

EVALUATION OF 2007
"BUCKLE UP IN YOUR TRUCK"

for

**The Law Enforcement/Traffic Safety Division of
The Alabama Department of Economic and Community Affairs**

By

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Executive Summary: “Buckle Up in Your Truck”

Over the past few years the “Click It or Ticket” program proved to be very effective in increasing safety belt usage in the public. One group of “holdouts” that had been identified on both the national and statewide level was pickup truck occupants. This group has the lowest recorded safety belt usage.

Based on data that supports the fact that safety belt usage remains low among those who drive and ride in pickup trucks, the “Buckle Up in Your Truck” program was introduced in Alabama in 2005. This program was organized and operated in conjunction with the 2005 “Click It or Ticket” program but focused on the occupants of pickup trucks. This program was found to be successful, and was therefore repeated in 2006 and again in 2007.

In order to measure the effectiveness of the campaign, safety belt usage among pickup truck occupants was evaluated in two ways: (1) by direct observation of vehicles, based upon a carefully designed sampling technique and (2) through a telephone survey. Before and after safety belt usage rates were evaluated by direct observation, and after rates were evaluated by the telephone surveys.

The evaluation shows that the program was well run and effective. In the third year of implementation, the program had a positive effect on the safety belt usage among pickup truck occupants. **Restraint usage among pickup truck occupants rose in only a matter of weeks from 75.9% prior to the program to 77.1% after it.**

Some of the important facts and findings from the program are summarized below:

- Safety belt usage among pickup truck occupants is the lowest usage rate for all types of vehicles in Alabama.
- By raising the safety belt usage rate among pickup truck occupants to 77.30% in 2006, the state achieved the highest recorded rate for belt usage among this group.
- The 2007 post-survey rate was lower than the 2006 post-survey rate, but only by 0.2%.
- During a telephone survey, interviewees were asked if they used their safety belts all the time. 90% answered “yes” during the “post” period.
- Ninety-four percent of the phone survey participants self-reported their safety belt use as either “all the time” or “most of the time” following the campaign.
- Following the campaign, only 27% of the phone respondents had seen or heard pickup truck safety belt messages in the past month.
- At the conclusion of the BUIYT campaign, only 30% of the questionnaire respondents recalled hearing about BUIYT, while 90% recalled hearing about CIOT.

Executive Summary: “Buckle Up in Your Truck” (continued)

Although the BUIYT campaign was only in its third year of implementation, it did have a positive effect on the safety belt usage rate among pickup truck occupants. The group of drivers that fit the demographic characteristics identified as a part of this program is one of the hardest groups of individuals to reach, and therefore any effort that can be effective in increasing their safety belt usage should be examined and strongly considered for future implementation.

Section 5.0 Background

Introduction

The “Click It or Ticket” program was introduced in the state of Alabama in 2001 as a Selective Traffic Enforcement Program (STEP). This program has proved to be very successful over the past seven years in the state. In each year that this program was implemented from 2001-2006, there was an improvement in the safety belt use in the state. This year was the first year that a decrease was seen, but fortunately the decrease was by less than 1%. Figures 1-1, 1-2 and Table 3-1 in the Click It or Ticket section of the report give more information on the actual results of the Click It or Ticket campaigns and the overall increase of safety belt usage seen in Alabama over the past seven years.

As a part of these Click It or Ticket studies, an analysis on drivers of different vehicles was performed. Through this analysis it was determined that drivers of certain vehicles were less likely to use their safety belts. These findings will be discussed further in Section 7.0. However, the most important finding is that drivers of pickup trucks were less likely to wear their safety belts.

This data combined with other national data led to the introduction of the “Buckle Up in Your Truck” (BUIYT) campaign in Alabama in 2005. This new program was found to be effective, and was repeated in 2006 and again in 2007. The BUIYT campaign was primarily aimed at increasing public awareness of the problem, thereby increasing safety belt usage among those driving and riding in pick up trucks.

National Data

Safety belts are proven to save lives. According to national statistics provided by the National Highway Traffic Safety Administration (NHTSA) 73% of passenger vehicle occupants who were in traffic crashes in 2003 and were restrained survived. However, pickup truck drivers and their passengers, particular those in the rural areas, are the least likely group to buckle up. As will be shown in Section 7.0 the drivers of pickup trucks are the least likely to wear their safety belts in Alabama. This fact proves to be true on a national level as well.

Not only are those driving pickup trucks a problem in the country as a whole, they are shown to be a particular problem in southeastern section of the United States. According to NHTSA, there were 1,782 fatalities from pickup truck crashes in the southeast alone. Of these fatalities, 74% were not buckled up. Based on these statistics and others, eight states in the Southeast launched the “Buckle Up in Your Truck” (BUIYT) campaign in 2005. The participating states in 2005 were Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee. This campaign was proven successful over the past two years and was repeated again by Alabama as part of the 2007 CIOT campaign.

This program was conducted in conjunction with the 2007 Click It or Ticket campaign and ran between April 17 and June 14, 2007. The agencies and organization from across the state that were involved with the BUIYT program were the same as those involved with 2007 CIOT. The types of activities and the dates associated with the BUIYT campaign are set out in Table 5-1.

Table 5-1: Timeline of Events for 2007 Alabama “Buckle Up in Your Truck”

Week	Dates	Activity Description
Weeks 1-3	April 17 – May 6	Statewide Observational Survey (Baseline)
Weeks 3-8	May 7 – June 17	Earned Truck Media
Week 3	May 7 – May 13	Paid Truck Media
Week 4	May 14 – May 20	Enforcement
Weeks 7-8	June 4 – 14	Statewide Observational and Statewide Telephone Survey (All Post Surveys)

Public Education Program The public education conducted for the BUIYT program followed closely with the plans developed by NHTSA. These plans included three primary types of public information: “public relations,” “earned media,” and “paid advertising.” Public relations involved explaining program details and results in a way that made them newsworthy events that could be circulated to the public by press conferences, broadcasts, and newspapers. These public relations events thereby resulted in earned media. The second type of publicity, paid media, involved purchase of airtime at selected times in selected markets. Both radio and TV advertising were used. These earned and paid efforts were targeted at key at-risk groups and were aired in priority markets. Groups targeted included 18 to 34 year old males who drive pickups, and their passengers. The earned and paid media efforts are explained in more detail below.

Public Relations As a part of the public relations efforts, ADO prepared press material and Op Ed articles that were distributed across the state in order to help get the message out to media outlets throughout the state.

Paid Advertising Public relations efforts were coupled with paid ads to increase program awareness. Radio and television public service announcements were aired extensively. The paid media effort was sponsored and paid for by LETS, with ADO administering it. Both television and radio spots ran statewide from May 7th through May 13th. These spots were aired in priority markets in order to target key groups of individuals. These ads were in addition to and ran prior to the start of the regular Click It or Ticket ads.

Statewide Observational Surveys

The Injury Prevention Division of the Alabama Department of Public Health coordinated statewide surveys of vehicle safety belt usage. The surveys for the “Buckle Up in Your Truck” campaign focused on those driving and riding in pickup trucks. These surveys were performed in conjunction with the surveys for the “Click It or Ticket” campaign. A total of two surveys were conducted between April and June. The first was conducted at the start of the program to establish a baseline usage rate, and the final was conducted following the completion of the BUIYT program to measure the overall effectiveness of the program. These surveys included results from 15 counties throughout the state. A total of 29,846 motorists were observed over the course of these two surveys in order to determine and record their safety belt usage.

Statewide Telephone Survey

Schulman, Ronca & Bucuvalas, Inc. (SRBI) was engaged to perform telephone surveys after the CIOT/BUIYT campaigns. Additional questions specific to safety belt use among those in pickup trucks were added to the standard phone survey used for CIOT.

SRBI interviewed 500 persons in Alabama via telephone after the completion of the program. The interview script may be found in Appendix E of this report, and the results and conclusions resulting from the survey may be found in Section 7.0.

Section 6.0

Evaluation Methods

Observations of Safety Belt Use

Field observation surveys were performed to measure shoulder safety belt use rates by drivers and front seat outboard passengers in pickup trucks. The observation surveys were performed in 15 Alabama counties. These counties are identified in Table 6-1.

Table 6-1: Pickup truck safety belt observation counties

Pre and Post Surveys		
Blount	Jefferson	Mobile
Colbert	Lawrence	Montgomery
Escambia	Lee	Shelby
Etowah	Madison	Tuscaloosa
Houston	Marshall	Walker

Observation Study Design The statewide survey of vehicle safety belt usage was coordinated by the Injury Prevention Division of the Alabama Department of Public Health (ADPH). The surveys for pickup truck drivers in the BUIYT campaign were conducted in conjunction with the observational surveys performed by ADPH for the CIOT program.

