

Center for Health & Safety Culture

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Together for Life Final Report

Increasing Seat Belt Use in Rural Utah

Prepared for

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Executive Summary

According to the Centers for Disease Control and Prevention, motor vehicle crashes are a leading cause of death in the United States, and many people killed in crashes might have survived if they had been wearing a seat belt. In many states, seat belt use is lower in rural areas than in urban areas.

In 2013, the Highway Safety Office of the Utah Department of Public Safety recognized that there were significant disparities in seat belt use between Utah urban and rural communities (urban use was about 85% while rural areas were as low as 55%). The Highway Safety Office engaged the Center for Health and Safety Culture to apply the Center's Positive Culture Framework in a pilot study with three rural counties to increase seat belt use. In 2016, four additional counties were added to the project.

The Highway Safety Office wanted to try a different approach to increasing seat belt use in addition to traditional enforcement (which sometimes is resisted in rural areas). The Center's Positive Culture Framework changes behavior by growing positive, shared beliefs that already exist in a community's culture.

After conducting surveys of adults to better understand beliefs about seat belt use, resources were developed for public health coordinators working in each county. The project was named "Together for Life" as it focused on growing family rules, workplace rules, and bystander engagement (i.e., getting individuals to ask others to wear a seat belt). Resources included tools to work with local law enforcement, workplaces, key leaders, students, and community members. The Center provided the local coordinators training and ongoing support about the resources and how to use them in their communities. Media (including video, audio, and print) were created and locally placed. Some media used local individuals as voices in radio spots.

Surveys were repeated in early 2019 to assess changes in behaviors and beliefs. Analyses showed that adult behaviors and beliefs changed – especially among those that acknowledged they had heard or seen the "Together for Life" media (over one-third of those surveyed). More males reported wearing a seat belt, had beliefs supportive of using seat belts, and asked others to wear a seat belt (changes among females were smaller and often not statistically significant). Similarly, more male high school students reported wearing seat belts and had supportive beliefs about seat belts as well as intentions to ask their friends to wear a seat belt. There were no significant changes in beliefs or behaviors among law enforcement officers (either about wearing seat belts themselves or about consistently enforcing seat belt laws).

Observational studies of seat belt use in the seven counties indicated similar increases in seat belt use as the self-reported surveys. Observed seat belt use increased by an average of 20% in the seven counties (unweighted average) compared to 7% in urban counties between 2012 and 2019.

Furthermore, in 2018, the numbers of unrestrained fatalities and serious injuries in these seven

counties were also lower; however, these events are rare, and the number of events in any given year is difficult to interpret as a meaningful trend.

It is important to note that Utah changed its seat belt law from a secondary law (enforced only when another traffic violation has occurred) to a primary law (enforced as standalone violation) in 2015. This change in the law most likely supported increases in seat belt use as well.

Introduction

According to the Centers for Disease Control and Prevention, motor vehicle crashes are a leading cause of death in the United States.¹ Over one-third of passenger vehicle occupants killed are unrestrained,² and seat belt use is lower in rural areas than in urban areas.¹

In 2013, the Highway Safety Office of the Utah Department of Public Safety decided to reduce the significant disparities in seat belt use rates between Utah’s urban areas (with observed seat belt use rates at about 85%) and rural areas (with observed seat belt use rates as low as 55%). The Office engaged the Center for Health and Safety Culture to begin a multi-year pilot project in several rural counties to improve seat belt use.

In 2013, the Center started working with public health coordinators in Box Elder, San Juan, and Sanpete Counties, and in 2015, coordinators in Cache, Carbon, Sevier, and Tooele joined the project (see Table 1 for a summary of the counties). The Center uses an approach called the Positive Culture Framework (Figure 1) to improve health and safety. The framework uses a seven-step process applied across the social ecology to grow beliefs supportive of protective behaviors. The Center worked with the public health coordinators to bolster skills in leadership, communication, and integration of strategies.

The project was named “Together for Life,” which captured its broad approach to promoting seat belt use by bolstering family rules, workplace rules, and bystander engagement (i.e., getting individuals to ask others to wear a seat belt). This report briefly summarizes the major activities conducted as well as the changes in behaviors and beliefs as assessed by comparing surveys completed at the start of the project and in 2019. Activities included developing and implementing surveys, creating resources to support efforts by local public health coordinators, training and ongoing technical support, and creating and placing media.

Table 1. County Characteristics

County	Population (2017)	Square Miles	Persons per Square Mile	Observed Seat Belt Use (2012-13)
Box Elder	52,182	5,745	9.1	77%
Cache	120,288	1,164	103.3	73%
Carbon	20,512	1,478	13.9	55%
San Juan	15,193	7,820	1.9	59%
Sanpete	28,892	1,590	18.2	63%
Sevier	20,961	1,911	11.0	74%
Tooele	63,357	6,941	9.1	72%

¹ Beck LF, Downs J, Stevens MR, Sauber-Schatz EK. Rural and Urban Differences in Passenger-Vehicle–Occupant Deaths and Seat Belt Use Among Adults — United States, 2014. *MMWR Surveill Summ* 2017;66(No. SS-17):1–13.

² Enriquez, J., & Pickrell, T. M. (2019, January). Seat belt use in 2018 – Overall results. (Traffic Safety Facts Research Note. Report No. DOT HS 812 662). Washington, DC: National Highway Traffic Safety Administration.

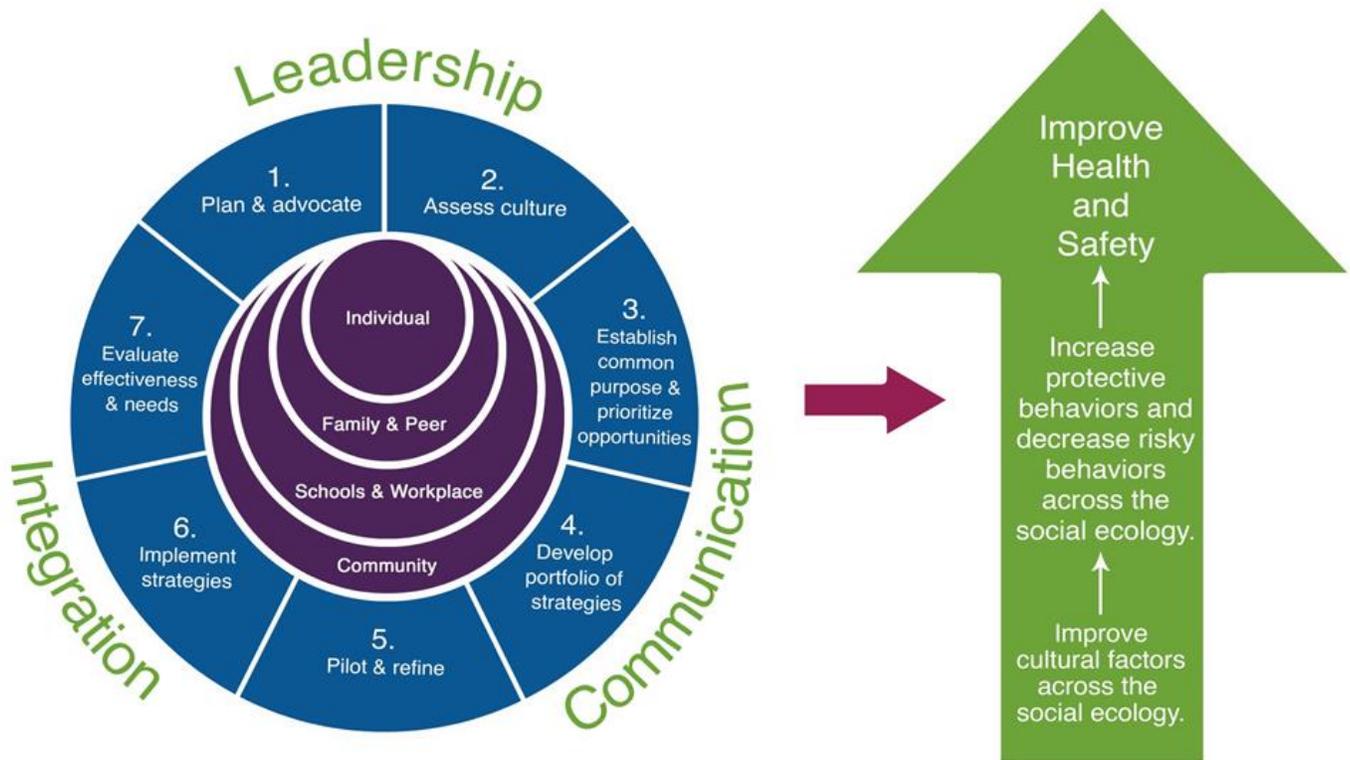


Figure 1. Positive Culture Framework

It is important to note that Utah changed its seat belt law from a secondary law (enforced only when another traffic violation has occurred) to a primary law (enforced as a standalone violation) in 2015. When the project started, the Highway Safety Office made it clear to the Center that the focus of the project was not about changing to a primary seat belt law. However, it was interesting that some of the key leaders who led the effort to change to a primary seat belt law participated in the project and valued the recognition that most people in Utah were already wearing a seat belt (a fact that many people did not believe and a common misperception that was revealed in the community surveys). This change in the law most likely supported increases in seat belt use as well.

Activities

The Together for Life project included several activities to increase seat belt use:

- surveys to assess beliefs and behaviors of different populations;
- resources (called “toolkits”) for county-level public health coordinators;
- training and ongoing technical support and guidance; and
- media.

This section summarizes each of these activities. Details are provided in appendices.

Surveys

Surveys were developed and implemented to measure the beliefs and behaviors of adults and youth in each county as well as law enforcement officers and key leaders. Each survey assessed seat belt use, beliefs about seat belts, the perception of beliefs held by others, family and workplace rules, as well as behaviors and beliefs associated with asking others to wear a seat belt.

Community Adults

The baseline survey of community members was conducted in 2013 in Box Elder, San Juan, and Sanpete Counties; in 2016 in Cache, Carbon, Sevier, and Tooele Counties; and was repeated in 2019 in all seven counties. The survey was sent to a random sample of 1,200 households in each county. Each household received an introductory letter, a survey packet including a return envelope with postage, a reminder postcard, and a second survey packet. Table 2 summarizes the number of surveys returned and the response rates by county. The survey is shown in Appendix 1.

Table 2. Number of Surveys and Response Rates for Community Surveys

County	2013/2016	2019
Box Elder	482, 40%	488, 45%
Cache	487, 41%	449, 44%
Carbon	406, 34%	431, 43%
San Juan	374, 31%	384, 36%
Sanpete	482, 40%	450, 46%
Sevier	526, 44%	525, 51%
Tooele	412, 34%	387, 37%
Overall	3,169, 38%	3,114, 43%

Weights based on sex and age were developed to better align the survey responses with the general population (Appendix 2). All results shown in this report are based on weighted data unless otherwise noted. Because of the lack of responses of those ages 18 to 23, the results represent adults ages 24 and older.

Analyses at baseline revealed important insights about seat belt use:

- Most people agreed it was important to protect themselves by always wearing a seat belt.
- Most people wanted people they care about to always wear a seat belt (even respondents who rarely or never wore a seat belt).
- Many people underestimated the prevalence of seat belt use among other adults in their county (especially respondents who rarely or never wore a seat belt).
- Most people agreed it was their responsibility to get others to wear a seat belt.
- People who were comfortable asking others to wear a seat belt were much more likely to ask others to wear a seat belt.
- Individuals with family and workplace rules about seat belts were much more likely to always wear a seat belt.

- Most people supported consistent enforcement of seat belt laws.

These insights were used to inform the development of the resources and media (see below).

Students

Youth were surveyed by partnering with Utah’s Student Health and Risk Prevention (SHARP) survey. The SHARP survey is administered to students in middle school (grades 6 to 8) and high school (grades 9 to 12) in odd calendar years. The SHARP survey already included one question about seat belt use. The project added six additional questions (see Appendix 3). Local project coordinators worked with school districts to get permission to add the questions to the student survey and receive the students’ responses. Table 3 summarizes the number of students by grade and county who participated in the surveys.

Table 3. Number of Students Completing Seat Belt Survey

School Year County	2014-2015		2016-2017		2018-2019	
	middle	high	middle	high	middle	high
Box Elder	1,308	758	1,249	592	1,335	804
Cache	*	*	2,613	1,457	2,707	1,413
Carbon	*	*	345	229	349	233
San Juan	211	156	220	162	140	122
Sanpete	660	610	614	648	659	799
Sevier	*	*	519	445	557	523
Tooele	*	*	2,674	2,545	2,740	2,703

*indicates counties that were not yet participating in the project

Analyses of student responses at baseline revealed important insights:

- While most students reported usually or always wearing a seat belt, many perceived that their peers did not.
- Most students wanted people they care about to always wear a seat belt (even students who rarely or never wore a seat belt).
- Most students agreed they should ask a friend to wear a seat belt; however, many were not sure if their peers felt the same way and if their peers would likely ask a friend to wear a seat belt.

Law Enforcement

Law enforcement officers in state, county, and municipal agencies were surveyed using an online survey. Baseline surveys were conducted in agencies in Box Elder, San Juan, and Sanpete Counties in 2013 and in agencies serving Cache, Carbon, Sevier, and Tooele in 2017. Follow up surveys were conducted in 2019. The online survey measured behaviors and beliefs about seat belt use by officers as well as seat belt enforcement (see Appendix 4). Agencies were recruited by the Law Enforcement Liaison within the Utah Department of Public Safety. Table 4 summarizes the number of officers participating in the surveys (participation in 2019 was significantly lower than at baseline).

