto Rico have child passenger protection laws. Every person who drives is responsible for protecting the lives of children who ride with them. NHTSA studies reveal that one in every four safety seats is seriously misused. Other more detailed investigations have indicated that as many as 80 to 92 percent of child safety seats may be misused to some extent.

We urge parents and other adults with child passengers to make sure that they are using safety seats correctly. Research shows that, when used correctly, child passenger protection devices are 71 percent effective in preventing fatalities and 67 percent effective in reducing serious injury.

Once children are too old for a safety seat, don't forget to keep up the good habit already established. Insist that they wear their safety belts and keep the belts snug and low on the hips. Remind them to use them whenever they are riding in a vehicle, even if you aren't riding with them.

A few seconds of effort can be worth a lifetime of love. The most cuddly teddy bear or sweetest Valentine's Day card cannot match the generous gift of a safe, happy and healthy child. It's your chance to show you care. What better way to tell someone that you love them... Remember: Buckle up for love!

MASS MEDIA TECHNIQUES - SAMPLE PRESS RELEASES

FOR IMMEDIATE RELEASE
DATE

CONTACT: (NAME OF CONTACT)
PHONE

National "70% by '92" Program Still Going Strong In (name of State or jurisdiction)

Safety belt use in the United States is 59 percent and President Bush's goal of 70 percent belt use by 1992 is well within reach, according to (name, title, organization), who cited a ____ belt use rate in (local area or State).

In October, 1991, Secretary of Transportation, **Samuel K. Skinner**, gave the results of a summer-long safety belt and enforcement campaign that brought together representatives from the National Highway Traffic Safety Administration, members of Congress, law enforcement personnel and members of the National Safety Belt Coalition.

"The best information available from State surveys indicates a composite 59 percent use rate for the nation," Secretary Skinner said. "Police agencies, State and local governments and an extremely effective coalition of grass roots safety organizations deserve commendation for significantly elevating the safety belt use rate."

The national program to meet the President's objective of 70 percent belt use nationwide by 1992 emphasizes intensified safety belt and child safety seat law enforcement and widespread distribution of public information.

The Secretary listed benefits already achieved with safety belts: 4,800 lives saved by belts in 1990; 25,000 lives saved since 1983. "If 70 percent of Americans had worn belts in 1990, an additional 3,650 lives would have been saved," he said.

"Now we are making progress reaching the people who were hard to convince," (name) said. "Each percentage point gain in belt use nationally represents nearly two million more occupants buckling up. That, in turn, means many of those lives will be saved in some future crash."

MASS MEDIA TECHNIQUES - SAMPLE PRESS RELEASES

FOR IMMEDIATE RELEASE
DATE

CONTACT: (NAME OF CONTACT)
PHONE

"Buckle Up America! Week" - May 18 - 25, 1992

In recognition of "Buckle Up America! Week," (name), (title) of the (organization) strongly encourages all motorists to use safety belts and child safety seats on every trip in a motor vehicle. "Buckle Up America! Week" is a national campaign highlighting the lifesaving potential of safety belts, child safety seats and air bags.

"Many people just don't realize how your chances of serious injury or death are reduced significantly if you wear safety belts. An estimated 24,886 lives were saved by safety belts from 1983 to 1990," (name) said. "In 1982, before any State had a belt use law, America buckled up at an 11 percent rate. Use of safety belts has more than quadrupled since then in response to increased law enforcement efforts and public information campaigns. As encouraging as these results are, it's not enough! People are still being killed on our highways because they didn't take the three seconds needed to buckle up. That's inexcusable!"

(Name) also stressed the importance of using safety belts even if your car is equipped with an air bag. "Many people don't realize that air bags are only effective in a front-end collision. You still must wear a safety belt in case of a rear-end, side impact or rollover crash. For the best possible protection, use the "winning combination" of safety belts and air bags."

In addition, (name) reminded parents of young children to protect them in a child safety seat that is installed and used correctly. "Child safety seats are very reliable in preventing deaths and injuries to child passengers, provided they are used correctly. Child restraints are credited with saving an estimated 222 lives in 1990. That's a good record, but it can be improved with everyone's participation."

(Name) States that this week's safety belt awareness activities will coincide with the Memorial Day weekend, which historically signals the beginning of the summer travel season. This summer, a special campaign will again be implemented across the nation to increase safety belt usage. This campaign, known as the *Avoid the Summertime Blues* campaign will include increased efforts on the part of enforcement agencies to increase compliance with State child passenger safety and/or safety belt laws. Buckle up, every trip and "avoid the summertime blues."

MASS MEDIA TECHNIQUES - SAMPLE PRESS RELEASES

FOR IMMEDIATE RELEASE
DATE

CONTACT: (NAME OF CONTACT)
PHONE

"Child Passenger Safety Awareness Week" is February 9 - 15, 1992

(Name of organization) urges families to recognize this year's "Child Passenger Safety Awareness Week," which will be held from February 9 - 15, 1992.

The theme, "Buckle Up for Love," is designed to encourage parents and others to protect their children in child safety seats and safety belts by using them correctly. The goal of the 1992 awareness week is to increase correct use of these protection devices. "When used correctly," (name) said, "child safety seats are extremely reliable in preventing deaths and injuries to young passengers."

Motor vehicle crashes are the number one killer and disabler of children. Research shows that, when used correctly, child passenger protection devices are 71 percent effective in reducing the need for hospitalization and 50 percent effective in preventing minor injury.

In 1990, highway crashes killed 624 child passengers under the age of five. Parents can help reduce the number of deaths caused by such crashes by buckling in their loved ones every time they drive. Child restraint systems saved 222 lives in 1990 and 1,546 lives since 1982.

All 50 States, the District of Columbia and Puerto Rico have laws requiring infants and young children to be properly placed in a child safety seat.

(Name of organization) joins law enforcement agencies and citizens' groups throughout the nation in recognizing February 9 - 15, 1992 as "Child Passenger Safety Awareness Week," a time for everyone to get into the habit of correctly using child safety seats and safety belts.

If you would like more information about "Child Passenger Safety Awareness Week," activities, contact (name) at (phone number).

MASS MEDIA TECHNIQUES - SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

"70% by '92" Summertime Safety Belt Program

- :20-sec People take to the roads during the holidays more than any other time during the year. The result is more crashes, and more deaths and injuries for those who fail to buckle up. Protect yourself and your loved ones and help America meet the goal of 70 percent belt use by 1992. This message brought to you by...
- :15-sec The law enforcement community is out to make sure that the good holiday times are safe times, too. Remember to buckle up and help us reach 70% belt use by 1992. This message brought to you by...
- :10-sec Make the good times the safe times, too. Buckle up - it's the law. This message brought to you by...

MASS MEDIA TECHNIQUES - SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

"Buckle Up America! Week"

- :20-sec Thousands die on our highways each year because they didn't buckle up. A death is always sad, but even more so when it could have been avoided. Why take an unnecessary risk when the stakes are so high? Buckle up every time you are in a motor vehicle. A public service message from (call letters).
- :20-sec More and more cars are being equipped with air bags. But an air bag only helps in a head-on collision. You still need to buckle your safety belt. Use the winning combination of air bags and safety belts for the best protection on the road. Buckle up America! A public service message from (call letters).
- :15-sec Some people will be killed in motor vehicle crashes this holiday weekend. Many will die because they didn't buckle up. Don't make this weekend your last. Buckle up, America! A public service message from (call letters).
- :15-sec May 18 - 25, 1992 is "Buckle Up America! Week". It's a good time to remind your loved ones that safety belts, air bags and child safety seats save lives. So remember to buckle up, America! Every time on every trip. A public service message from (call letters).
- :15-sec Hospitals are filled with people who didn't have enough time to buckle up. Now they have lots of time to recover. Whenever you get in a motor vehicle, take the time to buckle up. A public service message from (call letters).
- :15-sec Ever been told to "use your head?" There are two ways you can do that. One is to buckle up and the other is to crack a windshield. Which would you prefer? A public service message from (call letters).
- :10-sec Some people complain that safety belts are a nuisance. They say that they are hard to reach and uncomfortable to wear. Maybe so. But they may save your life, so don't drive off without them. A public service message from (call letters).

MASS MEDIA TECHNIQUES - SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

"Child Passenger Safety Awareness Week"

- :30-sec Love is more than a feeling. It's action, too. For your children, love is taking time to buckle them in their child safety seats or safety belts every time they go for a ride. Give your kids a valentine every time they ride in a car. Buckle up for love! This message by ...
- :20-sec No one regrets the things they did to protect their children - only the things they wish they had done. Before you start your car, take the time to place your child in a safety seat correctly. Buckle up for love! This message by ...
- :20-sec Did you know that child safety seats are 71 percent effective in preventing fatalities of children ages one to four? Go with the winning odds. Correctly buckle your children into child safety seats and belts. Buckle up for love! This message by ...
- :15-sec Before you start your car, buckle your children as though their lives depended on it. They might. Buckle up for love! This message by ...
- :10-sec Children are precious. Give them the best opportunity to enjoy a lifetime of love. Use safety seats correctly. Buckle up for love! This message by ...
- :10-sec Take a look in your rearview mirror. Is your child protected by a child safety seat or safety belt? If not, why not? Buckle up for love! This message by...

MASS MEDIA TECHNIQUES - HOW TO GET VINCE & LARRY AT YOUR EVENT

Vince & Larry As Your "Guests!"

Vince and Larry, the crash dummies featured in a series of television and print public service announcements, are available as costumes for appearances at your special events. The costumes may be used by any organization to promote the use of occupant protection devices at parades, exhibits, conferences, schools and other media events. There is no charge for the outfits. Organizations using the suits, however, must arrange for their own media coverage and return the outfits in the same condition as when borrowed.

The Specifics

The suits will fit slim individuals between 5'5" and 5'8" tall. No one should be permitted to wear the costumes for more than 30 minutes, as they can get very warm. Make arrangements for back-up crews, or schedule periodic breaks. Mime must be used, as Vince and Larry clones may not speak.

For Requests

To check the availability of the Vince and Larry outfits, contact your local NHTSA Regional Office or Governor's Highway Safety Office. Their addresses and phone numbers are listed in the **Resource Materials** section of this Idea Sampler. They can direct you from there. In addition, many local government offices, occupant protection groups and State police departments have purchased their own Vince and Larry suits and may make them available to your organization. Make your request for the suits in writing, and include the dates needed, details about the event, people expected and media coverage planned. Requests are filled on a first-come-first-served basis.

Video Training Film

A 17-minute training video is available for individuals wishing to perform as Vince and Larry. Contact Marty Spellicy, at the University of Southern Mississippi Occupant Protection Research Project, 601/266/5353. The video is titled, "Vince and Larry: Making A Local Success of A National Program."

FYI...

Vince and Larry are copyrighted characters. In order to use them for any purpose other than an appearance to promote safety belt use, please contact: NHTSA, Office of Public and Consumer Affairs, 202/366-5968.

PARTS OF THE WHOLE - RESULTS OF THE SUMMERTIME BLUES CAMPAIGN

How Well Did We Do?

On Wednesday, October 30, 1991, at a news conference held on Capitol Hill, Secretary of Transportation, **Samuel K. Skinner**, announced that safety belt use in the United States had reached 59 percent, "a significant step toward achieving the President's goal of 70 percent by 1992," Secretary Skinner said.

Joining Secretary Skinner was Jerry Ralph Curry, administrator of the department's National Highway Traffic Safety Administration (NHTSA), governors, mayors, members of Congress, law enforcement officers, members of the National Seat Belt Coalition and automobile crash survivors.

"Largest Three-Month Increase Ever"

Secretary Skinner said that the summer campaign increased belt use from 50 to 54 percent in 19 major cities across the nation. Over the ten-year history of NHTSA's 19-city survey, this summer's increase is the largest three-month increase ever, with State surveys reporting even greater increases.

National Cooperation

Secretary Skinner praised the "exceptional spirit of national cooperation" during the campaign that helped bring about this major increase in safety belt use. "Police agencies, State and local governments, and an extremely effective coalition of grassroots safety organizations deserve commendation for pushing up the safety belt use rate since the campaign began on the Memorial Day weekend," Skinner stated.

Forty-one States With Belt Use Laws

The 1991 summer campaign was particularly successful because of the emphasis placed on the enforcement of safety belt laws. "Five more States have enacted belt laws in the last year, making a total of 41," Administrator Curry said. Law enforcement officers in all these States deserve a hand for the critical role they are playing.

The Benefits

Many benefits have already been achieved with safety belts and child safety seats; 4,800 lives were saved by belts in 1990; 25,000 lives have been saved between 1983 and 1990; and 1,500 lives have been saved by child safety seats since 1983. If 70 percent of Americans had worn belts in 1990, an additional 8,592 lives would have been saved.

PARTS OF THE WHOLE - RESULTS OF THE SUMMERTIME BLUES CAMPAIGN

The Progress Continues

"The best news may be that we are beginning to bring 'hard core' non-users into the fold. Each percentage point gain in belt use represents nearly two million more occupants buckling up," Skinner said.

PARTS OF THE WHOLE - OPERATION BUCKLE DOWN UPDATE

"70% by '92"!

In 1989, President Bush made motor vehicle occupant safety a national priority and directed the National Highway Traffic Safety Administration of the Department of Transportation to increase safety belt use in the United States from the national average of 49 percent to 70 percent by 1992.

How It Works

NHTSA joined with the International Association of Chiefs of Police (IACP) and the National Sheriff's Association (NSA) to carry out the President's mandate. Together, they developed *Operation Buckle Down*, a model enforcement program designed to meet the President's mandate through an aggressive, three-pronged attack.

- 1) Increase safety belt use within law enforcement departments.
- 2) Increase enforcement of safety belt and child passenger safety laws.
- 3) Inform the public that safety belt laws are being enforced, and explain why.

Enforcement Can Make A Difference

Forty-one States, the District of Columbia and Puerto Rico, currently have safety belt laws. But research shows that these laws are only effective when they are enforced. In fact, studies have demonstrated that gains of 10 to 30 percentage points can be achieved through intensive enforcement efforts, coupled with public information and education programs.

Public Information and Education is A Key Component

To make a difference, increased enforcement of safety belt and child safety seat laws must be accompanied by increased public information efforts. Community awareness must be raised about crash risks and correct occupant protection use, and also to explain the need for laws and active enforcement.

No Additional Resources Needed

1991 efforts conducted nationwide demonstrated that integrated enforcement programs like *Operation Buckle Down* do not require additional resources by police agencies since they do not require more patrol hours. Safety belt and child safety seat citations are written as part of ongoing patrol activity. This is especially important since "integrated" enforcement can be conducted in States with secondary, as well as primary belt laws.

PARTS OF THE WHOLE - *OPERATION BUCKLE DOWN* UPDATE

The Cost of Not Complying

The cost of vehicle crashes and pedestrian accidents in the United States exceeds \$74 billion annually. Fleet studies conducted by the International Association of Chiefs of Police indicate that one large midwestern law enforcement department incurred costs of approximately \$5 million over three years due to work days lost by officers involved in motor vehicle crashes.

The Model Program

Operation Buckle Down is based on a model enforcement program that calls for establishing belt use policies for officers; belt use law enforcement guidelines; officer training; incentive and recognition programs; and public information campaigns to explain why officers are emphasizing belt and child safety seat use law enforcement.

Specific matters related to training include the understanding of crash risks, complex safety belt and child passenger safety laws, detection methods, and enforcement strategies.

PARTS OF THE WHOLE - IDEAS FOR POLICE CHIEFS & ADMINISTRATORS

What You Can Do

Integrate safety belt and child safety seat enforcement into all traffic enforcement activities. For the two weeks surrounding each summer holiday, place special emphasis on enforcing these laws.

Officers who fail to buckle up or enforce belt-use laws will receive reprimands or ratings equal or similar to other hazardous violations. Officers who consistently follow the enforcement agency's belt-use policy and who remind motorists to buckle up will be rewarded with favorable ratings and incentives.

Have officers include warnings and rewards for safety belt use as part of DWI and other checkpoint operations.

Conduct press conferences during the week prior to initiating enhanced enforcement efforts. Be sure to include medical, public health, private sector and other groups as part of these press events.

Prepare information on the financial and emotional costs of non-use to society and stress the fact that belt-use enforcement is one of the most effective ways to protect the public.

Conduct simple observational surveys of safety belt use - before, during and after the summer campaign (one simple method is for each officer on each shift to observe and report belt use for the first 100 vehicles he sees). Use the results to inform officers and the public about progress made to increase belt use. Make sure a standard reporting form is used by all participating officers.