The survey sample included the four counties with the largest metropolitan areas (Jefferson, Madison, Mobile, Montgomery), plus 11 additional counties selected at random from a pool of 37 large counties. Consequently, more than 85% of the state's population was represented by the study sample, so it was not necessary to survey every county in the state.

In each county, 23 sites were selected at random from three traffic volume categories: low (0 - 4,999 vehicles per day), medium (5,000 - 10,499) and high (10,500 - 75,000). For any county, the number of sites selected in each volume category reflected the total number of miles in that volume class. At least one site was selected from each volume category for each county in the survey sample.

In conducting the survey, each site was observed for one hour, using the curbside lane as the reference position. The observer determined driver's use or non-use of safety belts, whether there was a person in the front outboard seat of each vehicle, and whether the outboard person was wearing a safety belt. Additional data was captured to help categorize the gender and race of observed occupants and the type of vehicle.

A full study was conducted prior to BUIYT to estimate the “baseline” seatbelt usage rate. The full study was repeated after the BUIYT campaign to estimate the “post” seatbelt usage rate. The same design, sites, and observation methods were used in both studies.

Extrapolation to Represent Entire State The guidelines for the survey stratified the state by traffic volume. This enabled the data to be extrapolated (i.e., to scientifically assign each site an appropriate “weight” to represent a certain portion of the state) to estimate each county’s overall seatbelt rate, and the state’s overall usage rate using the formulas in Table 6-2:

Table 6-2: Formulas used by ADPH in determining BUIYT belt use rates

Estimate a County’s or the State’s Overall Use Rate	$P = \frac{2}{\sum_{i=1}^2 [(N_i / n_i) \sum_{k=1}^{m_{ij}} (W_{ijk} * P_{ijk})] / \sum_{i=1}^2 [(N_i / n_i) \sum_{k=1}^{m_{ij}} W_{ijk}]}$ <p style="text-align: center;">where $W_{ij} = \sum_{k=1}^{M_{ij}} W_{ijk}$</p>
Variance	$V = \sum_{i=1}^{345} [W_{ijk} / (\sum_{i=1}^{345} W_{ijk})]^2 * [P_{ijk} * (1 - P_{ijk})]$
Standard Error of Estimate	$SE = \sqrt{V}$
<p>Where, i = County stratum (certainty or non-certainty) j = County designation k = Site designation N_i = Total number of counties in stratum i, where N₁ = 4 and N₂ = 33 n_j = Total number of counties in sample from stratum i, where n₁ = 4 and n₂ = 11 M_{ij} = Total number of road segments* in sampling frame for county j in stratum i m_{ij} = Total number of road segments in sample for county j, stratum i, (m_{ij} = 23 for all i,j) W_{ijk} = VMT** for road segments k, in county j, in stratum i P_{ijk} = Usage rate for road segment k, county j, in stratum i</p> <p>* Road segments were selected with equal probability within each county. ** VMT represents vehicle miles traveled.</p>	

Telephone Surveys

SRBI interviewed 500 persons about the “Click It or Ticket” seatbelt enforcement program following the campaign. In conjunction with these interviews, additional questions were added to assess the effectiveness of the “Buckle Up in Your Truck” campaign and to gather more information on safety belt usage among those driving or riding in pickup trucks.

The sample was a statewide cross section of telephone households in Alabama, and telephone numbers were randomly generated by computer to avoid any stratification.

There were 6906 total numbers dialed in order to obtain 500 valid responses which means people willing to complete the entire interview. The surveyors asked 41 questions to bring out respondents' attitudes about the safety belt law, safety belt wearing habits, and personality traits. The telephone script used by the callers is shown in Appendix E of this report.

It is important to note that telephone surveys gather self-reported information. Typically, belt use is overstated. Thus the phone survey use rates would not be as accurate as field observations.

Section 7.0 Results

Observed Safety Belt Use

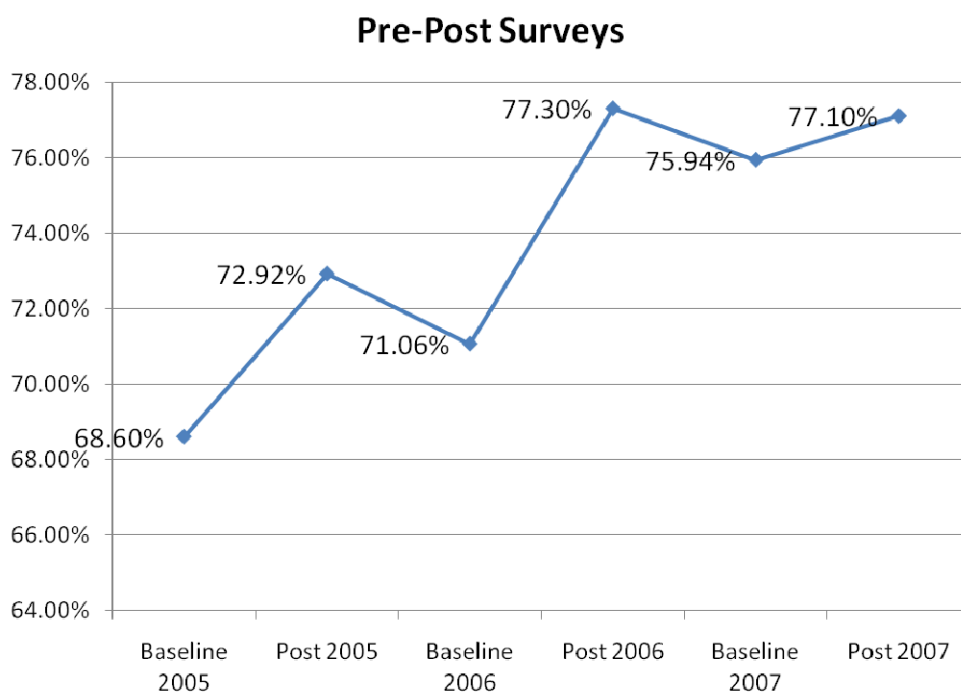
The ADPH survey team observed a total of 14,506 front seat pickup occupants in 23 randomly selected sites in the 15 selected counties during the pre-BUIYT period. An additional 15,340 were observed during the post- BUIYT period. A total of 29,846 pickup truck occupants were observed during the observational studies.

Using the procedures presented in Table 6-2, ADPH established the Alabama pickup truck safety belt use rates at 75.94% for baseline and 77.10% for the post period. The estimated usage rates for both the statewide observations in 2007 are reflected in Table 7-1.

Table 7-1: Pickup Truck Observation Surveys of Belt Use

	Pre "BUIYT"	Post "BUIYT"
Statewide – 2005	68.60%	72.92%
Statewide – 2006	71.06%	77.30%
Statewide – 2007	75.94%	77.10%

Figure 7-1: Baseline and Post % pickup truck belt use rates for 2005 through 2007



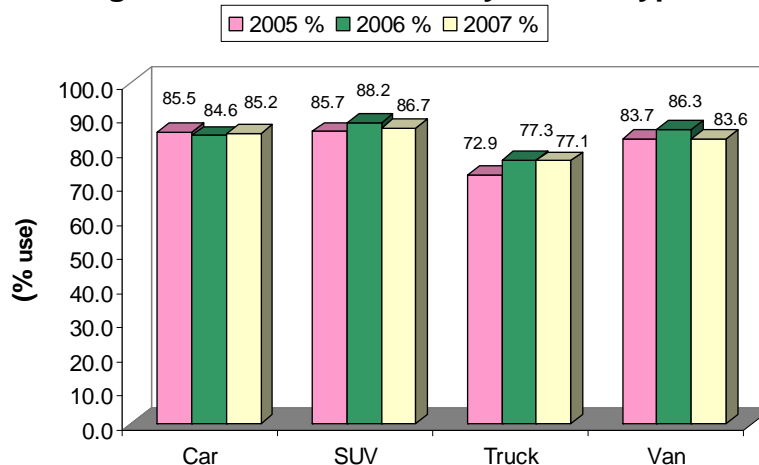
The following conclusions can be drawn about the data gathered in the 2007 BUIYT campaign:

- The BUIYT campaign had a noticeable effect on the use of safety belts among pickup truck occupants bringing the percentage of use from 75.94% at the beginning of the campaign to 77.10% at the end of the BUIYT campaign.
- The safety belt usage rate among pickup truck occupants remained below the usage rate among “all” drivers observed and reported in the “Click It or Ticket” report (Table 3-1 and Figure 3-1). The rate for pickup truck occupants was approximately 4.94% below the rate seen for “all” drivers during the pre-survey and 5.19% lower during the post-survey.
- The 2007 post-campaign result was 0.2% lower than the 2006 post-campaign result, but the 2007 pre-campaign result was 4.88% higher than the 2006 pre-campaign result. Additionally, there was an increased retention between the pre-campaign rates of 2005 and 2006. This 4.88% increase between 2006 and 2007 and the increase of 2.46% between 2005 and 2006 indicate a higher retention rate from one year to the next.