Table 4. Number of Officers Responding to the Law Enforcement Survey

County	Baseline*	2019
Box Elder, San Juan, Sanpete	120	46
Cache	76	51
Carbon	46	9
Sevier	40	47
Tooele	52	42
Total	334	195

*Box Elder, San Juan, Sanpete – 2013; Cache, Carbon, Sevier, Tooele - 2017

Analyses of law enforcement responses at baseline revealed important insights:

- While most officers reported their agency had a policy about always wearing a seat belt, many officers were not always wearing a seat belt (while on duty or off duty).
- Most officers agreed it was important to protect themselves by always wearing a seat belt.
- Many officers did not perceive that most community members supported consistent enforcement of seat belt laws.

Key Leaders

Individuals who were considered key leaders in each community were surveyed using a “snowball” recruiting approach. Each coordinator sent an email to those key leaders they knew and asked them to complete the survey and forward the request on to others. Key leaders were defined as anyone in a leadership role and included elected officials, business owners (for profit and non-profit), public social service providers, education leaders, healthcare and public health leaders, faith leaders, law enforcement leaders, emergency services leaders, and judicial leaders. Baseline surveys were conducted in Box Elder, San Juan, and Sanpete Counties in 2013 and in Cache, Carbon, Sevier, and Tooele in 2016. Follow up surveys were conducted in 2019. Table 5 summarizes the number of surveys completed in each county. The individuals who completed follow-up surveys may or may not have participated in the baseline surveys. Appendix 5 includes the survey.

Table 5. Number of Respondents for Key Leader Surveys

County	2013, 2016	2019
Box Elder	62	89
Cache*	38	2
Carbon	6	15
San Juan	32	29
Sanpete	43	88
Sevier	6	28
Tooele	48	74
Totals	235	325

*The public health coordinator in Cache County changed during the implementation of the 2019 Key Leader survey resulting in lower participation.

Analyses of responses by key leaders at baseline revealed important insights:

- Many key leaders underestimated the prevalence of seat belt use by adults in their county.

- While many key leaders agreed it was important to protect themselves by always wearing a seat belt, they did not believe that others (such as law enforcement officers, elected officials, and adults in their county) agreed.
- Many indicated their workplaces had policies about always wearing a seat belt and agreed that workplaces (including local county government) should have such policies.
- Most agreed that local law enforcement should enforce Utah state seat belt laws.

Toolkits

Resources to support the project were created and included local data for each participating county. These resources, called “toolkits” were provided in a large binder as well as on a password protected website. The collection of toolkits was called a “toolbox.” Table 6 summarizes the contents of the entire Together for Life Toolbox. All the resources within the toolkits were designed to grow beliefs and behaviors identified in the analyses of baseline data collected from the various populations.

Resources included important education for the local public health coordinator and coalition members as well as resources designed for specific audiences. For example, a 4 inch by 9-inch card was created for adults to help shift their beliefs about wearing a seat belt. This card was distributed by coordinators, coalition members, and law enforcement officers (sometimes during enforcement activities with individual drivers). A booklet was created for law enforcement leaders to guide efforts within law enforcement agencies to increase seat belt use. Similarly, a booklet was created for workplaces to promote seat belt use within workplaces. These cards and booklets were printed and distributed by local coordinators to agencies and workplaces within their counties.

At the conclusion of the project, state project leaders and county coordinators were asked to complete a survey and were interviewed to learn more about how they used the resources. Appendix 6 summarizes the responses of the state leaders and county-level coordinators (n=9) about the value and utilization of the various tools within the various toolkits. Appendix 7 summarizes the interviews.

Table 6. Together for Life Toolbox Contents

Section	Contents
Toolbox Overview	Cultural Summary – summary of all survey data across various populations Speaking Points Press Release
Community Building Toolkit	Style Guide – guidance on how to use the logo and align with the brand Engagement Card – interactive card to shift an individual’s beliefs about seat belts Community Building Toolkit – overview of media resources used to build shared values about seat belts
Law Enforcement Toolkit	Law Enforcement Toolkit Overview Statistical Report and Key Findings Report of survey of officers Activity Decision-Making Worksheet – a tool to make better decisions about activities to increase seat belt use Law Enforcement Booklet – a booklet designed for law enforcement leaders to increase seat belt use, consistent enforcement, and advocacy by officers Speaking Points Press Release
Adult Toolkit	Adult Toolkit Overview Statistical Report and Key Findings Report of survey of adults in each county Activity Decision-Making Worksheet – a tool to make better decisions about activities to increase seat belt use Speaking Points Press Release
Key Leader & Workplace Toolkit	Key Leader & Workplace Toolkit Overview Statistical Report and Key Findings Report of key leaders in each county Activity Decision-Making Worksheet – a tool to make better decisions about activities to increase seat belt use Key Leader Speaking Points Key Leader Press Release Key Leader Booklet – a booklet designed for key leaders to promote advocating for seat belt policies in their communities Workplace Speaking Points Workplace Press Release Workplace Booklet – a booklet designed for workplace leaders promoting workplace policies and education about always wearing a seat belt
School/Student Toolkit	School Toolkit Overview Statistical Report and Key Findings Report of survey of students in each county Activity Decision-Making Worksheet – a tool to make better decisions about activities to increase seat belt use Press Release School Booklet

Training and Ongoing Technical Support and Guidance

State leaders and county coordinators participated in a two-day training to learn about the underlying approach to the project (i.e., the Positive Culture Framework) and to review the specific resources (i.e., the “Toolbox” and toolkits). Follow-up training occurred in each community with the local coalition in 2018.

After the training, the county coordinators had monthly, one-on-one calls with a highly-trained, prevention specialist from the Center who acted as a guide for the communities as they engaged their

local coalitions in utilizing the resources. In addition, periodic group calls including the state leaders and the local coordinators allowed for sharing of ideas and dialogue about any challenges.

In 2019, the county coordinators were asked about the benefits of this ongoing technical support and guidance. Most found the support extremely valuable (see Table 7). Interviews with the coordinators included more insights about the value of the ongoing support (see Appendices 7 and 8).

Table 7. Statements About the Benefits of Ongoing Technical Support and Guidance

Comments

“She truly guided me and helped me be successful and find success in my community.”

“[The Guide] was always very helpful and supportive in helping us do a better job in our communities.”

“[The Guide] is a very valuable resource! I look forward to and always get a lot out of our calls together. She is very positive and supportive and can also challenge me to look at new ways and ideas for further growth. She is a wealth of information, very seasoned and experienced and has a lot of great insights. She is solid with prevention science, is aware of many resources and their application and has been very much appreciated!”

“[The Guide] was the most helpful person in this project. If I had questions, she was always able to help me get them answered!”

“Getting help with whatever questions we had, [the Guide] would often give me direction or ideas.”

“[The Guide] has been extremely helpful to me. She is very good with suggestions that may or may not work for me in situations where I am stuck. She often refers me to resources which are very helpful.”

Media

Various kinds of media were created to support the project (see Table 8). Many of the video, audio, and print items used messages that included local county-level data. Print items were provided to the coordinators in each county for local distribution. Video were placed in local movie theatres and as pre-roll videos for targeted online video services (like YouTube). Audio ads were placed on local radio stations (when available) and on Pandora. Print materials were also placed in local newspapers.

Together for Life Website

In addition to the media described above, a website (TogetherForLifeUtah.org) was created so that people could learn more about the project, get copies of the media and resources, and find the local contact for the project. From June 1, 2017 to August 28, 2019, the website had 8,440 unique visitors and 12,979 pages viewed.

Table 8. Summary of Media

Audience	Media
Adults in each county	60-second video (“Most adults agree they want the people they care about to always wear a seat belt”)
	30-second video (“Most adults agree they want the people they care about to always wear a seat belt”)
	30-second video (“Most adults agree it is important to protect yourself by always wearing a seat belt”)
	30-second video (“Most adults always wear a seat belt.”)
	30-second video (“Most drivers agree it is their responsibility to get others to wear a seat belt.”)
	30-second video (“Most adults have a family rule about always wearing a seat belt.”)
	30-second radio ad (“Most drivers agree it is their responsibility to get others to wear a seat belt.”)
	30-second radio ad (“Most drivers agree it is their responsibility to get others to wear a seat belt.”)
	30-second radio ad (“Most adults have a family rule about always wearing a seat belt.”)
	30-second radio ad (“Most adults have a family rule about always wearing a seat belt.”)
	30-second radio ad (“Most adults always wear a seat belt.”)
	2” x 3.5” “Wear it for me” Cards (3 designs)
	3” x 9” Together for Life Engagement Card
	Posters/newspaper ads (7 designs)
	Social media designs (4) and sample posts
Workplaces	Poster (“Most adults always wear a seat belt.”)
	Poster (“Most drivers believe it is their responsibility to get others to wear a seat belt.”)
	Booklet for leaders
Law Enforcement	Posters – 2 designs (“Most adults support consistent enforcement of seat belt laws.”)
	Booklet for leaders
Schools	Banners – 3 designs (“Most student would ask a friend to wear a seat belt.”)
	Posters – 2 designs (“Most student would ask a friend to wear a seat belt.”)
	Posters – 4 designs (“Most students agree that if a friend is not wearing a seat belt, they should ask them to wear one.”)

Campaign Awareness

In the 2019 survey of community adults, participants were asked how often they had heard or seen any advertisements, radio messages, or signs about “Together for Life” – the branded name of the campaign. Table 9 summarizes their responses.

Table 9. Awareness of “Together for Life” Messages in the Past 12 Months

Frequency	Males	Females	Overall
Never	50%	52%	51%
Once or twice	13%	12%	12%
A few times a year	10%	10%	10%
Once a month	6%	10%	8%
Twice a month	5%	5%	5%
Weekly	11%	8%	10%
Daily	5%	4%	5%

About half indicated they had never seen or heard of it, while just over one third (37%) indicated they had heard about it a few times a year or more often. Changes in behaviors and beliefs were significantly associated with campaign awareness.

Changes in Behaviors and Beliefs

This section summarizes changes in beliefs and behaviors based on self-report surveys and observational studies. Results are summarized for adults, students, law enforcement, and key leaders.

Adults

Results for adults are shown separately for males and females as seat belt behaviors and beliefs vary by sex. All results reported in this section for 2019 are for those who indicated they had heard of the campaign “a few times a year” or more often (see Table 9).

Table 10 summarizes changes in seat belt use by adults. Males increased their use both when driving a few miles from home and many miles from home. Behaviors did not statistically significantly change among females. Appendix 8 contains a detailed listing of the means, statistical significance of the change, and the effect size of the change.

Table 10. Changes in Self-Reported Seat Belt Use by Adults

		Baseline	2019	Change*
ALWAYS wear a seat belt when driving a few miles from home	males	59%	64%	+
	females	69%	68%	NC
ALWAYS wear a seat belt when driving many miles from home	males	87%	92%	+
	females	94%	94%	NC
ALWAYS wear a seat belt in general	males	66%	68%	+
	females	77%	73%	NC

*“+” is small effect size (η^2 about 0.01); “++” is medium effect (η^2 about 0.06); “+++” is large effect (η^2 about 0.14); NC is no change.

Table 11 summarizes the changes in beliefs about seat belts as well as the correlation of these beliefs with seat belt use. The belief that “it is important to protect oneself by always wearing a seat belt” and that “one should always wear a seat belt” are strongly correlated with seat belt use. Both these beliefs showed improvement from baseline to 2019 among males (and showed no change among females, whose beliefs were already higher than males). In addition, both the belief that “I want people I care about to always wear a seat belt” and “that people who care about me want me to always wear a seat belt” increased among males. Beliefs that “most people wear seat belts” and that “people are comfortable wearing a seat belt even if others are not wearing a seat belt” improved among males. All these beliefs were the focus of the toolkits as well as the media and messaging.

The belief that “I will get a ticket if I do not wear a seat belt” increased among males and females. Interestingly, this belief is not strongly correlated with seat belt use.

Table 11. Changes in Beliefs About Seat Belts by Adults

		Correlation			
		with SB Use	Baseline	2019	Change*
STRONGLY AGREE it is important to protect themselves by always wearing a seat belt	males	.65	73%	79%	+
	females	.47	88%	87%	NC
STRONGLY AGREE they should always wear a seat belt	males	.59	74%	78%	+
	females	.48	87%	87%	NC
STRONGLY AGREE they want people they care about to always wear a seat belt	males	.48	78%	86%	+
	females	.39	90%	93%	NC
STRONGLY AGREE that people who care about them want them to always wear a seat belt	males	.34	71%	79%	+
	females	.27	81%	85%	NC
Believe most people in their county wear their seat belt ALWAYS or ALMOST ALWAYS	males	.21	29%	34%	+
	females	.19	32%	32%	NC
STRONGLY AGREE they are comfortable wearing a seat belt even if others in the vehicle are not	males	.38	70%	75%	+
	females	.37	81%	82%	NC
Believe they will get a ticket half the time or more often if they do not wear a seat belt	males	.09	29%	44%	+
	females	NS	38%	56%	+

*"+“ is small effect size (η^2 about 0.01); “++“ is medium effect (η^2 about 0.06); “+++“ is large effect (η^2 about 0.14); NC is no change.

Together for Life focused on promoting family and workplace seat belt rules (see Table 12). Males reported a significant increase in having a family rule about always wearing a seat belt as well as the perception that most families in their county have a family rule. There were no statistically significant changes in workplace rules among males or females. However, perceptions among males and females about workplace rules increased.

