

Getting It To Click!

CONNECTING TEENS
AND SEAT BELT USE



Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

ACKNOWLEDGEMENTS

The state program survey and summary report were created and prepared by **Karen Sprattler**, Principal *Sprattler Group*.

The report was prepared with the assistance and expertise of an expert panel. Members of the expert panel were:

Kathy Bernstein Harris
National Safety Council

Anita Boles
National Organizations for Youth Safety

Hilda Crespo
Aspira

Chuck DeWeese
New York Governor's Traffic Safety Committee

Sandy Sinclair
National Highway Traffic Safety Administration

Allan Williams
Researcher

Jonathan Adkins
Governors Highway Safety Association

Laura Glaza
The Allstate Foundation

The views and recommendations in this publication do not necessarily reflect those of The Allstate Foundation nor the individuals or organizations represented on the expert panel.

The project was overseen by **Jonathan Adkins**, Executive Director, *Governors Highway Safety Association (GHSA)*.

Special thanks to **Barbara Harsha**, Past Executive Director, *GHSA*, for report review and to **Amadie Hart**, Communications Consultant to *GHSA*, for assistance in survey management.

Design by **Tony Frye Design**.

The Governors Highway Safety Association is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Contact GHSA at 202-789-0942 or visit www.ghsa.org. Find us on Facebook at www.facebook.com/GHSAHQ or follow us on Twitter at @GHSAHQ.

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit www.AllstateFoundation.org.

Published July 2014.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

CONTENTS

I.	Introduction/Overview	4
II.	What was done for this project	6
III.	What we know about influencing teens	7
	Elements of a Good Teen Seat Belt Program	7
IV.	What states are doing to reach teens	10
	DELAWARE	11
	FLORIDA	12
	IOWA	13
	KANSAS	14
	MASSACHUSETTS	15
	MISSOURI	16
	MONTANA	17
	NEW YORK	18
	NORTH DAKOTA	19
	PENNSYLVANIA	20
	TEXAS	21
	WISCONSIN	22
V.	Next steps in teen seat belt programming	23
VI.	Recommendations	25
VII.	Summary	26
VIII.	Appendix A: States with primary seat belt laws	28
IX.	Appendix B: States with secondary seat belt laws	31
X.	Appendix C: State programs and contacts	32

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

I. INTRODUCTION/OVERVIEW

Teens and crashes - the combination is heartbreakingly familiar. Although young drivers ages 15-20 make up only 6 percent (12.6 million) of total drivers, they comprise 9 percent of drivers involved in fatal crashes and 13 percent of drivers in all crashes. In fact, crashes are the leading cause of death for this age group.¹ The loss of a young life or an imagined future due to serious injury from a traffic crash is a too-frequent tragedy.

But there is some good news. Despite the fact there are slightly more young people ages 15-20 years old who can legally drive than there were in 2002, driver fatalities in this age group have *declined 49 percent* between 2003 and 2012.² Many positive developments in the area of teen drivers and traffic safety have contributed to this: improved Graduated Driver Licensing (GDL) programs, safer motor vehicles, and better medical response to crash events. These are all reasons to celebrate.

However, there is still some very surprising news: most young drivers killed in these crashes do not avail themselves of the most basic safety protection their vehicles provide - the seat belt. Not only did more than half (51.2 percent) of **drivers** ages 16-19 involved in fatal crashes in 2012 fail to use a seat belt, that number has *increased* by 6 percent over the last three years - when the same statistic for drivers over age 20 increased less than 1 percent (a 0.8 percent increase).³ All at a time when our nation's seat belt use overall has been steadily, albeit slowly, growing.⁴ That's a definite cause for concern.

Unrestrained fatally injured drivers

Age	2010	%	2011	%	2012	%
16-19	1,283	48.3%	1,269	50.2%	1,166	51.2%
20+	14,699	46.6%	14,203	47%	14,572	47%
Overall	15,982	46.7%	15,472	47.3%	15,738	47.3%

And it gets worse. Not only do teen passengers killed in motor vehicle crashes use their seat belts 25 percent less than passengers age 20 and older, but teen **passengers** killed in fatal crashes use their seat belts **even less than fatally injured teen drivers** - almost 20 percent less (60.7 percent of teen passengers were unrestrained vs. 51.2 percent of teen drivers in 2012).⁵

Unrestrained fatally injured passengers

Age	2010	%	2011	%	2012	%
16-19	932	61%	872	59.5%	789	60.7%
20+	4,456	49.5%	4,053	49.3%	4,243	48.5%
Overall	5,388	51.5%	4,925	51.1%	5,032	50.4%

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

How can teens be convinced that using a seat belt may save their life? And that using a seat belt is critical to every trip? The risks to teens on the road are very real. In 2012, 1,875 drivers 15-20 years of age were killed and another 184,000 were injured in motor vehicle crashes;⁶ and young drivers ages 16-20 have among the highest rates of unrestrained drivers in fatal crashes.

The research is abundantly clear: seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and light-truck occupants by 60 percent.⁷ Regardless of the type or reason for the crash, seat belts save lives and prevent injuries – and teens need to get that message.

But we also know that changing behavior is challenging at any age. During the teen years, continuous developments in physical, intellectual and emotional maturation make reaching this audience an even more challenging goal. Experts agree that there is no single strategy that will produce a completely safe teen driver. A combination of diverse but complimentary strategies involving policy, peer-to-peer and parental connections, laws and their enforcement, peer-to-peer and parental connections, community and culturally appropriate education is required to reinforce positive teen driving behaviors. However, the issue remains: What can be done to ensure that all teens recognize and act on the benefits that come with using a seat belt?

That is the question the Governors Highway Safety Association (GHSA), with support from The Allstate Foundation, set out to discover in early 2014. GHSA works with State Highway Safety Offices across the nation to improve traffic safety, influence national policy, enhance program management and promote best practices. The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well being and prosperity; helping Americans realize their hopes and dreams by connecting people through innovative programs that drive social change.

Through this collaboration, GHSA and The Allstate Foundation sought to learn what states are doing to encourage teen seat belt use as the central goal of this project. By identifying promising practices, the programs detailed in this report can serve as examples and road maps to other states and stakeholders concerned about keeping young drivers safe on our roads. Opportunities for improving the response to insufficient teen seat belt use are also identified, as well as recommendations for states to consider as they mobilize resources and programs to address this critical issue.

Together, GHSA and The Allstate Foundation want to make a difference by helping teens prevent unnecessary death and injury on the roadways of this nation.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

II. WHAT WAS DONE FOR THIS PROJECT

To guide the progress of this project, an expert panel of noted authorities on teens and driving was assembled to add perspective to the project's activities and findings. GHSA and The Allstate Foundation thank the following individuals and their respective organizations for generously sharing their time and energy on behalf of this important undertaking.

- **Kathy Bernstein Harris**, National Safety Council
- **Anita Boles**, NOYS (National Organizations for Youth Safety)
- **Hilda Crespo**, Aspira
- **Chuck DeWeese**, New York Governor's Traffic Safety Committee
- **Sandy Sinclair**, National Highway Traffic Safety Administration (NHTSA)
- **Allan Williams**, Researcher
- **Jonathan Adkins**, GHSA
- **Laura Glaza**, The Allstate Foundation

As such, the views and recommendations in this publication do not necessarily reflect those of The Allstate Foundation, the individuals or their respective organizations represented on the expert panel.