Additional study in future years will be needed to determine the lasting effect of programs such as BUIYT. The data for this year indicates that there was at least a short term positive effect on the safety belt usage among pickup truck drivers. However, experience with the CIOT program over a number of years tells us that continued repetition of a program similar to the BUIYT program in future years is likely to have a continued effect on the safety belt usage among pickup truck occupants.

Safety belt usage rates at the end of the CIOT and BUIYT campaigns for various types of vehicles are given below in Figure 7-2. This figure serves to further emphasize the safety belt usage rates over the past three years for different types of vehicles. In Figure 7-2 it is obvious that usage rates among pickup truck occupants is much lower than any other type of vehicle for all three years 2005, 2006, and 2007.

Figure 7-2: Restraint use by vehicle type



The information included in Figure 7-2 was gathered from the Alabama Department of Public Health Observational studies performed during the Click It or Ticket and Buckle Up in Your Truck campaigns.

Figure 7-2 explores the safety belt usage rates based on the type of car driven. This figure shows that the lowest usage came in the Truck category (72.92%) in 2005 at the end of the Click It or Ticket campaign. The result seen by the end of the CIOT and BUIYT campaigns in 2006 was an improvement as the rate reached 77.3%. The truck rate dropped slightly in 2007 to 77.10%. For all three years, the truck category had the lowest safety belt use rate of all vehicles.

Telephone Survey

SRBI conducted telephone interviews after BUIYT. A total of 500 persons were contacted, using random telephone numbers. The responses to the 41-question interview are discussed in the following paragraphs. These surveys are the same surveys that were conducted for CIOT but questions were added to the surveys that applied directly to the BUIYT campaign and safety belt usage among pickup truck occupants.

Interview Results The most important questions dealt with the respondent's use or non use of safety belts. Also important in the BUIYT campaign is the comparison of the use of safety belts among those in pickup trucks versus all other types of vehicles. Information collected in the phone surveys (after campaign surveys) for those who primarily drive pickup trucks is given in Table 7-2. This data can be compared to data for all drivers given in Table 3-2 of the CIOT report.

Table 7-2: Telephone survey, frequency of safety belt usage among pickup truck drivers

<u>Respondents</u>	All of the time	Most of the time	Some of the time	Rarely	Never
Total N = 77	90%	4%	1%	0%	5%

Source: 2007 Schulman, Ronca and Bucuvalas, Inc. Phone Survey Results

The results were not bad; as the most frequent answer was "All the Time." It was given 90% of the time after the campaign. There is more encouraging news here, as 94% of respondents reported that they used their safety belts "all the time" or "most of the time" at the end of the campaign.

Because the sample size of those who identified pickup trucks as the vehicle they drive most often is relatively small it is important to compare these results to results gathered in other parts of the BUIYT campaign. More comparison information is given in Section 8.0 of this report.

The SRBI survey response for one additional topic is given in Table 7-3. One of the questions in the 2007 phone survey questioned whether or not the respondents had seen or heard messages within the past 30 days encouraging pickup truck drivers to buckle up. The information given in Table 7-3 includes information for all drivers as well as for those who identified trucks as the vehicle they drive most often. A second question addressed whether drivers were more or less likely to buckle up when in a truck as compared to when they are in other vehicles.

Table 7-3: Telephone survey responses regarding awareness of messages encouraging safety belt usage among pickup truck drivers

QUESTIONS	Post- Enforcement 2005	Post- Enforcement 2006	Post- Enforcement 2007
In the past 30 days, have you seen or heard any messages that specifically encouraged drivers of pickup trucks to wear their seat belts?			
All Vehicles: Yes	15.5%	24.4%	27.0%
Pickup Truck Drivers: Yes	20.7%	32.8%	27.0%
If you drive a pickup truck, in addition to other vehicles, are you less likely, more likely or about the same to buckle up in your truck than your other vehicles?			
All Vehicles:			
<i>Less Likely to Buckle Up</i>	6.2%	3.5%	5.0%
<i>More Likely to Buckle Up</i>	10.4%	17.3%	10.0%
<i>About the Same</i>	76.0%	71.3%	72.0%
Pickup Truck Drivers:			
<i>Less Likely to Buckle Up</i>	3.3%	4.6%	4.0%
<i>More Likely to Buckle Up</i>	7.1%	9.2%	9.0%
<i>About the Same</i>	89.1%	86.2%	80.0%

Source: 2007 Schulman, Ronca and Bucuvalas, Inc. Phone Survey Results

It is important to note the growth between 2005 and 2007 in awareness of programs aimed at pickup truck drivers as seen among all drivers. After only the third year of the BUIYT campaign, the awareness grew from 15.5% in 2005, to 24.4% in 2006, to 27.0% in 2007 in this group. The change in awareness of programs aimed at pickup truck drivers as seen among pickup truck drivers is not as encouraging. The awareness grew from 20.7% in 2005 to 32.8% in 2006, but dropped to 27.0% in 2007. This rate is still higher than the 2005 rate, but the drivers who were targeted with the BUIYT publicity efforts need to be getting the message. Since this was only the third year of the BUIYT program in Alabama, the program should continue in the future with hopes to increase awareness of programs within the group of pick-up truck drivers and passengers. Further research on how to reach this specific group may be called for prior to any future campaigns.

The answers to the second question are somewhat troubling. When looking at all drivers as well as those who primarily drive pickup trucks, there is still some portion of the drivers who are less likely to buckle up when driving or riding in a pickup truck. Occupants such as these are those that were targeted by the BUIYT campaign. The number of pickup truck respondents who said that they were more likely to wear their

safety belts when in a pickup truck stayed about the same from 2006 to 2007. The number of all vehicle respondents who said that they were more likely to wear their safety belts when in a pickup truck increased from 10.4% in 2005 to 17.3% in 2006, but decreased again in 2007 to 10%.

The results seen in the SRBI surveys show that there is in fact a problem with pickup truck occupants not wearing their safety belts as much as they should. On a positive note, the comparison of the 2005 through 2007 post surveys indicates that the BUIYT was acknowledged by the public. BUIYT had a positive effect on the safety belt usage among drivers during the 2007 campaign. These results help to support plans for continuing programs similar to the BUIYT campaign in future years.

Public Education

In an effort to make the public more aware of the Buckle Up in Your Truck campaign and the importance of safety belts, a number of measures were taken to get the message out. These efforts were coordinated by the Alabama Development Office and included TV ads, Radio ads, Print ads, and press releases that resulted in a number of news stories running through various media. As a part of the BUIYT campaign, more than 11,400 paid and 3,400 bonus commercials were aired in television and radio markets between May 7 and May 20. Table 7-4 below summarizes the advertising efforts related to the BUIYT campaign.

Table 7-4: Summary of paid and bonus BUIYT media spots

Media	No. of Stories/ Advertisements
Broadcast Television: Paid Media	810
Cable Television: Paid Media	7,163
Radio: Paid Media	3,475
Broadcast Television: Bonus	356
Cable Television: Bonus	1,007
Radio: Bonus	2,121
TOTAL Commercials	14,932

Section 8.0

Findings and Summary

This report has documented the “Buckle Up in Your Truck,” conducted in Alabama from April 17 to June 14, 2007. This program was a special effort conducted in the southeastern United States focusing specifically on pickup truck occupants and their safety belt usage. Many different agencies and organizations played important roles in this effort to increase safety belt use and save lives. This section of the report will briefly discuss the primary activities and findings from the project.

Findings

Safety Belt Usage Among Pickup Truck Passengers Several important points were outlined in discussing the need for the BUIYT program in Alabama and the other southeastern states.

- Based on Click It or Ticket studies performed in Alabama in recent years, those in pickup trucks are the least likely to wear their safety belts.
- National statistics show that pickup truck drivers and their passengers, particular in rural areas, are the least likely to buckle up.
- 1,782 fatalities from pickup truck crashes in 2004 were in the southeast alone. Of these fatalities, 74% were not buckled up.

Conclusions: The following conclusions may be drawn from historical safety belt use in Alabama: (1) drivers and passengers in pickup trucks are less likely to wear their safety belts, (2) by introducing a targeted plan similar to the successful “Click It or Ticket” campaign; safety belt usage can likely be improved.