Table 12. Changes in Home and Workplace Rules

		Baseline	2019	Change*
Have a family rule about always wearing a seat belt	males	78%	84%	+
	females	88%	90%	NC
Believe most families in their county have a family rule	males	68%	75%	+
	females	81%	78%	NC
Have a workplace rule about always wearing a seat belt	males	59%	63%	NC
	females	38%	43%	NC
Believe most workplaces in their county have a workplace rule	males	60%	69%	+
	females	47%	58%	+

*"+“ is small effect size (η^2 about 0.01); “++“ is medium effect (η^2 about 0.06); “+++“ is large effect (η^2 about 0.14); NC is no change.

Another focus area for Together for Life was to promote intervention with others who are not wearing a seat belt (see Table 13). In 2019, more males were always making sure everyone was wearing a seat belt (regardless of whether those asking were drivers or passengers). Both males and females had significant changes in beliefs supportive of asking others to wear a seat belt. In 2019, more adults

agreed it was their responsibility to ask others to wear a seat belt, believed other adults would feel similarly, and reported greater comfort in asking others.

Table 13. Changes in Intervening Behaviors and Beliefs

		Baseline	2019	Change*
As the driver, ALWAYS made sure everyone was wearing a seat belt	males	52%	58%	+
	females	69%	71%	NC
As a passenger, ALWAYS made sure everyone was wearing a seat belt	males	32%	35%	+
	females	47%	50%	NC
As a driver, STRONGLY AGREE it is your responsibility to make sure others are wearing a seat belt	males	57%	64%	+
	females	75%	77%	NC
As a passenger, STRONGLY AGREE it is your responsibility to make sure others are wearing a seat belt	males	23%	31%	+
	females	33%	43%	+
Believe most drivers in their county make sure others are wearing a seat belt ALWAYS or ALMOST ALWAYS	males	18%	27%	+
	females	22%	33%	+
Believe most passengers in their county make sure others are wearing a seat belt ALWAYS or ALMOST ALWAYS	males	13%	21%	+
	females	18%	29%	+
As the driver, STRONGLY AGREE they are comfortable asking others to wear a seat belt	males	60%	71%	+
	females	75%	79%	NC
As the passenger, STRONGLY AGREE they are comfortable asking others to wear a seat belt	males	30%	38%	+
	females	40%	46%	NC

*"+“ is small effect size (η^2 about 0.01); “++“ is medium effect (η^2 about 0.06); “+++“ is large effect (η^2 about 0.14); NC is no change.

Students

Table 14 summarizes the changes in seat belt use behaviors by students in middle school and high school in each of the seven counties as reported on the Student Health and Risk Prevention (SHARP) survey. Results for students are shown separately for males and females as seat belt behaviors and beliefs vary by sex. Seat belt use increased among males in middle school and high school. Seat belt use among females remained the same.

Table 14. Changes in Behaviors by Students

		Baseline	2019	Change*	
ALWAYS wear a seat belt when riding in a car driven by someone else	middle	males	59%	64%	+
		females	62%	65%	NC
	high	males	61%	70%	+
		females	64%	64%	NC

*"+“ is small effect size (η^2 about 0.01); “++“ is medium effect (η^2 about 0.06); “+++“ is large effect (η^2 about 0.14); NC is no change.

Table 15 summarizes the changes in beliefs among students. The belief that students want the people they care about to always wear a seat belt increased among males in middle and high school (there were no statistically significant changes among females). The perception that most students wear seat belts did not change except among high school females for whom it increased slightly. The belief that students should ask a friend to wear a seat belt increased among high school males (but not among any other groups). The perception that most students agree about that people should ask a friend to wear a seat belt did not change. High school males were more likely to ask a friend to wear a seat belt and believe that most students would ask a friend to wear a seat belt (there were no changes among other groups). Appendix 9 summarizes all the responses for baseline surveys and those conducted in 2019 of students in the seven counties.

Table 15. Changes in Beliefs Among Students

			Baseline	2019	Change*
STRONGLY AGREE that "I want the people I care about to always wear a seat belt"	middle	males	73%	77%	+
		females	78%	73%	NC
	high	males	67%	81%	+
		females	76%	70%	NC
Believe most students in their school always wear a seat belt	middle	males	14%	11%	NC
		females	11%	15%	NC
	high	males	7%	7%	NC
		females	6%	11%	+
STRONGLY AGREE that they should ask a friend to wear a seat belt	middle	males	54%	57%	NC
		females	57%	54%	NC
	high	males	48%	62%	+
		females	55%	50%	NC
Believe most student in their school would STRONGLY AGREE that they should ask a friend to wear a seat belt	middle	males	27%	22%	NC
		females	22%	26%	NC
	high	males	21%	18%	NC
		females	17%	22%	NC
VERY LIKELY to ask a friend to wear a seat belt	middle	males	32%	25%	NC
		females	36%	23%	NC
	high	males	26%	40%	+
		females	35%	32%	NC
Believe most students in their school would be VERY LIKELY to ask a friend to wear a seat belt	middle	males	13%	9%	NC
		females	12%	13%	NC
	high	males	7%	8%	+
		females	8%	10%	NC

*"+ " is small effect size (η^2 about 0.01); "++" is medium effect (η^2 about 0.06); "+++" is large effect (η^2 about 0.14); NC is no change.

Law Enforcement Officers

Seat belt use among officers did not change between baseline and 2019. At baseline and in 2019, surveys revealed that:

- 25% of officers reported not wearing a seat belt while on duty in the past week.
- About 6 out of 10 reported always wearing a seat belt while on duty or off duty.
- Over 90% reported their agency had a policy about always wearing a seat belt.

However, self-reported levels of enforcement of seat belt laws decreased or stayed the same:

- At baseline, 34% of officers reported always enforcing Utah's seat belt law when in a situation with an adult who was in violation. This dropped to 24% in 2019 (a statistically significant change with $p < 0.001$).
- Enforcement with a youth age 8 to 18 stayed about the same with 5 out of 10 officers reporting they would always enforce the law.
- Enforcement with a child younger than age 8 stayed about the same with 6 out of 10 officers reporting they would always enforce the law.

Beliefs about agency support and expectations about enforcing Utah's seat belt laws remained the same:

- About 7 out of 10 officers strongly agreed that their agency supports enforcement.
- About 5 out of 10 officers strongly agreed that their agency has made it clear to them that they are expected to enforce the law.

Appendix 10 summarizes the responses for baseline surveys and those conducted in 2019. The lower participation rate by officers in the 2019 survey is a significant limitation in interpreting these results. It is unclear why agency leaders were reluctant to participate in the survey in 2019.

Key Leaders

Table 16 summarizes the changes in seat belt use behaviors by key leaders. Overall, seat belt use increased among key leaders both when driving a few miles from home and when driving many miles from home.

Table 16. Changes in Behaviors by Key Leaders

	Baseline	2019	Change*
ALWAYS wear a seat belt when driving a few miles from home	58%	61%	+
ALWAYS wear a seat belt when driving many miles from home	91%	96%	+
ALWAYS wear a seat belt in general	60%	65%	+

*"+" is small effect size (η^2 about 0.01); "++" is medium effect (η^2 about 0.06); "+++" is large effect (η^2 about 0.14); NC is no change.

Table 17 summarizes some of the changes in beliefs among key leaders. Those believing that most families have family rules increased as well as those indicating their workplace enforces their seat belt rules. In addition, those strongly agreeing that workplaces in their county should require employees to wear seat belts increased. All these changes are supportive of a more protective environment.

Table 17. Changes in Beliefs Among Key Leaders

	Baseline	2019	Change*
Have a family rule about always wearing a seat belt	85%	86%	NC
Believe most families in their county have a family rule	55%	62%	+
Have a workplace rule about always wearing a seat belt	61%	58%	NC
Believe most workplaces in their county have a workplace rule	45%	43%	NC
Believe their workplace enforces the policy	49%	69%	+
STRONGLY AGREE that workplaces in their county should require employees to wear seat belts	43%	51%	+

*"+" is small effect size (η^2 about 0.01); "++" is medium effect (η^2 about 0.06); "+++" is large effect (η^2 about 0.14); NC is no change.

Appendix 11 summarizes all the responses for baseline surveys and those conducted in 2019 of key leaders. It is important to note that the surveys conducted in 2019 did not necessarily survey the same individuals as those surveyed at baseline.

Observed Seat Belt Use

In addition to self-reported seat belt use, the Utah Highway Safety Office contracted with a private firm (R. Perkins Consulting) to conduct observational studies of seat belt use in 17 counties in Utah (including the seven counties participating in this project). Figure 2 shows the observed seat belt rates for each of the participating counties as well as the average rate for four urban counties (Davis, Salt Lake, Utah, and Weber). Appendix 12 includes a summary of observational data for the seven participating counties. Observed seat belt use increased by an average of 20% in the seven counties (unweighted average) compared to 7% in urban counties between 2012 and 2019. The goal of the project was to reduce the disparities in seat belt use between rural and urban counties.

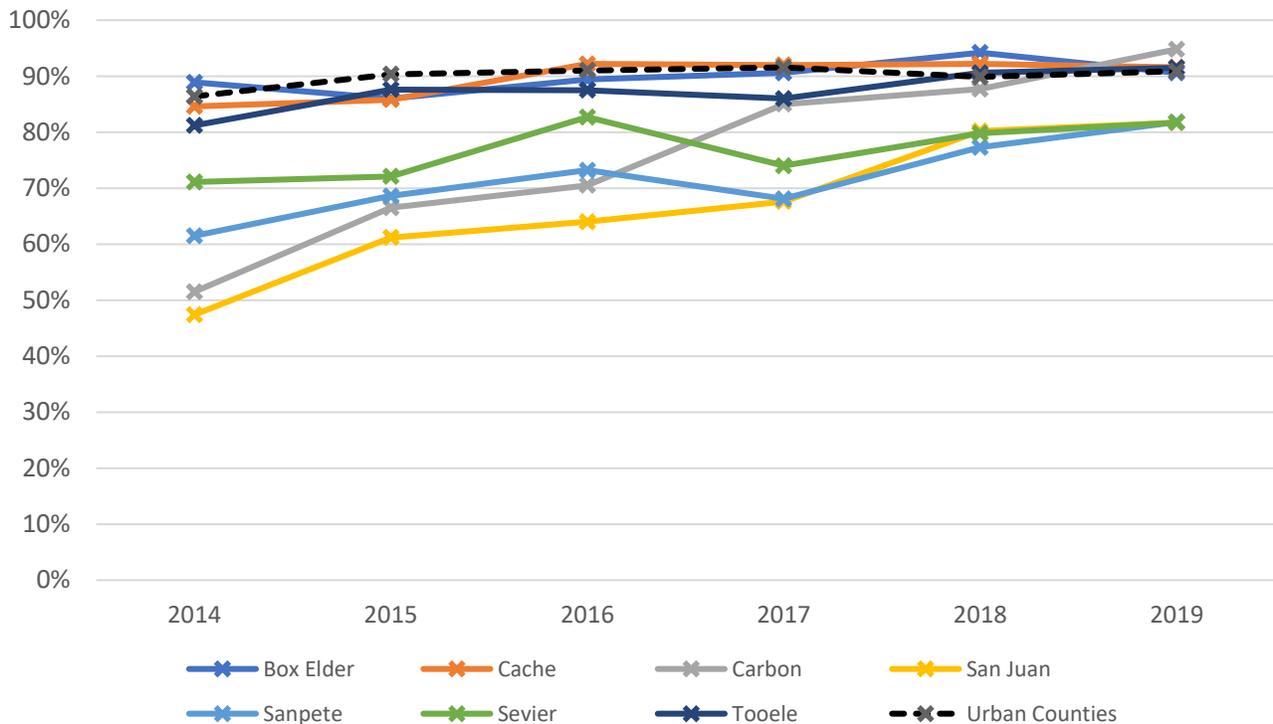


Figure 2. Observed Seat Belt Use by County

Observed seat belt use was similar to self-reported use in 2019 (see Table 18). This bolsters the validity of the self-reported data.

Table 18. Comparison of Observed and Self-Reported Seat Belt Use in 2019

County	Observed	Self-Reported*
Box Elder	91%	90%
Cache	92%	95%
Carbon	95%	92%
San Juan	82%	76%
Sanpete	82%	82%
Sevier	82%	89%
Tooele	92%	89%

*includes "always" and "almost always" response options

Changes in Consequences

The ultimate goal in increasing seat belt use is to improve traffic safety by reducing unrestrained serious injuries and fatalities from crashes. This section summarizes these consequences.

Unrestrained Serious Injuries

Figure 3 shows the per-capita rate (times 100,000) for unrestrained serious injuries in the seven participating counties compared to four urban counties (Davis, Salt Lake, Utah, and Weber). The total number of unrestrained serious injuries in the seven counties in a given year is relatively low (ranges from 14 to 52 between 2010 and 2019); therefore, discerning meaningful trends is difficult. Additional data will need to be collected in future years.