Programs and initiatives described in this report were identified through a survey of State Highway Safety Offices (SHSOs) conducted by GHSA in January 2014. States were queried about efforts undertaken to raise seat belt use by teens through initiatives that were statewide and/or local in scope; programs directed at teens, their parents and/or diverse communities; initiatives carried out by schools or other authorities; and programs delivered to teens by peer-to-peer efforts. States were also asked to comment on teen seat belt programs that were enforcement-oriented, as well as media campaigns designed to educate and inform teens about seat belt use. After reviewing survey responses, the expert panel identified a number of states with promising and representative teen seat belt-related programs that had the potential for replication by other states. These state efforts were selected for further study and are detailed later in this report.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

III. WHAT WE KNOW ABOUT INFLUENCING TEENS

Changing behavior at any age is no small task. While researchers have been studying various ways to train and influence young people with respect to safe driving for many years, no single “safety inoculation” produces completely safe teen drivers. Novice drivers and their driving habits are created not only through formal driver education instruction, but also by observing other drivers from an early age. These driving habits are then subject to the realities of cognitive development, as adolescent maturation plays a critical role in teen driving behavior. Lack of experience makes it harder for young drivers to recognize and respond to critical situations, and immaturity can influence teen risk-taking behind the wheel. This is especially important as the interaction between novice drivers’ increased risk-taking tendencies and driving inexperience can amplify teen crash risk.^{8 9}

Multiple strategies to encourage positive driving habits must meet teens “where they are” so that critical messages about these habits have the best chance of being heard. The tough question remains: how can the need to use seat belts on every trip most effectively be conveyed to teens?

Elements of a Good Teen Seat Belt Program

LAWS AND THEIR ENFORCEMENT

Every state and territory in our nation has laws and policies covering seat belt use for at least some groups of its citizens. These laws are strong endorsements of the need for seat belt use to prevent motor vehicle-related death and injury.

States that allow law enforcement officers to issue citations for seat belt non-use without an accompanying traffic offense (primary enforcement) tend to have higher seat belt usage rates overall. Teen drivers who live in states with primary seat belt enforcement laws are 12 percent more likely to use their seat belts and 15 percent more likely to use their seat belts as passengers compared to teens living in states with secondary enforcement laws.¹⁰ Thirty-three states, the District of Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico and the Virgin Islands have primary enforcement seat belt laws (see Appendix A). Sixteen states have secondary enforcement laws where law enforcement officers may issue a ticket for not wearing a seat belt only when there is another citable traffic infraction (see Appendix B). Of these 16 secondary states, 8 have primary enforcement provisions for teen drivers (CO, ID, MO, ND, PA, UT, VT, and VA). New Hampshire, which has enacted neither a primary nor a secondary seat belt law for adults, does have a primary seat belt law that covers all drivers and passengers under age 18. The eight remaining states (AZ, MA, MT, NE, NV, OH, SD and WY) have secondary enforcement laws that cover all drivers and at least front seat passengers.¹¹

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

Many drivers obey the traffic laws of their state without coercion. However, some drivers – including some teens – only learn to comply with these laws through enforcement. While specific penalties for seat belt non-use vary from state to state, in many states, non-compliance of seat belts triggers additional consequences in the journey to be fully licensed. For instance, under Oklahoma’s Graduated Driver License program, a conviction for failing to use a seat belt can delay issuance of an intermediate and/or unrestricted license for six months from the date of conviction for drivers aged 15 1/2 to 18 years.

Policy makers have set the stakes higher for teen drivers who make risky driving decisions because these bad decisions too often lead to tragic outcomes. The significant risk of death and injury to teens that do not use seat belts makes strong and well-publicized enforcement of state seat belt laws a necessary requirement in keeping young drivers and their passengers safe.

PEER-TO-PEER EFFORTS

While adults still have a great deal of influence over teen thinking and behavior, they are not the only conduits for the safe driving messages teens need to hear. Giving teens responsibility for creating and carrying safe driving messages to their peers can be an effective medium for providing safe driving information that changes norms and attitudes around seat belt use.¹² Extensive research over the last two decades has shown that peer programs can have statistically significant effects on attitudes, norms, knowledge, behaviors, and health and achievement outcomes.¹³ Many states have embraced this strategy for encouraging seat belt use for teens through a variety of school and community based programs.

PARENTAL INVOLVEMENT

Children learn much of what they know and practice about driving long before they take their state’s driver test. From the time they are very small, children observe driving behavior – the good and the bad – of their parents and other adults. In addition to being role models for young drivers, parents must often serve as enforcers of informal family and formal state policies that regulate teen drivers. Research by The Allstate Foundation found that parents are the leading source of information for teens when it comes to learning to drive.¹⁴ As such, it is important that parents thoroughly understand not only the laws that govern their teens’ driving, but also the reasons behind the rules to keep teens as safe as possible behind the wheel. Having a healthy appreciation and understanding for the risks teens face as drivers and passengers will help parents steer their offspring to make safer choices when adults are not present to enforce the rules. It is also important that parents know that there are institutions and resources available to help them shepherd their teen through the learning-to-drive process. Learning to operate a motor vehicle will be one of the riskiest adventures most people will ever undertake; having informed and involved parents supporting the process is a promising strategy to keep teens safe.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

COMMUNITY

There is a reason the saying “it takes a village to raise a child” is so popular – because it is so often true, particularly where teens and traffic safety programs are concerned. Having the backing and support of the community – businesses, schools, law enforcement, churches, health care systems or other organizations that care about the well-being and long-term success of our youth – can go a long way to reinforcing the importance of seat belt use. Experts believe that community programs combining education, peer-to-peer persuasion, publicized enforcement, and parental monitoring have potential for increasing teen seat belt use.¹⁵

SOCIAL MEDIA

Communicating with teens in today’s world is a completely different endeavor than it was even a decade ago. Multiple technology channels and increasingly sophisticated devices allow teens to connect with the world at large, as well as one another, in ways safety experts could hardly have imagined. Traffic safety messaging delivered “the old fashioned way,” using only traditional outlets like print, television and radio will miss large segments of the teen audience. Staying up-to-date with the methods in which teens get and share information is essential if critical seat belt safety messages are to be heard by this audience. Additionally, the use of social media by adults continues to expand and provides an opportunity to reach parents with key messages as well.

INCENTIVES

In many seat belt safety programs, teen participation or compliance is encouraged through the use of competition and prizes. Often these efforts take the form of sport-like contests that may pit class against class, or even involve school or community rivalries. Appealing to the competitive interests of teens is a popular way to improve seat belt use and there is data indicating that competitions and contests with incentives will increase teen seat belt use around high schools.¹⁶

DIVERSITY

Our nation’s changing racial and ethnic diversity underscores the need for critical safety messages such as those encouraging seat belt use to reach diverse audiences with culturally-competent program tactics and messages in the language of their preference. As diverse audiences grow, it is increasingly important that programming be sensitive and relevant to all groups, including teens and their parents, if we will be successful in changing behavior. Many states are employing a number of diverse strategies to influence seat belt compliance in young drivers and are seeing the benefits of these efforts. Improved safety for all who travel our roadways must be the ultimate goal of our efforts.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

IV. WHAT STATES ARE DOING TO REACH TEENS

The safety of teens in motor vehicles is a priority in every state and territory in this country. Each State Highway Safety Office contacted during this project has implemented numerous programs and campaigns that address teen road safety, and many states have created specific programs and efforts that target seat belt use in particular. However, no single approach has solved the challenge of improving teen compliance with seat belt laws.

Instead, research has shown that the likelihood of affecting teen behavior is improved by combining approaches, such as strengthening seat belt laws, educating the public, publicizing new or existing laws, visibly enforcing the law and working with community organizations to provide outreach to the public. Experts believe that with this approach, the rate of seat belt use by teens may be improved.¹⁷

A number of states have developed programs to address teen seat belt compliance that, while combining multiple strategies, appear to be particularly successful in illustrating one or more of the specific strategies known to reach teens and change their behavior. Some of these programs have taken steps to measure specific outcomes associated with increased teen seat belt use and these outcomes are described when available. Not all of the programs discussed in this report have evaluation components, and it is not known exactly how effective these programs are. However, these promising strategies offer opportunities for further research and assessment. The following examples of innovative state efforts should be considered by other jurisdictions that are interested in increasing teen seat belt use.