Based on this data and other data, the “Buckle Up in Your Truck” campaign was introduced in the eight southeastern states in 2005 and was repeated in Alabama in 2006 and again in 2007. This campaign was aimed at improving safety belt usage among pickup truck drivers and passengers.

Safety Belt Observation Study A carefully designed survey led to observation of safety belt use of 106,480 individuals in the front seats of vehicles. Of this total, 29,846 observations of pickup truck drivers and passengers were made. NHTSA guidelines were used to design the study and to process the data to estimate countywide and statewide values. The resulting analysis of the observation data produced the following conclusions:

- The 2007 Alabama safety belt use rate for all drivers rose from 80.88% to 82.19% during the CIOT/BUIYT campaign. One desired result was achieved.
- The 2007 Alabama safety belt use rate for those in pickup trucks rose from 75.94% to 77.10%. While these numbers are not as high as the usage rates for all drivers, an

increase was seen over the course of the program, and another desired result was still achieved.

- There was also an increase seen in the pre-campaign rates between 2006 and 2007, indicating an increased retention of the BUIYT campaign message in 2007.
- While the rate for those in pickup trucks did increase, the use among those in pickup trucks is still the lowest of any type of vehicle.

Conclusions: The observations found further demonstrate the need for programs such as the Buckle Up in Your Truck campaign. The usage rate among those in pickup trucks was the lowest of any type of vehicle in 2005, 2006, and 2007. In just the third year of implementation, the BUIYT program appears to have been successful in improving safety belt usage among pickup truck passengers.

Telephone Survey A total of 500 persons were selected randomly for telephone interviews about their safety belt attitude and use. They were interviewed after the CIOT campaign. Among the group of surveyed individuals, 77 in the study identified a pickup truck as the vehicle they drove the most often. Several conclusions were drawn from this data.

- A high percentage of those interviewees who also said that they primarily drive pickup trucks self-reported “all the time” use of their seatbelts. 90% answered “yes” during the “post” period. This is more than the rates for all drivers where 88% answered “yes” during the “post” period.
- 94% of pickup truck occupants self-reported the use of seatbelts “all the time” or “most of the time” during the “post” period. When comparing this to all drivers, this is equal to the rates seen for all drivers. During the “post” period, 94% of all drivers self-reported use of safety belts as “all the time or “most of the time.”
- Some percentage of the interviewees reported that they were less likely to wear their safety belts when in a pickup truck as compared to other vehicles they might be riding in.

Conclusions This results seen in this survey indicate that the self-reported belt usage rate among pickup truck occupants is consistent with the self-reported rate for all drivers. However, self-reported rates are less reliable than observed rates, as will be discussed in the Comparison subsection that follows. Additionally, there are some individuals who would typically buckle up that will not when they are in a pickup truck.

Comparison There were two primary types of evaluation: field observations and telephone surveys. The first of these was a direct measurement, for which the accuracy was good and responsive to quality control procedures. The latter was self-reported, and less likely to be absolutely accurate. Even so, the relative change in answer rates for these two methods was likely to be a valid measurement.

An analysis was performed by comparing answers or values found in both data sets. Examples are shown in Table 8-1. As a general rule, phone survey belt use rates are reported higher than the belt use rates are actually observed in the field.

The data provided in this table only gives results for drivers and occupants of pickup trucks. The CIOT section of the report discusses the complete results of the campaign while this section focuses solely on those who identified a pickup truck as the vehicle they drive most often.

Table 8-1: Analysis of responses among pickup truck occupants from both databases

	Baseline Period	Post BUIYT Period	
	Observations n=14,506	Observations n=15,340	Phone n=77
Total Belt Use	75.94%	77.10%	90%
Heard message about safety belt usage in trucks in last 30 days			27%
Heard about BUIYT			30%

The first line in the table shows the estimates of total safety belt use, with before and results for the Observation study. The phone survey results are only for the “post” campaign. In general, the self-reported safety belt use rates are over-stated. In this table, the results show that the “post” survey results are over-stated by nearly 13%, when compared to the actual observed safety belt use rate. An increase is seen in the observation study from the baseline period to the “post” period. As was previously discussed, the overall awareness of the BUIY program and programs targeting pickup truck occupants was relatively low.

Summary

This report has examined the “Buckle Up in Your Truck” campaign and the effectiveness of that project in Alabama. This project was conducted from April to June in Alabama in conjunction with the “Click It or Ticket” program. The coordination and administration of the major components of the BUIYT campaign have been demonstrated to be well run and effective, as it did cause an increase on the safety belt usage among pickup truck occupants. While the awareness and increased usage may not have increased as much as some would have hoped, it is important to remember that it was only the third year of the program.

The many individuals and agencies that participated in BUIYT can be proud of their 2007 efforts. At the same time, they must continue their efforts to increase belt usage among this “holdout” group of pickup truck drivers in 2008.

Section 9.0 References

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Appendix A

Alabama Seatbelt Law

Section 32-5B-1

Title.

This chapter shall be known and may be cited as the "Alabama Safety Belt Use Act of 1991."

(Acts 1991, No. 91-255, p. 483, §1.)

Section 32-5B-2

Definition of "passenger car."

For purposes of this chapter, the term "passenger car" means a motor vehicle with motive power designed for carrying 10 or fewer passengers. Such term does not include a motorcycle or a trailer.

(Acts 1991, No. 91-255, p. 483, §2.)

Section 32-5B-3

Legislative findings.

The Legislature finds that it is the policy of the State of Alabama that all precautionary measures be taken to save the lives of the state's citizens from vehicle accidents and thereby, to preserve the most valuable resource of the state.

(Acts 1991, No. 91-255, p. 483, §3.)

Section 32-5B-4

Requirement of front seat occupants of passenger cars to wear safety belts; exemptions of certain persons.

(a) Each front seat occupant of a passenger car manufactured with safety belts in compliance with Federal Motor Vehicle Safety Standard No. 208 shall have a safety belt properly fastened about his body at all times when the vehicle is in motion.

(b) The provisions of subsection (a) shall not apply to:

(1) A child passenger under the purview of Section 32-5-222, who is required to use a child passenger restraint system or a seatbelt pursuant to Section 32-5-222.

(2) An occupant of a passenger car who possesses a written statement from a licensed physician that he is unable for medical reasons to wear a safety belt.

(3) A rural letter carrier of the United States Postal Service while performing his duties as a rural letter carrier.

(4) A driver or passenger delivering newspapers or mail from house to house.

(5) Passengers in a passenger car with model year prior to 1965.

(6) Passengers in motor vehicles which normally operate in reverse.

(Acts 1991, No. 91-255, p. 483, §4.)

Section 32-5B-5

Penalty for violations of chapter.

Any person violating the provisions of this chapter may be fined up to \$25.00. The violation of the provisions of this chapter shall not constitute probable cause for search of the vehicle involved.

(Acts 1991, No. 91-255, p. 483, §5.)

Section 32-5B-6

(Repealed effective December 9, 1999) Issuance of citation or warrant.

Repealed by Act 99–397, §1, effective December 9, 1999.

(Acts 1991, No. 91-255, p. 483, §6; Act 99–397, §1.)

Section 32-5B-7

Failure to wear safety belt; not evidence of contributory negligence; liability of insurer not limited; driving record of individual charged.

Failure to wear a safety belt in violation of this chapter shall not be considered evidence of contributory negligence and shall not limit the liability of an insurer, nor shall the conviction be entered on the driving record of any individual charged under the provisions of this chapter.

(Acts 1991, No. 91-255, p. 483, §7.)

Section 32-5B-8

Disposition of funds; searches; statistics.

(a) A person subject to a penalty pursuant to Section 32-5B-5, shall not be assessed court costs on a conviction.

(b) In any case brought by a law enforcement officer employed by the Department of Public Safety, sixty percent (60%) of the funds generated shall be allocated to the

Department of Public Safety, Law Enforcement Division. The remaining forty percent (40%) of the funds shall be allocated to the State General Fund.

(c) A law enforcement officer may not search or inspect a motor vehicle, its content, the driver, or a passenger solely because of a violation of this chapter.

(d) Each state, county, and municipal police department must maintain statistical information on traffic stops of this nature on minorities and report that information monthly to the Department of Public Safety and the Attorney General.

(Act 99-397, & sect 3-5.)