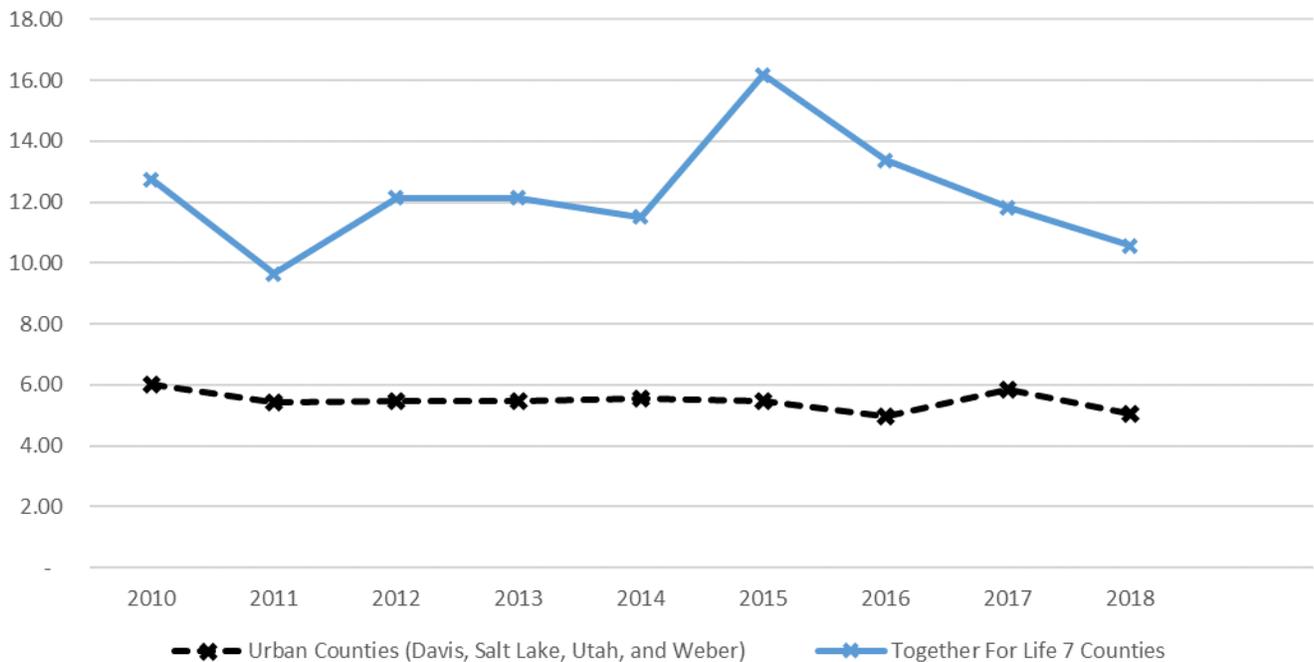


Figure 3. Unrestrained Serious Injuries Per Capita (x100,000)

Unrestrained Fatalities

Figure 4 shows the per-capita rate (times 100,000) of unrestrained fatalities in the seven participating counties compared to four urban counties (Davis, Salt Lake, Utah, and Weber). The total number of unrestrained fatalities in the seven counties in a given year is relatively low (ranges from 10 to 32 between 2010 and 2019); therefore, discerning meaningful trends is difficult. Additional data will need to be collected in future years.

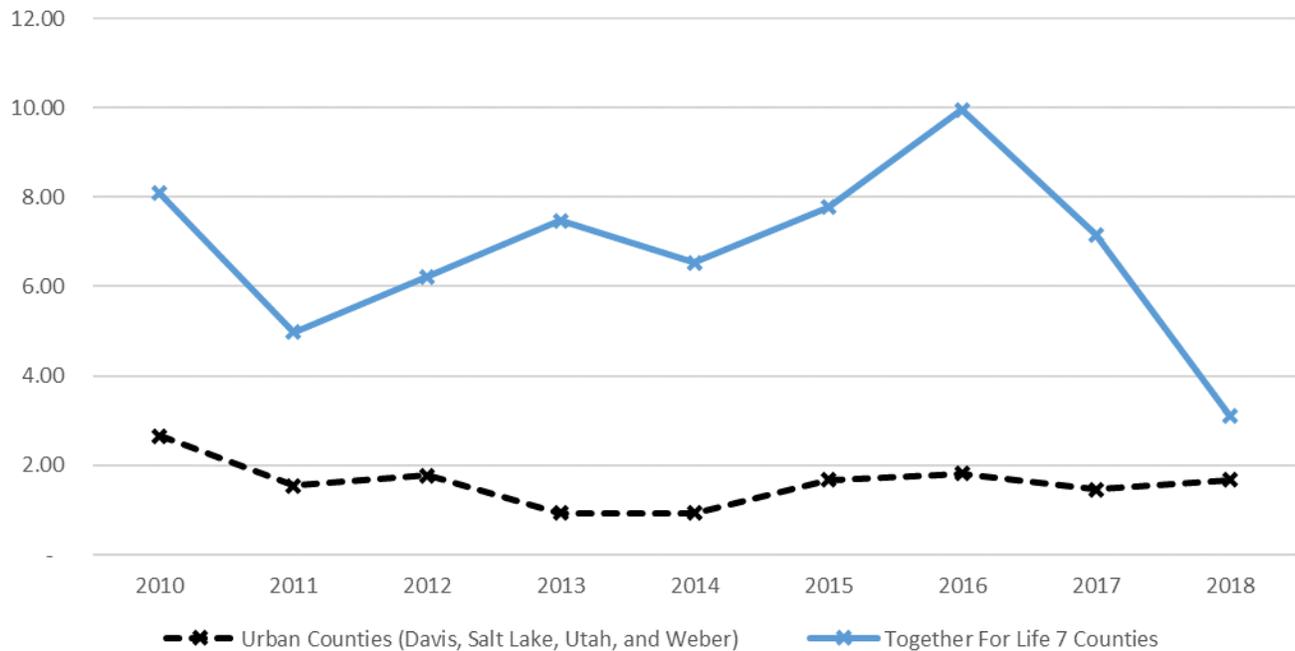


Figure 4. Unrestrained Fatalities Per Capita (x100,000)

Conclusion

Both self-reported and observed seat belt use increased in the seven participating counties. These changes in behaviors were also accompanied by changes in beliefs, which were strongly correlated with seat belt use. In addition, there were increases in bystander engagement behaviors (i.e., asking someone else to wear a seat belt) and associated beliefs. Many of these behaviors and beliefs were addressed in the media developed and placed for the Together for Life project.

Changes in behaviors and beliefs were also evident among key leaders and some students. However, there were no significant changes among law enforcement officers. The lack of change among law enforcement officers may be a consequence of their low participation in the 2019 surveys.

Because unrestrained fatal and serious injury crashes are rare (and the populations of the seven participating counties are relatively small), it is difficult to determine if there were meaningful changes in these consequences. Additional time is required to draw any conclusions about changes in these events.

This evaluation does not include comparisons to communities that did not participate in Together for Life (i.e., “control” communities). While the changes revealed in the observational and self-report surveys are consistent with the goals of the project (in terms of the beliefs that changed and how the changes in beliefs are associated with awareness of the messages), we cannot draw the conclusion that it was the Together for Life project that caused these changes.

Appendix 1 – Community Survey

XX County Seat Belt Survey

Instructions

Your participation is voluntary, and we will only share summary results. You may skip any questions you do not want to answer and may stop at any time. Your responses are anonymous and cannot be associated with your identity.

In order for the results of this study to be representative of your county, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

There are no “right” or “wrong” answers. We only ask that you read each question carefully and answer as honestly as you can. We are interested in your thoughts as well as how you think most other adults in your county would respond to the same questions.

Thank you for taking this survey!

Please indicate how much you agree or disagree with the following statements.

1. I believe the only acceptable number of deaths and serious injuries on Utah roadways should be zero.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. I believe the only acceptable number of deaths and serious injuries <u>among my family and friends</u> on Utah roadways should be zero.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. I am very concerned about safety on Utah’s roads and highways.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page

Next, we would like to ask some questions about seat belts.

4. When was the last time you drove without wearing your seat belt?

Today	In the past week	In the past month	In the past 3 months	In the past year	More than a year ago	Never
<input type="checkbox"/>						

5a. When you are driving within a few miles of your home, how often do you wear your seat belt?

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

5b. When driving within a few miles of home, how often do most adults in your county wear their seat belts? *Even if you are not sure, just give your best guess.*

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

6a. When you are driving many miles from your home, how often do you wear your seat belt?

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

6b. When driving many miles from home, how often do most adults in your county wear their seat belts? *Even if you are not sure, just give your best guess.*

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

7a. In general, how often do you wear your seat belt?

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

7b. In your opinion, how often do most adults in your county wear their seat belts? *Even if you are not sure, just give your best guess.*

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

Please indicate how much you agree or disagree with the following statements.

	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
8a. I believe it is important to protect myself by always wearing a seat belt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

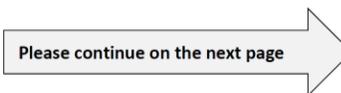
	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
8b. In your opinion, how would <u>most adults in your county</u> respond: "It is important to protect myself by always wearing a seat belt." <i>Even if you are not sure, just give your best guess.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
9. I wear a seat belt because I don't want to get a ticket.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
10. I wear a seat belt because I want to set a good example for my children.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
11. Seat belts are just as likely to harm you as help you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
12. People are less likely to be seriously injured or killed if they always wear their seat belt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


 Please continue on the next page

Please indicate how much you agree or disagree with the following statements.

13. Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. I believe I should always wear a seat belt.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. I want people I care about to always wear a seat belt.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. People who care about me want me to always wear a seat belt.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18a. I believe local law enforcement should enforce Utah seat belt laws.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18b. In your opinion, how would most adults in your county respond: "I believe local law enforcement should enforce Utah seat belt laws."

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. I am comfortable wearing my seat belt even if others in the vehicle are not.

Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20a. How likely are you to always wear your seat belt every time you are in a vehicle?

Extremely unlikely 1	2	3	Neutral 4	5	6	Extremely likely 7
<input type="checkbox"/>						

20b. In your opinion, how likely are most adults in your county to always wear their seat belt every time they are in a vehicle? *Even if you are not sure, just give your best guess.*

Extremely unlikely 1	2	3	Neutral 4	5	6	Extremely likely 7
<input type="checkbox"/>						

21a. Does your family have a rule about always wearing a seat belt?

No	Yes	I don't know	I do not have a family
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21b. In your opinion, do most families in your county have a rule about always wearing a seat belt. *Even if you are not sure, just give your best guess.*

No	Yes
<input type="checkbox"/>	<input type="checkbox"/>

22a. Does your workplace have a policy about always wearing a seat belt?

No	Yes	I don't know	I do not have a workplace
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22b. In your opinion, do most workplaces in your county have a policy about always wearing a seat belt. *Even if you are not sure, just give your best guess.*

No	Yes
<input type="checkbox"/>	<input type="checkbox"/>

23. Assume that you do not wear your seat belt AT ALL while driving over the next six months. How often do you think you will receive a ticket for not wearing a seat belt?

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

Now we would like to ask about whether you get others to wear their seat belts.

24a. In the past 60 days when you were the driver and had passengers, how often did you make sure everyone was wearing their seat belts?

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

24b. In the past 60 days, how often did most drivers in your county make sure everyone was wearing their seat belts? *Even if you are not sure, just give your best guess.*

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

25a. In the past 60 days when you were a passenger, how often did you make sure everyone was wearing their seat belts?

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						

25b. In the past 60 days, how often did most passengers in your county make sure everyone was wearing their seat belts? *Even if you are not sure, just give your best guess.*

Never 1	2	3	About half the time	5	6	Always 7
<input type="checkbox"/>						



Please indicate how much you agree or disagree with the following statements.

26a. When I am the <u>driver</u> , I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26b. In your opinion, how would <u>most adults in your county</u> respond: "When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26c. When I am a <u>passenger</u> , I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26d. In your opinion, how would <u>most adults in your county</u> respond: "When I am a passenger, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. When I am the <u>driver</u> , I am comfortable asking other people to wear their seat belts.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. When I am a <u>passenger</u> , I am comfortable asking other people to wear their seat belts.	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29a. How likely are you to ask everyone in the vehicle to wear a seat belt when you are the <u>driver</u> ?	Extremely unlikely 1	2	3	Neutral 4	5	6	Extremely likely 7
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29b. How likely are <u>most adults in your county</u> to ask everyone in the vehicle to wear a seat belt when they are the driver?	Extremely unlikely 1	2	3	Neutral 4	5	6	Extremely likely 7
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Extremely unlikely 1	2	3	Neutral 4	5	6	Extremely likely 7
30a. How likely are you to ask everyone to wear a seat belt when you are a <u>passenger</u> ?	<input type="checkbox"/>						

	Extremely unlikely 1	2	3	Neutral 4	5	6	Extremely likely 7
30b. How likely are <u>most adults in your county</u> to ask everyone to wear a seat belt when they are passengers?	<input type="checkbox"/>						

	Never	Once or Twice	A few times a year	Once a month	Twice a month	Weekly	Daily
31. In the past 12 months, how often have you heard or seen any advertisements, radio messages, or signs about "Together For Life"?	<input type="checkbox"/>						

We are asking the following questions to make sure we have responses from a wide variety of citizens in your community.

D1. What is your sex? _____

D2. What language is most often spoken in your home (pick one)?
 English Asian and Pacific Island languages
 Spanish Other
 American Indian languages

D3. What kind of vehicle do you drive most often (pick one)?
 Car Van
 Pick-Up Truck Motorcycle
 SUV Other

D4. What is your age?	18-19	20-24	25-34	35-44	45-54	55-64	65-74	75 or older
	<input type="checkbox"/>							

D5. Is there a child under the age of 18 living in your home?	No	Yes
	<input type="checkbox"/>	<input type="checkbox"/>

Is there anything else you would like us to know?