PARTS OF THE WHOLE - AN ANSWER SHEET FOR LAW ENFORCEMENT

The citizens in your community know that safety belts save lives. Yet, many will never buckle up themselves or their children unless they have to. Public information and education programs convince some people, but only the "long arm of the law" will convince others.

Belt law enforcement is one of the most effective ways to guard the safety of the citizens in your community. One of the first steps in increasing the safety of citizens nationwide is overcoming commonly held and dangerous myths about safety belt and safety seat use. Here are some of the more "familiar" excuses people use to avoid buckling up and some practical responses that you might use (some responses courtesy of Pennsylvania's American Academy of Pediatrics Child Passenger Safety Project, "Buckling Pennsylvania's Babies: The Officer's Guide."):

- **"I just finished nursing."**
Nursing is not an exception to the law. Explain that the only way to ensure the safety of the driver and all passengers is to stop driving to nurse. If there were a crash, or even a sudden stop, an occupant holding a child could crush him/her with the weight of their body.
- **"He/she doesn't like the safety seat/belt."**
Children won't learn to like it unless they are taught to. Tell the driver that by using a child safety restraint on every trip, the child will get used to it after awhile and won't think twice about it.
- **"He/she must have just unbuckled him/herself."**
If you think this is feasible, you should encourage the driver to make sure that it doesn't happen again. Explain why it is so important for all occupants to be buckled up in a car at all times. You may even want to talk to the child yourself, since young children have great respect for the police.
- **"I didn't know about the law."**
Ignorance of the law is no excuse. Give them some written literature in addition to their citation.
- **"I'm pregnant and can't wear a belt. It might cause a miscarriage or crush the baby."**
There is no evidence that wearing safety belts increases the chance of injury to an unborn child. In fact, in a crash, the lap/shoulder belt will keep prevent the driver and other occupants from being thrown from the vehicle or from striking the hard interior areas inside the car. Tell the occupants to wear the lap portion of the belt under the stomach as low on the hips as possible and against their upper thighs. Tell them to place the shoulder belt so that it is between the breasts and crosses the shoulder without chafing the neck. The lap and shoulder belts should be adjusted to be snug.
- **"I am a very good driver. In fact, I've never had a crash."**
Explain that all drivers may not be as careful. Alcohol, drugs, or lack of sleep can affect their driving and judgement abilities. A blown tire or failed brakes, or even poor road conditions can also cause crashes for good and careful drivers. Wearing a safety belt can prevent all occupants from receiving serious injury and keep the driver secure at the wheel, which can help keep control of the car in the case of an unexpected occurrence.

PARTS OF THE WHOLE - AN ANSWER SHEET FOR LAW ENFORCEMENT

- **Buckling up is too much trouble and wrinkles my clothes."**
It only takes a few seconds to fasten a safety belt or child safety seat. Discomfort and inconvenience are poor excuses for compromising one's own safety and the safety of passengers and other drivers.
- **"My air bag will protect me if I have a crash."**
Air bags are considered **supplemental** protection to safety belts. They are designed to inflate in frontal crashes **only** and cannot offer the same type of protection that safety belts provide.
- **"People should have the freedom to choose whether or not they want to use a safety belt."**
Wearing a safety belt keeps the driver in the seat and in control of the vehicle, protecting passengers as well as others on the road. Besides, if someone is hurt or killed in a crash, a lot of other people bear the emotional suffering, as well as the costs. NHTSA estimates the annual cost of U.S. motor vehicle crashes is more than \$74 billion. That adds up to a societal, not just an individual, problem.

PARTS OF THE WHOLE - NATIONAL SAFETY BELT COALITION

What Is It?

A National Safety Belt Coalition has been formed to involve those businesses and organizations that support the President's goal of 70 percent belt use by 1992.

Coalition members are involved in various buckle up activities - media campaigns, mobile advertising, point-of-sale displays, membership alerts, police appreciation and special events.

How do I Join?

- Provide a letter on company or organization stationary, that clearly affirms your organization's support for the Coalition's mission.
- Identify a person who will be responsible for communicating regularly with the Coalition staff.
- Coordinate all activities with the Coalition, and forward sample copies of press releases, newsletter articles, display advertisements, pamphlets or other materials that reference the "70% by '92" program or the Coalition.
- For more information on how you can get involved in this life-saving program, call 202/785-4151 or 202/366-9294.
- National organizations and corporations will also be recruited to join the Coalition by NHTSA and the National Safety Council.

PARTS OF THE WHOLE - NATIONAL SAFETY BELT COALITION

Ideas To Try

Publicize involvement in the Coalition to employees, members, stockholders and/or customers.

Develop campaign-related materials (brochures, posters, buttons, etc.) and distribute widely.

Reproduce "70% by '92" materials and distribute them.

Sponsor a recognition program for local police or sheriff's departments to show support for their efforts to enforce safety belt and child passenger safety laws.

Add a "Buckle Up" message to corporate letterhead for use during the campaign.

Invite others to join the coalition.

PARTS OF THE WHOLE - 70% PLUS HONOR ROLL

How Does It Work?

The *70% PLUS Honor Roll* is a recognition program designed to honor States, organizations, cities, counties, companies, military bases, schools, etc. that have reached 70 percent and higher safety belt and correct child passenger safety seat use. It offers an effective way to provide needed attention to occupant protection issues and to reinforce positive safety belt and child safety seat behaviors.

Who May Apply?

The *70% PLUS Honor Roll* is open to any State, county, city or town that has reached 70 percent belt use within the general population. Also eligible are companies, organizations, schools, military bases or other places or institutions that have reached at least 70 percent safety belt use among its employees, students or residents. Minimum size of the eligible organization is 100 people.

How to Apply?

70% PLUS Honor Roll presents a unique opportunity to support President Bush's objective of reaching 70 percent safety belt use by 1992. Members will receive an attractive, engraved plaque from their State Highway Safety Office at a public ceremony. Contact your State Highway Safety Office or NHTSA Regional Office (see list of Regional Offices in this Idea Sampler) for further information and application forms.

PARTS OF THE WHOLE - 70% PLUS HONOR ROLL

Ideas to Try

Invite the mayor or county official in your area to attend the ceremony; if you are a corporation, invite your president or CEO; if you are a military base, invite your commander to attend.

Invite your senator or congressional representative to attend. In his or her absence, request a special congratulatory letter, which can be read at the ceremony.

Arrange for photographs to be taken at the award ceremony. Distribute these photographs, along with your press release, to your local newspapers.

Contact the news and assignment editors of your local radio and television stations, in advance, to let them know about the ceremony. Suggest that they do a story on the "70% by '92" campaign and the lifesaving benefits of safety belt use, in conjunction with their coverage of the award ceremony.

Arrange a promotional opportunity in conjunction with a local radio or television station. Suggest that the station print and distribute bumper stickers (i.e. "Buckle Up Before You Listen").

Invite traffic accident survivors who are alive due to their use of safety belts and safety seats. Have them say a few words at the awards ceremony. These people can often provide the most moving and convincing testimonial to safety restraint use.

Create a display, featuring photos from the award ceremony and a photo or copy of the award. Position the display at a prominent location (i.e. City Hall, police station, library or building lobby) for several weeks after the ceremony.

Identify seven people who have actively participated in helping to achieve the 70 percent level. Honor them as the "7 for 70% PLUS."

Coordinate a community-wide celebration of the award. Sponsor an essay-writing or poster contest for varying grade levels. Display the award-winning entries at the ceremony.

PARTS OF THE WHOLE - IACP AWARD PROGRAM

IACP AWARD PROGRAM

Purpose

The International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA) have developed the "National Law Enforcement Saved by the Belt/Air Bags Awards Program." This program is designed to emphasize safety belt use by law enforcement officers and increase the public's awareness about the benefits of safety belt use.

Over 120 members of the national law enforcement community have received this award, showing their support for traffic safety by buckling up and surviving crashes because of it. These officers serve as role models encouraging others to buckle up as well. We hope that sharing their experiences will persuade others to follow suit and buckle their safety belt every time they are in a motor vehicle.

Who Qualifies

Nominees must meet the following criteria to be eligible to receive the award:

- Any law enforcement officer, on or off duty, and/or their spouses and children involved in a motor vehicle crash whose lives were saved or injuries reduced because of their use of a safety restraint, air bag and/or safety belt.
- The crash must have occurred after January 1, 1990.
- The proper combination of safety restraints must have been used. For example, safety belts were properly used in vehicles equipped with an air bag; the manual lap belt was employed with automatic belt systems requiring use of the lap belt; children required to be restrained in a child safety seat must have been properly secured and the restraint must have been properly secured in the vehicle by a safety belt.
- Nominees may not be the driver of the vehicle determined to be "at fault." If the agency's crash review finds the crash could have been prevented, the nominee will not qualify.

PARTS OF THE WHOLE - IACP AWARD PROGRAM

Reporting Person

Any law enforcement officer who investigates, or reviews the investigation of a crash meeting the stated criteria may submit a completed entry form, that has also been signed by the agency head or his/her designee, and a brief narrative of the crash. Some state laws and department policies may require that the accident or incident report also be submitted with photographs. The nominating individual should also indicate why they believe the nominee(s) should be included in the "National Law Enforcement Saved by the Belt/Air Bags Awards Club."

Review Procedures

Each entry will be reviewed based on the severity of the crash; the severity of the injuries/resulting condition; and the circumstances surrounding the crash.

Awards

The survivor will receive an official letter of induction welcoming them to the program, and a Safety Belt Survivors award plaque to be presented by the department's chief executive officer. The recipient(s) will also receive an International Chiefs of Police Safety Belt Survivors pin and sticker.

How to Learn More

For more information about requirements for membership, contact the International Association of Chiefs of Police at 703/243-6500.

PARTS OF THE WHOLE - SAVED BY THE BELT PERSONAL EXPERIENCES

"Shots Fired" Call Ends in Crash in Elgin, Illinois

On the morning of March 9, 1991, Elgin, Illinois Police Officer Allen Holder and Police Explorer Scott Haacker responded to a call reporting a fight with gunshots fired. Officer Holder was westbound on a through street when his patrol vehicle was broadsided by a car that had run the stop sign. The resulting impact drove the police unit into the foundation of a house.

Both the officer and the explorer were buckled into lap/shoulder combination safety belts and walked away from the crash. The driver of the striking vehicle, who was charged with DWI, was not belted and sustained extensive head injuries.

"Without the seat and shoulder belt," Holder maintains, "I would probably be dead."

Belt Helps Virginia Police Officer Avoid Injury

Officer Craig S. Copeland of the Fairfax County Police Department, was en route to investigate a suspicious event complaint on Sunday, September 16, 1990, at 8:15 a.m. Traveling northbound on Route 1, Copeland observed a Ford LTD stopped in the southbound turn lane at the intersection of Route 1 and Camellia Drive. With Copeland approximately 100 feet away, the Ford began to make a left turn. Despite evasive action by Copeland, his vehicle struck the car broadside.

Copeland, who was wearing his safety belt, was uninjured. The driver of the other vehicle was not wearing any restraints, and was trapped in her vehicle for a short time. Suffering from lacerations to the face and head, she was taken to the hospital and later charged with failure to yield the right-of-way and failure to wear a safety belt.

Texas Trooper Rolls Over Patrol Car in High-Speed Chase

On February 4, 1991, Texas State Trooper Calvin Goodman was chasing a vehicle at speeds estimated at 100 mph, when a vehicle going the opposite direction crossed into his lane. The trooper attempted to avoid the crash by swerving to the right. Instead, the car ran off the road, flipping over two and one-half times before coming to rest on its roof.

The officer suffered head injuries and did not remember anything that happened prior or during the crash; witnesses provided investigators with the details about the crash. Because this officer was wearing his safety belt, he suffered no life-threatening injuries.

PARTS OF THE WHOLE - IACP MEMBERSHIP NOMINATION FORM



IACP Membership Application

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
1110 N. GLEBE RD., SUITE 200
ARLINGTON, VA 22201
703/243-6500

Date

I am applying for the following class of membership:

- ☐ **Active** \$100.00 (U.S. dollars only)
☐ **Associate** \$100.00 (U.S. dollars only)
☐ **Associate employed by profit-making firm** \$100.00 (U.S. dollars only)

DO NOT USE
APR
CR
MS#

Please send payment to P.O. Box 90976, Washington, DC 20090-0976

Application submitted during the period January through July, forward full amount; otherwise, forward one-half the stated fee.

Name
first middle last

Title/Rank Soc. Sec. #

Name of Agency or Business Affiliation

Business Address

number and street

city/state/province/country/postal code

Business Phone Fax

Residence Address

number and street

city/state/province/country/postal code

SEND MAIL TO: BUSINESS ☐ RESIDENCE ☐

Do you currently subscribe to the *Police Chief* magazine? ☐ yes ☐ no

Signature of applicant _____

SPONSOR IACP active member membership number

ALL APPLICATIONS MUST BE SPONSORED BY AN ACTIVE MEMBER OF IACP IN THEIR RESPECTIVE STATE/PROVINCE/COUNTRY

PLEASE FURNISH THE FOLLOWING BIOGRAPHICAL DATA:

Date of birth _____ Place of birth _____

Education _____

Date elected or appointed to present office _____

Law enforcement experience (with approximate dates) _____

Have you previously been a member of IACP? _____ If yes, when? _____

**MEMBERSHIP DUES (U.S. DOLLARS ONLY) INCLUDES SUBSCRIPTION TO THE *POLICE CHIEF* MAGAZINE (\$25),
MEMBERSHIP DIRECTORY (\$15), AND THE *POLICE YEARBOOK* (\$15)**

_____ Purchase order enclosed _____ Charge to: MasterCard _____ Expiration date _____

VISA _____ Expiration date _____

DO NOT USE
EXP. DATE CLASS AGENCY LOCATION

PARTS OF THE WHOLE - PLANS FOR THE 1992 SUMMER CAMPAIGN

State and Local Enforcement and Public Awareness Efforts

When?

The Summer Safety Belt Campaign begins April 27, 1992, and continues through September 11 with special emphasis on enforcement over the three summer holidays, Memorial, Independence and Labor Days. Enforcement will be emphasized for the periods May 22 - 31; June 26 - July 5; and August 28 - September 7.

How?

Throughout the summer months, State and local public information programs should stress the benefits of safety belt use and the fact that the belt use laws will be enforced. A press conference should be held the week before each of the three holiday enforcement periods to: 1) remind the motoring public to buckle up and make sure that small children are properly secured in child safety seats; and 2) explain why enforcement of the occupant protection laws is being enhanced. States without general safety belt use laws can participate by emphasizing enforcement of their child passenger safety laws.

Measuring Results

Local jurisdictions should conduct three simple, informal observational surveys during the weeks of April 27 - May 1; July 6 - 10; and September 8 - 11 to measure any change in use rates (for additional information, see "Informal Usage Surveys" on page 46). Law enforcement should also monitor the number of safety belt and child safety seat citations and warnings issued.

National Support for State and Local Efforts

National Press Events

The National Highway Traffic Safety Administration (NHTSA) will sponsor a series of major press events throughout the summer.

Summer Campaign Materials

The theme for the 1992 Summer Campaign is enhanced enforcement of the occupant protection laws. Many States will be using their own unique media campaign slogans and materials. Others may want to use the *Buckle Up -- Avoid the Summertime Blues* campaign materials available from NHTSA. A revised and updated media kit and radio and television public service announcements will be sent to State Highway Safety Offices (SHSO) in the quantities and formats requested. Contact your SHSO to obtain copies. (See address listing in Resource Section of this Idea

PARTS OF THE WHOLE - PLANS FOR THE 1992 SUMMER CAMPAIGN

Sampler.) Thirty and eight sheet billboards may be ordered directly from the poster house. SHSO's will know the name, address and phone number of the poster house by April 1, 1992. NHTSA has two large (20 feet by 5 feet and 25 feet 8 inches by 8 feet) "Buckle Up -- Avoid the Summertime Blues" banners available for loan. Each SHSO also has a smaller (10 feet by 30 inches) banner for special events. Loan arrangements for all banners should be made through your SHSO. (See Resource Section for other occupant protection general awareness materials.)

New "Vince & Larry" PSAs

New "Vince and Larry" (crash test dummies) television and radio spots will be sent directly to radio and television stations in April or May.

PARTS OF THE WHOLE - INFORMAL USAGE SURVEYS

Why Conduct Surveys?

One of the four activities that are being encouraged at the local level is the execution of informal surveys of safety belt usage. The results of these surveys, along with citation data, can be used to inform police and the public about enforcement activities and about progress being made to increase safety belt usage.