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



DELAWARE

PROGRAM: **Teen Driver Task Force**
(community involvement)

Propelled by the recommendations of a NHTSA driver education assessment in June 2012, safety officials in Delaware with responsibilities for educating teens gathered in February 2013 to form a Teen Driver Task Force to implement assessment recommendations and coordinate safety programs aimed at teen drivers. Recognized by resolution from the Delaware Legislature, the Teen Driver Task Force is composed of top decision makers from several key organizations. Task Force members include the Director of the Delaware Office of Highway Safety, the Director of the Delaware DMV, the Dean of Driver Education from the Delaware Department of Education, a Delaware State Police representative, the president of the Delaware Driver Safety Education Association, public and private driver education professionals and representatives from Smart Drive, a Delaware program that provides teen driver education programming. A legislative mandate to provide an annual Task Force report to the Legislature gives the Task Force added incentive to work together.

The Teen Driver Task Force initially met monthly to digest the recommendations of the NHTSA assessment and to move forward the recommendations to update and improve driver education. Meetings are now bi-monthly, and the Teen Driver Task Force created a curriculum subcommittee to make revisions to Delaware's curriculum based on nationally accepted content standards and benchmarks, with plans to complete this work by summer 2014 and roll out the updated curriculum in 2015. Once this work is completed, meetings will occur quarterly, giving all those involved in Delaware teen driver safety efforts a continued opportunity to share ideas and communicate on a regular basis.

PROGRAM: **Driver Education Module for Parents**
(parent involvement)

One aspect of the new focus on novice teen driver education in Delaware is aimed directly at parents. Many Delaware driver education instructors require parents of teen drivers to complete an online educational component. The one-hour assignment educates parents about Delaware GDL requirements (including mandatory seat belt use), can be viewed in short modules and features the parent of a teen crash victim, ER nurses, Division of Motor Vehicles staff, insurance and law enforcement representatives. Upon completing the seven modules, parents must enter their names and print out a certificate of completion that is turned into the teen's driving instructor. Efforts to promote parental viewing of the one-year-old online component have been aided by the use of bright yellow "sticky" notes advertising the video affixed to teen license applications and materials at Delaware DMV locations. With the message "Be the driving force behind your teen driving safely," plus a web link to the video, the "sticky" notes have contributed to more than 3,000 parental viewings of the video in a state where 8,000 teens are licensed annually.

Kimberly Chesser, *Traffic Safety Program Manager, Delaware Office of Highway Safety*,
kimberly.chesser@state.de.us, 302-744-2742

**BE THE DRIVING FORCE
BEHIND YOUR TEEN'S
MOTOR SAFETY.**

The more involved you are, the less likely
your teen driver will have a fatal crash.

Take an hour and visit the Parent Orientation Program at
<http://DE.gov/gdlpop> to get the tools you need to get involved.



Brought to you by the Office of Highway Safety

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



FLORIDA

PROGRAM: **Teen Leadership Academy**
(peer-to-peer)



In a different twist on traditional peer-to-peer teen traffic safety programs, a collaboration of several Florida safety groups is equipping teen leaders to carry traffic safety messages to their fellow students during the second annual Florida Teen Leadership Academy scheduled to occur over four days in June 2014. Since 2011, members of the Florida Teen Safe Driving Coalition have hosted three Teen Leadership Academies, co-hosted three Student Government Association conferences, disseminated programming information in support of Global Youth Traffic Safety Month, and authored the FL DOT Highway Safety Strategic Plan on teen driving. For the Florida Teen Leadership Academy, the following partners will come together to sponsor a traffic safety immersion experience for teens committed to making a difference in their communities:

- Florida Department of Transportation
- Florida Department of Highway Safety and Motor Vehicles
- Florida Department of Health
- SADD
- DBI Services
- All Children's Hospital, St. Petersburg Florida
- The Allstate Foundation
- National Safety Council
- AT&T
- Anthony Telesca Foundation
- CORE (Comprehensive Offender Rehabilitation and Education)

The Leadership Academy was created in response to a void many schools face when upperclassmen leaders graduate from high school and peer-to-peer efforts are left without experienced students to continue the programs. By giving underclass students the opportunity for intensive safety and leadership training, they will be prepared to lead safety activities in their schools that will educate their peers about important traffic safety issues. In the first year of the Leadership Academy, 30 students from 15 schools across the state and chaperones were funded. Several attendees from the 2013 event will return to the Leadership Academy in June as "ambassadors" to present to the next group of leaders and discuss what worked and what didn't work in their schools' safety endeavors. While all Academy presenters will emphasize core messages about seat belt use, sober and attentive driving, attendees will also be trained in how they can develop programs in their own schools that best reach other students with these key safety messages.

Will Grissom, Program Manager, Florida Department of Transportation Safety Office,
william.grissom@dot.state.fl.us, (850) 414-4207

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



IOWA

PROGRAM: **Creative Visions**
(diversity, peer-to-peer)



The Iowa Governor's Traffic Safety Bureau has supported teen traffic safety programming in inner city schools in Des Moines, Iowa, for the past five years through a nonprofit organization called Creative Visions. Founded by Ako Abdul-Samad, a lifelong resident of Des Moines and current Iowa legislator, Creative Visions helps stabilize family units and empower communities through its core program of services that focus on self, family and community betterment. The traffic safety initiative actively seeks African American and Latino teens through a peer-based mentoring team to promote traffic safety by making the community aware of the dangers of driving while distracted or impaired and injuries or fatalities resulting from the improper use of seat belts. While the messaging is aimed at all drivers, the program places emphasis on minority youths and young adult drivers in urban areas to promote safe driving practices and positive behaviors. The Traffic Safety Bureau is exploring the development of similar efforts in other areas of the state.

PROGRAM: **S.A.F.E. (Seatbelts Are For Everyone)**
(peer-to-peer, enforcement)

The Traffic Safety Bureau also started a S.A.F.E. (Seatbelts Are For Everyone) pilot program in a school district in Sac County, a rural county in northwest Iowa with a population of slightly more than 10,000 residents. A peer-to-peer program that is data driven, composed of a team of students from various grade levels and facilitated by adults has provided monthly educational messaging around seat belt use and other traffic safety issues for the last year. The student-led efforts include the following: pre- and post-activity seat belt surveys, sponsored poster and 30-second PSA video contests, Facebook videos and other activities to sustain attention around traffic safety topics. The community has also engaged parents and merchants who have been very supportive the teens' efforts. Enforcement of traffic laws affecting teens is an important component of the S.A.F.E. program and the Iowa State Patrol will provide stepped up enforcement of these laws during the spring prom and graduation season.



Patrick Hoye, Bureau Chief, Governor's Traffic Safety Bureau, IA DPS
hoye@dps.state.ia.us 515-725-6120

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



KANSAS

PROGRAM: **S.A.F.E. (Seatbelts Are For Everyone)**
(peer-to-peer, enforcement, incentives)



What started out as a response to a horrific tragedy during the 2008-2009 school year has turned into one of the nation's most comprehensive programs to address teens and seat belt use.

After attending the funerals for four teens killed in a crash in Ulysses, Kansas where no seat belts were used, Law Enforcement Liaison David Corp took action and formed S.A.F.E. (Seatbelts Are For Everyone). Safety professionals in Kansas believe that S.A.F.E. has played a major role in increasing the observed seat belt rate for teens ages 13-17 from 61 percent in 2009 to 80 percent in 2013.

Corp started out by gathering representatives from six high schools in Crawford County, Kansas. Activities undertaken in the initial S.A.F.E. project have remained largely unchanged through today. State S.A.F.E. coordinators work through local law enforcement agencies to reach schools interested in participating in the S.A.F.E. program. If local chiefs and sheriffs do not participate, the Kansas Highway Patrol will step in to serve as the enforcement agency that works with schools to start their program. Students are trained to conduct unannounced baseline seatbelt surveys in the fall and, following a program kick off shortly after the baseline surveys, undertake monthly educational activities to increase their peers' compliance with the state's primary seat belt law. PSA and poster contests, art projects, seat belt convincers and other activities of the students' choosing help them raise awareness among their peers about the need for occupant protection.