Thank you!

Appendix 2 – Community Survey Weights

Table 19 summarizes the weights used to align the respondents with the general population in each of the seven counties.

Table 19. Community Survey Weights

Sex	County	Age					
		25-34	35-44	45-54	55-64	65-74	75+
male	Box Elder	3.552393	1.750010	1.348617	0.844242	0.747264	0.614241
male	Cache	10.363458	3.061575	1.767096	1.798196	0.922459	0.958869
male	Carbon	1.318888	0.909684	0.558531	0.422121	0.250376	0.406756
male	San Juan	1.180573	0.825654	0.572696	0.390924	0.201981	0.167780
male	Sanpete	4.551503	1.988426	0.965576	0.712329	0.367497	0.202077
male	Sevier	1.372621	0.592441	0.538662	0.322963	0.236633	0.262977
male	Tooele	4.581569	3.716598	2.454027	1.107863	0.945678	0.411875
female	Box Elder	1.916932	1.083691	1.322434	0.979624	0.598659	0.723571
female	Cache	5.129415	2.100872	2.823875	2.571399	1.540006	1.370693
female	Carbon	1.073350	0.990630	0.542341	0.429175	0.462621	0.320050
female	San Juan	1.048568	0.439200	0.506065	0.250797	0.249656	0.302615
female	Sanpete	1.369794	0.593607	0.687261	0.455243	0.372354	0.354815
female	Sevier	0.792628	0.538507	0.674969	0.329992	0.287360	0.293431
female	Tooele	3.235545	1.479335	1.292445	1.587109	0.990438	0.783831

Appendix 3 – Student Seat Belt Questions

The following question was already included on the SHARP survey: “How often do you wear a seat belt when riding in a car driven by someone else?” with answer choices: Never, Rarely, Sometimes, Most of the time, and Always.

Six additional questions were added:

1. In your opinion, how often do most students in your high school wear their seat belts when riding in a car driven by someone else? *Even if you are not sure, give your best guess.*
Answer choices: Never, Rarely, Sometimes, Most of the time, Always
2. How much do you agree or disagree with this statement: “I want people I care about (like my family and friends) to always wear a seat belt.”
Answer choices: Strongly agree, Agree, Somewhat agree, Neither agree nor disagree, Somewhat disagree, Disagree, Strongly disagree

For the next four questions, imagine you are in a vehicle with your friends, and someone is not wearing a seat belt.

- 3a. How much do you agree or disagree with this statement: “I should ask them to wear a seat belt.”
Answer choices: Strongly agree, Agree, Somewhat agree, Neither agree nor disagree, Somewhat disagree, Disagree, Strongly disagree
- 3b. How would most students in your high school respond to question 3a?
Answer choices: Most would strongly agree, Most would agree, Most would somewhat agree, Most would neither agree nor disagree, Most would somewhat disagree, Most would disagree, Most would strongly disagree
4. How likely would you be to ask them to wear a seat belt?
Answer choices: Very unlikely, Unlikely, Somewhat unlikely, Undecided, Somewhat likely, Likely, Very likely
5. How likely would most students in your high school be to ask them to wear a seat belt?
Answer choices: Very unlikely, unlikely, somewhat unlikely, undecided, somewhat likely, likely, very likely

Appendix 4 –Law Enforcement Survey

The following is the contents of the survey of law enforcement officers. The survey was implemented using an online survey platform (Qualtrics).

Please indicate how much YOU agree or disagree with the following statements:

- "I believe the only acceptable number of deaths and serious injuries on Utah roadways should be zero."
- "I believe the only acceptable number of deaths and serious injuries among my family and friends on Utah roadways should be zero."
- "I am very concerned about safety on Utah's roads and highways."

While on duty, when was the last time you drove without wearing your seat belt?

today, in the past week, in the past month, in the past 3 months, in the past year, more than a year ago, never

While off duty, when was the last time you drove without wearing your seat belt?

today, in the past week, in the past month, in the past 3 months, in the past year, more than a year ago, never

In general, when you are on duty or driving for work, how often do you wear your seat belt?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

In your opinion, when on duty or driving for work, how often do most people in your agency wear their seat belts? *Even if you are not sure, just give your best guess.*

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

When off duty and driving within a few miles from home...

- How often do you wear your seat belt?
- How often do most adults in your county wear their seat belt?

When off duty and driving many miles from home...

- How often do you wear your seat belt?
- How often do most adults in your county wear their seat belt?

In general, when off duty how often do you wear your seat belt?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

In your opinion, how often do most adults in your county wear their seat belts? *Even if you are not sure, just give your best guess.*

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

How would people in the following categories respond to this statement: "It is important to protect myself by always wearing a seat belt."

- YOU
- MOST people in your agency

- MOST supervisors / leaders in your agency
- MOST adults in your county

Please indicate how much you agree or disagree with the following statements.

- "I wear a seat belt because I want to set a good example for my community."
- "I wear a seat belt because I want to set a good example for my children."
- "I wear a seat belt because my agency requires that I do."
- "Seat belts are just as likely to harm you as help you."
- "People are less likely to be seriously injured or killed if they always wear their seat belt."
- "Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries."

Please indicate how much you agree or disagree with the following statements.

- "I believe I should always wear a seat belt."
- "I want people I care about to always wear a seat belt."
- "People who care about me want me to always wear a seat belt."
- "I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt."

How would people in the following categories respond to this statement: "I believe local law enforcement should enforce Utah seat belt laws."

- YOU
- MOST people in your agency
- MOST supervisors / leaders in your agency
- MOST adults in your county

Please indicate how much YOU agree or disagree with the following statement: "I am comfortable wearing my seat belt if others in the vehicle are not."

Does your family have a rule about always wearing a seat belt?

No, Yes, I don't know, I live alone

Does your agency have a policy about always wearing a seat belt?

No, Yes, I don't know, I don't work

Thinking back over the past 12 months, how often did the following people enforce Utah's seat belt law when in a situation with an adult who was in violation? *Even if you are not sure, give your best guess.*

- YOU
- MOST officers in your agency
- MOST officers in the state

Thinking back over the past 12 months, how often did the following people enforce Utah's seat belt law when in a situation with a child (age 8 to 18) who was in violation? *Even if you are not sure, give your best guess.*

- YOU
- MOST officers in your agency
- MOST officers in the state

Thinking back over the past 12 months, how often did the following people enforce Utah's seat belt law when in a situation with a child younger than age 8 who was in violation? *Even if you are not sure, give your best guess.*

- YOU
- MOST officers in your agency
- MOST officers in the state

Please indicate how much YOU agree or disagree with the following statements:

- "I believe my agency supports enforcement of Utah's seat belt laws for adults."
- "I believe my agency supports enforcement of Utah's seat belt laws for children age 8 - 18."
- "I believe my agency supports enforcement of Utah's child restraint and booster seat laws."

Please indicate how much YOU agree or disagree with the following statements:

- "My agency has made it clear to me that I am expected to enforce Utah's seat belt laws for adults."
- "My agency has made it clear to me that I am expected to enforce Utah's seat belt laws for children age 8 - 18."
- "My agency has made it clear to me that I am expected to enforce Utah's child restraint and booster seat laws."

To the best of your knowledge, does your agency participate in the "Click It or Ticket" campaign?

No, Yes, I don't know

To the best of your knowledge, how often does your agency engage in any special seat belt enforcement activities?

Never, Once a year, Twice a year, More than twice a year

What suggestions do you have to improve seat belt use in your community?

Thank you!

Appendix 5 – Key Leader Survey

The following is the contents of the survey of law enforcement officers. The survey was implemented using an online survey platform (Qualtrics).

Please indicate how much YOU agree or disagree with the following statements:

- “I believe the only acceptable number of deaths and serious injuries on Utah roadways should be zero.”
- “I believe the only acceptable number of deaths and serious injuries among my family and friends on Utah roadways should be zero.”
- “I am very concerned about safety on Utah’s roads and highways.”

When was the last time you drove without wearing your seat belt?

Today, In the past week, In the past month, In the past 3 months, In the past year, More than a year ago, Never

When you are driving within a few miles from home, how often do you wear your seat belt?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

When driving within a few miles from home, how often do most adults in your county wear their seat belts?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

When you are driving many miles from home, how often do you wear your seat belt?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

When driving many miles from home, how often do most adults in your county wear their seat belts?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

In general, how often do you wear your seat belt?

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

In your opinion, how often do most adults in your county wear their seat belts? *Even if you are not sure, just give your best guess.*

Never (1), (2), (3), About half the time (4), (5), (6), Always (7)

How much do you agree or disagree: “It is important to protect myself by always wearing a seat belt.”

In your opinion, how would MOST elected officials in your city/county respond to the following statement? “It is important to protect myself by always wearing a seat belt.” Even if you are not sure, just give your best guess.

In your opinion, how would MOST elected state officials in Utah respond to the following statement? “It is important to protect myself by always wearing a seat belt.” *Even if you are not sure, just give your best guess.*

In your opinion, how would MOST adults in your county respond to the following statement? “It is important to protect myself by always wearing a seat belt.” *Even if you are not sure, just give your best guess.*

How much do you agree or disagree with the following statements?

- “I wear a seat belt because I want to set a good example for my community.”
- “I wear a seat belt because I want to set a good example for children.”
- “I wear a seat belt because my workplace requires that I do.”
- “Seat belts are just as likely to harm you as help you.”
- “People are less likely to be seriously injured or killed if they always wear their seat belt.”
- “Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries.”
- “I believe I should always wear a seat belt.”
- “I want people I care about to always wear a seat belt.”
- “People who care about me want me to always wear a seat belt.”
- “I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt.”

How much do agree or disagree: “I believe local law enforcement should enforce Utah seat belt laws.”

In your opinion, how would MOST elected officials in your city/ county respond to the following statement? “I believe local law enforcement should enforce Utah seat belt laws.”

In your opinion, how would MOST elected state officials in Utah respond to the following statement? “I believe local law enforcement should enforce Utah seat belt laws.”

In your opinion, how would MOST adults in your county respond to the following statement? “I believe local law enforcement should enforce Utah seat belt laws.”

How much do agree or disagree: “When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.”

In your opinion, how would MOST adults in your county respond to the following statement? “When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.”

Does your family have a rule about always wearing a seat belt?

No, Yes, I don't know, I live alone

In your opinion, how many families in your county have a rule about always wearing a seat belt?
Even if you are not sure, just give your best guess.

Few (0% - 20%), Some (21% - 40%), About half (41% - 60%), Most (61% - 80%), Almost all (81% - 100%)

How much do you agree or disagree with the following statement? “Schools in my county should take reasonable measures to increase seat belt use by staff and students.” Reasonable measures include signs, discussions in health class, special activities, etc.

Why or why not?

Does your workplace have a policy about always wearing a seat belt?

No, Yes, I don't know, I don't have a workplace

In your opinion, how many workplaces in your county have a policy about always wearing a seat belt? *Even if you are not sure, just give your best guess.*

Few (0% - 20%), Some (21% - 40%), About half (41% - 60%), Most (61% - 80%), Almost all (81% - 100%)

In your opinion, does your workplace enforce the policy about always wearing a seat belt?

No, Yes, My workplace does not have a policy, I don't have a workplace

Does your workplace provide education or training about always wearing a seat belt?

No, Yes, I don't know, I don't have a workplace

How much do you agree or disagree with the following statement? "Workplaces in my county should require employees to wear seat belts."

Why or why not?

How much do you agree or disagree with the following statement? "County government should require county employees to wear seat belts."

Please select all that you represent:

- Government/Elected Official
- Private For-Profit Business
- Private Non-Profit Business
- Public Social Service Provider
- Education
- Healthcare
- Public Health
- Faith
- Law Enforcement
- Fire/Emergency Services
- Judicial
- Other (please specify) _____

Thank you!

Appendix 6 – Feedback on Toolkits

The following tables summarize the responses of the state leaders and county-level coordinators (n=9) about the value and utilization of the various tools within the various toolkits.