Informal local surveys involve modest numbers of observations of front-seat passenger safety belt use. The observations are made in various "key" locations and during different time periods in a local community. They are usually intended only to develop an index of belt use that can be monitored over time. These surveys may not reflect the "actual" community-wide belt use level. However, if they are conducted in a consistent manner, they can provide a useful index of change.

Why are They Needed?

The purpose of these informal surveys is to provide data to motivate the police and the public to continue their efforts to increase safety belt usage. They can provide **evidence of change** that is likely to emanate from enforcement and public awareness efforts. If change is apparent in an index of belt use, it can generally be concluded that community belt use has changed - at least at the times and locations where the observations were made.

How to Conduct These Surveys

There is no single way to conduct an index survey. At a minimum, observations should be conducted at several different locations and during different time periods. Most important, **each survey should be conducted the same way each time it is done. Try to use the same locations, directions of travel, days of the week and times of the day for conducting observations.**

Sample survey forms can be found on pages 48 and 49. A "composite" of how these surveys are being conducted follows.

- 1) Five to ten "key" sites are selected within the local community;
- 2) Surveys are conducted on weekdays at different times of the day;
- 3) One hundred vehicles are observed at each location;

PARTS OF THE WHOLE - INFORMAL USAGE SURVEYS

- 4) Only drivers are observed; and
- 5) Each time the survey is repeated, it is conducted in exactly the same way. This means using the same locations, same day of the week, same time of the day and observing vehicles moving in the same direction of travel.

If these procedures are followed, a reasonably sensitive index of change in the use of safety belts can be obtained.

What Should Be Done

Changes in the results of the surveys should be incorporated into local public information and press conference materials. Remember, the objective is to show that progress is being made to increase safety belt usage.

PARTS OF THE WHOLE - SAMPLE SURVEY FORMS

National "70% by '92" Safety Belt Campaign - State of (insert the name of your state) Driver Safety Belt Survey

Survey Date: _____ Time: _____ AM/PM

Survey Location: _____

Officer Name & ID#: _____

Number of Drivers Wearing Safety Belts: _____

Indicate belted or unbelted driver by checking the appropriate block (Yes/No) that corresponds to the number of vehicles surveyed. The survey applies to passenger vehicles only. (Survey results of 100 vehicles per location).

YES	NO	YES	NO	YES	NO	YES	NO
1.		26.		51.		76.	
2.		27.		52.		77.	
3.		28.		53.		78.	
4.		29.		54.		79.	
5.		30.		55.		80.	
6.		31.		56.		81.	
7.		32.		57.		82.	
8.		33.		58.		83.	
9.		34.		59.		84.	
10.		35.		60.		85.	
11.		36.		61.		86.	
12.		37.		62.		87.	
13.		38.		63.		88.	
14.		39.		64.		89.	
15.		40.		65.		90.	
16.		41.		66.		91.	
17.		42.		67.		92.	
18.		43.		68.		93.	
19.		44.		69.		94.	
20.		45.		70.		95.	
21.		46.		71.		96.	
22.		47.		72.		97.	
23.		48.		73.		98.	
24.		49.		74.		99.	
25.		50.		75.		100.	

PARTS OF THE WHOLE - SAMPLE SURVEY FORMS

**National "70% by '92" Safety Belt Program
State of (insert the name of your State)
Driver Safety Belt Survey**

LAW ENFORCEMENT AGENCY: _____

CONTACT PERSON: _____

ENFORCEMENT PERIOD:

_____ MEMORIAL DAY PERIOD

_____ JULY 4TH PERIOD

_____ LABOR DAY PERIOD

CITATIONS AND WARNINGS

NUMBER OF MOVING TRAFFIC CITATIONS _____

TOTAL NUMBER OF WRITTEN TRAFFIC WARNINGS _____

NUMBER OF CHILD RESTRAINT CITATIONS _____

NUMBER OF CHILD RESTRAINT WARNINGS _____

NUMBER OF SAFETY BELT CITATIONS _____

NUMBER OF SAFETY BELT WARNINGS _____

PARTS OF THE WHOLE - CHILD PASSENGER SAFETY AWARENESS WEEK

Make Valentine's Day Your Reminder

The week between February 9 through February 15, 1992 including Valentine's Day, marks the 1992 "Child Passenger Safety Awareness Week". This year's Valentine's Week effort is designed to encourage parents and others to "Buckle Up for Love" by correctly protecting children in child safety seats and safety belts every time the child rides in a motor vehicle. It is also an excellent time to focus attention on increasing support for enforcement of State child passenger safety laws.

1992 Goals

The overall goal of this year's "Child Passenger Safety Awareness Week" is to increase the level of child safety seat and safety belt use among children to a minimum of 70 percent correct use by 1992. To achieve this goal, public awareness of how child restraint systems work and why they are important must be expanded.

1992 is a year for building on previous successes. The reason is simple: Motor vehicle crashes remain a leading cause of death for children in the United States. Much progress has been made in recent years with passage of child passenger safety laws in every State, the District of Columbia and Puerto Rico and with increases in the use of child restraint systems. However, studies indicate that we are still saving only about half as many children as could be saved with child safety seats. Further, each year there is a whole new population of parents who must be educated.

The Rewards Are Enormous

Clearly, we have a long way to go toward ensuring that every child is correctly secured on every motor vehicle trip. But the rewards for our effort will be enormous. We must keep up our activities at the national, State and local levels to preserve the gains we have made, and we must redouble our efforts to make further advances. Make the 1992 "Child Passenger Safety Awareness Week" a milestone in your community's progress toward child safety.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

WORKSITE AND EMPLOYER PROGRAMS

High Costs of Traffic Crashes

Managers and supervisors are always looking for innovative ways to enhance productivity, improve morale and lower costs. No company can afford to ignore a major problem that could have a serious impact on both personnel and the company's budget, especially if there is a simple, inexpensive and effective solution at hand.

The growing cost of motor vehicle crashes is such a problem. About 45,000 deaths result from the 6.6 million motor vehicle crashes on our highways each year. To managers, motor vehicle crashes represent the number one cause of both lost work time and on-the-job fatalities. Over 35 percent of all employee deaths are caused by motor vehicle crashes. Motor vehicle deaths and injuries are estimated to cost employers over \$23 billion in direct and uninsured costs each year.

Worksite Solutions

An important part of the solution to this problem involves integrating the goals set forth in the "70% by '92" program with a comprehensive highway safety program based in the worksite. Such a program begins with management's commitment to reducing motor vehicle deaths and injuries and involves all employees in an on-going program designed to educate and change the behavior of those non-belt and non-safety seat users.

Many companies have initiated mandatory on-the-job safety belt use policies for their employees. It is hoped that the habit of buckling up on the job, will carry over and become a habit for life.

Other companies offer on-site child care as an employee benefit. These day care programs provide a natural opportunity for informing employees about child safety seats. Other companies provide safety seats to their employees who are new parents and provide information about related transportation safety issues to parents, grandparents and others.

For Assistance

On the following pages are some ideas for worksite activities for the "70% by '92" program, "Buckle Up America! Week" and "Child Passenger Safety Awareness

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Week." In addition, consult the **Resource Materials** section of this Idea Sampler for information about the "Network of Employers for Traffic Safety" (NETS) program. This program is specifically designed to assist employers in establishing comprehensive highway safety programs for their workers.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

Ideas to Try

Provide safety seats to employees who become new parents, and instruct them on how to use the seat correctly.

Establish "Saved By the Belt/Safety Seat/Air Bag" programs at the workplace. Include articles about the program and participants in the in-house newsletter.

Conduct a safety belt check day. Post observers in the office parking area and check drivers and passengers as they enter and leave the parking area. Incentives may be given to those who are buckled up. Have offices "compete" for a 70 percent, or higher, use rate.

Place a "70% by '92" buckle up message on employee pay stubs or on electronic message boards.

Ask the in-house infirmary to display "70% by '92," "Buckle Up for Love," and "Buckle Up America!" posters. Parking lots, garages, cafeterias and elevators are also good locations for posters.

Contribute a child safety seat to the first baby born during "Child Passenger Safety Awareness Week". Provide "Buckle Up for Love" and "70% by '92" infant sized t-shirts to babies born during this week.

"Adopt" a local school and sponsor health and safety programs for its students. Have Vince and Larry or Buckle Up Bunny on hand to distribute brochures, coloring books and stickers.

Hold a pizza party or pot-luck luncheon in recognition of an accident-free quarter or month. Feature the event in the company newsletter.

Join the National Safety Belt Coalition (see page 36 of this sampler for the program description).

Incorporate Buckle Up messages into your company's advertising during the three summer holidays.

Support the efforts of local police agencies to enforce safety belt and child passenger safety laws.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

SUGGESTED LETTER TO CORPORATIONS

To the Chief Executive Officer:

When you hear of a motor vehicle crash, you probably think of the physical and emotional pain it caused, and rightly so. More than 45,000 people die and millions are injured on our nation's roadways each year. But do you know what motor vehicle crashes cost you?

Motor vehicle crashes are the leading cause of death among employees, and the leading cause of death for people between 5 and 35 years of age. One out of every three deaths occurring on the job are motor vehicle-related. Motor vehicle deaths and injuries are estimated to cost employers over \$23 billion in direct and uninsured costs each year. Whether a motor vehicle crash occurs on or off the job, it costs your company money.

(ORGANIZATION NAME) would like you to join a national campaign that we believe will benefit your individual employees and your company as a whole. According to the National Highway Traffic Safety Administration (NHTSA), safety belts and child safety seats saved over 5,000 lives and prevented approximately 125,000 moderate to critical injuries in 1990. We hope that you will join with President Bush in the campaign to raise the nationwide safety belt use rate to 70 percent and that you will continue to recognize "Buckle Up America! Week" and "Child Passenger Safety Awareness Week".

There are many ways that you can participate. The most effective include the following:

- Implement or highlight work place policies requiring safety belt and child safety seat use;
- Begin or reinstate educational programs on safety belts, child safety seats and new automatic crash protection systems;
- Use your employee newsletter and special signs and messages to remind people to buckle up;
- Include Buckle Up messages in your print and electronic advertisements during the summer holidays and "Child Passenger Safety Awareness" and "Buckle Up America!" weeks;
- Begin a "Saved by the Belt and Bag" recognition program.

(For safety belt States only) As you probably know, our State requires that safety belts be worn by front seat passengers in all motor vehicles. We would also like your company to show your support for the law by working with law enforcement officials and others to encourage community leaders to speak out on the benefits of safety belt and child safety seat use. You may wish to contact the police chief yourself and offer your support, or you may want to start a local

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

recognition program for law enforcement officers who have saved motorists' lives by reminding them to buckle up. Ask local officials about other ways you can support their lifesaving efforts.

The "70% by '92" Safety Belt Program, along with "Buckle Up America! Week" and "Child Passenger Safety Awareness Week", are all excellent opportunities for you to join with other community leaders and organizations across the nation to encourage correct safety seat and safety belt use. At the same time, you can demonstrate to your employees how concerned you are for their safety.

If you would like more information, please call (name) at (telephone number, including area code) to find out how you can get involved. Thank you for your time and consideration. We look forward to your participation!

Sincerely,

SCHOOL AND CHILD CARE PROGRAMS

The Figures are Alarming!

In 1990, 624 child occupants in motor vehicles under the age of five were killed in motor vehicle crashes. Additionally, more children under the age of five are killed or crippled as passengers involved in motor vehicle crashes than the total number of children killed or crippled by pertussis, tetanus, diphtheria, measles, mumps, rubella and polio.

This is despite the fact that all 50 States, and the District of Columbia and Puerto Rico, have enacted laws requiring the use of child passenger protection systems. Some States have even upgraded their existing legislation by extending the age limit covered by the law.

Spread the Word

Child care centers and other organized educational settings for young children - including schools, after-school day care and corporations/hospitals with child care centers - are ideal locations for promoting child safety seat use and disseminating information. Youngsters and their parents are receptive to new information and responsive to safety messages. Teachers and staff working with families can be excellent advocates for a correct and consistent safety seat and safety belt use policy. They are generally interested in other traffic safety and health issues as well.

Elementary Schools

Don't forget to include elementary students when spreading the buckle up message. Children this age are often looking for ways to be "grown up." Explain the President's goal of "70% by '92" and that safety belts save lives. Encourage students to always use their safety belt and urge them to remind their parents and grandparents to also use them. Children enjoy feeling responsible or changing the behavior of their parents!

Other Student Groups

Junior high and high school students are also a willing audience. Safety issues such as drunk and drugged driving among teens have been given widespread attention in the past few years. Involve the school student councils and cheerleading and pep squads. These groups can often influence the behavior of the student body. Vocational training programs, such as the Job Corps and technical schools are also excellent ways to reach young people who may be missed by conventional high school programs.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

Ideas to Try

Sponsor child safety seat and correct use clinics and presentations at child care centers. Have "safety seat experts" provide training to child care providers so that they can spot misuse of seats quickly and re-educate those driving youngsters to and from the center.

Get students to create "Buckle Up for Love by '92" valentines. Distribute them to family members and local officials (mayor, police chief, sheriff). Promote the concept that there is no better way to tell someone that you love them than by urging them to buckle up.

Schedule a PTA or parents' meeting on the topic of traffic safety issues. Encourage non-users to start the habit of buckling up for life.

Involve the school's safety patrol in local community parades. Create a float with a "70% by '92" theme. Use the opportunity to conduct a safety belt pledge "challenge" among the patrols in your town, or present a challenge for schools in your district.

Have a "70% by '92" safety belt message balloon launch. Get children, their parents and other individuals to sponsor balloons and see who's message travels the furthest.

Show the "Safety Belts: For Dummies or People" video (see the **Resource Materials** section of this Idea Sampler under audio-visual materials) to older elementary school students.

Get the student newspaper to include a "70% by '92" buckle up message.

Encourage local businesses to offer discount coupons to students who are identified wearing safety belts. School principals and teachers can also hand them out before and after school to buckled up students entering the parking areas.

Challenge high schools and colleges to increase belt use to at least 70 percent by a certain date. When they succeed, be sure to submit an application for the 70% Plus Honor Roll.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

ASSOCIATION AND CIVIC GROUPS

A Valuable Resource

Community-based and civic groups provide excellent support and invaluable resources to local and community programs. Their broad experience and commitment to programs that will improve the welfare of citizens makes them a valuable ally.

Where legislative matters are concerned, some of these organizations and associations have impressive records for lobbying for the revision of existing laws and regulations. Other groups have expertise in fund-raising and can volunteer to solicit funds for specific items, such as child safety seats for expanded or new loaner programs, incentive awards and public service announcements.

Be sure to involve these groups in the early stages of program or activity development to guarantee interest and cultivate a strong and effective working body.

Work With Law Enforcement

Law enforcement officials often depend on the leadership of community associations and civic groups to demonstrate public support for effective child safety seat and safety belt programs. Ask these groups to work toward 70 percent belt use in their communities and to push for enforcement of the belt use and child passenger safety laws. Use group support to expand public understanding of the needs and benefits of active law enforcement.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

Ideas to Try

Find out who the transportation safety advocacy groups are in your community. Ascertain what they are doing to create interest in the President's campaign. Also contact religious groups, social groups, senior groups, automobile clubs, Lamaze instructors, chapters of the Kiwanis and Elks, college fraternities and sororities, etc. These groups are often receptive to new efforts and are willing to offer extensive resources to insure the success of a program.

Many local television and radio stations are required by law to offer free or reduced-cost time for editorial comments and to announce information about community-related concerns. Encourage local groups to take advantage of this opportunity to disseminate the facts about buckling up.

Coordinate a community effort of distributing ribbons of a specific color to tie on vehicle antennas as a reminder to buckle up.

Enlist the support of the Welcome Wagon or neighborhood commissioners in providing transportation safety materials in their packets. If Spanish or other languages would be more helpful, obtain appropriate material by contacting some of the resources identified in NHTSA's Spanish Language Resource Listing found in the **Resource Materials** section of this Idea Sampler.

Suggest that one or more community service clubs adopt a local loaner program as a service project, buying and refurbishing safety seats as they are needed.

GRASSROOTS MOBILIZATION/RECRUITING DIVERSE GROUPS

HEALTH AND MEDICAL PROGRAMS

History of Leadership

The medical community has long supported occupant protection issues, beginning with their involvement in the development and passage of the first child passenger safety seat law in Tennessee in 1978. Their determination to reduce deaths and injuries caused by motor vehicle crashes continues today with their commitment to the "70% by '92" Safety Belt program.