An important element of the seat belt awareness activities is the monthly signing of pledge cards. Students pledge to wear seat belts and in so doing, are eligible for monthly drawings for \$25 VISA gift cards. The S.A.F.E. program, through funders such as Kansas DOT, AAA, State Farm, and local courts, fund one \$25 gift card per month for every 100 students who sign the pledge. Schools are also encouraged to fundraise within their local communities for additional prizes and to stage competitions with other S.A.F.E. schools in their areas for even larger prizes.

The final component to the S.A.F.E. program is the actual enforcement of Kansas traffic law that program leaders feel is the key to behavior change. A two-week period of extra teen seat belt enforcement occurs in early spring and is followed up by a final observational seat belt survey by students in April. In 2013, 86 percent of the participating schools experienced an improvement in seat belt use over their initial seat belt usage surveys, with an average gain of 6 percentage points (from average 79 percent baseline use to average 85 percent post-enforcement use). In the 2013 participating S.A.F.E. counties, 99.3 percent of teenage crash victims were reported as having used their seat belts and were able to walk away from their crashes.

In 2014, 36 percent of Kansas high schools (129 of 350) participate in the S.A.F.E. program, with 59 out of 105 counties represented, including the majority of high-population counties in the state. According to the Kansas Occupant Protection Observational Survey, for the second consecutive year, "seat belt use among ages 15-17 is increasing at a faster rate than any other youth age group."

Laura Moore, State SAFE Coordinator, Kansas Traffic Safety Resource Office,
lmoore@dcca.org, 800-416-2522

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



MASSACHUSETTS

PROGRAM: **Driver Education Mandatory Parent Segment**
(parent involvement)

In Massachusetts, the oversight for driver education resides with the Massachusetts Registry of Motor Vehicles (RMV). With the RMV's urging, the Massachusetts Legislature adopted a revised driver education curriculum in 2006 for all public and private providers of driver education. One requirement of the revised curriculum was the inclusion of a mandatory parent/guardian segment of the driver education experience. At least two hours must be dedicated to the education of parents and guardians about the content of the driver education curriculum, the junior operator law (JOL) (the Massachusetts equivalent of the GDL) and the driving skills and behaviors that their children should be learning throughout the driver education experience, including a strong reminder about the importance of seat belt use.



Anecdotal feedback from Massachusetts' parents was positive, but the RMV was interested in a more systematic evaluation of this element of driver education. Leadership from the RMV sought evaluation assistance from the Massachusetts Department of Public Health and the Harvard School of Public Health to conduct a study of the mandatory parent/guardian segment of the driver education curriculum. A cross section study was undertaken of the parental component of 25 Massachusetts public and private driver education classes in urban, suburban and rural settings across the state. Unbiased auditors attended the classes and looked at who was instructing the classes, if parents received any supporting traffic safety-related literature, and what methods (lecture, video, etc.) were used to teach the classes. Parents were also given a 12-question test to assess what they had learned.

Based on more than 350 completed parent tests, preliminary results indicate that while the vast majority of parents were well aware of the importance of their role in enforcing JOL restrictions, there was considerable confusion about the specifics of those restrictions, particularly regarding nighttime driving curfews, passenger restrictions and even, to a lesser extent, regarding alcohol use.

Michele Ellicks, MA Registry of Motor Vehicles,
michele.ellicks@state.ma.us, 857-368-9457

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



MISSOURI

PROGRAM: ***Battle of the Belt***
(peer-to-peer, enforcement, incentives, social media)



Under the auspices of its seven district offices, the Missouri Department of Transportation (MoDOT) encourages teen drivers and passengers to use seat belts through its *Battle of the Belt Challenge*. Started by the Missouri Emergency Nurses Association and St. John's Hospital, the southwest Missouri program went statewide in 2006 with help from the Missouri Coalition for Roadway Safety and American Family Insurance.

By appealing to teens' competitive spirit, schools in each MoDOT district compete against each other to increase seat belt use among students. Students create a four-week *Battle of the Belt* educational campaign to increase seat belt use, and conduct unannounced observational seat belt surveys before and after the educational campaign to determine the change in seat belt use among the students. The school with the highest seat belt use rate and the school with the most improved seat belt use rate are declared the winners.

The two winning schools in each MoDOT District receive a \$500 grant to be used for additional seat belt educational activities in their school.

As part of the *Battle of the Belt* educational activities, students also participate in a statewide competition to create a 30-second video public service announcement promoting seat belt use among young drivers, with the top three winners receiving grants for additional seat belt educational activities in their schools, statewide recognition and use of their videos in Missouri seat belt education campaigns.

While enforcement of seatbelt laws for drivers and passengers 18 years of age and over is secondary in Missouri, seat belt enforcement is a primary offense for drivers under 18 and all of their passengers under Missouri's GDL law. Enforcement agencies in Missouri conduct an annual Youth Seat Belt Enforcement Campaign that runs from March 15-31 and includes high visibility law enforcement of seat belt laws and a large social media component, advertising the enforcement on social media outlets such as Facebook, YouTube and Twitter, as well as on Internet sites and Pandora radio.

Carrie Wolken, Youth Program Coordinator, MoDOT - Traffic & Highway Safety,
carrie.wolken@modot.mo.gov, 573-751-5420

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



MONTANA

PROGRAM: **SOAR (Safe On All Roads)**
(diversity, peer-to-peer, social media, enforcement)

American Indians comprise 6.2 percent of the population in Montana, but represent about 17 percent of the motor vehicle crash deaths in the state; the majority of fatalities in these crashes are unbuckled. In response, the Montana Department of Transportation initiated the SOAR (Safe On All Roads) program to reduce highway fatalities through education and community outreach on Montana reservations. The goal of the program is to provide messaging that is culturally relevant and that resonates with target audiences in the seven reservations in Montana: the Blackfeet, Confederated Salish and Kootenai, Crow, Fort Belknap, Fort Peck, Northern Cheyenne and Rocky Boy's Chippewa Cree.

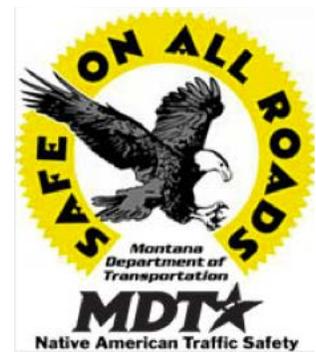
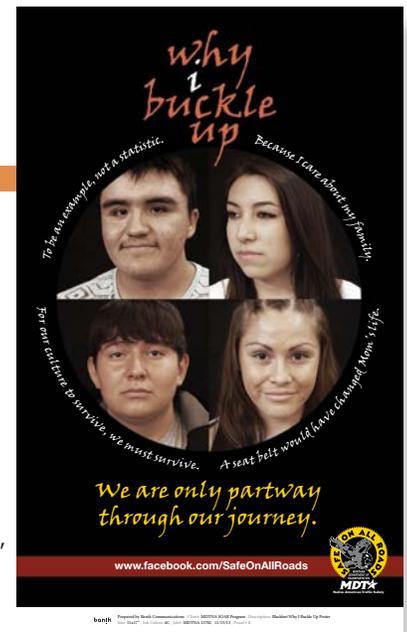
Each of the reservations hired a part-time SOAR coordinator familiar with the particular tribal culture and who can partner with law enforcement, tribal health departments, injury prevention and other entities to ensure a consistent message is being delivered. Although exact messaging varies from tribe to tribe, coordinators focus on educational messaging that emphasizes keeping traditions going and culture alive through safe driving practices. Coordinators attend a number of tribal events in their communities throughout the year to promote and increase seat belt and child passenger safety seat use and sober driving.

While the focus of the SOAR program is community-wide traffic safety, SOAR coordinators have participated in a media outreach campaign on their respective reservations that focuses on a peer-to-peer approach for encouraging teens to use seat belts. Several outstanding students from each tribe were selected to promote the seat belt use message within their community and posters were created using those students and the reasons why they buckle up. The posters have been widely distributed on the reservations and are highly visible in schools, health centers, jails and other public places. The images and messages carried by the posters have been used in radio, Facebook and newspaper outreach to carry the seat belt compliance message. SOAR coordinators will also be part of the Montana DOT's new traffic safety media campaign that uses several forms of social and traditional media and will launch prior to the 2014 *Click It or Ticket* campaign in May. Titled *#livesavedliveshattered*, the campaign will focus on sharing personal stories and the initial topic will be seat belt use.

