

# Building Community Support for Seat Belt Enforcement

**Norman Police Department**



**BUCKLE UP**

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**HIGHWAY  
SAFETY  
NETWORK**



# Project Goals

- To increase community support in Norman for seatbelt compliance through education, outreach and enforcement.
- To decrease the number of fatality traffic accidents in Norman due to occupants not wearing seatbelts.
- To increase the seatbelt usage rate in Norman. Especially with individuals in the 16-24 years of age range and individuals that drive trucks.

# EVALUATION

- System and procedures for capturing project data
- How will we measure the effectiveness of the campaign and define our success?
  - ✓ Public Opinion Survey Results
  - ✓ Seat Belt Surveys
  - ✓ Crash Data
  - ✓ Citation Data

# Highway Safety Network Team

- Kathy Lococo, TransAnalytics, Highway Safety Network Inc./TA, Principal Investigator
- Mark Alonge, Highway Safety Network Inc./TA, Site Coordinator
- Bob Schaeffer, Highway Safety Network Inc./TA, Enforcement/Training Coordinator
- Colleen Lantz, Highway Safety Network Inc./TA, Communication Coordinator
- Ashley Drobnick, Highway Safety Network Inc./TA, Research/Data Assistant

# Baseline Seat Belt Usage Rate

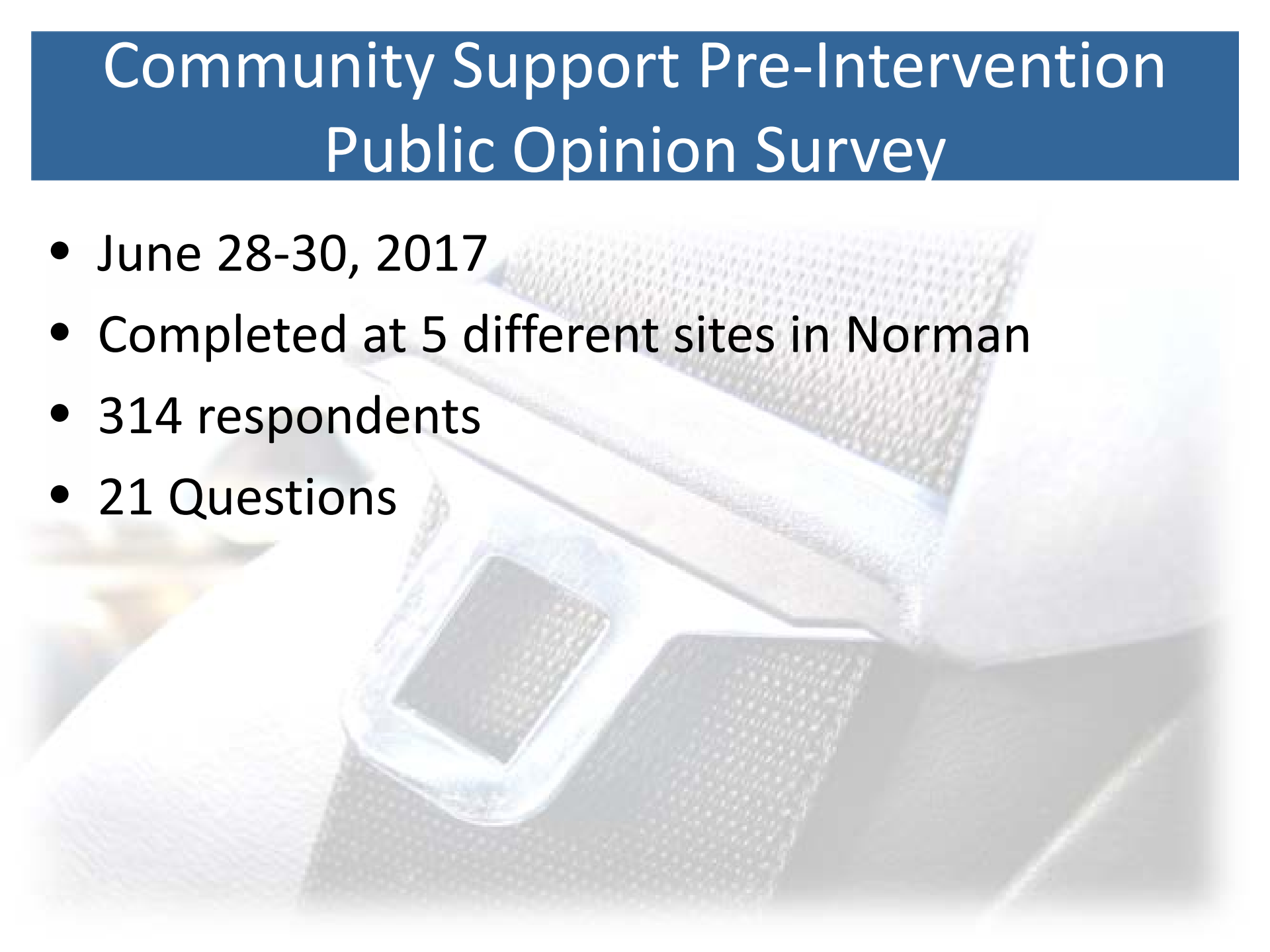
An observational baseline survey was conducted in Norman during the week of June 28-29, 2017. Observations were completed resulting in a seat belt use rate of 88.8 % for drivers and 86.6 % for passengers. Overall seat belt usage was 88.6 %.