Physicians are viewed as authorities on health and safety. The Surgeon General, Dr. Antonio Novello, has spoken out in support of the President's "70% by '92" Safety Belt Program to raise belt use to 70 percent by the year 1992. Her commitment to the President's plan can serve as the impetus for other physicians and health professionals to deliver the message that many lives could be saved with the use of safety belts, safety seats and automatic crash protection, such as air bags, on every trip.

Training Programs

A training program for physicians has been developed by the American Academy of Family Physicians (AAFP). It is called "Prevention of Motor Vehicle Trauma: A Continuing Medical Education Course," and trains physicians to be traffic safety leaders in their community. Contact the AAFP at 1-800-274-2237 or 816-333-9700 for further information.

To assist medical and health professionals in the administration of loaner programs and safety seat clinics, NHTSA offers a comprehensive manual entitled, "Manufacturers' Instructions for Child Safety Seats." See the **Resource Materials** section of this planner.

Ideas to Try

Solicit the support and assistance of hospitals, health insurance programs, medical professionals and emergency medical service programs. Provide information to these groups explaining how to conduct a public information and education campaign on occupant protection. Include information about the "70% by '92" Safety Belt Program or other transportation safety issues.

Have "Buckle Up!" messages hung on banners or printed on signs at the exits to hospital parking lots. Display buckle up message posters and/or door mats at hospital/clinic entrances and elevator stops.

Show buckle up and child safety seat videos in waiting areas for Women, Infants and Children (WIC), clinic patients, childbirth classes, pediatric floors, etc. Be sure to display and distribute supplemental written information, including coloring sheets on safety seats and belts for children.

Give a child safety seat to every child born on Valentine's Day. Encourage the parents to "Buckle Up for Love!" every day.

Contact medical insurance/health plan officials about offering incentives to their subscribers who use safety belts, have automatic belts systems and/or air bags in their vehicles, use safety seats for their children, wear motorcycle helmets, etc.

Ask Lamaze instructors, obstetricians, gynecologists, local midwives and directors at birthing centers if speakers may be incorporated into the curriculum to cover the correct installation and use of child safety seats and safety belts in their prenatal classes.

Ask pharmacies to include safety belt messages in their advertisements.

Ask individual doctors to donate a child safety seat to a local loaner program and affix a label to each seat recognizing the donor.

U.S. Department of Transportation (NHTSA)
1991 Post Summer Campaign State Safety Belt Use Rates

<u>STATE</u>	<u>RATE%</u>	<u>STATE</u>	<u>RATE%</u>
CT	61	IA	68
MA	35	KS	64
ME	35	MO	64
NH	49	NE	33
RI	28		
VT	40	CO	51
		MT	67
NJ	58	ND	30
NY	68	SD	33
PR	71	UT	45
		WY	66
DE	42		
DC	49	AZ	65
MD	72	CA	71
PA	60	HI	85
VA	58	NV	64
WV	43		
		AK	66
AL	53	ID	45
FL	60	OR	70
GA	54	WA	69
KY	48		
MS	32	National Average (weighted by population) - 60%	
NC	60		
SC	60		
TN	51		
IL	51		
IN	52		
MI	64		
MN	52		
OH	50		
WI	58		
AR	52		
LA	37		
NM	67		
OK	37		
TX	68		

KEY PROVISIONS OF SAFETY BELT USE LAWS

November 1991

	EFFECTIVE	ENFORCEMENT	FINE	SEATS	VEHICLES and COVERAGE BY LAW	LATEST USAGE RATE(%) *
ALABAMA	07/18/91	Secondary	25	Front	Passenger car, MY>'65	53
ALASKA	09/12/90	Secondary	15	All	Motor vehicle. Over age 16.	66
AMER. SAMOA	01/01/89	Primary	25	All	Passenger car, truck, van.	62
ARIZONA	01/01/91	Secondary	10	Front	Passenger car, van, MY>'72.	65
ARKANSAS	07/15/91	Secondary	25	Front	Passenger car, truck, van.	52
CALIFORNIA	01/01/86	Secondary	22	All	Passenger car, van, small truck.	71
COLORADO	07/07/87	Secondary	10	Front	Passenger car, van, taxi, ambulance, RV, small truck.	51
CONNECTICUT	01/01/86	Primary	37	Front	Passenger car, van, truck, van.	61
DELAWARE	01/01/92	Secondary	20	Front	Passenger car.	42
DIST. OF COL.	12/12/85	Secondary	15	Front	Vehicle seating 8 or less people.	49
FLORIDA	07/01/86	Secondary	20	Front	Motor vehicle, pick up truck.	60
GEORGIA	09/01/88	Secondary	15	Front	Passenger car to carry under 10 people.	54
GUAM	11/20/86	Primary	70	Front	Passenger car, truck, van.	92
HAWAII	12/16/85	Primary	20	Front	Vehicle registered in State.	85
IDAHO	07/01/86	Secondary	5	Front	Motor Vehicle under 8K lbs.	45
ILLINOIS	07/01/85	Secondary	25	Front	Motor vehicle to carry under 10 people, RV.	51
INDIANA	07/01/87	Secondary	25	Front	Passenger car, bus, school bus.	52
IOWA	07/01/86	Primary	10	Front	Passenger car, van, truck 10K lbs. or less.	68
KANSAS	07/01/86	Secondary	10	Front	Passenger car, van.	64
LOUISIANA	07/01/86	Secondary	25	Front	Passenger car, van, truck under 6K lbs.	37
MARIANA ISL	04/20/90	Primary	25	All	Passenger car, truck.	95
MARYLAND	07/01/86	Secondary	25	Front	Passenger and multi-purpose vehicle, pick-up truck.	72
MICHIGAN	07/01/85	Secondary	25	Front	Motor vehicle.	64
MINNESOTA	08/01/86	Secondary	25	Front	Passenger car, pick up truck, van, RV.	52
MISSISSIPPI	03/20/90	Primary	No	Front	Passenger car, van.	32
MISSOURI	09/28/85	Secondary	10	Front	Passenger car to carry under 10 people.	64
MONTANA	10/01/87	Secondary	20	All	Motor vehicle.	67
NEVADA	07/01/87	Secondary	25	All	Passenger car under 6K lbs.	68
NEW JERSEY	03/01/85	Secondary	20	Front	Passenger car.	58
NEW MEXICO	01/01/86	Primary	25	Front	Motor vehicle under 10K lbs. Over age 10.	67
NEW YORK	12/01/84	Primary	50	Front	Passenger car. Over age 9.	68
NORTH CAROLINA	10/01/85	Primary	25	Front	Passenger car to carry under 10 people.	60
OHIO	05/06/86	Secondary	20	Front	Passenger and commercial car, van, tractor, truck.	50
OKLAHOMA	02/01/87	Secondary	10	Front	Passenger car, van, pickup truck.	37
OREGON	12/06/90	Primary	50	All	Passenger car.	70
PENNSYLVANIA	11/23/87	Secondary	10	Front	Passenger car, truck, motor home.	60
PUERTO RICO	01/19/75	Primary	10	Front	Passenger car. Over age 4.	71
RHODE ISLAND	06/18/91	Secondary	No	All	Passenger car. Over 12.	28
SOUTH CAROLINA	07/01/89	Secondary	10	Front	Passenger car, truck, van, RV, taxi.	60
TENNESSEE	04/21/86	Secondary	25	Front	Vehicle under 8.5K lbs.	51
TEXAS	09/01/85	Primary	25	Front	Passenger car, van, truck under 1.5K lbs.	68
UTAH	04/28/86	Secondary	10	Front	Motor vehicle.	45
VIRGIN ISL	10/01/91	Primary	50	Front	Passenger car.	34
VIRGINIA	01/01/88	Secondary	25	Front	Motor vehicle.	58
WASHINGTON	06/11/86	Secondary	25	All	Passenger and multi-purpose vehicle, bus, truck.	69
WISCONSIN	12/01/87	Primary	10	All	Motor vehicle.	58
WYOMING	06/08/89	Secondary	No	Front	Passenger car, van, pickup truck.	66

* Reported October 1991 Total Use Laws: 41 States plus D.C., Puerto Rico, and the Territories.

CHILD PASSENGER PROTECTION LAWS

November 1991

STATE	EFFECTIVE DATE	RESTRAINT REQUIREMENT AGE	SAFETY SEAT REQUIRED	MAY SUBSTITUTE SAFETY BELTS	PENALTY ³
Alabama	7/82	Under 6	Under 6	Either 4 or 5	\$10
Alaska	6/85	Under 16	Under 4	4 thru 15	\$50, 2 pts.
Arizona ¹	8/83	Thru 4 (2)	Thru 4 (2)	No	\$50
Arkansas	8/83	Under 5	Under 3	Between 3 & 5	\$10-\$25
California	1/83	Under 4 (2)	Under 4 (2)	No	\$100
Colorado	1/84	Under 4 (2)	Under 4 (2)	No	\$25
Connecticut	5/82	Under 4	Under 4	Between 1 & 4 in rear seat	\$25-\$100
Delaware ¹	6/82	Under 4	Under 4	No	\$25
Dist. of Columbia	7/83	Under 6	Under 3	Between 3 & 6	\$25
Florida	7/83	Under 6	Under 4	Between 4 & 6	\$15
Georgia	7/84	Under 5	Under 3	Between 3 & 5	\$150, 3pts.
Hawaii	7/83	Under 4	Under 3	Between 3 & 4	\$100 maximum
Idaho ¹	1/85	Under 4 (2)	Under 4 (2)	No	\$100 maximum
Illinois	7/83	Under 6	Under 4	Between 4 & 6	\$25-\$50
Indiana	1/84	Under 5	Under 3	Between 3 & 5	\$50-\$500
Iowa	1/85	Under 6	Under 3	Between 3 & 6	\$10
Kansas	1/82	Under 15	Under 4 (4)	Between 4 & 13 in front seat	\$10
Kentucky ¹	7/82	Under 40"	Under 40"	No	\$50
Louisiana	9/84	Under 5	Under 5	Between 3 & 5 in rear seat	\$25-\$50
Maine	9/83	Under 19	Thru 4	Between 1 & 4 if not in parent's vehicle	\$25-\$50
Maryland	1/84	Under 10 (2)	Under 4	Between 3 & 10	\$25-\$50
Massachusetts	1/82	Thru 12	Under 5	Under 5	\$25
Michigan	4/82	Thru 15	Thru 4	1 thru 4 in rear seat	\$10
Minnesota	8/83	Under 11	Under 4	4 thru 10 in rear seat	\$25
Mississippi	7/83	Under 2	Under 2	No	\$25
Missouri	1/84	Under 4	Under 4	Under 4 in rear seat	\$25
Montana ¹	1/84	Under 4 (2)	Under 2	Between 2 & 4	\$10-\$25
Nebraska	8/83	Under 5 (2)	Under 4 (2)	No	\$25
Nevada	7/83	Under 5	Under 5	Under 5 in rear seat	\$35-\$100
New Hampshire	7/83	Under 12	Under 5	Under 5 thru 12	\$500 maximum
New Jersey	4/83	Under 5	Under 5	Between 1 1/2 & 5 in rear seat	\$10-\$25
New Mexico	6/83	Under 11	Under 5	Between 1 & 5 in rear seat	\$50
New York	4/82	Under 10	Under 4	Between 4 & 10 in rear seat	\$100 maximum
North Carolina	7/82	Under 6	Under 3	Between 3 & 6	\$25
North Dakota	1/84	Thru 10	Under 3	3 thru 10	\$20
Ohio	3/83	Under 4 (2)	Under 4 (2)	Between 1 & 4 if not in parent's vehicle	\$10
Oklahoma	11/83	Under 5	Under 4	Under 4 in rear, 4-5 in front or rear	\$25 maximum
Oregon	1/84	Under 16	Under 1	Between 1 & 5	\$50 maximum
Pennsylvania	1/84	Under 4	Under 4	Between 1 & 4 in rear seat	\$25
Puerto Rico	1/89	Under 4	Under 4	Over 40 pounds	\$10
Rhode Island	7/80	Thru 12	Thru 3	No	\$10
South Carolina	7/83	Under 6	Under 4	Between 1 & 6 in rear seat	\$25
South Dakota	7/84	Under 5	Under 2	Between 2 & 5	\$20
Tennessee	1/78	Under 4	Under 4	No	\$25-\$50
Texas	10/84	Under 4	Under 2	Between 2 & 4	\$25-\$50
Utah	7/84	Under 8	Under 2	Between 2 & 8	\$20
Vermont	7/84	Thru 12	Under 5	Between 1 & 5 in rear seat	\$25
Virginia	1/83	Under 4	Under 3	Between 3 & 4 or over 40 pounds	\$25
Washington ¹	1/84	Under 5	Under 1	Between 1 & 5	\$30
West Virginia	7/81	Under 9	Under 3	Between 3 & 5	\$10-\$20
Wisconsin	11/82	Under 4	Under 2	Between 2 & 4	\$10-\$200
Wyoming	4/85	Under 3 (2)	Under 3 (2)	No	\$25

¹ Law applies only to parents and legal guardians. ⁽²⁾ Or less than 40 pounds. ³ Most States waive fines upon proof of safety seat acquisition.

U.S. Department of Transportation, Washington, DC 20590
 NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
 Regional Operations (202) 366-2672

Child Passenger Safety Fact Sheet

Laws

- All 50 states, D.C., Puerto Rico and Guam have child passenger safety laws, as compared to 1979, when only Tennessee had such a law.
- Safety belt use laws for the general public are in effect in 41 states, D.C., Puerto Rico and Guam.

Effectiveness

When used correctly, child passenger safety seats are:

- 71 percent effective in preventing fatalities.
- 67 percent effective in reducing the need for hospitalization.
- 50 percent effective in preventing minor injuries.

Injuries Prevented and Lives Saved

- Approximately 222 children, age four and under, were saved in 1990 by child passenger safety restraints.
- An estimated 1,546 children, age four and under, were saved from 1982 through 1990 as a result of child restraint use.
- If child safety seats were used by all young children in motor vehicles, 53,000 injuries could be prevented and 500 lives saved every year.

Correct Use of Safety Seats

To be effective, a child passenger safety seat must be used correctly. The NHTSA 19-Cities Survey conducted in 1990 indicates that about one on four safety seats is seriously misused. Other more detailed investigations have concluded that as many as 80 percent to 92 percent of child seats may be misused to some extent.

Some of the most common and highly dangerous misuse errors involve:

- Infant in safety seat facing the front of the vehicle, instead of the rear.
- Child not secured by the safety seat harness, but simply sitting loose in the safety seat.
- Safety seat not secured by the safety belt in vehicle, but simply sitting loose on the vehicle seat.
- Use of automatic belt system without regard to vehicle manufacturer's instructions.
- Rear-facing seat used in air bag-equipped seating position.

Helpful Hints

- Adults cannot hold onto a child, even in a minor crash. The child is torn from the adult's arms - even if the adult is buckled up. An unbelted adult can crush the child against the dashboard because of the force of the crash. This can complicate or further contribute to the child's injuries.
- Read the instructions that come with the seat carefully, before installing it. Incorrect installation or misuse will substantially reduce protection.
- Safety seats must always be anchored to the vehicle seat with the lap belt **exactly** as specified by the manufacturer. Read the vehicle owner's manual for detailed instructions on correct installation of child safety seats in your vehicle.
- **Never** use plastic feeder stands, car beds, pillows or cushions that are not certified for use in cars. Certified seats have a label stating that they meet Federal safety standards.
- The safest place for a child is the rear seat of a car, correctly buckled into a child safety seat.
- Not all models of seats fit all models of motor vehicles. Shop for one that is easy for you to install and use. Try your child in it and then try the seat in your car. Buy only the type of seat that you will use.
- Do not install a child safety seat in a seating position that has automatic safety belts, unless the vehicle owner's manual provides specific instructions on how to do so.
- Shoulder-only automatic belts are designed to protect adults. In a car equipped with shoulder-only automatic belts in the front, older children should sit in the rear and use a lap/shoulder belt or lap belt. Some cars with automatic belts also allow for manual lap belt installation (check the vehicle owner's manual).
- Air bags do **not** take the place of child safety seats or safety belts. Most auto manufacturers and safety researchers warn that **infant rear-facing child safety seats should not be used in seating positions equipped with air bags**. Refer to the vehicle owner's manual before installing a child safety seat in the front seat of a vehicle that has a passenger-side air bag.
- A child safety seat that has once protected a child in a crash should be replaced. Some insurance companies will reimburse for this cost.
- Call NHTSA's toll-free Hotline at 1/800/424-9393 (in Washington, D.C., call 202/366-0123) to check for recalls or other information on making certain that you are using the safety seat correctly.

