

TOPP

Teen Occupant Protection Project
Tennessee Governor's Highway Safety Office

Portland Hilton Hotel
2007 GHSA Annual Meeting
Portland, Oregon

Partnerships

- National Highway Traffic Safety Administration
- Tennessee Governor's Highway Safety Office
 - TN Law Enforcement
 - TN High Schools
 - TN GHSO Law Enforcement Liaisons
- Chandler Ehrlich Marketing and Communications Agency
- Meharry Medical College
- Westat, Research Corporation

Purpose

Increase seat belt use among 15 to 17 year old motor vehicle occupants by increasing awareness of Tennessee's GDL provision.

Components

- 1. Social marketing
- 2. School activities
- 3. Training of GDL to law enforcement/
increased high visibility law enforcement

8 mid-sized counties

- 2 - Social marketing/ Law enforcement/School activities
- 2 - Social marketing/Law enforcement
- 2 - Social marketing
- 2 - Control

Social Marketing

- GDL school tool kits included:
 - Posters
 - Brochures
 - CD of radio/TV PSAs
- Law enforcement kits
 - Brochures
 - Wallet cards
- Radio and TV PSAs

Social Marketing

- Radio and TV PSAs
 - Campaign messages based on focus groups
 - Focus group participants ranged from ages 16 to 18
 - Gender split 50/50
 - Resident of selected counties
 - Concentration on seat belt usage, speeding, curfew and multiple passengers
 - Content
- Campaigns:
 - September 2005 – January 2006
 - March - May 2006
 - October - December 2006

School Activities

- Provided GDL school tool kits
- Participation of 9 schools in 2 counties
- Specified periods of education
- Awarded mini grants
 - Created stronger partnership
 - Created accountability
 - Ability to establish standards

School Activities

- Freshman orientation
- School closed circuit
- GDL surveys
- Poster art competition
- Rollover demonstration
- SRO “checkpoints”
- Nashville Predators
- Drivers Education classes
- Utilization of TCAP
- School wide mailing

School Activities Results

- Support
- Positive message
- Continuation

Evaluation Components

- Seat belt observations
- Law enforcement pre/post surveys
- Law enforcement citation data
- Web site for school activities
- School feedback forms
- KAB surveys (Knowledge, Attitudes, Behavior)
- County citation data

Seatbelt Observations

- 7 observation periods
- Random and targeted sites
- 30 sites
- Use of PDAs to input observations
- 96,059 adult observations
- 10,773 youth observations

Seatbelt Observation Results

- No observed differences between targeted vs. random sites
- Seat belt usage higher in ...
- Fluctuations in seat belt use due to...
- Combination of all 3 components lead to...
- Seat belt rate significantly increased in...
- Increased seat belt use with each additional level of intervention

Law Enforcement Survey Report Pre/Post

- Conducted by Law Enforcement Liaison – May – Sept 2006
- 39 officers trained / 4 counties represented
- 97% male
- 51.3% over 10 yrs experience

Law Enforcement Survey Report Results

Training

Pre-Post Knowledge

**Pre-Post Attitudes – Likelihood of issuing
citation**

Enhanced Law Enforcement Activity

- Focused on seatbelt
- High teen traffic areas
- Standardized form
- Strongly encouraged to issue citations
- Used routine patrols
- September 2006 – May 2007

Enhanced Law Enforcement Activity Results

- Great variability between counties in number and types of citations
- Seatbelt violations one of top 2 most frequent issued citations in 3 of 4 counties
- One county cited speed as most frequent violation

KAB Surveys

- Short questionnaire on seat belt
- Distributed and collected in DMV driver's license testing sites in all 8 counties
- Developed for ages 15 and above
- 17% of respondents were ages 17 or younger

KAB Surveys Results

- Seat belt usage
- Why they wear seatbelts
- Barriers

KAB Surveys

Results

- Knowledge
- Perceptions on sources of information about seatbelts
- Perceptions of enforcement

Lessons Learned

- Difficult to have all components working at the same time
- Lack of continuity with law enforcement reporting form
- Loss of officer pool from original training session
- Warnings vs. Citations
- Some courts that hear juvenile cases do not report citations to DMV.
- Are there state laws that create barriers in collecting juvenile data?
- Poor website usage
- Determine early where data is housed

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