Enforcement also plays a role in addressing teen seat belt use on Montana's reservations. Despite Montana's secondary seat belt law, three of the seven reservations have primary enforcement seat belt laws, and STEP contracts for enhanced traffic enforcement by tribal law enforcement agencies are used to support seat belt compliance.

Janet Kenny, State Highway Traffic Safety Section, MTDOT,
jakenny@mt.gov, 406-444-7417

Sheila Cozzie, Cultural Liaison, MT DOT,
scozzie@mt.gov, 406-444-7301



Getting It To Click!

CONNECTING TEENS AND SEAT BELTS

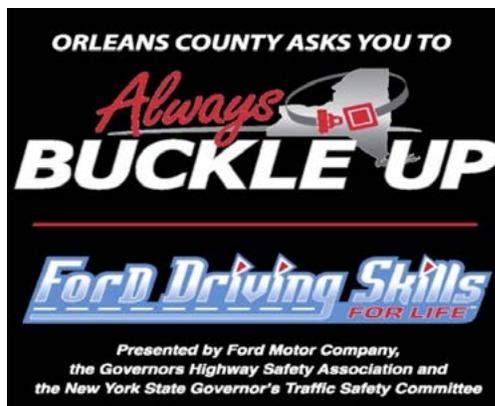


NEW YORK

PROGRAM: *Battle of the Belt*

(peer-to-peer, community involvement, enforcement, incentives)

Using research from the Institute for Traffic Safety Management and Research at the University of Albany, the New York Governor's Traffic Safety Committee (GTSC) approached the five high schools in Orleans County, New York, to bring attention to the high level of unbuckled teen crashes in their county. Working with New York State Police Troop A and local law enforcement, the GTSC met with high school principals from Albion, Holley, Kendall, Lyndonville and Medina in July 2013 to create an educational experience that would raise the awareness about the importance of using seat belts among students and the community.



During the month of October, students in grades 10-12 at the five high schools had assemblies that featured the victim of a cell phone-involved crash and took part in other activities that highlighted the consequences of distracted driving and the need for seat belt use. Each high school held "Battle of the Belt" competitions where four-person teams put on seat belts as quickly as possible in a parked car, with team members rotating through the car's four seats and buckling up in each seat. The winning team from each school and law enforcement leaders from each agency in the area came together at Albion Central School District. During halftime of the homecoming game against Medina, the five winning teams squared off in a countywide "Battle of the Belts" competition, and the team from Kendall buckled up their seat belts the fastest, with a winning time of 40.92 seconds.

Several groups supported the teens in this awareness-raising event. New York State Police had a rollover simulator at the event, and licensed drivers were encouraged to take a "No Texting and Driving" pledge for a free hot dog and a soda. Other incentives, including \$10 iTunes gift cards and t-shirts, encouraged the participation of students throughout the effort. Local businesses supported the initiative by placing "Buckle Up Orleans County" stickers on takeout containers to spread the word in the community, and local law enforcement agencies stepped up traffic enforcement of seat belt and texting laws. Local media covered the halftime event at the Albion homecoming game and featured pictures of the "Battle of the Belt" participants. The initiative was funded by a "Driving Skills for Life" grant underwritten by Ford Motor Company Fund.

Chuck DeWeese, Assistant Commissioner, Governor's Traffic Safety Committee,
chuck.deweese@dmv.ny.gov, 518-474-5777

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS

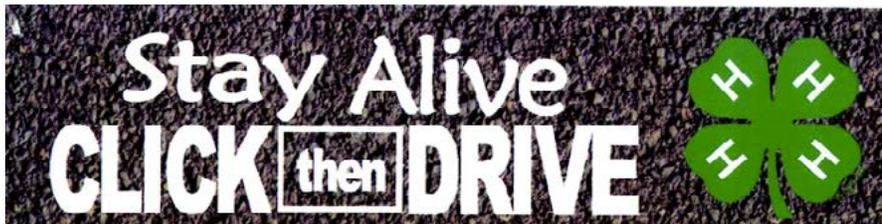


NORTH DAKOTA

PROGRAM: **Code for the Road**
(social media)

The North Dakota Department of Transportation's Traffic Safety Office developed its "Code for the Road" campaign to encourage seat belt use in a state with a primary enforcement law only for those 17 and under. Although the campaign is not limited to teens, it uses ads showing three target demographics: a male high school student, a middle-aged man in a sports car and a young rural male in a pick up truck. The ad segments show the males alongside their prized vehicles citing rules for riding in them, such as "Rule #23 - Only I touch the radio. Rule #17- I drive, you open the gates. Rule #12 - Don't mess with original paint." The primary rule in each segment is "Rule #1 - Everyone wears a seat belt." The "Code for the Road" ads exist to establish seat belt use as the social norm in North Dakota. In addition to TV and radio ads, Hulu, Pandora and social media outlets such as Facebook, Twitter and YouTube are used to target teens with "Code for the Road" campaign information. The campaign will be expanded to include other traffic safety problems such as distracted driving and impaired driving.

PROGRAM: **Stay Alive CLICK then DRIVE**
(parent involvement)



North Dakota also has a promising pilot program underway with the North Dakota State University (NDSU) Extension Service 4-H Youth Development Program. When rural North Dakota youth were found to be more likely to ride in vehicles without seat belts, the "Stay Alive Click then Drive" project was developed to increase seat belt compliance for pre-driving youth. The pilot project uses a curriculum from the University of Michigan's 4-H Youth Development entitled "Take a Second, Save a Lifetime" which has been revised to make it more relevant to North Dakota youth. Parent education materials were also developed as an adjunct to the curriculum to enhance the educational experience of youth in grades 4-6 through parental involvement. The curriculum was implemented in three regions of the state in both school and 4-H club settings. A pre- and post-test survey was administered to youth and parents in the intervention groups and control groups to compare knowledge, attitudes, and behaviors related to seat belt use pre- and post-intervention. Fatal crash/fatality experiences were also tracked by community. Data is currently under review to determine program effectiveness. If evaluation results show positive outcomes, the project will be expanded to additional areas of the state.

Karin Mongeon, *Traffic Safety Manager, ND DOT*,
kamongeon@nd.gov, 701-328-4434

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



PENNSYLVANIA

PROGRAM: **Teen Seat Belt Mobilization**
(enforcement)



pennsylvania
DEPARTMENT OF TRANSPORTATION

After the Pennsylvania Legislature upgraded the state's GDL laws in late 2011, including making non-use of a seat belt by anyone under 18 in any seating position a primary enforcement offense, safety officials in Pennsylvania wanted to drive home these important changes to teen motorists and their passengers. By combining intensive school outreach and targeted teen seat belt enforcement by Pennsylvania law enforcement agencies, the first "Teen Seat Belt Mobilization" project was created. Over a three-week period during the spring of 2012, officers across the state worked with high schools to provide a variety of educational opportunities to encourage teens to comply with Pennsylvania seat belt laws. After two weeks of educational efforts in and around the schools, law enforcement turned to their ticket books and spent the final week of the campaign conducting targeted seat belt enforcement activities in their communities that were supported by earned media.



The second "Teen Seat Belt Mobilization" occurred in September 2013 and, upon completion of a similar three-week effort, organizers found September to be too early in the school year to catch the attention of the teens, and enforcement was moved to March to fall later in the school year. The 2014 "Teen Seat Belt Mobilization" took place from March 3-21, 2014, and 200 Pennsylvania law enforcement agencies agreed to participate. The goal of the mobilization was to increase seat belt use among drivers and passengers under the age of 18 and ultimately save young lives. The focus was primarily on teen drivers (under 18) on school campuses, at targeted youth events or on roadways around their high schools. Enforcement efforts during this period resulted in more than 32,000 driver contacts with 200-plus seat belt citations issued to drivers ages 16-18. The objective of Pennsylvania's third "Teen Seat Belt Mobilization" was to reach 230 high schools and contact 200,000 students with the lifesaving message of seat belt use.