Occupant Protection Facts

Safety Belt Use Laws

DOT's July, 1984 rulemaking on occupant protection began a wave of legislative action that resulted in the enactment of safety belt use laws in many states. Currently, 41 states and the District of Columbia have belt laws.

In keeping with the President's mandate, the goal of these laws is to promote belt use and thereby reduce deaths and injuries in motor vehicle crashes. This fact sheet presents information on how safety belt use laws have improved the safety of motorists.

- Numerous research studies indicate that, when used, lap/ shoulder safety belts reduce the risk of fatal and serious injury to front seat passengers by 45 to 50 percent. Air bags with lap/shoulder belts reduce the risk of fatal or serious occupant injury by 55 to 60 percent.
- Currently, reported safety belt use in states with use laws ranges from 85 percent to 28 percent. Use rates vary from state to state, reflecting such factors as public attitudes, enforcement practices, legal provisions, and public information and education programs.
- The implementation of belt use laws has been estimated to reduce fatalities by seven percent.

Safety Belt Use

NHTSA measures national belt use by conducting observational survey in 19 cities. The data from these surveys indicate that belt use has increased from 14 percent in 1983 to 54 percent in 1990.

- Among cities without belt laws in effect in this survey, belt use was 36 percent in 1990.
- Among cities with belt laws in effect in this survey, belt use was 54 percent in 1990.

Safety Belt and Belt Law Benefits

- Among front-seat passenger vehicle occupants over four years old, safety belts saved about 4,800 lives in 1990 - 3,896 associated with belt use laws.
- Among front-seat passenger vehicle occupants over four years old, safety belts prevented about 125,000 moderate to critical injuries in 1990 - 101,500 as a result of belt use laws.
- From 1983 through 1990, an estimated 24,886 lives were saved by safety belts - 18,087 of which were associated with belt use laws.
- During the same seven years, belts prevented an estimated 648,100 moderate to critical injuries, 471,100 of which were associated with belt use laws.
- At the current use level in belt law states (54 percent), belts would have saved 5,765 lives nationally if all states had belt laws in 1990.

Speed Fact Sheet

- Speed is the most prominent factor governing the fundamental relationships among all the physical forces involved in crashes, including motorist reaction time and crash severity.
- From current data, the National Highway Traffic Safety Administration (NHTSA) estimates that the percent of vehicles exceeding 65 mph on rural interstate highways has increased from 23 percent in 1986 to 45 percent in 1989. In the same time period, the percent of vehicles exceeding 75 mph increased from an estimated 6 percent to 20 percent.
- Speed increases the distance a vehicle travels during the "fixed period of time that it takes for the driver to react to a perceived danger.
- Speed increases the total stopping distance necessary to halt a vehicle. The Federal Motor Vehicle Safety Standard (FMVSS) 105 requires that a car stop within 383 feet from 80 mph, 172 feet from 55 mph, and 70 feet from 35 mph.
- One-third of all fatal crashes are related to speed.
- Speed-related fatal crashes most often involve only a single vehicle.
- Speed is a frequently occurring driver-error-related cause contributing to crashes.
- Crash severity increases disproportionately with speed at impact. The chances of death or serious injury double for every 10 mph of increased vehicle speed.
- The safety benefits of occupant protection (safety belts/child safety seats/air bags) diminish in a crash as speeds increase.
- Excessive speed was noted for approximately 30 percent of unrestrained drivers in fatal crashes.
- The energy of impact delivered to the driver and passengers in a collision is proportional to the square of the speed. If a driver of a car increases the speed from 20 mph to 80 mph, the speed goes up by a factor of four and the energy of the impact delivered in a collision goes up by a factor of 16 (4-squared) in these crashes.
- Police investigating fatal crashes report that unsafe practices (speeding, following too closely, improper lane use, unsafe passing and reckless operation) account for more than one-third of the total at-fault, driver-related factors in these crashes.
- Of all drivers involved in speed-related fatal crashes in 1989, about 56 percent were under the influence of alcohol.
- Higher speeds result in more severe crashes, which can result in more disabling injuries.
- The total societal cost of speed-related crashes is more than \$10 billion annually.

Alcohol Impaired Driving Fact Sheet

The numbers tell the story. Drinking is a factor in approximately half of all fatal motor vehicle crashes. Even blood alcohol concentrations (BAC) of .05, which is well below the .10 standard for intoxication in most states, affect driver response times, vision and judgement.

The Severity of the Problem

- The odds indicate that about two on every five Americans will be involved in an alcohol-related crash at some time in their lives.
- From 1982 through 1990, over 210,000 people died in alcohol-related crashes. That is an average of one alcohol-related fatality every 22 minutes.
- For every age between five and thirty-four, traffic crashes are the greatest single cause of death. More than half of these fatalities are alcohol-related.
- Drinking is a factor in 17 percent of serious injury crashes and in four percent of all property damage crashes.

Drinking and Driving Statistics From A Single Year - 1990

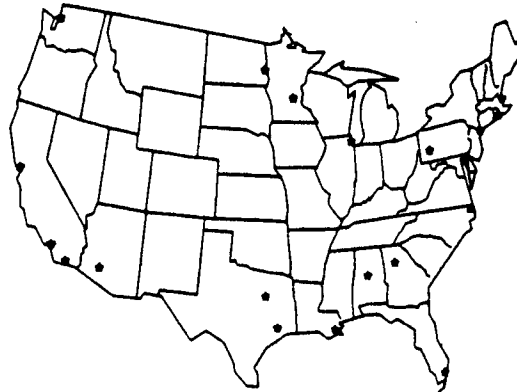
- Almost 50 percent of the year's 44,529 traffic fatalities died in alcohol-related crashes.
- Thirty-eight percent of all the drivers who were fatally injured in 1990 were driving while intoxicated.
- In 1990, drinking was a factor in approximately 19,660 fatal crashes, 228,000 injury crashes and 220,000 property damage crashes.

**Occupant Fatalities for the First Six Months of 1991
(includes all vehicles, excluding motorcycles)**

STATE	TOTAL	UNRESTRAINED	RESTRAINED	UNKNOWN
AL	372	292	50	30
AK	14	8	6	0
AZ	241	161	47	33
AR	250	202	29	19
CA	1087	652	257	178
CO	194	151	40	3
CT	52	17	8	27
DE	45	38	7	0
DC	19	13	1	5
FL	849	600	225	24
GA	567	401	75	91
HI	20	11	8	1
ID	85	69	14	2
IL	509	226	107	176
IN	367	268	75	24
IA	171	103	41	27
KS	134	93	20	21
KY	363	311	46	6
LA	164	115	21	28
ME	47	39	7	1
MD	205	120	59	26
MA	171	97	10	64
MI	397	236	124	37
MN	202	134	44	24
MS	222	201	18	3
MO	378	233	84	61
MT	71	50	20	1
NE	106	69	11	26
NV	54	39	13	2
NH	49	31	11	7
NJ	240	142	72	26
NM	136	103	31	2
NY	490	221	114	155
NC	499	277	142	80
ND	29	29	0	0
OH	323	238	77	8
OK	267	221	46	0
OR	166	80	69	17
PA	499	310	99	90
RI	17	14	3	0
SC	352	226	108	18
SD	54	44	5	5
TN	14	12	2	0
TX	1030	705	297	28
UT	84	61	21	2
VT	27	6	1	20
VA	332	220	86	26
WA	249	143	74	32
WV	151	125	18	8
WI	306	183	96	27
WY	34	25	7	2

OCCUPANT PROTECTION TRENDS IN 19 CITIES

November 1991



For the past several years the National Highway Traffic Safety Administration has contracted for periodic observational studies of safety belt, child safety seat and motorcycle helmet use in 19 metropolitan areas throughout the United States. Observation of safety belt and motorcycle helmet use is undertaken at 30 controlled intersections in each city and observation of infant and toddler use of restraint devices is performed at 3 shopping centers in each city.

During this year there will be four quarterly reports. Information on child safety seat use is available in this report and was available in the first quarter report. The information in each of the reports will generally be cumulative for 1991. The reports will be available in May, August, November and February. A comprehensive Annual Report is produced each year and is available September of the following year.

This quarterly report describes trends in the use of occupant protection devices in the 19 cities since 1983 and trends in the use of automatic safety belt systems since 1987. Observers obtained the current figures during the months of January through September 1991.

Overall Use of Safety Belt Systems

Figure 1 shows trends in observed driver safety belt use. The use rates for cities with and without belt use laws are also shown. Based on the observation of 169,836 drivers, safety belt use during the first three quarters of 1991 increased 2 percentage points to 51 percent when compared with 1990. Safety belt use in the 17 cities under belt use laws was 55 percent and belt use in cities not under belt use laws was 35 percent. Table 1 contains driver safety belt use by city for 1991. Compared to use rates observed in the second quarter, safety belt use in the third quarter of 1991 was up three percentage points to 54 percent.

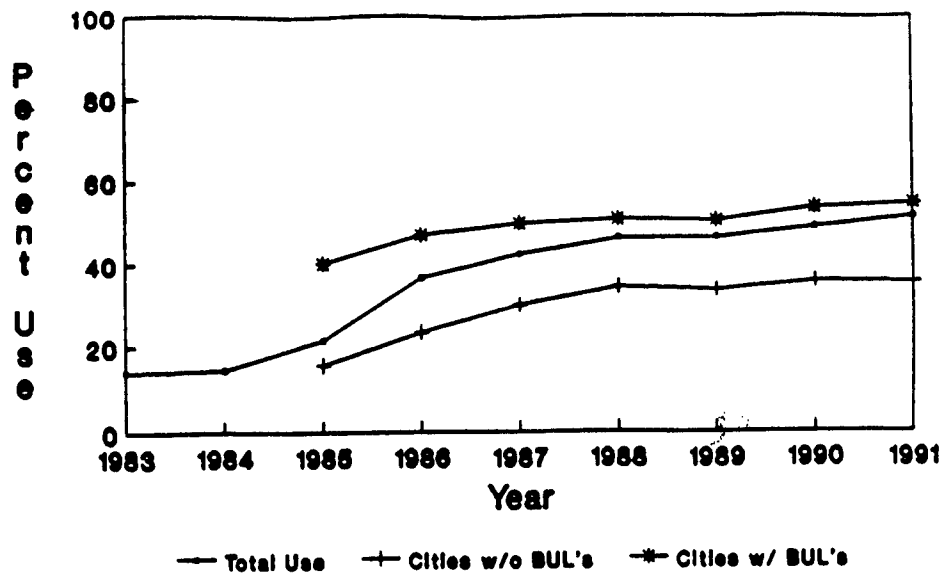


FIGURE 1 - DRIVER SAFETY BELT USE TRENDS

TABLE 1 - DRIVER
SAFETY BELT USE
RATES

City	Percent				Total
	Q1	Q2	Q3	Q4	
Atlanta	42	46	48		46
Baltimore	55	59	64		59
Birmingham	*31	*37	45		38
Boston	*37	*31	*39		35
Chicago	36	30	41		34
Dallas	64	72	76		71
Fargo/Moorhead	*47	*42	*42		43
Houston	59	63	60		62
Los Angeles	60	59	59		59
Miami	46	44	48		46
Minneapolis/St. Paul	57	62	61		61
New Orleans	40	39	42		40
New York	32	35	37		35
Phoenix	64	67	69		66
Pittsburgh	46	48	47		47
Providence	*32	*28	32		30
San Diego	62	67	69		66
San Francisco	61	61	70		63
Seattle	69	71	75		72
Total (19 Cities)	50	51	54		51
Total with BUL's	53	55	55		55
Total without BUL's	36	34	40		35

* No safety
belt use law

Use of Automatic Safety Belt Systems

Table 2 shows driver use of the three types of automatic belt systems. Based on the observation of 23,688 drivers, current automatic belt use was up 1 percentage point to 80 percent when compared with 1990. Current automatic belt use in 17 cities under belt use laws was 82 percent, while use in 2 cities not under belt use laws was 70 percent.

Motorized shoulder belt systems were observed most often (12,155) and their use was up 1 percentage point to 94 percent when compared with 1990 figures. Of these motorized systems, use of those without disconnects (7,273) was 97 percent and use of those with disconnects (4,882) was 90 percent.

Non-motorized three point systems were observed second most often (9,455) and their use was down 1 percentage point to 64 percent when compared with 1990 figures. Non-motorized shoulder belt systems were observed least (2,078). Their use rate exhibited an increase of 8 percentage points to 73 percent when compared with 1990.

TABLE 2 - DRIVER AUTOMATIC SAFETY BELT USE RATES

<u>Automatic Belt System</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>
All Vehicles with Automatic Belt Systems	88%	85%	79%	80%
Non-Motorized Three-Point	77%	75%	65%	64%
Non-Motorized Shoulder Belt	80%	71%	65%	73%
Motorized Shoulder Belt	97%	96%	93%	94%
<i>with disconnect</i>	92%	89%	86%	90%
<i>without disconnect</i>	98%	98%	97%	97%

Child Safety Seat Use

Figure 2 displays trends in the use of child safety seats for infants and toddlers (toddler use includes both toddler seat and booster seat use) from 1983 to 1991. Infant seat use was up 4 percentage points to 87 percent (n=893) when compared with 1990 figures. Toddler seat use decreased 3 percentage points from 85 percent to 82 percent (n=5,569).

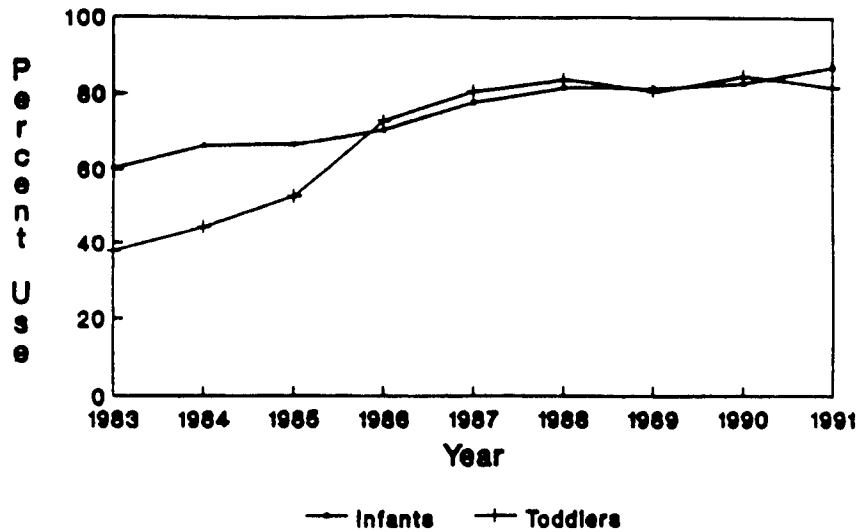


FIGURE 2 - CHILD SAFETY SEAT USE

Motorcycle Helmet Use

Figure 3 shows trends in helmet use by drivers of motorcycles. Based on the observation of 8,775 motorcycle drivers, helmet use decreased from 60 percent in 1990 to 58 percent in 1991. Helmet use increased from 96 percent to 100 percent in the ten cities under motorcycle helmet laws and it increased 2 percentage points to 38 percent in cities not under motorcycle helmet laws. The apparent anomaly of overall helmet use decreasing while use in both law and non-law cities is increasing is due to a greater proportion of observations in non-law cities thus far in 1991 relative to the 1990 measurement.