New Child Restraint Regulations Set Forth Guidelines for Infant-only, Forward-facing, and Booster Seats

Act 2006-623
Effective July 1, 2006

ENROLLED, An Act,

To amend Section 32-5-222 of the Code of Alabama 1975, relating to child passenger restraints, to further provide for the use of child passenger restraints; to increase the fine; to provide for a point system; to provide for dismissal of charges upon proof of acquisition of an appropriate child passenger restraint; to provide for \$15 to be deposited in the State Treasury to be disbursed by the State Comptroller to the Alabama Head Injury Foundation to administer; to subject the foundation to examination by the Department of Examiners of Public Accounts; and in connection therewith would have as its purpose or effect the requirement of a new or increased expenditure of local funds within the meaning of Amendment 621 of the Constitution of Alabama of 1901.

BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

Section 1. Section 32-5-222 of the Code of Alabama 1975, is amended to read as follows:

§32-5-222.

"(a) Every person transporting a child in a motor vehicle operated on the roadways, streets, or highways of this state, shall provide for the protection of the child by properly using an aftermarket or integrated child passenger restraint system meeting applicable federal motor vehicle safety standards and the requirements of subsection (b). This section shall not be interpreted to release in part or in whole the responsibility of an automobile manufacturer to insure the safety of children to a level at least equivalent to existing federal safety standards for adults. In no event shall failure to wear a child

passenger restraint system be considered as contributory negligence. The term "motor vehicle" as used in this section shall include a passenger car, pickup truck, van (seating capacity of 10 or less), minivan, or sports utility vehicle.

"(b) The size appropriate restraint system required for a child in subsection (a) shall include all of the following:

"(1) Infant only seats and convertible seats used in the rear facing position for infants until at least one year of age or 20 pounds.

"(2) Convertible seats in the forward position or forward facing seats until the child is at least five years of age or 40 pounds.

"(3) Booster seats until the child is six years of age.

"(4) Seat belts until 15 years of age.

However this bill must meet the requirements of Code Section 32-5b-4.

Appendix B
Publicity Brochure promoting the CIOT Campaign

**CLICK IT
OR
TICKET!**



ALABAMA'S SEAT BELT LAW

Each front seat occupant of a passenger car manufactured with safety belts in compliance with Federal Motor Vehicle Safety Standard No. 208 shall have a safety belt properly fastened about his body at all times when the vehicle is in motion.

**ALABAMA'S
CHILD PASSENGER SAFETY
SEAT LAW**

Every person transporting a child under the age of six years in a motor vehicle shall provide for the protection of the child by properly using a child passenger restraint system meeting applicable federal motor vehicle safety standards.



BUCKLE UP, ALABAMA!

Click It or Ticket is endorsed by the Governor's Office in conjunction with Alabama Department of Economic and Community Affairs -- Law Enforcement Traffic Safety Division.

For more information or comments about Click It or Ticket, please contact ADECA -- Law Enforcement Traffic Safety Division at

Phone: 334.242.5897

or visit our website at
www.adeca.state.al.us
and click on

Law Enforcement Traffic Safety

**BUCKLE UP,
ALABAMA!**



IT'S THE LAW!

Every hour someone dies in America simply because they didn't buckle up.

In 2003 statewide, one traffic crash was reported every 223 seconds. Those 141,068 crashes were responsible for 1,001 fatalities and 43,845 injuries on Alabama's roadways. Many of these deaths and injuries could have been prevented if the victims had been properly restrained; 47 percent of the fatalities were not wearing seatbelts.



In an effort to save lives and reduce traffic-related deaths and injuries on our roadways, Governor Bob Riley has launched the Alabama Department of Economic and Community Affairs' Click It or Ticket campaign. Through this initiative, state, county and municipal law enforcement agencies will conduct massive enforcement of the state's safety belt laws, with special emphasis on public safety checkpoints. There will be ZERO TOLERANCE for those who do not wear their seat belts or restrain their child passengers.

If you are among those Alabamians who don't buckle up, just remember, you should start to Click it, or you will get a Ticket.

DID YOU KNOW...

- Buckling up is required by state law.
- In 2003, there were 1,001 people killed in 899 fatal crashes across Alabama.
- One traffic crash was reported every 223 seconds.
- One person was injured in a traffic crash each 11 minutes and 59 seconds.
- One person was killed every 8 hours and 45 minutes in a traffic crash.
- Most Alabama crashes (71.3%) occurred in urban areas, but most fatalities (70.3%) occurred on rural roads.
- For each person killed, there were 43.8 injured.
- Of all drivers involved in fatal crashes, 11.1% were age 19 or under, and 24.1% were under 25 years of age.
- Male drivers involved in fatal crashes outnumbered female drivers almost three to one.
- Of all fatal crashes, 46.2% occurred at night.
- In Alabama alone, vehicle crashes accounted for \$6.09 billion in economic losses in 2003.
- The fatality rate for people wearing seat belts in crashes is 1 in 902. The fatality rate for unrestrained individuals is 1 in 40.
- 10,770 people died in Alabama traffic crashes from 1994 to 2003, which is more than the population of three-fourths of the towns and cities in Alabama.
- If Alabamians increase seat belt usage just 10%, 87 lives could be saved, 936 injuries could be prevented and Alabama could see economic savings of over \$97 million in one year!

- You, a child, friend or loved one are 22 times more likely to die in a crash if riding unrestrained by a seat belt or child restraint device.

YOU SHOULD...

- Wear your seat belts — it's the most effective means of reducing fatalities and serious injuries in traffic crashes.
- Always buckle up, no matter how short the trip — 77.4% of all crashes happen within 25 miles from home.
- Make wearing seat belts a family policy.
- Insist that anyone riding in your car buckles up.
- Wear your seat belt correctly.
- Wear your seat belt, even if your car has airbags.
- Never hold a child in your arms in a moving car.
- Always place small children in an approved child safety seat.
- Look for the FMVSS-214 label when you buy a child safety seat.
- Use a child safety seat, even if your child resists.
- Always follow the manufacturer's instructions for child safety seat use.

BUCKLE UP, ALABAMA!

Appendix C

Publicity Brochure Published and Distributed during the 2007 BUIYT Campaign

make your truck tougher



Safety belts reduce fatalities in truck rollovers by 80%

buckle up in your truck



*Georgia participated in 2005.

The Problem

Pick-up truck occupants are over-represented in motor vehicle crashes. There were 5,801 pick-up truck occupant deaths in year 2004. 1,782 of these deaths occurred in the Southeast alone. Unfortunately, many of deaths could have been prevented simply by putting on a safety belt.

Studies conducted for the National Highway Traffic Safety Administration (NHTSA) indicate occupants in pick-up trucks consistently have lower safety belt usage rates than occupants in automobiles, vans and sport utility vehicles. While there have been steady increases in safety belt use rates for all types of vehicles, the belt use rate in pick-up trucks has continued to lag behind other vehicle types.

"Buckle Up in Your Truck" is supported by the Governor of Alabama, the Law Enforcement/Traffic Safety Division of ADECA, and the National Highway Traffic Safety Administration.

Buckle Up In Your Truck – Safety Belts Save Lives

- Safety belt use is the single most effective way to protect people in vehicle crashes.
- The occupant fatality rates show variation by the size of the vehicle within a vehicle type. In 2004, compact cars had an occupant fatality rate of 17.76 fatalities per 100,000 registered vehicles, followed by compact pickup trucks at 16.87.
- For every age group, the fatality rate was lower for females than for males.
- In fatal crashes, 73 percent of all vehicle occupants who were ejected were killed. But only 1 percent of occupants who were wearing their safety belts were ejected.
- Yet, pickup truck drivers and their passengers, particularly those in rural areas, are the least likely group to buckle up according to the National Highway Traffic Safety Administration (NHTSA).
- According to NHTSA's 2004 National Occupant Protection Use Survey (NOPUS), the observed safety belt use rate was only 70 percent in pickup trucks compared to 81 percent in passenger cars and 83 percent in SUVs and vans.
- Young men (ages 16-34) driving or riding in pickup trucks, particularly those observed in rural areas, are among those least likely to regularly wear their safety belts.
- In 2004, more than 60.4 percent of the pickup truck drivers and occupants killed in traffic crashes were not buckled up.
- Only 21 percent of Americans live in rural areas, yet rural traffic crashes accounted for 60 percent of the total of all traffic fatalities on the nation's roadways.

A Focus on the Southeast U.S.