Table 20. Feedback on Together for Life Project Toolbox Overview

Tool	Very, Extremely Valuable	Used Often or more
Toolbox Overview	89%	44%
Cultural Summary Overview	78%	33%
Speaking Points	78%	44%
Press Release	89%	33%
Together for Life Logo Style Guide	33%	11%
Project Logos	78%	22%
Website Banners	67%	11%
Social Media Guide	67%	11%

Table 21. Feedback on Together for Life Community Building Toolkit

Tool	Very, Extremely Valuable	Used Often or more
Toolkit Overview	89%	78%
Video	88%	75%
Radio	100%	63%
Print and Online Media	78%	56%
2" by 3" Business Card	67%	56%
4" by 9" Together for Life Engagement Card	56%	44%

Table 22. Feedback on Together for Life Project Law Enforcement Toolkit

Tool	Very, Extremely Valuable	Used Often or more
Toolkit Overview	89%	67%
Statistical Report	89%	44%
Key Findings Report	78%	56%
Activity Decision-Making Worksheet	67%	11%
Law Enforcement Booklet	67%	56%
Speaking Points	89%	67%
Press Release	67%	22%
Print and Online Media	67%	33%

Table 23. Feedback on Together for Life Project Key Leader and Workplace Toolkit

Tool	Very, Extremely Valuable	Used Often or more
Toolkit Overview	78%	50%
Statistical Report	89%	33%
Key Findings Report	89%	63%
Activity Decision-Making Worksheet	56%	11%
Key Leader Speaking Points	78%	33%
Key Leader Press Release	67%	22%
Key Leader Booklet	78%	50%
Workplace Speaking Points	78%	56%
Workplace Press Release	67%	33%
Workplace Booklet	67%	56%
Workplace Power Point	67%	0%
Radio ads	89%	33%
Print and Online Media	78%	33%

Table 24. Feedback on Together for Life Student Toolkit

Tool	Very, Extremely Valuable	Used Often or more
Toolkit Overview	78%	44%
Combined Statistical Report/KFR	78%	56%
Activity Decision- Making Worksheet	67%	22%
Press Release	75%	33%
Booklet	78%	50%
Print and Online Media	78%	56%

Table 25. Feedback on Together for Life Project Key Leader and Workplace Toolkit

Tool	Very, Extremely Valuable	Used Often or more
Toolkit Overview	67%	44%
Statistical Report	78%	44%
Key Findings Report	89%	78%
Activity Decision-Making Worksheet	56%	78%
Speaking Points	78%	67%
Press Release	67%	44%
Videos	89%	67%
Radio ads	100%	67%
Print and Online Media	67%	33%
Roll-up Banner	63%	25%

Appendix 7 – Summary of Interviews With State Leaders and County Coordinators

County-level coordinators were engaged in each of the seven rural counties to confront the seriousness of not wearing a seat belt and to build hope that communities can work together to reduce risk and create positive change. The coordinators had received PCF training, toolkits for each stakeholder, interactive online community of practice, and engaged in on-going technical assistance. These coordinators worked with local coalitions and multiple county stakeholders.

This report is a compilation of information gathered from six interviews of county-level coordinators and three interviews with statewide project leaders. The county interviews included Box Elder, Cache, Carbon, Sanpete, Sevier, and Tooele counties. This report provides qualitative information about the whole project. It covers coalition and other stakeholders, resources, and Together for Life project specifics.

Method for Generating the Report

In the summer of 2019, each coordinator engaged in an interview. The purpose of these interviews was to gain a better understanding of how the Positive Culture Framework and the Together for Life project were being applied to increase seatbelt use in each county. The interviewer was independent of the counties and served as a recorder of the interview process. After each interview, the interviewer interpreted the responses and prepared a draft report retelling each coordinator's story. The interpretive process, based on qualitative data analysis methods, produced core themes that emerged across responses. The interviewer prepared draft summaries of the themes that emerged in each interview called, "This is What I Heard You Say" and submitted each to the coordinators who then revised their reports for accuracy. The interviewer and participants went back and forth with revisions until each coordinator authenticated their individual report, and each report was considered complete.

Coalition and Other Stakeholders

Each of the county coordinators worked with a local coalition to address seat belt use. Some of these coalitions were purely focused on traffic safety while others were focused on prevention. These coalitions contributed to the project through idea generation, dissemination of resources, and raising awareness about seat belt use.

The engagement of coalition members varied among the counties and across the social ecology. In some of the counties, there was high engagement from the coalition members. In addition to disseminating materials and raising awareness, these highly engaged members would reinforce project messages within the community and explore making changes to their own workplace policies and family rules. Some counties' most active members were law enforcement; others were schools, certain workplaces, department of transportation, and hospitals.

Stakeholders who were not a part of the coalition but actively contributed to the project assisted in the dissemination of surveys, participated in radio ads, contributed resources, and provided opportunities to reach workplaces and families outside of coalition participants. These stakeholders varied widely among the counties and included key leaders, elected officials, teachers, business owners, individual workplaces, Chambers of Commerce, and health departments.

Barriers

Stakeholders could be very hard to reach, and this varied among the counties. Some of the coordinators felt law enforcement was hardest to reach for this project. These coordinators felt that they didn't have the buy in they needed from the agency's leadership. Other stakeholders that were difficult to reach included worksites, the Chamber of Commerce, elected officials, coalminers, construction workers, and cowboys or farmers.

Coordinators began to break through the barriers with hard-to-reach stakeholders by understanding they needed to meet people where they were, listen to what they wanted or needed, and provide tools to assist stakeholders in doing their jobs. Different stakeholders required different approaches. One coordinator discussed the importance of delegating and relying on the coalition to do some of the work.

All the coordinators felt that guidance provided from the Center prepared them to increase engagement, but time was the limiting factor. The coordinators expressed that a lot of time was needed to build relationships with hard-to-reach stakeholders. Another factor that seemed to help coordinators succeed in breaking barriers with stakeholders was their previously established network and their own skills for building relationships. A final factor was relying on the guidance provided by the guide from the Center.

Some of the coordinators felt like they had overcome barriers, and others felt like they were still working to overcome barriers with stakeholders. One coordinator worked on building one-on-one relationships with law enforcement leaders from each agency in her county but still felt that she did not have the buy in needed. Others noted that while they may have made headway with individual leaders, those leaders were not ready to bring their whole organization on board. Most of the coordinators felt like they needed more time to invest in building relationships in order to increase engagement from the hard-to-reach stakeholders.

The Program Manager for the project would like to spend more time discussing preparation and building relationships with stakeholders during the next introductory training for new counties joining the effort. The training could focus on the importance of framing conversations, understanding stakeholders, doing their research ahead of conversations to understand what tool would work best for the stakeholder, and practicing those conversations before having them. The tools should be presented as resources that are available to help make the stakeholder's job easier and their workplace safer. The Program Manager would also like to help the coordinators understand from the beginning of the

project that the resources provided are meant to make their job easier and their work more effective. Local efforts seek to leverage what already exists.

Resources

Training and Meetings

Every coordinator and two of the statewide leaders attended at least one Positive Culture Framework Training during the duration for the project. Some of the coordinators were able to attend more than one training or had a trainer from the Center come to their community to provide onsite overviews of the Framework and project. The training provided the coordinators context for the foundation of the project and approach taken. The most beneficial lessons learned or takeaways from the training included:

- Background and understanding of the Positive Culture Framework
- Review of toolboxes and items within the toolboxes
- Understanding community engagement
- Meeting people where they are
- Not doing all the work alone
- Using a positive approach
- How to address seat belt use using the social ecology
- Helped to give the coordinators ownership of the project
- Education on statistics and speaking points for people who don't believe the numbers

In the future the coordinators suggested having the training within each community so they could bring in the whole coalition to build their knowledge and shared language. Another suggestion was to work with the coordinators before the training to help identify who should attend if the training is not done at the community level. It would also be helpful to spend more time with the tools, understanding what this looks like when they get back home, and next steps.

All the coordinators also engaged in monthly phone calls with project leadership and staff from the Center for Health and Safety Culture. These calls were beneficial to the coordinators because they were an opportunity to hear from other rural counties about their struggles and how they worked to overcome them. These meetings were an opportunity to collaborate, share ideas, and receive updates from the Highway Safety Office.

Toolkits

The Center provided toolkits for Community Building, Law Enforcement, Adults, Key Leaders and Workplaces, and School and Students. Each of these toolkits provided resources and tools for the indicated audience. All the coordinators would place the toolkits, booklets, and posters out at every event and coalition meeting. Some of the coordinators would go into an organization and walk them through the toolkit indicating which resources might be helpful and help them understand how to get

involved with the project. Some of the coordinators used the toolkits and tools as a conversation starter as well as a way to assist others to increase awareness. One coordinator felt that the toolkits made things very simple and helped them to do their jobs. The simpler it was to get a message out the more likely the coordinator was to use it.

Specific tools that were highlighted by the respondents included the Together for Life cards, “Wear it for me” cards, the community building video and radio ads, speaking points, banners, key findings reports, media, and decision making worksheets. The smaller cards were used as a conversation starter at events and meetings. The coordinators liked having something small to easily share with individuals to engage in a conversation about seat belt use. The videos and radio ads that used local data and local voices appealed to a number of the coordinators because they felt people paid attention when they heard someone from their community speaking. The speaking points were valuable to coordinators who were trying to establish shared language and reinforce the project message. Sometimes coordinators did not feel they had enough time to sit down and walk someone through an entire toolkit, so the speaking points and print material allowed them the opportunity to begin engagement with stakeholders with the hope of continuing to build that relationship in the future.

Most of the respondents felt that the toolkits were lengthy and would have appreciated more opportunities to work through them as a group. One coordinator suggested making a tool discussion a standing agenda item on the monthly calls. Another coordinator suggested providing a summary of what was included in each toolkit, so they weren’t so intimidating.

Surveys and Data

Coordinators and statewide leaders used the data collected from the surveys to correct misperceptions, to show they were making a difference, to increase their own knowledge, to educate leaders and emphasize the need for champions of this effort, to inform the coalition members, to pinpoint the target group in their community, to shape future conversations and process, and to give them the confidence to challenge attitudes about not wearing seat belts. The data helped them understand and tell their community’s story. One coordinator believed the data prepared her to use different strategies to change attitudes about seat belt use. Instead of telling a farmer or rancher what to do, she would have a conversation about making choices to protect their children’s future.

Almost all the respondents recommended using a more up to date address list if possible. Many received phone calls about a person being deceased, and often these individuals were upset to have received a survey in the deceased person’s name. A few of the coordinators mentioned that they would have appreciated a review of what was being sent to their community, so they felt more prepared to answer questions when people asked about the survey. There were a few respondents who commented that they had heard the surveys were too lengthy.

Website and Community of Practice

Many of the coordinators did not distinguish between the Together for Life website and the Community of Practice. Some of the statewide leaders and coordinators used the Together for Life website to educate themselves about the project and occasionally shared with other groups to inform about the project. The coordinators used the Community of Practice to download tools if needed. However, it did not seem like the Community of Practice was used often by many of the coordinators.

Guide Service

All the respondents expressed their appreciation for guide service and the guide in particular. She had the unique ability to strike the correct balance between being supportive and respecting where the community was. She offered ideas on how to engage hard-to-reach stakeholders when coordinators felt stuck, pushed them to think outside the box, and was the main resource for figuring out how to reach out to stakeholders. She was the most beneficial way the Center helped the coordinators build capacity to do the work and one of the most valuable resources from the Center.

The most valuable things the guide did in support of the coordinators' coalition work:

- Questioned and pushed the coordinators to think about the process differently
- Site visits
- Was willing to help where needed
- Identified resources for the coordinators to better engage their coalition members
- Taught them to meet people where they are to understand the level of engagement the coordinator can expect
- Reminded the coordinator to delegate
- When the coordinator felt inadequate, the guide helped address the issues and offered suggestions on how to change
- Held people accountable during monthly calls
- Provided sound advice
- Made sure to touch base with them even if they were not good about following up or connecting with her
- Helped them to maintain focus
- Helped strategize and brainstorm how to overcome barriers
- Shared ideas and tools to continue the project's momentum
- Helped them think through different scenarios and situations
- Answered questions
- Helped them understand how to take on a leadership role with the coalition
- Helped them get the coalition to focus on the positive message
- Gave new ideas on how to engage the coalition and make the work relevant in the community

When asked how the guide could have helped them more, all the coordinators could think of no other ways the guide could have been more helpful other than if she could have come and physically lived in their county. None of the coordinators thought they would have been as effective without guide service. They felt like the guide's guidance and encouragement kept them on track and focused, helped them set goals and meet those goals, and helped them work through challenges they encountered. The Program Manager felt like the guide's approach with the coordinators helped to decrease their feelings of busyness and being overworked.

Together for Life Project

Brand

All the respondents believed that there was value in having a brand. However, there were mixed feelings about the Together for Life brand. Some of the respondents felt like the Together for Life brand helped to unify the work across all the counties. While others were not sure the communities would recognize the brand, Together for Life, the communities did connect to positive messages about seat belt use.

Challenges

From the perspective of the statewide leaders interviewed, the biggest challenge was employee turnover and differing levels of engagement throughout the project. A common challenge among the coordinators was not having enough time to devote to the project. Other challenges included the lack of engagement from law enforcement and the coalition's desire to use scare tactics.

Skills

All of the respondents were asked "Are there skills you wish you were better at in order to be more effective? What are those skills?" The following is a complete list of the skills they identified.

- Time Management*
- Public Speaking
- Critical thinking
- Stronger communication skills
- To be more courageous
- Facilitation
- Stronger coalition skills
- More confidence to work through the process
- Engaging others, understanding how to reach more people
- Sharing the vision
- More confidence in the data and what to say when people challenge it

Social Ecology

Using the social ecology to address seat belt use influenced the respondents' thinking in a number of ways. Many felt like using the social ecology helped them better understand behaviors and the factors that influence behaviors like values and norms. The social ecology helped the coordinators better understand the need for different strategies and approaches with different audiences. The coordinators also started to recognize how using the social ecology to address seat belt use could be replicated with other issues they work on. It provided a foundation for all the health and safety work they do. The social ecology provided a strategic way for them to organize and prioritize their work.

Positive Approach

All the statewide leaders and coordinators interviewed believed that the use of a positive approach to address seat belts was beneficial to the project. The positive approach was more relatable, energy giving, connected with people on an emotional level, warmer, and more inviting for others to participate. They recognized that scare tactics do not work when making sustainable behavior change. The positive messages are more effective and focus on what they are seeking, health. A few of the coordinators mentioned that this has also impacted their work on other health and safety issues. Using positive messages was empowering and brought hope to the work.

Expectations and Reporting

Most of the coordinators believed the expectations from Utah DPS-HSO for what they were supposed to do for this project were clear. However, some of them found the reporting to be difficult. Some of the coordinators felt like the reports didn't provide HSO with an understanding of changes that were occurring in the community such as readiness and willingness. One coordinator suggested more local involvement and collaboration with HSO would have kept them better informed. Moving forward, it was suggested that HSO could attend a few of the guide calls with the guide and the community.