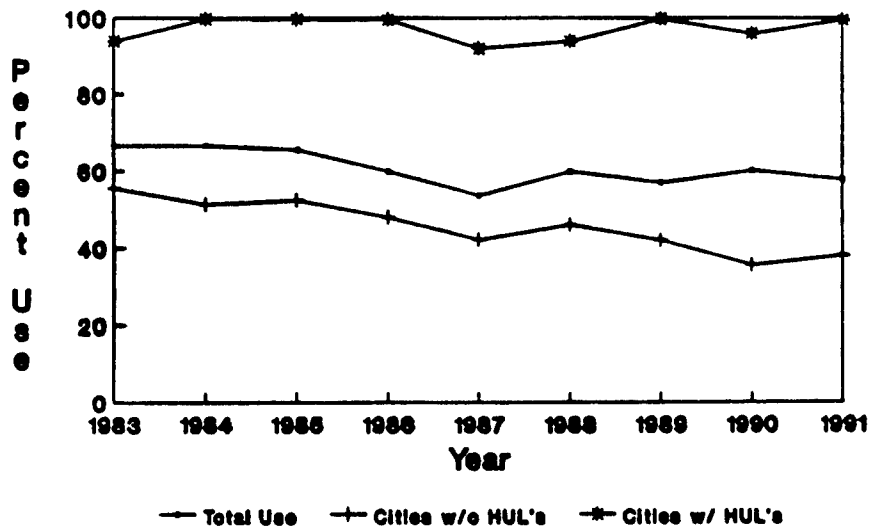


FIGURE 3 - MOTORCYCLE HELMET USE

Pre and Post Summer 19 Cities Survey Results

City	Pre Summer Rate %	Post Summer Rate %
Atlanta	42	48
Baltimore	55	64
Birmingham	31	45
Boston	37	39
Chicago	36	41
Dallas	64	76
Fargo/Moorehead	47	42
Houston	59	60
Los Angeles	60	59
Miami	46	48
Minneapolis/St Paul	57	61
New Orleans	40	42
New York	32	37
Phoenix	64	69
Pittsburgh	46	47
Providence	32	32
San Diego	62	69
San Francisco	61	70
Seattle	69	75
Average	50	54

CHILD SAFETY SEAT MANUFACTURERS/DISTRIBUTORS - 1991

<u>Company</u>	<u>Infant Seats</u>	<u>Convertibles</u>	<u>Boosters</u>	<u>Harnesses</u>
Century Products 9600 Valley View Rd. Macedonia, OH 44056 216/468-2000 800/837-4044	560, 565, 580, 590	1000 STE, 2000 STE, 3000 STE, 3500 STE Premier, 5000 STE, 5500 STE Premier	Commander, CR-3	
Cosco, Inc. 2525 State St. Columbus, IN 47201 812/372-0141 800/544-1108	Dream Ride, TLC	5-Pt., Luxury 5-Point, Comfort Ride, Soft Shield, Autotrak	Explorer	
Evenflo 1801 Commerce Dr. Piqua, OH 45356 513/773-3971 800/233-5921	Dyn-O-Mite, Joy Ride, Travel Tandem	One-Step, Champion, Seven Year Car Seat, Ultara I, II, V	Sightseer, Booster Car Seat	E-Z-ON Vest
E-Z-On Products 500 Commerce Way West Jupiter, FL 33458 800/323-6598	Infant Car Seat	Car Seat		
Fisher-Price 636 Girard Ave. East Aurora, NY 14052 716/687-3000 800/432-5437				
Gerico, Inc. 12520 Grant Drive Denver, CO 80241 800/525-2472		Guardian	DoubleGuard	

FACTS AND RESOURCES

Kolcraft Products of California 1245 S. Peerless Way Montebello, CA 90640 213/724-9403 800/453-7673	Rock 'N Ride	Auto-Mate, Traveler 700	Tot Rider Qwik Step	
Little Cargo 100 North Broadway #2000 St. Louis, MO 63102 314/621-8580 800/933-8580				Auto Safety Vest (25-40 lbs.)
Nissan Motor Corp. P.O. Box 191 Gardena, CA 90248 800/647-7261		Infant/Child Safety Seat		
Playschool (manufactured by Kolcraft Products - see "Kolcraft")		Carseat		
Renolux 1071 Batesville Road Greer, SC 29650 803/848-0569 800/476-5273		GT 2000, GT 5000, GT 7000		

OCCUPANT PROTECTION RESOURCE MATERIALS

Educational Pieces

Unless otherwise noted, the following items may be obtained by contacting NHTSA, NTS-13, 400 Seventh St., S.W., Washington, D.C. 20590. Please allow 2-4 weeks for delivery. Other materials must be ordered from their identified source. Unless stated, up to 50 copies of the NHTSA materials are available free.

- * **Spanish Language Materials Resource Listing**, NHTSA, 1988. Listing of materials available in Spanish throughout the States and Puerto Rico. One copy; reproducible. 1P933
- * **Car Safety for You and Your Baby**, pamphlet, ACOG, 1989. 1P221
- * **Protect Your Child with a Child Safety Seat/One-Minute Safety Check-Up**, NHTSA, 1988. One copy; reproducible. 1P305
- * **Shopping Guide for Child Safety Seats**, NHTSA, current year. One copy; reproducible. 1P306
- * **Child Passenger Safety Law Enforcement -- Eight Community Strategies**, NHTSA, 1990. One copy. 1P801
- * **Child Passenger Safety Resource Manual**, NHTSA, 1991. 1P523
- * **Manufacturers' Instructions for Child Safety Seats**, NHTSA, 1990. One copy available for child safety seat program managers. 1P997
- * **Consumer Information Sheets: Transporting Your Children Safely**, (1P317), **Automatic Crash Protection** (1P322), **Proper Use of Safety Belts** (1P902), **Buckle Up in the Back Seat**, (1P903), NHTSA, 1989. Reproducible.
- * **Occupant Protection Facts**, National Center for Statistics and Analysis, current year. 1P883. Reproducible.
- * **Sudden Impact: Occupant Protection Fact Book**, NHTSA, 1991.
- * **Facts You Should Know About Air Bags**, pamphlet, NHTSA, 1990. 1P231
- * **Emergency Rescue Guidelines for Air Bag-Equipped Cars**, 1990. 1P818. Reproducible.
- * **Vince and Larry on Belts and Bags**, pamphlet, NHTSA, 1991. 1P109
- * **Taking the Lead: A Handbook for High Schools**, NHTSA, 1989. One copy. 1P537
- * **How to Plan a Comprehensive Community Occupant Protection Program**, NHTSA, 1989. One copy. 1P604
- * **Protecting Our Own**, NHTSA, 1990. One copy for child passenger safety advocates. 1P536
- * **Occupant Protection Systems and Trends for Police Managers**, NHTSA, 1989. One copy. 4P801
- * **Occupant Protection Systems, Lesson Plans and Instructor's Guide for EMS Personnel**, NHTSA, 1987. One copy. 3P003
- * **NETS (Network of Employers for Traffic Safety) Program Materials** include: "Safety Management Seminar Instructor's Guide"; "Safety Management Seminar Participant's Manual"; "Instructor's Preparation Workshop Instructor's Guide"; "Instructor's Preparation Workshop Participant's Guide"; "Four Seasons Guide for Saving Lives: Highway Safety Ideas for Effective Work Place Programs"; and "NETS Safety Handbook." Available from NETS, Executive Secretary, 1140 Connecticut Avenue, N.W., Suite 804, Washington, D.C. 20036.
- * **Occupant Protection Training Workshop: Instructor's Guide**. University of North Carolina, Highway Safety Research Center, CB#3430, Chapel Hill, NC 27599-1987.

OCCUPANT PROTECTION RESOURCE MATERIALS

- * **Twice a Champion: The Toney Lineberry Story** by Tommy Lineberry, 1988. To order, mail \$9.95 to: Twice a Champion, 581 Nelwood Place, Manakin-Sabot, VA 23103. Toney Lineberry is also available for presentations to youth and other audiences.
- * **B.E.L.T. (Buckling Up Extends a Lifetime) Kit** for High School. Entertainment Industries Council, Inc., 1988. Contains a teacher's guide, learning activity sheets, student handout, poster, fact sheets and video. EIC, Inc., 444 Riverside Drive, Suite 203, Burbank, CA 91505.
- * **We Love You - Buckle Up!** (pre-school); **A Safer Way for Every Day** (K-3); **Restrain Yourself** (driver's ed, grades 10-12); **Beating the Odds** (health ed, grades 10-12); **Three Seconds to Safety** (3-6). Safety Belt Safety - The Mazer Corporation, P.O. Box 1400K, Dayton, OH 45414 513/276-6181.
- * **Protect Your Baby Now...And Later**, 1989/91; **The Perfect Gift**, 1991. Both available in English and Spanish versions. **Safety Belt Roulette**, 1990. Available in English. **Keep Your Children Safe, Buckle Them Up!**, 1991. Available in English, Spanish, Chinese, Vietnamese, Russian, Farsi, German, Hungarian, Rumanian, Tongan and Cambodian versions. **Buckle Up California**, 1985. Available in English, Korean and Spanish versions. **Child Passenger Safety**, 1983. Available in Armenian. **Checklist for New Baby**, 1985. Available in Korean and Vietnamese. **Now You're Buckling Up For Two**, 1985. Available in Korean and Vietnamese. **Counterfeit Car Seat Flyer**, 1991. Available in English and Spanish. **Rules for Car Pools**, 1990/91. Available in English and Spanish. **Protect Baby In the Car**, 1985. Available in English, Cambodian, Japanese, Korean, Laotian and Vietnamese versions. All brochures may be ordered in quantity for distribution by your group. Single copies free. **Loan A Seat: How To Establish and Operate Car Safety Seat Distribution Programs**, 1991; **Suggestions for Presenting Passenger Safety Concepts to Young Children**, 1991; **Safely Transporting Children with Special Needs**, 1991; **Teacher's Guide: A Positive Approach to Teaching Passenger Safety to Young Children (Bucklebear)**, 1991. **SafetyBeltSafe News** (newsletter). SafetyBeltSafe U.S.A., P.O. Box 553, Altadena, CA. 91003. 310/673-2666 or 800/745-SAFE.
- * **Buckle Up Media Kit**, 1991. **How to Protect Your Child from Injury: SAFE KIDS Parent Book**, SAFE KIDS, 1988/89. Available in English and Spanish versions. **SAFE KIDS Children's Magazine**, 1989. SAFE KIDS, 111 Michigan Ave., NW, Washington, DC 20010-2970; 202-939-4993.
- * **Counting on You Kit** for Grades 4-6. Traffic Safety Now, Inc., 300 New Center Bldg., Detroit, MI 48202.
- * **Safety Belts for People Who Enjoy Living; Fragile, Transport Safely!; Otto Says Buckle Up, Books 1 & 2; Traffic Safety Education Materials Program** (includes wall posters; teacher's guides for Gr. K-3, 4-6, 7-9; Otto the Auto storybook; My Own Safety Story activity booklet for K-3.) Contact local AAA club safety/public relations office regarding availability. Free materials on traffic safety rewritten each year.
- * **Flintstone Kids Comic Book**, AAA Foundation for Traffic Safety. Call 202-775-1456.
- * **Riding with BuckleBear; Riding with the Big Green Snake; Riding with Ms. Hen Kit; BuckleBear Team Starter Kit for Teachers; BuckleBear Meets Officer Air Bag; BuckleBear Team Doctor's Kit; Story/Activity/Coloring Books; Rules of the Magic Consortium; The "Going Riding" Activity Book; The BuckleBear Team's "Good Passenger" Resource**. For children ages 2-7. Shinn and Associates, Inc., 2853 W.

OCCUPANT PROTECTION RESOURCE MATERIALS

- Jolly, Okemos, MI 48864; 517-332-0211. Other traffic safety materials available.
- * **Baby Seats, Safety Belts, and You!** Bob Brietenbach and Judy Hammond, Transportation Safety Training Center, Virginia Commonwealth University; 804-367-6235.
 - * **Travel Games for Children**, Mary Kinney Branson. Cosco, Inc., 812-372-0141.
 - * **When I Ride in a Car**, Dorothy Chlad, 1983. In English and Spanish, hardback and paperback. National Safety Town Center, P.O. Box 39312, Cleveland, OH 44139; 216-831-7433. Other traffic safety materials available.

Reports

- * **The Challenge of Transporting Children with Special Needs**, Deborah Richards, American Academy of Pediatrics, Safe Ride News, Spring 1989. Contact AAP, Division of Chapter and Member Services, P.O. Box 927, Elk Grove, IL 60009-0927.
- * **What Every Premature Baby Needs to Know...Before Riding in the Car**, AAP Safe Ride News, Summer 1990.
- * **Is Your Child's Car Seat Secure in the Car?**, AAP Safe Ride News, Winter 1990.
- * **Child Safety Seat Recalls, Safety Notices and Replacement Parts**, AAP Safe Ride News, Summer 1989.
- * **Outfitting Cars with Rear Seat Lap/Shoulder Belts**, AAP Safe Ride News, Fall 1989.
- * **Child Safety Seat Misuse Research Notes**, Charles J. Kahane, PhD, NHTSA, 1986. 1P309
- * **Safety Belt Experiences in Four Foreign Countries**, B.J. Campbell, PhD, 1988, AAA Foundation for Traffic Safety.
- * **Fatality and Injury Reducing Effectiveness of Lap Belts for Back Seat Occupants**, Charles J. Kahane, PhD, NHTSA, 1987. 1P917

Posters/Other

- * **Vince and Larry Poster: "Smash Hits,"** NHTSA. 10 copies. P735
- * **Vince and Larry Poster: "Why Go Through This?"** NHTSA. 10 copies. P732
- * **We Love You, Buckle Up!**, stickers (35 per sheet), NHTSA. Three sheets free. 1Z408
- * **Vince and Larry Buckle Up America!**, stickers, NHTSA. Three sheets free. 1Z409
- * **Vince and Larry Game Poster/Teaching Activities**, NHTSA and Instructor Magazine Insert. 1989. One copy. 1P736
- * **Vince and Larry Buckle Up for Life Club Membership Cards**, NHTSA, 1989. (12 to a sheet; 5 sheets free) 1Z945
- * **Safer Than a Mother's Arms Poster**, NHTSA. 10 copies. P706
- * **Get it Together Poster**, NHTSA. 10 copies. P714
- * **These Children are in a Class by Themselves Poster**, ACTS, 919-18th St., NW, Suite 1001, Washington, D.C., 20006; 202-857-0002. Free. Limited quantities.
- * **These Officers Met by Accident**, ACTS. See previous address.
- * **Fred Flintstone Buckles Up Poster**, AAA. Contact your local AAA club safety/public relations office regarding availability.
- * **Vince and Larry Coloring Book**, NHTSA, 1P885. May be duplicated.
- * **Print Ads on Correct Use**, NHTSA. 1P941. Reproducible.

OCCUPANT PROTECTION RESOURCE MATERIALS

- * **Dashboard Decals; Litter Bags.** Contact your local AAA club safety/public relations office regarding availability.
- * **Should I Wear A Safety Belt During Pregnancy? Poster.** Available in English and Spanish versions. **Reflectorized aluminum signs with "Get It Together...Please Buckle Up" and an illustration of a safety belt; or "SAFETY BELT LAW ENFORCED."** Different sizes available. **License plate frames with reflective message: "Think Safety. Buckle Up."** Available in English and Spanish versions. **Mug with "Buckle Up...Somebody needs you!"** SafetyBeltSafe U.S.A., P.O. Box 553, Altadena, CA. 91003. 310/673-2666 or 800/745-SAFE.
- * **BuckleBear Handpuppets; I Buckle Up with BuckleBear Stickers,** 1000 stickers per roll. Also stickers for "I Buckle Up with the Big Green Snake" and "I Buckle Up with the BuckleBear Team." **BuckleBear Good Passenger Posters,** set of four 11"x17" posters. **BuckleBear Stamp Set, Key Fobs, T-shirts, BuckleBear Suit.** Shinn and Associates, Inc., 2853 W. Jolly, Okemos, MI 48864; 517-332-0211.

Public Service Announcements (PSAs)

- * **Summertime Blues PSA and Seat Belts, Everybody's Wearing Them (Oak Ridge Boys),** 30-sec. TV and radio spots. Available in 3/4" and 1/2" VHS, and reel-to-reel and cassette for radio. Please specify format. These PSAs are broadcast quality. Contact NHTSA, Office of Occupant Protection for information at 202/366-2711.
- * **Minnesota PSAs (Hanging Car; Sledge Hammer; and Optional Equipment),** 10-sec. TV spots. Available in 3/4" and 1/2" VHS Please specify format. These PSAs are broadcast quality. Contact NHTSA at previous address.
- * **Vince and Larry PSAs,** 21 spots in 10- to 30-sec each, NHTSA. Available in 3/4" and 1/2" VHS. Please specify format. These PSAs are for live audiences only, not for public broadcasting on the air.
- * **New Vince and Larry PSAs are produced each year** for broadcast use and may be used on the air for one year from date of issue. Contact NHTSA, Office of Public and Consumer Affairs for information at 202-366-9550.
- * **Buckle Up Music Video,** TV and radio PSAs and movie theater trailers/PSAs. Various lengths from 5-minutes to 10-sec. Entertainment Industries Council, Inc., 444 Riverside Dr., Suite 203, Burbank, CA 91505.
- * **Flintstone Kids TV Spot on Proper Seat Belt Use,** TV, to tune of "Dem Bones." **Buckle Up with Fred Flintstone,** 30- and 20-sec. TV and radio PSAs. **Buckle Up,** 60-sec. radio spot with jingle, AAA Foundation for Traffic Safety. 202/775-1456.