Girish (Gary) Modi, P.E. Chief, Highway Safety, Risk Management and Crash Data Analysis,
Division Of Highway Safety & Traffic Operations, PA DOT,
gmodi@pa.gov, 717-787-6853

Getting It To Click!

CONNECTING TEENS AND SEAT BELTS



TEXAS

PROGRAM: **Teen Click It or Ticket**
(peer-to-peer)

Texas' annual "Teen Click It or Ticket" campaign is a peer-to-peer educational effort in Texas high schools each February that began with a very successful NHTSA Region 6 demonstration project to improve teen seat belt use. Building on the original theme of Valentine's Day and the popular electronic valentines that were a part of the original campaign, Texas safety officials have continued working with high school students to educate and increase seat belt usage among teens ages 15-20. The "Teen Click It or Ticket" campaign emphasizes the consequences of neglecting to buckle up, including injury, death, costly tickets, lost driving privileges and injury-related suspension from extracurricular activities. TX DOT works with high school student council organizations and Family, Career and Community Leaders of America (FCCLA) members to provide leadership and peer-to-peer educational efforts. In 2014, 856 Texas high schools used "Teen Click It or Ticket" campaign materials to get the word out to their students about the importance of teen seat belt use, including posters, banners, yard signs, window clings and brochures for teens and their parents.



PROGRAM: **Teens In the Driver Seat**
(peer-to-peer)

A second Texas peer-to-peer teen traffic safety effort is "Teens In the Driver Seat" (TDS), a multi-issue program that addresses the five largest concerns involved in teen driving: driving at night, speeding and street racing, distractions - such as cell phones/texting, other teens in the car - not wearing a seat belt and driving under the influence. TDS is a school-based program where TDS teams of 10 to 12 students are responsible for spreading driving safety messages, coordinating and holding activities and participating in TDS-hosted events and activities around the five key teen driving concerns. TDS teams are provided with an activity calendar of ideas for program activities, a how-to-get-started guide and a DVD of additional resources. Free educational items and resource materials are available for teaching students about safe driving. TDS programs are asked to complete surveys to evaluate program impact and to post information about program activities completed on various social media sites to compete for cash and prizes. Six additional states (California, Connecticut, Georgia, Montana, Nebraska and North Carolina) are also using the Texas DOT-funded TDS program and, through their highway safety offices, lend financial support to the Texas A & M Transportation Institute that oversees the program. Additional support is provided by the Houston Galveston Area Council, State Farm Insurance, El Paso Metropolitan Planning Organization, FMCSA and AAA-Nebraska.



Terry Pence, Traffic Safety Director, Traffic Safety Section, TX DOT,
terry.pence@txdot.gov, 512-416-3167

Getting It To Click!

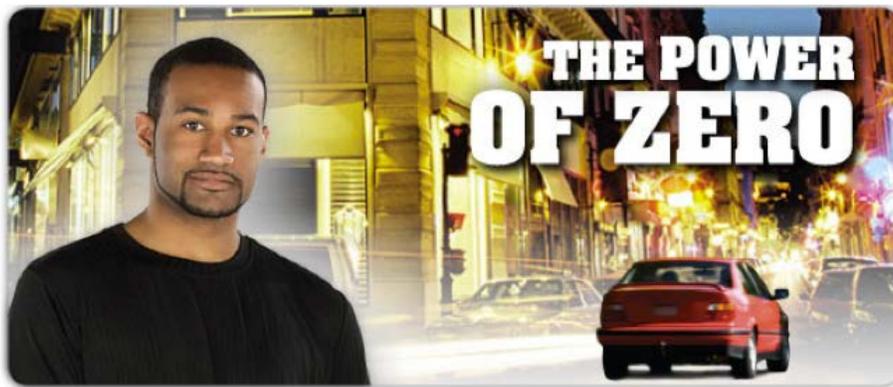
CONNECTING TEENS AND SEAT BELTS



WISCONSIN

PROGRAM: **The Power of Zero**
(diversity, peer-to-peer)

For efforts to provide safe driving outreach to Hispanic and African-American communities in the southeastern Wisconsin cities of Racine and Kenosha, the Wisconsin Bureau of Highway Safety engaged ABRAZO, a multicultural marketing and public relations firm from Milwaukee. Originally contracted to work on issues of impaired driving, ABRAZO has taken the Wisconsin Department of Transportation's "Zero in Wisconsin" campaign and adapted it for multicultural outreach to be "The Power of Zero," to reflect personal engagement and how unsafe driving can negatively affect families.



**I AM THE POWER OF
ZERO**



Traffic safety outreach to multicultural communities has also begun in Milwaukee, where efforts to provide safety information about seat belts, impaired driving, speeding and distraction to high schools and driver education classes has been led by teen volunteers from the community. Engaging teens to sign safe driving pledges has been a targeted activity at area football games where ABRAZO teen volunteers have booths that provide safe driving information to other teens and members of the community.

Jill Benkert, State Program Manager, WI DOT,
jill.benkert@dot.wi.gov, 608-266-0550

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

V. NEXT STEPS IN TEEN SEAT BELT PROGRAMMING

Despite efforts by State Highway Safety Offices across the nation, programming to address non-use of seat belts by teens continues to be an important need. In 2012, with a rising trend of more than half of teen drivers killed in fatal crashes were unbelted and 6 out 10 teen passenger fatalities were unrestrained – a rate 25 percent higher than that for passengers age 20 and older – there is clearly more work to do to protect teens.

Unrestrained fatally injured drivers

Age	2010	%	2011	%	2012	%
16-19	1,283	48.3%	1,269	50.2%	1,166	51.2%
20+	14,699	46.6%	14,203	47%	14,572	47%
Overall	15,982	46.7%	15,472	47.3%	15,738	47.3%

Unrestrained fatally injured passengers

Age	2010	%	2011	%	2012	%
16-19	932	61%	872	59.5%	789	60.7%
20+	4,456	49.5%	4,053	49.3%	4,243	48.5%
Overall	5,388	51.5%	4,925	51.1%	5,032	50.4%

THE ROAD AHEAD

The need for an increased focus on improving teen seat belt use is clear. Absent a higher rate of teen seat belt use, the downward trend of teen traffic-related death and injury will be difficult to maintain. In order to intensify the focus on this critical teen safety issue, several key challenges must be addressed.

FUNDING FOR TEEN PROGRAMS

In the current federal funding program, State Highway Safety Office efforts to conduct teen traffic safety programs must compete with other highway safety priorities for funding. Although some funding for teen-focused programming exists under Section 405(g) State Graduated Driver Licensing Laws, no state qualified for this funding in 2013 or 2014. States often struggle to find sufficient funding to create and maintain large scale, multi-strategy efforts to address the issue of teens and seat belts.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

RIGOROUS TEEN SEAT BELT PROGRAM EVALUATIONS

Related to the funding issue, in-depth program evaluations of efforts to increase teen seat belt compliance can be expensive, adding to already-strapped program costs. Quality evaluation efforts are labor and resource intensive and often difficult to undertake because of restrictions on research with subjects who are minors. Nevertheless, evaluations of these efforts are extremely important to understanding the nuances of programmatic strategies that can be most effective in changing teen behavior. States should be strongly encouraged to include evaluation components for teen seat belt programs to ensure the programs are making a critical difference in teen seat belt compliance.