Making A Difference

Every statewide leader and coordinator interviewed believed the project made a difference with their seat belt efforts. Some coordinators believed awareness and conversations around seat belt use in their community had started to change. One coordinator described this shift as a more empowering, supportive attitude toward seat belt use. Wearing seat belts was about role modeling and changing behavior to support loved ones rather than abiding by the law. Others mentioned the change in seat belt use rates as indicators that their efforts were working. The Program Manager stated that the seat belt use rates in 2018 showed Box Elder had the highest use rate, and 2019 results revealed that Carbon County had the highest use rate in the state. Both counties are a part of this project. Overall, the counties that participated in this project had higher increases in rates than the counties who did not.

Appendix 8 – Summary of Changes Among Community Adults

Table 26. Changes in Survey Responses Among Male Adults

Indicator	Means (baseline)	Means (2019)*	Sig** (p)	Effect Size (Eta ²)***
I believe the only acceptable number of deaths and serious injuries on Utah roadways should be zero.	5.57	6.21	0.000	0.025
I believe the only acceptable number of deaths and serious injuries among my family and friends on Utah roadways should be zero.	6.14	6.35	0.012	0.003
I am very concerned about safety on Utah’s roads and highways.	6.03	6.25	0.001	0.006
When was the last time you drove without wearing your seat belt?	5.06	5.10		
When you are driving within a few miles of your home, how often do you wear your seat belt?	5.90	6.13	0.012	0.003
When driving within a few miles of home, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	4.58	4.76	0.003	0.005
When you are driving many miles from your home, how often do you wear your seat belt?	6.65	6.83	0.001	0.006
When driving many miles from home, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	5.31	5.49	0.002	0.005
In general, how often do you wear your seat belt?	6.29	6.47	0.006	0.004
In your opinion, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	4.89	5.05	0.003	0.005
I believe it is important to protect myself by always wearing a seat belt.	6.43	6.56	0.035	0.002
In your opinion, how would most adults in your county respond: “It is important to protect myself by always wearing a seat belt.” Even if you are not sure, just give your best guess.	5.47	5.71	0.000	0.010
I wear a seat belt because I don’t want to get a ticket.	4.40	5.18	0.000	0.024
I wear a seat belt because I want to set a good example for my children.	6.06	6.28	0.003	0.005
Seat belts are just as likely to harm you as help you.	2.62	2.59		
People are less likely to be seriously injured or killed if they always wear their seat belt.	6.33	6.41	NS	
Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries.	6.21	6.21	NS	
I believe I should always wear a seat belt.	6.40	6.58	0.006	0.004
I want people I care about to always wear a seat belt.	6.56	6.71	0.004	0.004
People who care about me want me to always wear a seat belt.	6.47	6.64	0.001	0.006
I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt.	6.68	6.78	0.023	0.003
I believe local law enforcement should enforce Utah seat belt laws.	5.70	5.88	NS	
In your opinion, how would most adults in your county respond: “I believe local law enforcement should enforce Utah seat belt laws.”	4.83	5.03	0.012	0.003
I am comfortable wearing my seat belt even if others in the vehicle are not.	6.17	6.36	0.015	0.003
How likely are you to always wear your seat belt every time you are in a vehicle?	6.23	6.39	0.025	0.002
In your opinion, how likely are most adults in your county to always wear their seat belt every time they are in a vehicle? Even if you are not sure, just give your best guess.	4.89	5.14	0.000	0.009

*includes respondents who indicated they had heard Together for Life messages a few times a year or more often.

**Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

***0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Table 26. Changes in Survey Responses Among Male Adults (continued)

Indicator	Means (baseline)	Means (2019)*	Sig** (p)	Effect Size (Eta²)***
Does your family have a rule about always wearing a seat belt?	1.85	1.90		
In your opinion, do most families in your county have a rule about always wearing a seat belt. Even if you are not sure, just give your best guess.	1.68	1.76	0.003	0.006
Does your workplace have a policy about always wearing a seat belt?	1.94	1.91		
In your opinion, do most workplaces in your county have a policy about always wearing a seat belt. Even if you are not sure, just give your best guess.	1.60	1.69	0.001	0.007
Assume that you do not wear your seat belt AT ALL while driving over the next six months. How often do you think you will receive a ticket for not wearing a seat belt?	2.74	3.27	0.000	0.021
In the past 60 days when you were the driver and had passengers, how often did you make sure everyone was wearing their seat belts?	5.49	6.05	0.000	0.015
In the past 60 days, how often did most drivers in your county make sure everyone was wearing their seat belts? Even if you are not sure, just give your best guess.	4.29	4.82	0.000	0.030
In the past 60 days when you were a passenger, how often did you make sure everyone was wearing their seat belts?	4.54	5.18	0.000	0.016
In the past 60 days, how often did most passengers in your county make sure everyone was wearing their seat belts? Even if you are not sure, just give your best guess.	3.82	4.34	0.000	0.023
When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	5.91	6.31	0.000	0.012
In your opinion, how would most adults in your county respond: "When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	4.95	5.36	0.000	0.019
When I am a passenger, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	4.83	5.45	0.000	0.027
In your opinion, how would most adults in your county respond: "When I am a passenger, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	4.18	4.72	0.000	0.031
When I am the driver, I am comfortable asking other people to wear their seat belts.	6.02	6.42	0.000	0.013
When I am a passenger, I am comfortable asking other people to wear their seat belts.	5.12	5.61	0.000	0.015
How likely are you to ask everyone in the vehicle to wear a seat belt when you are the driver?	5.78	6.23	0.000	0.012
How likely are most adults in your county to ask everyone in the vehicle to wear a seat belt when they are the driver?	4.57	4.92	0.000	0.013
How likely are you to ask everyone to wear a seat belt when you are a passenger?	4.63	5.32	0.000	0.023
How likely are most adults in your county to ask everyone to wear a seat belt when they are passengers?	3.93	4.58	0.000	0.036

*includes respondents who indicated they had heard Together for Life messages a few times a year or more often.

**Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

***0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Table 27. Changes in Survey Responses Among Female Adults

Indicator	Means (baseline)	Means (2019)*	Sig** (p)	Effect Size (Eta²)***
I believe the only acceptable number of deaths and serious injuries on Utah roadways should be zero.	5.99	6.25	0.001	0.005
I believe the only acceptable number of deaths and serious injuries among my family and friends on Utah roadways should be zero.	6.44	6.39	NS	
I am very concerned about safety on Utah’s roads and highways.	6.36	6.22	0.027	0.002
When was the last time you drove without wearing your seat belt?	5.66	5.65	NS	
When you are driving within a few miles of your home, how often do you wear your seat belt?	6.31	6.28	NS	
When driving within a few miles of home, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	4.67	4.78	NS	
When you are driving many miles from your home, how often do you wear your seat belt?	6.89	6.89	NS	
When driving many miles from home, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	5.38	5.44	NS	
In general, how often do you wear your seat belt?	6.63	6.56	NS	
In your opinion, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	5.00	5.01	NS	
I believe it is important to protect myself by always wearing a seat belt.	6.79	6.76	NS	
In your opinion, how would most adults in your county respond: “It is important to protect myself by always wearing a seat belt.” Even if you are not sure, just give your best guess.	5.59	5.72	0.009	0.003
I wear a seat belt because I don’t want to get a ticket.	5.04	5.43	0.000	0.007
I wear a seat belt because I want to set a good example for my children.	6.52	6.60	NS	
Seat belts are just as likely to harm you as help you.	2.73	2.73	NS	
People are less likely to be seriously injured or killed if they always wear their seat belt.	6.48	6.46	NS	
Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries.	6.34	6.40	NS	
I believe I should always wear a seat belt.	6.78	6.79	NS	
I want people I care about to always wear a seat belt.	6.83	6.87	NS	
People who care about me want me to always wear a seat belt.	6.71	6.75	NS	
I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt.	6.85	6.88	NS	
I believe local law enforcement should enforce Utah seat belt laws.	6.37	6.42	NS	
In your opinion, how would most adults in your county respond: “I believe local law enforcement should enforce Utah seat belt laws.”	5.13	5.27	0.035	0.002
I am comfortable wearing my seat belt even if others in the vehicle are not.	6.54	6.45	NS	
How likely are you to always wear your seat belt every time you are in a vehicle?	6.63	6.58	NS	
In your opinion, how likely are most adults in your county to always wear their seat belt every time they are in a vehicle? Even if you are not sure, just give your best guess.	4.98	5.20	0.000	0.009

*includes respondents who indicated they had heard Together for Life messages a few times a year or more often.

**Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

***0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Table 27. Changes in Survey Responses Among Female Adults (continued)

Indicator	Means (baseline)	Means (2019)*	Sig** (p)	Effect Size (Eta²)***
Does your family have a rule about always wearing a seat belt?	1.97	1.97	NS	
In your opinion, do most families in your county have a rule about always wearing a seat belt. Even if you are not sure, just give your best guess.	1.81	1.78	NS	
Does your workplace have a policy about always wearing a seat belt?	1.91	1.98	NS	
In your opinion, do most workplaces in your county have a policy about always wearing a seat belt. Even if you are not sure, just give your best guess.	1.47	1.58	0.000	0.010
Assume that you do not wear your seat belt AT ALL while driving over the next six months. How often do you think you will receive a ticket for not wearing a seat belt?	3.01	3.58	0.000	0.025
In the past 60 days when you were the driver and had passengers, how often did you make sure everyone was wearing their seat belts?	6.34	6.42	NS	
In the past 60 days, how often did most drivers in your county make sure everyone was wearing their seat belts? Even if you are not sure, just give your best guess.	4.64	4.98	0.000	0.015
In the past 60 days when you were a passenger, how often did you make sure everyone was wearing their seat belts?	5.59	5.73	NS	
In the past 60 days, how often did most passengers in your county make sure everyone was wearing their seat belts? Even if you are not sure, just give your best guess.	4.30	4.73	0.000	0.017
When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	6.56	6.62	NS	
In your opinion, how would most adults in your county respond: "When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	5.19	5.37	0.004	0.004
When I am a passenger, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	5.48	5.77	0.000	0.009
In your opinion, how would most adults in your county respond: "When I am a passenger, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	4.42	4.85	0.000	0.022
When I am the driver, I am comfortable asking other people to wear their seat belts.	6.59	6.64	NS	
When I am a passenger, I am comfortable asking other people to wear their seat belts.	5.74	5.83	NS	
How likely are you to ask everyone in the vehicle to wear a seat belt when you are the driver?	6.56	6.56	NS	
How likely are most adults in your county to ask everyone in the vehicle to wear a seat belt when they are the driver?	4.94	5.11	0.004	0.004
How likely are you to ask everyone to wear a seat belt when you are a passenger?	5.53	5.69	0.046	0.002
How likely are most adults in your county to ask everyone to wear a seat belt when they are passengers?	4.45	4.65	0.004	0.004

*includes respondents who indicated they had heard Together for Life messages a few times a year or more often.

**Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

***0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Table 28. Summary of Changes Among Male Pickup Drivers

Indicator	Means (baseline)	Means (2019)*	Sig** (p)	Effect Size (Eta ²)***
When you are driving within a few miles of your home, how often do you wear your seat belt?	5.48	5.84	0.030	0.006
When you are driving many miles from your home, how often do you wear your seat belt?	6.40	6.75	0.002	0.013
In general, how often do you wear your seat belt?	5.95	6.27	0.016	0.008
I believe it is important to protect myself by always wearing a seat belt.	6.14	6.32	NS	
I believe I should always wear a seat belt.	6.04	6.40	0.007	0.009
I want people I care about to always wear a seat belt.	6.33	6.52	NS	
People who care about me want me to always wear a seat belt.	6.30	6.53	0.022	0.007
In your opinion, how often do most adults in your county wear their seat belts? Even if you are not sure, just give your best guess.	4.78	4.92	NS	
I am comfortable wearing my seat belt even if others in the vehicle are not.	6.05	6.34	0.025	0.007
Assume that you do not wear your seat belt AT ALL while driving over the next six months. How often do you think you will receive a ticket for not wearing a seat belt?	2.66	3.25	0.000	0.024
In the past 60 days when you were the driver and had passengers, how often did you make sure everyone was wearing their seat belts?	5.11	5.96	0.000	0.030
In the past 60 days when you were a passenger, how often did you make sure everyone was wearing their seat belts?	4.07	5.13	0.000	0.038
When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	5.70	6.11	0.004	0.011
When I am a passenger, I believe it is my responsibility to make sure others in the vehicle wear a seat belt.	4.62	5.29	0.000	0.030
In the past 60 days, how often did most drivers in your county make sure everyone was wearing their seat belts? Even if you are not sure, just give your best guess.	4.06	4.72	0.000	0.040
In the past 60 days, how often did most passengers in your county make sure everyone was wearing their seat belts? Even if you are not sure, just give your best guess.	3.66	4.20	0.000	0.022
When I am the driver, I am comfortable asking other people to wear their seat belts.	5.78	6.25	0.001	0.014
When I am a passenger, I am comfortable asking other people to wear their seat belts.	4.84	5.52	0.000	0.025

*includes respondents who indicated they had heard Together for Life messages a few times a year or more often.

**Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

***0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Appendix 9 – Summary of Changes Among Students

Table 29. Changes in Survey Responses Among Students

Indicator		Means (baseline)	Means (2019)	Sig* (p)	Effect Size (Eta ²)**
How often do you wear a seat belt when riding in a car driven by someone else?	Middle School Males	4.4	4.5	0.000	0.009
	Females	4.5	4.5	NS	
	High School Males	4.3	4.6	0.000	0.020
	Females	4.5	4.5	NS	
In your opinion, how often do most students in your high school wear their seat belts when riding in a car driven by someone else?	Middle School Males	3.4	3.6	0.000	0.006
	Females	3.5	3.6	0.000	0.004
	High School Males	3.3	3.5	0.000	0.007
	Females	3.4	3.5	0.000	0.009
How much do you agree or disagree with this statement? "I want the people I care about (like my family and friends) to always wear a seat belt."	Middle School Males	1.4	1.3	0.000	0.005
	Females	1.3	1.4	0.000	0.003
	High School Males	1.6	1.3	0.000	0.014
	Females	1.4	1.5	0.000	0.003
Imagine you are in a vehicle with your friends, and someone is not wearing a seat belt. How much do you agree or disagree with this statement? "I should ask them to wear a seat belt."	Middle School Males	1.8	1.7	0.001	0.001
	Females	1.7	1.9	0.000	0.004
	High School Males	2.0	1.7	0.000	0.018
	Females	1.7	2.0	0.000	0.008
If in the same situation (described in question 203), how would most students in your high school feel? Would they agree or disagree that they should ask them to wear a seat belt?	Middle School Males	2.4	2.4	NS	
	Females	2.5	2.3	0.000	0.004
	High School Males	2.5	2.4	0.023	0.001
	Females	2.6	2.4	0.000	0.006
If you were in a vehicle with your friends and someone was not wearing a seatbelt, how likely would it be that you would ask them to wear a seat belt?	Middle School Males	5.2	5.3	NS	0.000
	Females	5.4	5.2	0.000	0.003
	High School Males	4.8	5.5	0.000	0.030
	Females	5.3	5.1	0.000	0.002
How likely would it be that most students in your high school would ask them to wear a seat belt?	Middle School Males	4.5	4.7	0.001	0.002
	Females	4.7	4.7	NS	
	High School Males	4.1	4.5	0.000	0.010
	Females	4.3	4.5	0.023	0.001

*Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

**0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Appendix 10 – Summary of Changes in Law Enforcement

Table 30. Changes in Survey Responses Among Law Enforcement Officers

Indicator	Means (baseline)	Means (2019)	Sig* (p)	Effect Size (Eta ²)**
While on duty, when was the last time you drove without wearing your seat belt?	5.15	4.98	NS	-
While off duty, when was the last time you drove without wearing your seat belt?	5.10	4.90	NS	-
In general, when you are on duty or driving for work, how often do you wear your seat belt?	6.35	6.24	NS	-
In your opinion, when on duty or driving for work, how often do most people in your agency wear their seat belts? Even if you are not sure, just give your best guess.	5.76	5.61	NS	-
When off duty and driving within a few miles from home, how often do you wear your seat belt?	6.06	6.08	NS	-
When off duty and driving within a few miles from home, how often do most adults in your county wear their seat belt?	4.33	4.49	NS	-
When off duty and driving many miles from home, how often do you wear your seat belt?	6.75	6.77	NS	-
When off duty and driving many miles from home, how often do most adults in your county wear their seat belt?	4.93	5.07	NS	-
In general, when off duty how often do you wear your seat belt?	6.29	6.34	NS	-
In your opinion, how often do most adults in your county wear their seat belts?	4.57	4.63	NS	-
"It is important to protect myself by always wearing a seat belt." - YOU	6.50	6.44	NS	-
"It is important to protect myself by always wearing a seat belt." - MOST people in your agency	6.20	6.14	NS	-
"It is important to protect myself by always wearing a seat belt." - MOST supervisors / leaders in your agency	6.50	6.57	NS	-
"It is important to protect myself by always wearing a seat belt." - MOST adults in your county	5.06	5.31	0.020	0.011
"I wear a seat belt because I want to set a good example for my community."	5.74	5.77	NS	-
"I wear a seat belt because I want to set a good example for my children."	6.49	6.37	NS	-
"I wear a seat belt because my agency requires that I do."	5.65	5.56	NS	-
"Seat belts are just as likely to harm you as help you."	2.10	2.28	NS	-
"People are less likely to be seriously injured or killed if they always wear their seat belt."	6.46	6.39	NS	-
"Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries."	6.31	6.21	NS	-
"I believe I should always wear a seat belt."	6.58	6.51	NS	-
"I want people I care about to always wear a seat belt."	6.69	6.73	NS	-
"People who care about me want me to always wear a seat belt."	6.64	6.66	NS	-
"I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt."	6.80	6.80	NS	-
"I believe local law enforcement should enforce Utah seat belt laws." - YOU	6.29	6.11	NS	-
"I believe local law enforcement should enforce Utah seat belt laws." - MOST people in your agency	6.03	5.99	NS	-

*Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

**0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Table 30. Changes in Survey Responses Among Law Enforcement Officers (continued)

Indicator	Means (baseline)	Means (2019)	Sig* (p)	Effect Size (Eta²)**
"I believe local law enforcement should enforce Utah seat belt laws." - MOST supervisors / leaders in your agency	6.35	6.47	NS	-
"I believe local law enforcement should enforce Utah seat belt laws." - MOST adults in your county	4.72	4.73	NS	-
"I am comfortable wearing my seat belt if others in the vehicle are not."	6.20	6.43	NS	-
Does your family have a rule about always wearing a seat belt?	2.00	1.99	NS	-
Does your agency have a policy about always wearing a seat belt?	2.02	2.05	NS	-
Thinking back over the past 12 months, how often did YOU enforce Utah's seat belt law when in a situation with an adult who was in violation?	5.39	4.65	<0.001	0.031
Thinking back over the past 12 months, how often did MOST officers in your agency enforce Utah's seat belt law when in a situation with an adult who was in violation?	5.31	5.02	0.044	0.009
Thinking back over the past 12 months, how often did MOST officers in the state enforce Utah's seat belt law when in a situation with an adult who was in violation?	5.09	4.84	0.041	0.009
Thinking back over the past 12 months, how often did YOU enforce Utah's seat belt law when in a situation with a child (age 8 to 18) who was in violation?	5.91	5.60	NS	-
Thinking back over the past 12 months, how often did MOST officers in your agency enforce Utah's seat belt law when in a situation with a child (age 8 to 18) who was in violation?	5.93	5.75	NS	-
Thinking back over the past 12 months, how often did MOST officers in the state enforce Utah's seat belt law when in a situation with a child (age 8 to 18) who was in violation?	5.68	5.51	NS	-
Thinking back over the past 12 months, how often did YOU enforce Utah's seat belt law when in a situation with a child younger than age 8 who was in violation?	6.09	5.72	0.043	0.009
Thinking back over the past 12 months, how often did MOST officers in your agency enforce Utah's seat belt law when in a situation with a child younger than age 8 who was in violation?	6.09	5.99	NS	-
Thinking back over the past 12 months, how often did MOST officers in the state enforce Utah's seat belt law when in a situation with a child younger than age 8 who was in violation?	5.84	5.79	NS	-
"I believe my agency supports enforcement of Utah's seat belt laws for adults."	6.57	6.51	NS	-
"I believe my agency supports enforcement of Utah's seat belt laws for children age 8 - 18."	6.69	6.65	NS	-
"I believe my agency supports enforcement of Utah's child restraint and booster seat laws."	6.73	6.68	NS	-
"My agency has made it clear to me that I am expected to enforce Utah's seat belt laws for adults."	5.92	5.83	NS	-
"My agency has made it clear to me that I am expected to enforce Utah's seat belt laws for children age 8 - 18."	6.04	5.91	NS	-
"My agency has made it clear to me that I am expected to enforce Utah's child restraint and booster seat laws."	6.05	5.93	NS	-
To the best of your knowledge, does your agency participate in the "Click It or Ticket" campaign?	2.13	2.05	NS	-
To the best of your knowledge, how often does your agency engage in any special seat belt enforcement activities?	2.89	3.16	0.011	0.014

*Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

**0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Appendix 11 – Summary of Changes in Key Leaders

Table 31. Changes in Survey Responses Among Key Leaders

Indicator	Means (baseline)	Means (2019)	Sig* (p)	Effect Size (Eta ²)**
"I believe the only acceptable number of deaths and serious injuries on Utah roadways should be zero."	5.93	6.00	NS	
"I believe the only acceptable number of deaths and serious injuries among my family and friends on Utah roadways should be zero."	6.33	6.06	NS	
"I am very concerned about safety on Utah's roads and highways."	6.01	5.79	NS	
When was the last time you drove without wearing your seat belt?	4.64	5.21	0.004	0.016
When you are driving within a few miles from home, how often do you wear your seat belt?	5.98	6.28	0.015	0.011
When driving within a few miles from home, how often do most adults in your county wear their seat belts?	4.56	4.74	NS	
When you are driving many miles from home, how often do you wear your seat belt?	6.85	6.93	0.042	0.008
When driving many miles from home, how often do most adults in your county wear their seat belts?	5.42	5.54	NS	
In general, how often do you wear your seat belt?	6.33	6.51	0.029	0.009
In your opinion, how often do most adults in your county wear their seat belts?	4.75	4.96	0.017	0.011
"It is important to protect myself by always wearing a seat belt."	6.64	6.32	0.011	0.013
In your opinion, how would MOST elected officials in your city/county respond to the following statement? "It is important to protect myself by always wearing a seat belt."	6.17	6.03	NS	
In your opinion, how would MOST elected state officials in Utah respond to the following statement? "It is important to protect myself by always wearing a seat belt."	6.15	6.01	NS	
In your opinion, how would MOST adults in your county respond to the following statement? "It is important to protect myself by always wearing a seat belt."	5.47	5.54	NS	
"I wear a seat belt because I want to set a good example for my community."	5.33	5.22	NS	
"I wear a seat belt because I want to set a good example for children."	6.43	6.17	0.045	0.008
"I wear a seat belt because my workplace requires that I do."	4.77	4.63	NS	
"Seat belts are just as likely to harm you as help you."	1.97	2.16	NS	
"People are less likely to be seriously injured or killed if they always wear their seat belt."	6.66	6.39	0.017	0.011
"Seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries, and serious brain injuries."	6.51	6.23	0.010	0.013
"I believe I should always wear a seat belt."	6.72	6.47	0.023	0.010
"I want people I care about to always wear a seat belt."	6.85	6.53	0.003	0.017
"People who care about me want me to always wear a seat belt."	6.67	6.37	0.006	0.015
"I think parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt."	6.86	6.53	0.002	0.019

*Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

**0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Table 31. Changes in Survey Responses Among Key Leaders (continued)

Indicator	Means (baseline)	Means (2019)	Sig* (p)	Effect Size (Eta²)**
"I believe local law enforcement should enforce Utah seat belt laws."	6.35	6.11	NS	
In your opinion, how would MOST elected officials in your city/ county respond to the following statement? "I believe local law enforcement should enforce Utah seat belt laws."	5.98	5.81	NS	
In your opinion, how would MOST elected state officials in Utah respond to the following statement? "I believe local law enforcement should enforce Utah seat belt laws."	5.97	5.94	NS	
In your opinion, how would MOST adults in your county respond to the following statement? "I believe local law enforcement should enforce Utah seat belt laws."	5.16	5.08	NS	
"When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	6.66	6.32	0.002	0.019
In your opinion, how would MOST adults in your county respond to the following statement? "When I am the driver, I believe it is my responsibility to make sure others in the vehicle wear a seat belt."	5.35	5.39	NS	
Does your family have a rule about always wearing a seat belt?	2.01	2.03	NS	
In your opinion, how many families in your county have a rule about always wearing a seat belt?	3.51	3.68	0.048	0.008
"Schools in my county should take reasonable measures to increase seat belt use by staff and students."	5.06	5.85	0.000	0.041
Does your workplace have a policy about always wearing a seat belt?	2.06	2.00	NS	
In your opinion, how many workplaces in your county have a policy about always wearing a seat belt?	3.19	3.25	NS	
In your opinion, does your workplace enforce the policy about always wearing a seat belt?	2.05	1.74	0.000	0.047
Does your workplace provide education or training about always wearing a seat belt?	1.94	1.61	0.000	0.053
"Workplaces in my county should require employees to wear seat belts."	5.09	5.70	0.001	0.022
"County government should require county employees to wear seat belts."	5.38	6.14	0.000	0.036

*Statistical significance (p) – values greater than 0.05 are shown as NS (no statistically significant change).

**0.01 is small effect; 0.06 is medium effect; 0.14 is large effect

Appendix 12 – Observed Seat Belt Use By County

Table 32 summarizes the seat belt use rates in each of the seven counties as determined by observational studies conducted by R. Perkins Consulting.

Table 32. Summary of Observed Seat Belt Rates

	2014	2015	2016	2017	2018	2019
Box Elder	89%	86%	89%	91%	94%	91%
Cache	85%	86%	92%	92%	92%	92%
Carbon	52%	67%	71%	85%	88%	95%
San Juan	47%	61%	64%	68%	80%	82%
Sanpete	62%	69%	73%	68%	77%	82%
Sevier	71%	72%	83%	74%	80%	82%
Tooele	81%	88%	88%	86%	91%	92%
Urban Counties	86%	90%	91%	92%	90%	91%

Urban counties include Davis, Salt Lake, Utah, and Weber.



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