- According to NHTSA, there were 1,677 fatalities from pickup truck crashes in the Southeastern states of the U.S. in a recent year; seventy-one percent of these pickup truck fatalities were not buckled up at the time of the crash.
- Roughly 37 percent of these fatalities were involved in a rollover crash.
- While rollovers can happen in any passenger vehicle, pickup trucks are twice as likely to rollover as cars, because they have a higher center of gravity. The higher a vehicle's center of gravity, the easier it is for it to rollover.
- Pickup trucks in fatal crashes rollover twice as often as passenger cars.
- Even more alarming, the ejection rate for occupants of light trucks in fatal crashes is nearly double the rate for passenger car occupants.
- Ejection is the most common source of injuries and fatalities in rollover crashes. The primary defense against ejection is wearing a safety belt.
- You increase your odds of survival in a rollover crash by 70% to 80% if you're wearing your safety belt.
- Thousands of lives each year can be saved in rollovers if drivers and passengers wear their safety belts in their trucks.
- The multi-state "Buckle Up in Your Truck" initiative immediately precedes the intensive Click It or Ticket national safety belt enforcement mobilization.
-

No More Excuses.



Buckle Up In Your Truck.

Appendix D

2007 Click It or Ticket Website



Appendix E

Telephone Survey Script - 2007

BUCKLE UP ALABAMA SURVEYS (June 2007)

State: _____ County: _____ Metro Status: _____
Date: _____ CATI ID: _____
Interviewer: _____
Telephone Number: _____
Time Start: _____ Time End: _____ TOTAL TIME: _____

Version: 3497a- ALABAMA cross-section 16 and older, n=500

INTRODUCTION

Hello, I'm _____ calling for the Alabama Department of Transportation. We are conducting a study of driving habits and attitudes in Alabama. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete.

DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent.....1
Will have the next.....2

- A. In order to select just one person to interview, could I speak to the person in your household, 16 or older, who (has had the most recent/will have the next) birthday?

Respondent is the person.....1
Other respondent comes to phone.....2
Respondent is not available.....3
Refused.....4

SKIP TO Q1

ARRANGE CALLBACK

- B. Hello, I'm _____ calling for the Alabama Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. Could we begin now?

CONTINUE INTERVIEW.....1
Arrange Callback.....2
Refused.....3

Note: Text in brackets is not read, but available if asked.

Respondent's State

1 > *Alabama

Q.1 How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

Almost every day.....1
Few days a week.....2
Few days a month.....3
Few days a year.....4
Never.....5
Other (SPECIFY)6
(VOL) Don't know.....7
(VOL) Refused.....8

SKIP TO Q9

Q.2 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

Car.....1
Van or minivan.....2
Motorcycle.....3
Pickup truck.....4
Sport Utility Vehicle.....5
Other.....10
Other truck (SPECIFY)....11
(VOL) Don't know.....12
(VOL) Refused.....13

SKIP TO Q9

Q.3 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.

Across shoulder.....1
Across lap.....2
Across both.....3
Vehicle has no belts.....4
(VOL) Don't know.....5
(VOL) Refused.....6

SKIP TO Q5

SKIP TO Q9

SKIP TO Q6

SKIP TO Q6

Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt... (READ LIST)

ALL OF THE TIME.....1
MOST OF THE TIME.....2
SOME OF THE TIME.....3
RARELY OR.....4
NEVER.....5
(VOL) Don't know.....6
(VOL) Refused.....7

IF Q3=1 SKIP TO Q6

Q.5 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)
ALL OF THE TIME.....1
MOST OF THE TIME.....2
SOME OF THE TIME.....3
RARELY OR.....4
NEVER.....5
(VOL) Don't know.....6
(VOL) Refused.....7

Q.6 When was the last time you did NOT wear your seat belt when driving?

Within the past day.....1
Within the past week.....2
Within the past month.....3
Within the past year.....4
A year or more ago/I always wear it.....5
(VOL) Don't know.....6
(VOL) Refused.....7

Q.7 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

Increased.....1
Decreased.....2
Stayed the same.....3
New driver.....4
(VOL) Don't know.....5
(VOL) Refused.....6

SKIP TO Q9
SKIP TO Q9
SKIP TO Q9
SKIP TO Q9

Q.8 What caused your use of seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

Increased awareness of safety.....1
Seat belt law.....2
Don't want to get a ticket.....3
Was in a crash.....4
New car with automatic belt.....5
Influence/pressure from others.....6
More long distance driving.....7
Remember more/more in the habit.....8
The weather.....9
The holidays.....10
Driving faster.....11
Other (SPECIFY.....).....27
(VOL) Don't know.....28
(VOL) Refused.....29

Q.9 Does (RESP'S STATE) have a law requiring seat belt use by adults?

Yes.....1
No.....2
(VOL) Don't know.....3
(VOL) Refused.....4

SKIP TO Q12
SKIP TO Q12
SKIP TO Q12

IF Q1=5 AND Q9=1, SKIP TO Q11

IF Q2 = 3 AND Q9 = 1, SKIP TO Q11

Q.10 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

Very likely.....1
Somewhat likely.....2
Somewhat unlikely.....3
Very unlikely.....4
(VOL) Don't know.....5
(VOL) Refused.....6

Q.11 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

Can stop just for seat belt violation.....1
Must observe another offense first.....2
(VOL) Don't know.....3
(VOL) Refused.....4

Q.12 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

Should be allowed to stop.....1
Should not.....2
(VOL) Don't know.....3
(VOL) Refused.....4

Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

ROTATE

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- d) It is important for police to enforce the seat belt laws.
- e) Putting on a seat belt makes me worry more about being in an accident.
- f) Police in my community are writing more seat belt tickets now than they were a few months ago.

NO QUESTION 14-23

ASK EVERYONE

Q24 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats or booster seats?

Yes.....1
No.....2
Don't know.....3
Refused.....4

- Q25 Now, I would like to ask you a few questions about educational or other types of activities?
In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

Yes.....1
No.....2
Don't know.....3
Refused.....4

SKIP TO NQ28B
SKIP TO NQ28B
SKIP TO NQ28B

- Q.26 Where did you see or hear these messages?
[DO NOT READ--MULTIPLE RESPONSE]

TV.....1
Radio.....2
Friend/Relative.....3
Newspaper.....4
Personal observation/on the road....5
Billboard/signs.....7
Educational Program.....8
I'm a police officer/judge.....9
Direct contact by police officer...10
Other (specify _____)..... 17
Don't know.....18
Refused.....19

SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28
SKIP TO Q28

- Q 27 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

Commercial/Advertisement/
Public Service Announcement.....1
News story/news program.....2
Something else (specify): _____3
Don't know.....4
Refused.....5

- NQ27b. Do these messages cause you to wear your seat belt more often that you usually do?

Yes.....1
No.....2
(VOL) I always wear my seat belt...3
Don't know.....4
Refused.....5

- Q.28 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

More than usual.....1
Fewer than usual.....2
About the same.....3
Don't know.....4
Refused.....5

IF VERSION =3497A OR 3497B, ASK NQ28B AND NQ28C. ELSE SKIP TO Q29.

NQ28B In the past 30 days, have you seen or heard any messages that specifically encouraged drivers of pickup trucks to wear their seat belts?

Yes.....1
No.....2
Don't know.....3

Refused.....4

NQ28C. If you drive a pickup truck in addition to other types of vehicles, are you less likely, more likely or about the same to buckle up in your truck than in your other vehicles?

Less likely to buckle up in truck.....1
More likely to buckle up in truck2
About the same.....3
(VOL) Never drive a pickup truck.....4
Don't know.....5
Refused.....6

Q.29 Are there any advertisements or activities that you have seen or heard in the past 30 days that encouraged adults to make sure that children use car seats or seat belts?

Yes.....1
No.....2
Don't know.....3
Refused.....4

SKIP TO Q31
SKIP TO Q31

SKIP TO Q31

Q30 What did you see or hear?

Q31 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt laws for ADULTS more strictly . . . very important, fairly important, just somewhat important, or not that important?

Very important.....1
Fairly important.....2
Just somewhat important.....3
Not that important.....4
Don't know.....5
Refused.....6

Q32 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YESES**

ROTATE PUNCHES 1-70

1. Friends don't let friends drive drunk (PUNCH "1") (All)
2. Click it or ticket (PUNCH "2") (All)
3. Buckle Up America (PUNCH "3") (All)
4. Children In Back (PUNCH "4") (All)
5. You Drink and Drive. You Lose. (PUNCH "5") (All)
6. Didn't see it coming? No one ever does (PUNCH "6") (All)
7. Get the keys (PUNCH "7") (All)
13. Click it or ticket [+stlst+] (PUNCH "13") (All)
14. Buckle Up [+stlst+] (PUNCH "14") (All)
36. Four Steps for Kids (PUNCH "36") (All)
37. BUCKLE UP IN YOUR TRUCK (AL)
71. (VOL) None of these
72. (VOL) Don't know
73. (VOL) Refused

ASK ALL

Now, I need to ask you some basic information about you and your household.

Q.33 What is your age?

_____ AGE REFUSED=99

Q.34 Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?