<b>Female</b>	<b>89.4%</b>
Driver	89.7%
Front Seat Passenger	87.3%
<b>Male</b>	<b>87.8%</b>
Driver	88.0%
Front Seat Passenger	85.7%

<b>Age &lt; 24</b>	<b>87.0%</b>
Driver	86.7%
Front Seat Passenger	88.2%
<b>Age 25-59</b>	<b>88.6%</b>
Driver	88.8%
Front Seat Passenger	86.1%
<b>Age 60+</b>	<b>91.3%</b>
Driver	92.4%
Front Seat Passenger	82.9%

<b>Passenger Car</b>	<b>88.8%</b>
Driver	88.9%
Front Seat Passenger	88.6%
<b>Pick-Up Truck</b>	<b>84.0%</b>
Driver	84.7%
Front Seat Passenger	76.5%
<b>SUV</b>	<b>90.1%</b>
Driver	90.2%
Front Seat Passenger	89.8%
<b>Van</b>	<b>90.3%</b>
Driver	91.5%
Front Seat Passenger	84.0%
<b>Unknown Vehicle Type</b>	<b>100.0%</b>
Driver	100.0%
Front Seat Passenger	

# Community Support Pre-Intervention Public Opinion Survey

- June 28-30, 2017
  - Completed at 5 different sites in Norman
  - 314 respondents
  - 21 Questions
- 

# Key Findings

- 50% of respondents feel that not wearing seatbelts is at least a problem
- Close to 50% of respondents feel that it is at least likely that drivers who don't wear seatbelts will receive a ticket
- 60% of respondents feel that catching people who don't wear seatbelts is a high or medium priority
- 70% of respondents feel that the police in Norman should do more to encourage seatbelt use
- About 66% of respondents often see police officers in Norman enforcing traffic laws
- About 89% of respondents state that they wear seatbelts all the time – June observations were 88.6%
- 86% of respondents have not seen or heard of any special efforts by police in Norman in the past 30 days to issue tickets to drivers who are not wearing seatbelts
- Only 15% of respondents felt the police are doing work with the residents of Norman to increase seatbelt use

# Partner and Communication Plan Overview

This plan will:

- Engage political, traffic safety community, business, and advocacy groups in support of seat belt enforcement.
- Bring together stakeholders for Community meetings and develop intervention strategies.
- Collaborate with partners to develop a communication plan to increase acceptance of seat belt enforcement
- Partners and Norman PD will create an enforcement and community outreach initiative.



# Partners

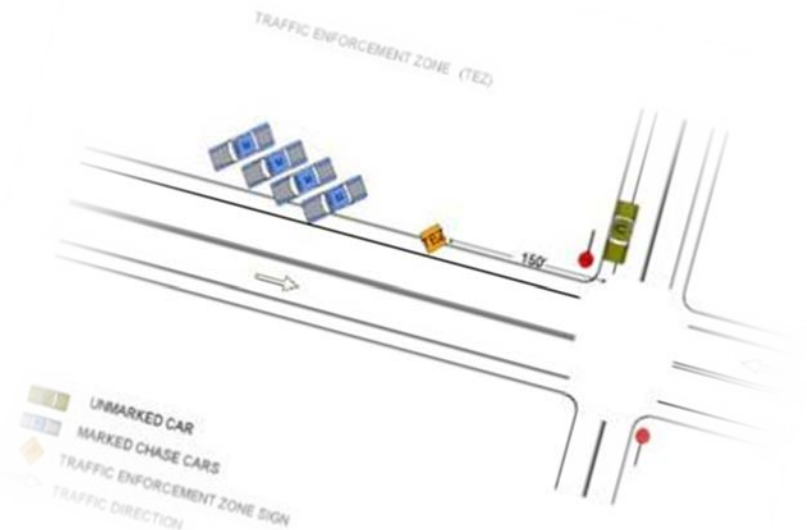
- Citizens Police Academy Alumni
- Safe Kids OK
- State Farm Insurance
- AAA
- KREF Radio
- Boyd St Magazine
- OHSO
- Campus Corner Merchants Association

# Statistics

- In 2016, NPD issued 1,164 Occupant Protection Citations and Warnings
- In 2017, NPD issued 1,907 Occupant Protection Citations and Warnings
- Norman's 2017 Observed Occupant Protection Rate – 88.6%
- Oklahoma's 2017 Observed Occupant Protection Rate – 86.9%
- National 2017 Observed Occupant Protection Rate – 89.7%