SHIFTING GEARS TO SOCIAL MEDIA AND THE MILLENNIALS

Today's teens are the trailing edge of the Millennial generation and are more racially and ethnically diverse than older generations. According to research already a few years old, Millennials are history's first "always-connected" generation. They are immersed in digital technology and social media; they treat their multi-tasking handheld gadgets almost like a body part. More than 80 percent of Millennials say they sleep with a cell phone by their bed, poised to disgorge texts, phone calls, emails, songs, news, videos, games and wake-up jingles.¹⁸

More so than even the mainstream driving public, teens use technology and multiple social media sources to get and share information about their world. With the tendency of many government agencies to be conservative in their messaging efforts and methods, many State Highway Safety Offices may need additional assistance to make the shift to alternative communication and education approaches. Although federal partners have provided some guidance to states to enable this shift, efforts can be significantly expanded and improved to reach additional states. If states continue to rely solely on traditional methods of communication like print, radio and network television to spread safe driving messages, efforts to reach teens will be challenged to hit their mark.

FINDING THE RIGHT MESSAGE AND FORMAT

Highway safety professionals need to know 1) what message(s) will actually compel teens to change their seat belt use habits and 2) how these messages can be delivered to best effect. The use of social media and the informational metrics available open up a myriad of possibilities about customizing messages to suit different "consumers."

Additional work should be done to fine-tune messaging content to account for teens under a variety of different circumstances: ethnic and racial diversity, urban, suburban and rural settings, younger versus older and male versus female young drivers. Can targeting these differences improve the reception of the critical seat belt message? Does the important seat belt message come through best to teens when it's the sole focus of an education or enforcement program or campaign or when it's part of a larger program to teach young drivers safer driving behaviors (such as the Texas Teens in the Drivers Seat program)? Can multiple traffic safety messages be conveyed to teens without losing their individual potency? How can technology be used to maximum benefit without it becoming a problem and distraction in itself? The answers to these and similar questions will help states reach unrestrained teens with the individually compelling reasons they need to hear to improve their safety through the use of their seat belts.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

VI. RECOMMENDATIONS

States have developed numerous programs and campaigns to influence teens and the choices they make as motor vehicle drivers and passengers. Specific state efforts to reduce teen death and injury through improved seat belt use are detailed in this report and can serve as guidance and inspiration to other state leaders as they address this difficult issue.

To further accelerate the success of teen seat belt programs, the following actions are recommended:

- ✓ Use data-driven problem identification methods to prioritize spending on teen-focused occupant protection programming. Absent dedicated teen funding, states should be prepared to prioritize programs that target populations with the greatest unrestrained crash involvement.
- ✓ Create culturally and ethnically sensitive messaging and programs as our country becomes increasingly diverse. Teens and their parents must be able to understand and identify with a message before they can take action to change their behavior.
- ✓ Evaluate teen seat belt programs to the greatest degree possible for effectiveness. Depending upon the scope of the effort, this could range from a minimum of pre- and post-activity seat belt surveys, to comprehensive crash analyses of teens that have been exposed to specific program interventions. Efforts must be made to identify programs that offer demonstrable benefits that can be measured in increased teen seat belt usage.
- ✓ Make additional resources and assistance available to states as they shift teen seat belt educational efforts to social and away from traditional media. Understanding the best ways to reach teens through the latest social media outlets will enhance the probability that this age group will come to understand and adopt the lifesaving benefits of seat belt use.
- ✓ Undertake research to determine how seat belt messages should be refined to reach various types of teens. Establish the optimal format and content of seat belt-related programming to reach teens that are least likely to comply with seat belt laws.
- ✓ Embark on research, such as focus groups, with teens to have a better understanding of the reasons they are NOT wearing seat belts. Determine if non-use is impacted by gender, age, economic background; and use that knowledge to educate specific audiences.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

VII. SUMMARY

States have a significant interest in the safety of our teens as they travel our nations' roadways. As the leading cause of death for those ages 15-20, every effort must be made to reduce the tragic toll that traffic crashes extract from this age group. With the percentage of unrestrained drivers and passengers in fatal crashes in this age group increasing, the lifesaving benefits of seat belts must be driven home to these teens. Through a combination of effective programs, enforcement campaigns and messaging, state highway safety leaders can positively affect teens' lives and futures by increasing their seat belt use in motor vehicles.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

ENDNOTES

- ¹ NHTSA. Traffic Safety Facts. 2012 Data. Young Drivers. DOT HS 811 744, April 2014. <http://www-nrd.nhtsa.dot.gov/Pubs/812019.pdf>
- ² Ibid.
- ³ NHTSA. Data requested from NSDA's Information Services Team, February 2014.
- ⁴ NHTSA Traffic Safety Facts: Research Note. Seat Belt Use in 2013 – Overall Results. DOT HS 811 875, January 2014.
- ⁵ NHTSA. Data requested from NSDA's Information Services Team, February 2014.
- ⁶ NHTSA. Traffic Safety Facts. 2011 Data. Young Drivers. DOT HS 811 744, April 2013 <http://www-nrd.nhtsa.dot.gov/Pubs/811744.pdf>
- ⁷ NHTSA. Traffic Safety Facts. 2012 Data. Occupant Protection. DOT HS 811 892, March 2014. <http://www-nrd.nhtsa.dot.gov/Pubs/811892.pdf>
- ⁸ Transportation Research Board. Williams, A.F. Motor Vehicle Crashes and Injuries Involving Teenage Drivers: Future Directions for Research. Transportation Research Circular E-C180. <http://onlinepubs.trb.org/onlinepubs/circulars/ec180.pdf>. December 2013.
- ⁹ GHSA. Ferguson, S.A. Speeding-Related Fatal Crashes Among Teen Drivers: An Opportunity for Reducing the Risks. June 2013. http://www.ghsa.org/html/publications/pdf/sfteens_speed.pdf
- ¹⁰ Children's Hospital of Philadelphia. <http://www.teendriversource.org/stats/teen/detail/59> citing Garcia-Espana JF. Safety Belt Laws and Disparities in Safety Belt Use Among US High School Drivers. American Journal of Public Health. April 19, 2012.
- ¹¹ GHSA, http://www.ghsa.org/html/stateinfo/laws/seatbelt_laws.html
- ¹² GHSA, Curbing Teen Driver Crashes: An In-Depth Look at State Initiatives. 2012. <http://www.ghsa.org/html/publications/pdf/sfteens12.pdf>
- ¹³ Advocates for Youth. Peer Programs: Looking at the Evidence of Effectiveness, A Literature Review. Accessed 5-16-14. <http://www.advocatesforyouth.org/publications/publications-a-z/1856-peer-programs-looking-at-the-evidence-of-effectiveness-a-literature-review>.
- ¹⁴ The Allstate Foundation. Teen Safe Driving Research. 2013. <http://www.allstatefoundation.org/parent-research>.
- ¹⁵ NHTSA. Fell, J.C., Baker, T.K., McKnight, A.S., Brainard, K., Langston, E., Rider, R., Levy, D., Grube, J. Increasing Teen Safety Belt Use: A Program and Literature Review. DOT HS 809 899. September 2005.
- ¹⁶ Ibid.
- ¹⁷ Ibid.
- ¹⁸ Pew Research Center. <http://www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf>

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

VIII. APPENDIX A: STATES WITH PRIMARY SEAT BELT LAWS

Seat belt laws are divided into two categories: primary and secondary. Primary seat belt laws allow law enforcement officers to ticket a driver or passenger for not wearing a seat belt, without any other traffic offense taking place. Secondary seat belt laws state that law enforcement officers may issue a ticket for not wearing a seat belt only when there is another citable traffic infraction.

- **33 states, the District of Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico and the Virgin Islands** have primary seat belt laws for front seat occupants.
 - **Rear Seats:** In 16 of these states, D.C., Guam and the Northern Mariana Islands, rear seats are also primary enforcement. In 4 of these states, rear seats are secondary. The remaining 13 and the Virgin Islands have no belt requirement for adults in rear seats.
- **16 states** have secondary laws. In many of these states, the law is primary for younger drivers and/or passengers.
 - **Rear Seats:** In 7 of these states, rear seats are also included. The remaining 10 have no belt requirements for adults in rear seats.
- **New Hampshire** has enacted neither a primary nor a secondary seat belt law for adults, although the state does have a primary child passenger safety law that covers all drivers and passengers under 18.