_____ REFUSED=99

Q.35 How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence?

_____ NONE=0 REFUSED=99

Q.36 Do you consider yourself to be Hispanic or Latino?

Yes.....1

No.....2

(VOL) Not sure.....3

(VOL) Refused.....4

Q.37 Which of the following racial categories describes you? You may select more than one.
[READ LIST--MULTIPLE RECORD]

American Indian or Alaskan Native.....1

Asian.....2

Black or African American.....3

Native Hawaiian or other Pacific Islander.....4

White.....5

Other(SPECIFY).....6

(VOL) Refused.....9

Q.38 What is the highest grade or year of school you completed?

8th grade or less.....9

9th grade.....10

10th grade.....11

11th grade.....12

12th grade/GED.....13

Some college.....14

College graduate or higher...15

(VOL) Refused.....16

Q.39 Do you have more than one telephone number in your household?

Yes.....1

No.....2

SKIP

TO Q41

Don't know.....3

SKIP TO Q41

(VOL) Refused.....4

SKIP

TO Q41

Q.40 Not including cells phones, and phones used primarily for fax or computer lines, how many different telephone numbers do you have in your household?

_____ 10 OR MORE=10 DON'T KNOW=11 REFUSED=12

Q.41 FROM OBSERVATION, ENTER SEX OF RESPONDENT

Male.....1

Female.....2

That completes the survey.

Thank you very much for your time and cooperation.

Appendix F Electronic Billboards



ROLLOVER. PLAY DEAD.

PICKUP TRUCKS ARE TWICE AS LIKELY TO ROLLOVER THAN CARS.

Click It or Ticket is endorsed by the Governor's Office in conjunction with Alabama Department of Economic and Community Affairs — Law Enforcement Traffic Safety Division.



Seatbelts can save your life!



Jerry "Boogie" McCain
Alabama Blues Legend



CLICK IT --OR-- TICKET

"Wearing my seatbelt SAVED MY LIFE !"

"Had I not been wearing my seatbelt during my car wreck, I'd really be singing the blues!"

A partnership of Governor Bob Riley, NHTSA, Alabama Development Office, ADECA-Office of Highway Traffic Safety and law enforcement agencies statewide.

make your truck tougher



**Safety belts reduce fatalities in truck rollovers by 80%.
Buckle up in your truck.**

Click It or Ticket is endorsed by the Governor's Office in conjunction with Alabama Department of Economic and Community Affairs — Law Enforcement Traffic Safety Division.



**Appendix G – Part A
Certifications**

STATE SAFETY BELT SURVEY CERTIFICATION FORM

State: **Alabama**

Survey Year: **2007**

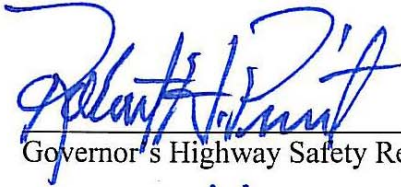
State Safety Belt Use Rate: **82.29%**

Standard Error: **.30%**

Part A: Certification

I hereby certify that:

- The reported safety belt use rate is based on a survey whose design was approved by NHTSA, in writing, as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340.
- The survey design has remained unchanged since the survey was approved.
- The survey samples all passenger motor vehicles (including passenger cars, pickup trucks, vans, minivans and sport utility vehicles with a gross vehicle weight rating of less than 10,000 pounds), measures safety belt use by all front outboard occupants in the sampled vehicles, and counts safety belt use rate completely within the calendar year for which the safety belt use rate is reported.
- The individual named below is a qualified Statistician and has reviewed and approved the safety belt use rate and standard error reported above.



Governor's Highway Safety Representative

Date: 10/1/07

Appendix G - Part B

Observation Site	Inverse of the Site's Selection Probability	Number of Belted Front Seat OutBoard Occupants Observed at the Site	Number of Front Seat Outboard Occupants Observed at the Site
Jef/1	1.171270718	188	225
Jef/2	1.470588235	156	175
Jef/3	1.171428571	62	75
Jef/4	1.142857143	122	140
Jef/5	1.192771084	132	150
Jef/6	1.849056604	110	125
Jef/7	1.137614679	128	150
Jef/8	1.326732673	92	110
Jef/9	1.245614035	109	125
Jef/10	1.720588235	111	126
Jef/11	1.767123288	104	125
Jef/12	1.862068966	108	125
Jef/13	1.369863014	107	125
Jef/14	1.214285714	127	150
Jef/15	1.183673469	104	118
Jef/16	1.112359551	132	147
Jef/17	1.195402299	153	175
Jef/18	1.129032258	104	122
Jef/19	1.312500000	113	125
Jef/20	1.232673267	211	241
Jef/21	1.294117647	107	125
Jef/22	1.371794872	65	72
Jef/23	1.547169811	66	75
Mad/1	1.310344828	232	304
Mad/2	1.276699029	206	263
Mad/3	1.560975610	123	192
Mad/4	1.194444444	180	215
Mad/5	1.161137441	211	245
Mad/6	1.536458333	192	295
Mad/7	1.341013825	217	291
Mad/8	1.537815126	119	183
Mad/9	1.367924528	106	145
Mad/10	1.237442922	219	271
Mad/11	1.246231156	199	248
Mad/12	1.321839080	174	230
Mad/13	1.329787234	188	250
Mad/14	1.285000000	200	257
Mad/15	1.390804598	174	242
Mad/16	1.602836879	141	226
Mad/17	1.560283688	141	220
Mad/18	1.687500000	128	216
Mad/19	1.345238095	168	226
Mad/20	1.543307087	127	196
Mad/21	1.440298507	134	193
Mad/22	1.233532934	167	206
Mad/23	1.322033898	177	234

Mob/1	1.053941909	241	254
Mob/2	1.043636364	275	287
Mob/3	1.033333333	240	248
Mob/4	1.028112450	249	256
Mob/5	1.046511628	172	180
Mob/6	1.008130081	123	124
Mob/7	1.007751938	129	130
Mob/8	1.050000000	120	126
Mob/9	1.050847458	177	186
Mob/10	1.015267176	131	133
Mob/11	1.037634409	186	193
Mob/12	1.041666667	192	200
Mob/13	1.043243243	185	193
Mob/14	1.027932961	179	184
Mob/15	1.063492063	252	268
Mob/16	1.061475410	244	259
Mob/17	1.031496063	254	262
Mob/18	1.058139535	172	182
Mob/19	1.136904762	168	191
Mob/20	1.031746032	126	130
Mob/21	1.055555556	90	95
Mob/22	1.028846154	208	214
Mob/23	1.028225806	248	255
Mont/1	1.064777328	247	263
Mont/2	1.021739130	230	235
Mont/3	1.095238095	231	253
Mont/4	1.060085837	233	247
Mont/5	1.044247788	113	118
Mont/6	1.045112782	133	139
Mont/7	1.081395349	258	279
Mont/8	1.084745763	236	256
Mont/9	1.056000000	250	264
Mont/10	1.023809524	42	43
Mont/11	1.034090909	88	91
Mont/12	1.035573123	253	262
Mont/13	1.061068702	262	278
Mont/14	1.020325203	246	251
Mont/15	1.026315789	76	78
Mont/16	1.039473684	76	79
Mont/17	1.064102564	78	83
Mont/18	1.072727273	165	177
Mont/19	1.032558140	215	222
Mont/20	1.013761468	218	221
Mont/21	1.092307692	65	71
Mont/22	1.057692308	104	110
Mont/23	1.063829787	94	100
Blo/1	1.103896104	77	85
Blo/2	1.217821782	101	123
Blo/3	1.187500000	128	152
Blo/4	1.202380952	84	101
Blo/5	1.231343284	134	165
Blo/6	1.207142857	140	169
Blo/7	1.252941176	170	213