# Enhanced Enforcement Efforts

- 15 Month Enforcement Period
- Evidence Based Seat Belt Enforcement Details
- Announced Details
- Increase Observation for Seat Belt violations at Impaired Driving Checkpoints
- Seat Belt Saturation Patrols
- Seat Belt Enforcement Zones

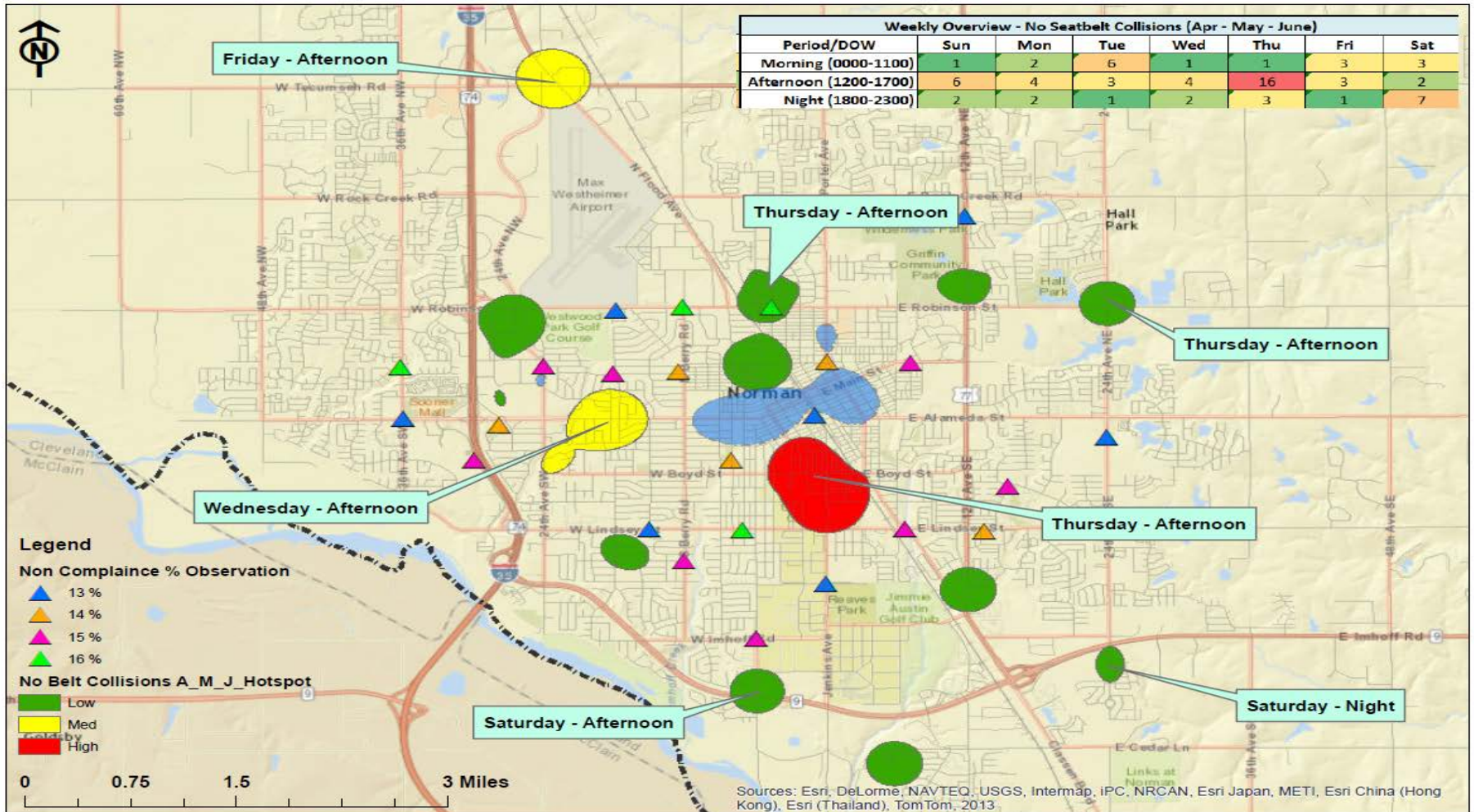


# Targeted Areas



## Seatbelt Enforcement Areas Apr - May - June

11/13/2017



# Communication Outreach

Promote enforcement results through some public outreach activities. All updates will be branded with the “Buckle Up Like a Champion Today” logo. A communication “Media and Public Awareness Kit” could include:

- PSAs for radio and selected industries, sporting events, and other venues
- Public Address Announcements (Schools)
- Media Advisories
- Press Releases
- Talking Points for police
- Variable Message Boards (Roadways)
- Digital Message Boards
- Outdoor Advertising
- Business Marquees
- Social Media Messaging; Face Book, Twitter, etc. (Agency and Partners)



QUESTIONS????

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