Audio-Visuals

- * **The Winning Combination,** film/video, 8-1/2 min; 1/2" and 3/4" video and 16 mm. Educational film for general audiences on automatic safety belts and air bags. NHTSA, 1988. 1/2"--1A633; 3/4"--1A634; 16mm--1A635
- * **What's Wrong With This Picture?** Interactive puppet show for children on occupant protection. The Kids on the Block, Inc., 9385-C Gerwig Lane, Columbia, MD 21046; 1-800-368-KIDS or 301-290-9095. Other traffic safety topics include going into a vehicle with someone who has been drinking alcohol and transporting the disabled.

OCCUPANT PROTECTION RESOURCE MATERIALS

- * **Buckle Up and Do It Right**, 1/2" video, 15-min, 1987. Shelness Productions, 19 Church St., Box 326, New Milford, CT 06776; 203-355-0323.
- * **Every Ride, A Safe Ride**, (slide show program with sample observational form, safety seat list, directions and scripts included), 1991. SafetyBeltSafe U.S.A. See above.
- * **Don't Risk Your Child's Life: Automotive Safety for Children in the 90s**, 1/2" video, 14 min, 1990. Shelness Productions. See previous page.
- * **Air Bags Now**, video, 10-min., 1990. Air bags and safety belts complement each other for maximum protection in car crashes. Contact IIHS, Communications Dept., 1005 N. Glebe Rd., Arlington, VA 22201; 703-247-1500. No charge. Accompanied by the brochure "Air Bags in Cars Now."
- * **Safety Belts and Air Bags: Two Decades of Progress**, video, 13-min., 1989. Twenty years of IIHS involvement are reviewed. Contact IIHS. See above.
- * **Children in Crashes**, film/video, Insurance Institute for Highway Safety, Washington, DC.
- * **Otto the Auto Says Buckle Up**, film/video. Contact local AAA club safety/public relations office regarding availability.
- * **If Only....**, film/video, 23-min. The message is "protect your head" when in a motor vehicle, participating in sports, etc. Shows the devastating consequences of irreversible brain damage. Visucom Productions, Inc., 415-364-5566.
- * **SAFE KIDS Are No Accident Kids Video**, SAFE KIDS, 202-939-4993. Game show format.
- * **The Forgotten Killer**, National SAFE KIDS Campaign Video, 8-min., 202-939-4993.
- * **Buckle Up**, 22-min. Celebrity testimonials on safety belt use and a buckle up rock video for youth audiences. EIC, Inc., 444 Riverside Dr., Suite 203, Burbank, CA 91505.
- * **Safety Belts: For Dummies or for People?; The Game of Your Life**. General Motors/American Medical Association. Teaching videos on safety belts and drunk driving for upper elementary grades and junior high school. Corporate Relations Dept., Rm. #11-157, GM Bldg., Detroit, MI 48202; 313-556-2046. Check school/teacher media center first as a mass distribution of this item was conducted in 1988-89.
- * **Beltman Kit** (Gr. K-6) and **Beltwoman Kit** (Ages 4-7), FLI Learning Systems, Inc., P.O. Box 2233, Princeton, NJ 08540; 609-466-9000.
- * **These Children Are In A Class By Themselves**, 9:25 min. 1988 ACTS, Inc., 919 - 18th Street, NW Ste 1001 Washington, DC 20006 202/857-0002. \$5.00 ea.
- * **Safety In the Balance-The Cost of Not Buckling Up**, 9:05 min. 1990 ACTS, Inc., \$5.00 ea.
- * **Fit for Life**, 1/2" VHS and other formats, 4:32 min., ACTS, Inc., 1989. Designed for doctors and medical staff.
- * **Going Riding Video/Kit for Parents**, Shinn and Associates, Inc.
- * **Getting it Right Parent Training Videos**, Shinn and Associates, Inc.
- * **BuckleBear Robot**, Shinn and Associates, Inc.
- * **Traffic Jams Songs for the Car**, Joe Scruggs. Tape cassette of 13 car songs. Educational Graphics Press, P.O. Box 180476, Austin, TX 78718.
- * **Let's Be Careful Program** tape, coloring book and slide show. National Safety Town Center.
- * **Buckle Up! Songs for Preschoolers**, Randall Hammel Associates, P.O. Box 531, Alexandria, IN 46001-0531; 317-724-7721.

GOVERNORS' HIGHWAY SAFETY REPRESENTATIVES

In each State there is an Office of Highway Safety headed by a Highway Safety Representative appointed by the Governor. The Governor's Highway Safety Representative manages the State/Federal Highway Safety Grant Program that funds a wide variety of programs aimed at reducing fatalities and injuries on the nation's highways. Each Governor's Representative can provide materials and information about particular State projects and programs designed to accomplish this goal and about special activities.

ALABAMA

Governor's Highway Safety Representative
AL Department of Economic & Community
Affairs
P.O. Box 2939 (Mail address)
3465 Norman Bridge Road
Montgomery, AL 36105-0939
(205) 261-3572

ALASKA

Governor's Highway Safety Representative
Department of Public Safety
State of Alaska
P.O. Box N
Juneau, AK 99801
(907) 465-4322

AMERICAN SAMOA

Governor's Highway Safety Representative
American Samoa Government
P.O. Box 1086
Pago Pago, American Samoa 96799
(684) 633-1111
(Through International Operator)

ARIZONA

Governor's Highway Safety Representative
Department of Public Safety
P.O. Box 6638
Phoenix, AZ 85005
(602) 223-2464

ARKANSAS

Governor's Highway Safety Representative
Arkansas State Highway and Transportatic
Department
P.O. Box 2261
Little Rock, AR 72203
(501) 569-2211

CALIFORNIA

Governor's Highway Safety Representativ
Office of Traffic Safety
Business, Housing and Transportation
Agency
7000 Franklin Boulevard, Suite 330
Sacramento, CA 95823
(916) 445-0527

COLORADO

Governor's Highway Safety Representativ
Colorado Department of Highways
4201 East Arkansas Avenue
Denver, CO 80222
(303) 757-9011

CONNECTICUT

Governor's Highway Safety Representativ
Department of Transportation
Bureau of Highways
24 Wolcott Hill Road
Wethersfield, CT 06109
(203) 566-4248

OCCUPANT PROTECTION RESOURCE MATERIALS

DELAWARE

Governor's Highway Safety Representative
Office of Highway Safety
Robbins Building
802 Silver Lake Boulevard
Dover, DE 19901
(302) 736-5613

DISTRICT OF COLUMBIA

Governor's Highway Safety Representative
Department of Public Works
Frank D. Reeves Center
2000-14th Street, NW, 6th floor
Washington, DC 20009
(202) 939-8000

FLORIDA

Department of Community Affairs
Governor's Highway Safety Representative
2740 Center View Drive
Tallahassee, FL 32399
(904) 488-6001

GEORGIA

Governor's Highway Safety Representative
Director, Governor's Office of Highway Safety
The Equitable Building
100 Peachtree Street, Suite. 2000
Atlanta, GA 30303
(404) 656-6996

GUAM

Governor's Highway Safety Representative
Department of Public Works
P.O. Box 2950
Agana, GU 96910
(671) 646-8643
(Through International Operator)

HAWAII

Governor's Highway Safety Representative
Department of Transportation
869 Punchbowl Street
Honolulu, HI 96813
(808) 548-4655

IDAHO

Governor's Highway Safety Representative
Office of the Governor
State House
Boise, ID 83720
(208) 334-2100

ILLINOIS

Governor's Highway Safety Representative
Division of Traffic Safety
3215 Executive Park Drive
Springfield, IL 62703
(217) 782-4972

INDIANA

Governor's Highway Safety Representative
Division of Traffic Safety
801 State Office Building
Indianapolis, IN 46204
(317) 232-1299

IOWA

Governor's Highway Safety Representative
Iowa Department of Transportation
Wallace State Office Building
Des Moines, IA 50319
(515) 281-5261

KANSAS

Governor's Highway Safety Representative
Kansas Department of Transportation
Docking State Office Building
Topeka, KS 66612
(913) 296-3461

KENTUCKY

Governor's Highway Safety Representative
Department of Justice and Acting
Commissioner
Kentucky State Police Headquarters
919 Versailles Road
Frankfort, KY 40601-9980
(502) 695-6300

OCCUPANT PROTECTION RESOURCE MATERIALS

LOUISIANA

Governor's Highway Safety Representative
Louisiana Highway Safety Commission
P.O. Box 66336
Baton Rouge, LA 70896
(504) 925-6991

MAINE

Governor's Highway Safety Representative
Department of Public Safety
Northern Avenue
Gardner, ME 04345
(207) 582-8776

MARYLAND

Governor's Highway Safety Representative
Department of Transportation
P.O. Box 8755
Baltimore-Washington
International Airport
Baltimore, MD 21240-0755
(301) 859-7397

MASSACHUSETTS

Governor's Highway Safety Representative
Governor's Highway Safety Bureau
100 Cambridge Street, Room 2104
Boston, MA 02202
(617) 727-5074

MICHIGAN

Governor's Highway Safety Representative
Office of Highway Safety Planning
300 Washington Square, Suite 300
Lansing, MI 48913
(517) 334-5210

MINNESOTA

Governor's Highway Safety Representative
Department of Public Safety
Transportation Building, Rm. 207
St. Paul, MN 55155
(612) 296-6642

MISSISSIPPI

Governor's Highway Safety Representative
301 West Pearl Street
Jackson, MS 39203-3085
(601) 949-2225

MISSOURI

Governor's Highway Safety Representative
P.O. Box 1406
Jefferson City, MO 65102-1406
(314) 751-4161

MONTANA

Governor's Highway Safety Representative
Highway Traffic Safety Division
Department of Justice
303 North Roberts
Helena, MT 59620
(406) 444-3412

NEBRASKA

Governor's Highway Safety Representative
Department of Motor Vehicles
State Office Building
Statehouse Station 94789
Lincoln, NE 68509
(402) 471-2281

NEVADA

Governor's Highway Safety Representative
Department of Motor Vehicles and
Public Safety
555 Wright Way
Carson City, NV 89711-0999
(702) 885-5375

NEW HAMPSHIRE

Governor's Highway Safety Representative
New Hampshire Highway Safety Agency
Pine Inn Plaza
117 Manchester Street
Concord, NH 03301
(603) 271-2131

OCCUPANT PROTECTION RESOURCE MATERIALS

NEW JERSEY

Governor's Highway Safety Representative
Division of Highway Traffic Safety
Quakerbridge Plaza, Bldg. #5, CN-048
Trenton, NJ 08625
(609) 588-3750

NEW MEXICO

Governor's Highway Safety Representative
Department of Highways and Transportation
P.O. Box 1149
Santa Fe, NM 87504-1149
(505) 827-5110

NEW YORK

Governor's Highway Safety Representative
New York Department of Motor Vehicles
Empire State Plaza - Swan Street Building
Albany, NY 12228
(518) 474-0841

NORTH CAROLINA

Governor's Highway Safety Representative
215 East Lane Street
Raleigh, NC 27601
(919) 733-3083

NORTH DAKOTA

Governor's Highway Safety Representative
North Dakota Department of Transportation
600 East Boulevard Avenue
Bismarck, ND 58505-0700
(701) 224-2581

COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS

Governor's Highway Safety Representative
Department of Public Safety
Commonwealth of the Northern
Mariana Islands
Saipan, Northern Mariana Islands 96950
(670) 234-6333 or 6431
(Through International Operator)

OHIO

Governor's Highway Safety Representative
Department of Highway Safety
P.O. Box 7167
Columbus, OH 43205
(614) 466-3383

OKLAHOMA

Governor's Highway Safety
Representative
Oklahoma Highway Safety Office
200 NE 21st Street
Oklahoma City, OK 73105
(405) 521-2631

OREGON

Governor's Highway Safety Representative
Oregon Traffic Safety Commission
State Library Building-4th Floor
Salem, OR 97310
(503) 378-3670 or 3669

PENNSYLVANIA

Governor's Highway Safety Representative
Department of Safety Administration
Commonwealth of Pennsylvania
1200 Transportation & Safety Building
Harrisburg, PA 17120
(717) 787-3928

PUERTO RICO

Governor's Highway Safety Representative
Department of Transportation and Public
Works
Box 41269, Minillas Station
Santurce, PR 00940
(809) 725-7112

RHODE ISLAND

Governor's Highway Safety Representative
Department of Transportation
State Office Building - Smith Street
Providence, RI 02903
(401) 277-2481

OCCUPANT PROTECTION RESOURCE MATERIALS

SOUTH CAROLINA

Governor's Highway Safety Representative
Office of Highway Safety Programs
Edgar A. Brown State Office Bldg.
1205 Pendleton Street, Room 453
Columbia, SC 29201
(803) 734-0421

SOUTH DAKOTA

Governor's Highway Safety Representative
Department of Commerce and Regulation
910 East Sioux Avenue
Pierre, SD 57501
(605) 773-3178

TENNESSEE

Governor's Highway Safety Representative
Department of Transportation
James K. Polk State Office Building
505 Deaderick Street, Suite 700
Nashville, TN 37219
(615) 741-2848

TEXAS

Governor's Highway Safety Representative
State Department of Highways
and Public Transportation
11th and Brazos
Austin, TX 78701
(512) 463-8616

UTAH

Governor's Highway Safety
Representative
Office of Highway Safety
Department of Public Safety
4501 South 2700 West
Salt Lake City, UT 84119
(801) 965-4461

VERMONT

Governor's Highway Safety Representative
133 State Street
Montpelier, VT 05602
(802) 828-2657

VIRGINIA

Governor's Highway Safety Representative
Department of Motor Vehicles
P.O. Box 27412
Richmond, VA 23269
(804) 367-6602

VIRGIN ISLANDS

Governor's Highway Safety Representative
Virgin Island Office of Highway Safety
Lagoon Street Complex
Building #2, Rm. 218
Fredricksted, St. Croix, VI 00840
(809) 772-3025 or 2946

WASHINGTON

Governor's Highway Safety Representative
Washington Traffic Safety Commission
1000 S. Cherry Street, MS/PD-11
Olympia, WA 98504
(206) 753-4018

WEST VIRGINIA

Governor's Highway Safety Representative
Criminal Justice and Highway Safety Office
1204 Kanawha Blvd., East
Charleston, WV 25301
(304) 348-8814

WISCONSIN

Governor's Highway Safety Representative
Wisconsin Department of Transportation
P.O. Box 7910
4802 Sheboygan Avenue
Madison, WI 53707
(608) 266-1113

WYOMING

Governor's Highway Safety Representative
Highway Safety Branch
Wyoming Highway Department
P.O. Box 1708
Cheyenne, WY 82002-9019
(307) 777-4195

OCCUPANT PROTECTION RESOURCE MATERIALS

OPERATION BUCKLE DOWN SPOKESPERSONS (Current as of 11-26-91)