Specific laws vary greatly from state to state, depending on the age of the rider and in what seat he or she is sitting. This chart covers seat belt laws for adults and young adults only. For requirements for infants, toddlers, and children, see [GHSA's Child Passenger Safety Laws chart](#).

NOTE: GHSA does not compile any additional data on adult seat belt laws other than what is presented here. For more information, consult the appropriate State Highway Safety Office.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

VIII. APPENDIX A: STATES WITH PRIMARY SEAT BELT LAWS

State	Who is Covered (Yrs.)	In What Seat	Maximum Fine 1st Offense
Alabama	>15	Front	\$25
Alaska	>16	All	\$15
American Samoa	No data		
Arkansas	>15	Front	\$25 (\$20 city & \$20 county jail fines may be added)
California	>16	All	\$162 (\$20 fine + \$142 in penalties and assessments)
Connecticut	>7	Front	\$92 for >18 (\$50 fine + \$7 fee + \$35 surcharge) \$120 for <18 (\$75 fine + \$10 fee + \$35 surcharge)
Delaware ¹	>16	All	\$25
D.C.	>16	All	\$50
Florida	>6	Front	\$30
	6 - 17	All	
Georgia	8 - 17	All	\$15
	>18	Front	
Guam	All	All	\$100
Hawaii	>8	All	\$92 (including administrative fees)
Illinois	<18, if driver <18	All	\$25 plus court costs
	>16	All	
Indiana	>16	All	\$25
Iowa	All	Front	\$127.50 (including court costs)
Kansas	14 - 17	All	\$60
	>18	Front (other seating positions are secondary enforcement)	\$10
Kentucky	<6 and >50"	All	\$25
	>7		
Louisiana	>13	All	\$25
Maine	>18	All	\$50

¹Delaware's seat belt law is a civil penalty.

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

State	Who is Covered (Yrs.)	In What Seat	Maximum Fine 1st Offense
Maryland	>16	All (secondary for rear seats)	\$50
Michigan	>16	Front	\$25
Minnesota	<7 (and >57") or >8	All	\$25, plus approx. \$75 court surcharge (surcharge varies slightly by county)
Mississippi	>7	Front	\$25
New Jersey	<7 and >80 lbs.	All (secondary for rear seats)	\$46 (including court costs)
	>8		
New Mexico	>18	All	\$25
New York	<16	All	\$50
	All	Front	
North Carolina	>16	All (secondary for rear seats)	\$25.50 + \$135.50 in court costs (\$10 + no court costs for rear seats)
Northern Mariana Islands	>6	All	\$25
Oklahoma	>13	Front	\$20
Oregon	>8 or 4'9"	All	\$110
Puerto Rico	>9 (or >57")		\$50
Rhode Island	>18	All	\$40
South Carolina	>6	All	\$25
Tennessee	>16	Front	\$50
Texas	>15	All	\$50 (driver or passenger)
	<7 (and >57') - <17		\$200 (driver)
Virgin Islands	All	Front	\$25 to \$250
Washington	>8 or >4'9"	All	\$124
West Virginia	8 - 17	All	\$25
	>18	Front	
Wisconsin	>8	All	\$10
Total	33 States + D.C., 5 Terr.	All (16 + D.C., 2 Terr.) Rear Secondary (4) Front Seat Only (13 + VI)	

Sources: [Insurance Institute for Highway Safety](#) (IIHS) and [State Highway Safety Offices](#).

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

IX. APPENDIX B: STATES WITH SECONDARY SEAT BELT LAWS

State	Who is Covered (Yrs.)	In What Seat	Maximum Fine 1st Offense
Arizona	8-15	All	\$10
	>8	Front	
Colorado	>18 (primary for <18)	Front	\$71
Idaho	>7 (primary for drivers <18)	All	\$10 (drivers <18 pay \$51.50, including court costs)
Massachusetts	>13	All	\$25
Missouri	8 - 15 (primary)	All	\$50
	>16	Front	10 (driver and passenger)
Montana	>6	All	\$20
Nebraska	>18	Front	\$25
Nevada	>6	All	\$25
North Dakota	>18	Front	\$20
	<18 (primary)	All	\$25 + 1 point on license
Ohio	8 - 14	All	\$30 driver; \$20 passenger
	>15	Front	
Pennsylvania	>18	Front	\$10
	8 - 17 (primary)	All	
South Dakota	>18	Front	\$25
Utah	>16 (primary for <19)	All	\$45
Vermont	>18 (primary for <18)	All	\$25
Virginia	All drivers; passengers >18 (primary for passengers <18 in all seats)	Front	\$25 (driver ticketed for passengers <18)
Wyoming	>9	All	\$25 driver; \$10 passenger
Total States	16 States	All (7) Front Seat Only (9)	

Sources: [Insurance Institute for Highway Safety](#) (IIHS) and [State Highway Safety Offices](#).

Getting It To Click!

CONNECTING TEENS AND SEAT BELT USE

X. APPENDIX C: STATE PROGRAMS AND CONTACTS

State	Program	Focus	Contact Information
Delaware	Teen Driver Task Force	Community involvement	Kimberly Chesser , Traffic Safety Program Manager, Delaware Office of Highway Safety, kimberly.chesser@state.de.us , (302) 744-2742
	Driver Education Module for Parents	Parent involvement	
Florida	Teen Leadership Academy	Peer-to-peer	Will Grissom , Program Manager, Florida Department of Transportation Safety Office, william.grissom@dot.state.fl.us , (850) 414-4207
Iowa	Creative Visions	Diversity, peer-to-peer	Patrick Hoyer , Bureau Chief, Governor's Traffic Safety Bureau, IA DPS, hoye@dps.state.ia.us , (515) 725-6120
	S.A.F.E. (Seatbelts Are For Everyone)	Peer-to-peer, enforcement	
Kansas	S.A.F.E. (Seatbelts Are For Everyone)	Enforcement, peer-to-peer, incentives	Laura Moore , State SAFE Coordinator, Kansas Traffic Safety Resource Office, lmoore@dcca.org , (800) 416-2522
Massachusetts	Driver Education Mandatory Parent Segment	Parent involvement	Michele Ellicks , MA Registry of Motor Vehicles, michele.ellicks@state.ma.us , (857) 368-9457
Missouri	Battle of the Belt	Peer-to-peer, enforcement, incentives, social media	Carrie Wolken , Youth Program Coordinator, MoDOT – Traffic & Highway Safety, carrie.wolken@modot.mo.gov , (573) 751-5420
Montana	SOAR (Safe On All Roads)	Diversity, peer-to-peer, social media, enforcement	Janet Kenny , State Highway Traffic Safety Section, MT DOT, jakenny@mt.gov , (406) 444-7417
			Sheila Cozzie , Cultural Liaison, MT DOT, scozzie@mt.gov , (406) 444-7301
New York	Battle of the Belt	Peer-to-peer, community involvement, enforcement, incentives	Chuck DeWeese , Assistant Commissioner, Governor's Traffic Safety Committee, chuck.deweese@dmv.ny.gov , (518) 474-5777
North Dakota	Stay Alive CLICK then DRIVE	Parent involvement	Karin Mongeon , Traffic Safety Manager, ND DOT, kamongeon@nd.gov , (701) 328-4434
	Code for the Road	Social media	
Pennsylvania	Teen Seat Belt Mobilization	Enforcement	Girish (Gary) Modi , P.E. Chief, Highway Safety, Risk Management and Crash Data Analysis, Division Of Highway Safety & Traffic Operations, PA DOT, gmodi@pa.gov , (717) 787-6853
Texas	Teen Click It or Ticket	Peer-to-peer	Terry Pence , Traffic Safety Director, Traffic Safety Section, TX DOT, terry.pence@txdot.gov , (512) 416-3167
	Teens In the Driver Seat	Peer-to-peer	
Wisconsin	The Power of Zero	Diversity, peer-to-peer	Jill Benkert , State Program Manager, WI DOT, jill.benkert@dot.wi.gov , (608) 266-0550