Blo/8	1.214953271	107	130
Blo/9	1.151785714	112	129
Blo/10	1.194174757	103	123
Blo/11	1.272000000	125	159
Blo/12	1.159722222	144	167
Blo/13	1.185185185	135	160
Blo/14	1.258241758	182	229
Blo/15	1.391891892	148	206
Blo/16	1.328244275	131	174
Blo/17	1.204081633	147	177
Blo/18	1.106194690	113	125
Blo/19	1.174757282	103	121
Blo/20	1.211538462	104	126
Blo/21	1.217821782	101	123
Blo/22	1.243902439	41	51
Blo/23	1.333333333	186	248
Col/1	1.417721519	79	112
Col/2	1.400000000	110	154
Col/3	1.285714286	133	171
Col/4	1.210144928	138	167
Col/5	1.181818182	154	182
Col/6	1.203125000	192	231
Col/7	1.224598930	187	229
Col/8	1.322916667	192	254
Col/9	1.462585034	147	215
Col/10	1.183431953	169	200
Col/11	1.312500000	192	252
Col/12	1.308988764	178	233
Col/13	1.167400881	227	265
Col/14	1.267326733	202	256
Col/15	1.330769231	130	173
Col/16	1.423469388	196	279
Col/17	1.329729730	185	246
Col/18	1.323232323	198	262
Col/19	1.392473118	186	259
Col/20	1.264705882	102	129
Col/21	1.431250000	160	229
Col/22	1.324137931	145	192
Col/23	1.462686567	67	98
Esc/1	1.047619048	126	132
Esc/2	1.048387097	124	130
Esc/3	1.082089552	134	145
Esc/4	1.040000000	150	156
Esc/5	1.040816327	98	102
Esc/6	1.037344398	241	250
Esc/7	1.081871345	171	185
Esc/8	1.038277512	209	217
Esc/9	1.036144578	83	86
Esc/10	1.016666667	60	61
Esc/11	1.055555556	54	57
Esc/12	1.019230769	52	53
Esc/13	1.045454545	154	161
Esc/14	1.075471698	159	171

Esc/15	1.237837838	185	229
Esc/16	1.078740157	127	137
Esc/17	1.046875000	128	134
Esc/18	1.058333333	120	127
Esc/19	1.057471264	87	92
Esc/20	1.022727273	88	90
Esc/21	1.011111111	90	91
Esc/22	1.047244094	127	133
Esc/23	1.037037037	81	84
Etw/1	1.165562914	151	176
Etw/2	1.163265306	98	114
Etw/3	1.229050279	179	220
Etw/4	1.160194175	206	239
Etw/5	1.209183673	196	237
Etw/6	1.159509202	163	189
Etw/7	1.289655172	145	187
Etw/8	1.104712042	191	211
Etw/9	1.166666667	90	105
Etw/10	1.170454545	88	103
Etw/11	1.117647059	68	76
Etw/12	1.097560976	41	45
Etw/13	1.138888889	36	41
Etw/14	1.307291667	192	251
Etw/15	1.275132275	189	241
Etw/16	1.205128205	195	235
Etw/17	1.093023256	86	94
Etw/18	1.157303371	89	103
Etw/19	1.073770492	122	131
Etw/20	1.238095238	126	156
Etw/21	1.194244604	139	166
Etw/22	1.220588235	136	166
Etw/23	1.047619048	63	66
Hou/1	1.121546961	181	203
Hou/2	1.089552239	134	146
Hou/3	1.203703704	108	130
Hou/4	1.144578313	166	190
Hou/5	1.222891566	166	203
Hou/6	1.103260870	184	203
Hou/7	1.139303483	201	229
Hou/8	1.219512195	164	200
Hou/9	1.207446809	188	227
Hou/10	1.203703704	108	130
Hou/11	1.137566138	189	215
Hou/12	1.200000000	120	144
Hou/13	1.198347107	121	145
Hou/14	1.281690141	71	91
Hou/15	1.200000000	60	72
Hou/16	1.204545455	132	159
Hou/17	1.217821782	101	123
Hou/18	1.254545455	55	69
Hou/19	1.178571429	56	66
Hou/20	1.213483146	89	108
Hou/21	1.137931034	58	66

Hou/22	1.162011173	179	208
Hou/23	1.187500000	192	228
Law/1	1.254098361	122	153
Law/2	1.266666667	180	228
Law/3	2.187500000	16	35
Law/4	1.475247525	101	149
Law/5	1.266666667	150	190
Law/6	1.234449761	209	258
Law/7	1.409090909	22	31
Law/8	1.325000000	40	53
Law/9	1.277777778	90	115
Law/10	1.714285714	28	48
Law/11	1.366197183	71	97
Law/12	1.714285714	14	24
Law/13	1.568181818	44	69
Law/14	2.000000000	39	78
Law/15	1.380952381	63	87
Law/16	1.476190476	21	31
Law/17	1.177272727	220	259
Law/18	1.475903614	166	245
Law/19	1.326086957	184	244
Law/20	1.479452055	146	216
Law/21	1.466666667	120	176
Law/22	1.228758170	153	188
Law/23	1.367346939	49	67
Lee/1	1.264367816	87	110
Lee/2	1.178947368	95	112
Lee/3	1.107142857	56	62
Lee/4	1.147540984	61	70
Lee/5	1.191919192	99	118
Lee/6	1.247311828	186	232
Lee/7	1.337423313	163	218
Lee/8	1.239766082	171	212
Lee/9	1.189873418	79	94
Lee/10	1.152466368	223	257
Lee/11	1.190909091	110	131
Lee/12	1.320388350	103	136
Lee/13	1.139534884	86	98
Lee/14	1.313131313	99	130
Lee/15	1.284090909	88	113
Lee/16	1.240000000	175	217
Lee/17	1.113924051	79	88
Lee/18	1.201492537	134	161
Lee/19	1.254437870	169	212
Lee/20	1.196078431	153	183
Lee/21	1.339805825	103	138
Lee/22	1.250000000	80	100
Lee/23	1.131147541	61	69
Mars/1	1.228571429	315	387
Mars/2	1.358288770	187	254
Mars/3	1.398907104	183	256
Mars/4	1.473988439	173	255
Mars/5	1.393782383	193	269

Mars/6	1.311320755	212	278
Mars/7	1.443750000	160	231
Mars/8	1.482142857	168	249
Mars/9	1.487394958	119	177
Mars/10	1.565891473	129	202
Mars/11	1.583941606	137	217
Mars/12	1.607142857	84	135
Mars/13	1.534090909	88	135
Mars/14	1.274725275	91	116
Mars/15	1.700000000	80	136
Mars/16	1.451219512	82	119
Mars/17	1.647058824	51	84
Mars/18	1.413407821	179	253
Mars/19	1.360000000	200	272
Mars/20	1.622950820	61	99
Mars/21	1.406779661	59	83
Mars/22	1.565217391	92	144
Mars/23	1.758620690	58	102
She/1	1.138888889	144	164
She/2	1.133333333	45	51
She/3	1.145038168	131	150
She/4	1.168224299	107	125
She/5	1.119402985	67	75
She/6	1.171875000	64	75
She/7	1.149425287	87	100
She/8	1.116279070	86	96
She/9	1.162790698	86	100
She/10	1.227722772	101	124
She/11	1.111111111	45	50
She/12	1.107142857	56	62
She/13	1.165562914	151	176
She/14	1.207547170	159	192
She/15	1.136363636	132	150
She/16	1.152046784	171	197
She/17	1.161290323	62	72
She/18	1.146788991	109	125
She/19	1.143790850	153	175
She/20	1.204819277	166	200
She/21	1.149606299	127	146
She/22	1.116666667	60	67
She/23	1.181102362	127	150
Tus/1	1.174496644	149	175
Tus/2	1.152073733	217	250
Tus/3	1.123711340	194	218
Tus/4	1.190476190	21	25
Tus/5	1.184615385	130	154
Tus/6	1.102941176	68	75
Tus/7	1.127272727	110	124
Tus/8	1.126984127	63	71
Tus/9	1.117647059	85	95
Tus/10	1.136094675	169	192
Tus/11	1.157894737	152	176
Tus/12	1.157894737	19	22

Tus/13	1.162790698	43	50
Tus/14	1.136363636	44	50
Tus/15	1.137614679	109	124
Tus/16	1.112781955	133	148
Tus/17	1.190476190	147	175
Tus/18	1.174496644	149	175
Tus/19	1.145833333	240	275
Tus/20	1.115044248	113	126
Tus/21	1.127118644	118	133
Tus/22	1.100000000	90	99
Tus/23	1.105263158	114	126
Wal/1	1.153846154	65	75
Wal/2	1.190476190	126	150
Wal/3	1.213592233	103	125
Wal/4	1.260504202	119	150
Wal/5	1.166666667	42	49
Wal/6	1.166666667	30	35
Wal/7	1.162790698	86	100
Wal/8	1.173076923	52	61
Wal/9	1.136363636	66	75
Wal/10	1.089743590	78	85
Wal/11	1.149425287	87	100
Wal/12	1.141791045	134	153
Wal/13	1.153846154	65	75
Wal/14	1.213114754	61	74
Wal/15	1.280898876	89	114
Wal/16	1.086956522	23	25
Wal/17	1.151515152	66	76
Wal/18	1.114285714	35	39
Wal/19	1.200000000	140	168
Wal/20	1.235294118	119	147
Wal/21	1.204819277	83	100
Wal/22	1.152941176	85	98
Wal/23	1.162790698	43	50

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