STATE	SPOKESPERSON	PHONE NUMBER	FAX
	Lt. Craig Allred (Liason NHTSA)	202-366-9712	202-366-7721
	Officer Bob Wall (Liason IACP)	703-243-6500	703-243-0684
AK	Capt. John Lucking (Ret.)	907-269-5798	907-337-2059
AR	Capt. John E. Chambers	501-221-8200	501-224-4722
AZ	Lt. John Summers	602-255-3216	602-255-1265
CA	Rodney K. Pierini, (Exec. Dir. California Peace Officers Assoc.)	916-923-1825	916-924-2260
	Capt. Steve Ellis, CHP	408-662-0511	408-662-0116
CO	Chief Henry Smith (Ret.)	303-757-9381	303-757-9439
CT	Mr. Richard Squeglia	203-666-4343	203-666-1270
DE	Capt. Thomas MacLiesh	302-739-5938	302-739-5945
FL	Major Mike Boles	904-488-5370	904-487-0667
	Sgt. Nancy Myers	407-233-3480	407-471-2561
	Mr. George Atkinson	904-646-2722	904-646-2453
GA	Capt. James H. Quarles (Ret.)	404-388-5765	404-347-0097
ID	Officer Bill Hanchey	208-736-2257	208-733-0876
IL	Capt. Gordon Cleland (Ret.)	217-782-7926	217-782-9159
IN	1st Sgt. Larry Larkin	317-232-5907	317-232-0652
IA	Lt. Robert Greenlee	319-291-4353	319-291-4332
KS	Lt. Wayne Schmille (Ret.)	913-532-5780	913-532-6969
LA	Special Agent Aubrey Futrell	504-765-2979	504-765-2832
	Sgt. Michael R. VanSant	318-226-5769	318-226-6078
MD	Chief Frederick W. Chaney (Ret.)	410-787-4080	410-553-6399
	Sgt. Vernon Betkey	410-653-4270	410-653-3293
MI	Col. Gerald Hough (Ret.)	517-484-3755	517-371-3026
MN	Col. John Harbinson (Ret.)	612-224-5121	612-224-3407
MO	Lt. George Grazier (Ret.)	314-751-4161	314-634-5977
MT	Capt. Harvey Olson (Ret.)	406-728-1684	406-444-4169
NJ	Lt. Dean Morrison (Ret.)	609-588-3750	609-588-7716
NM	Chief Calvin Shields (Ret.)	505-327-3053	505-599-1076
NY	Debbie Bourque	518-457-2667	518-457-3089
NC	Chief Tim Phillips (Ret.)	919-746-6631	919-733-0604
	Capt. Waitus (Wade) Henderson (Ret.)	919-733-3083	919-733-0604
NV	Sgt. Bev Moltz	702-887-2500	702-887-2016
	Lt. Raymond J. Flynn III	702-229-3535	702-229-3460
OH	Capt. Donald Mullin (Ret.)	419-589-6672	614-466-0433
OK	Mr. Richard Coberg	405-360-4353	405-364-5897
OR	Lt. Col. Richard Verbeck (Ret.)	503-967-4673	503-378-8445
PA	Capt. W. John Pudliner	717-783-5517	717-783-7690
SC	Lt. C. I. Coleman (Ret.)	803-356-3339	803-256-9637
	Capt. J. E. Braddock	803-737-1078	803-737-6385
TX	Lt. James Whaley	817-867-4600	817-867-4646
UT	Capt. Norman Steen	801-965-4810	801-965-4969
VA	Capt. Paul Hollandsworth (Ret.)	804-367-2590	804-367-6748
WA	Sheriff Bob McBride	509-962-7525	509-962-7667
WI	Ted Meekma	608-267-7102	608-267-4495

OCCUPANT PROTECTION RESOURCE MATERIALS

NHTSA REGIONAL OFFICES Auto Safety Hotline - 800/424-9393

HEADQUARTERS

NHTSA
Associate Administrator
for Traffic Safety Programs
400 7th Street, S.W.
NTS-01, Room 5125
Washington, DC 20590
(202) 366-1755

REGION I

*(Connecticut, Maine, Massachusetts
New Hampshire, Rhode Island, Vermont)*
NHTSA Regional Administrator
Transportation Systems Center
Kendall Square Code 903
Cambridge, MA 02142
(617) 494-3427

REGION III

*(Delaware, District of Columbia
Maryland, Pennsylvania
Virginia, West Virginia)*
NHTSA Regional Administrator
BWI Commerce Park
7526 Connelley Drive, Suite L
Hanover, MD 21076-1699
(301) 768-7111

REGION V

*(Illinois, Indiana, Michigan
Minnesota, Ohio, Wisconsin)*
NHTSA Regional Administrator
18209 Dixie Highway, Suite A
Homewood, IL 60430
(312) 799-6067

REGION VII

(Iowa, Kansas, Missouri, Nebraska)
NHTSA Regional Administrator
P.O. Box 412515
Kansas City, MO 64141
(816) 926-7887

REGION IX

*(American Samoa, Arizona, California
Guam, Hawaii, Nevada)*
NHTSA Regional Administrator
211 Main Street, Suite 1000
San Francisco, CA 94105
(415) 974-9840

HEADQUARTERS

NHTSA
Office of Public & Consumer Affairs
400 7th Street, S.W.
NOA-40, Room 5232
Washington, DC 20590
(202) 366-9550

REGION II

*(New Jersey, New York, Puerto Rico
Virgin Islands)*
NHTSA Regional Administrator
222 Mamaroneck Avenue, Room 204
White Plains, NY 10605
(914) 683-9690

REGION IV

*(Alabama, Florida, Georgia, Kentucky
Mississippi, North Carolina
South Carolina, Tennessee)*
NHTSA Regional Administrator
1720 Peachtree Road, N.W., Suite 501
Atlanta, GA 30309
(404) 347-4537

REGION VI

*(Arkansas, Louisiana, New Mexico
Oklahoma, Texas, Indian Nations)*
NHTSA Regional Administrator
819 Taylor Street, Room 8A38
Fort Worth, TX 76102-6177
(817) 334-3653

REGION VIII

*(Colorado, Montana, North Dakota
South Dakota, Utah, Wyoming)*
NHTSA Regional Administrator
555 Zang Street, 4th Floor
Denver, CO 80228
(303) 969-6917

REGION X

(Alaska, Idaho, Oregon, Washington)
NHTSA Regional Administrator
3140 Jackson Federal Building
915 Second Avenue
Seattle, WA 98174
(206) 442-5934

In this section, you will find logos and materials for use in your activities. All items may be reproduced without prior permission.

The following items are included;

- Summertime Blues (2)
- Summer Bummer - Avoid the Summertime Blues
- Operation Buckle Down
- Buckle Up America!
- Buckle Up for Love
- Everybody's Wearing Them
- Buckle Up Pledge - Buckle Up America!
- Buckle Up Pledge - Buckle Up for Love
- Buckle Up Helper Award
- Safety Seat Checklist



Buckle Up
Avoid the summertime blues.

Buckle Up
Avoid the summertime blues.

Buckle Up
Avoid the summertime blues.

Buckle Up
Avoid the summertime blues.

Buckle Up
Avoid the summertime blues.

Buckle Up
Avoid the summertime blues.

Summer



Bummer



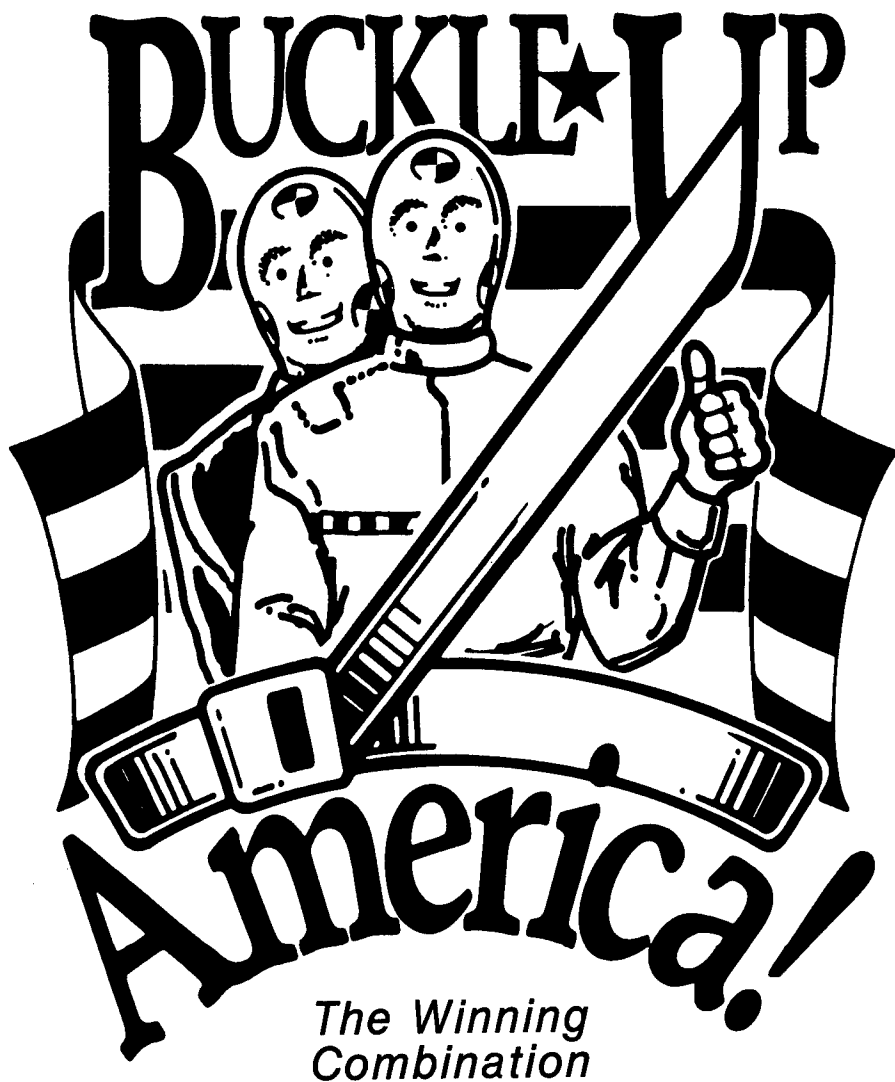
This summer, seatbelt laws are being enforced.
So buckle up. Or you might break more than the law.
And that would be the biggest bummer of all.

Buckle Up
Avoid the summertime blues.



U.S. Department of Transportation

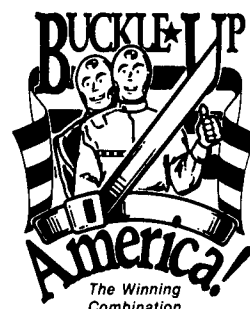
OPERATION
BUCKLE
BUCKLE
DOWN



*The Winning
Combination*



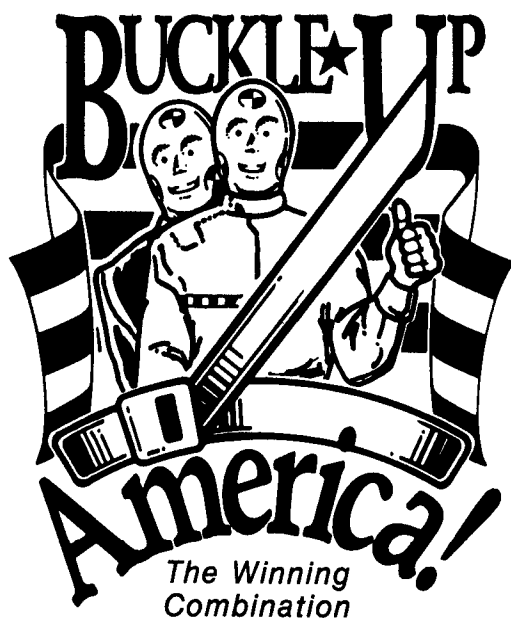
*The Winning
Combination*



*The Winning
Combination*



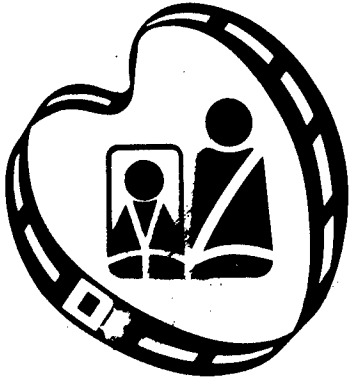
*The Winning
Combination*



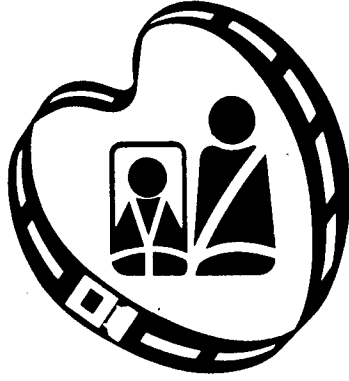
*The Winning
Combination*



*The Winning
Combination*



**Buckle Up
for Love!**



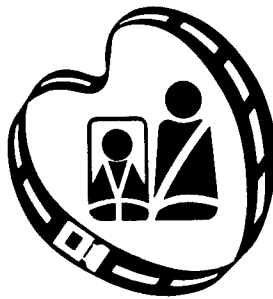
**Buckle Up
for Love!**



**Buckle Up
for Love!**



**Buckle Up
for Love!**



**Buckle Up
for Love!**



**Buckle Up
for Love!**



**Buckle Up
for Love!**



**Buckle Up
for Love!**



**Buckle Up
for Love!**

SEATBELTS
Everybody's Wearing Them

SEATBELTS
Everybody's Wearing Them

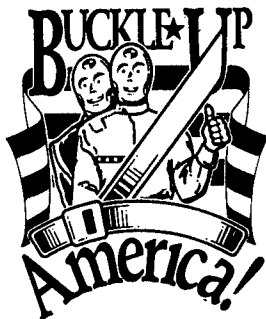
SEATBELTS
Everybody's Wearing Them

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Everybody's Wearing Them



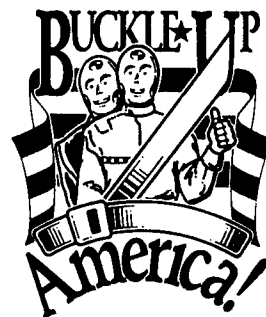
BUCKLE-UP PLEDGE

I pledge, for the next two weeks, to buckle-up, to protect children by placing them in safety belts or child safety seats, and to encourage my fellow passengers to get into the buckle-up habit.

Signature _____ Date _____

Address _____
(street) (city) (state) (zip)

Telephone No. _____



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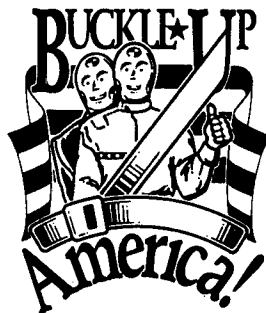
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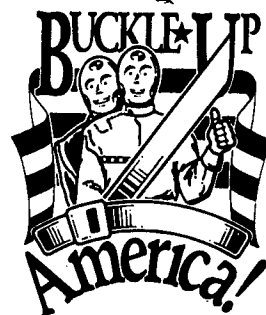
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Address _____
(street) (city) (state) (zip)

Telephone No. _____



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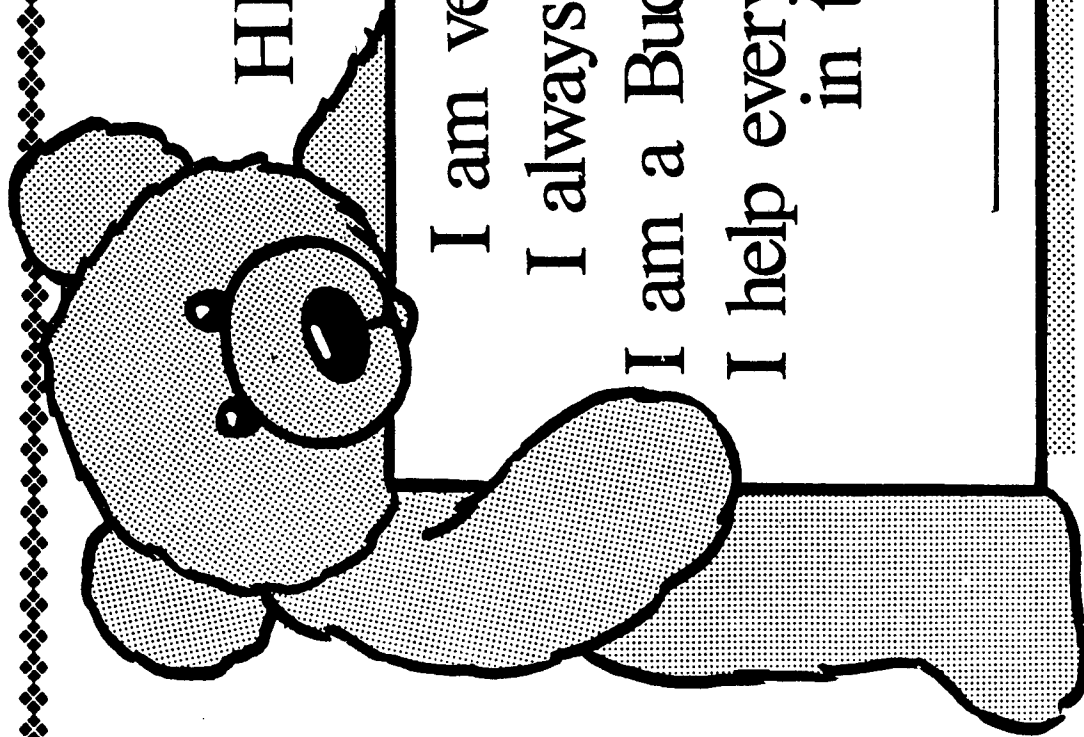
I pledge, for the next two weeks, to buckle-up, to protect children by placing them in safety belts or child safety seats, and to encourage my fellow passengers to get into the buckle-up habit.

Signature _____ Date _____

Address _____
(street) (city) (state) (zip)

Telephone No. _____

BUCKLE UP HELPER AWARD



I am very special.

I always buckle up.

I am a Buckle Up Helper.

I help everyone ride safely
in the car.
