

ENGAGE

seat belt education and awareness

To initiate seat belt usage improvement among employees, we suggest it become a campaign in itself. Success in increasing usage rates within an employee population has been attained by organizations that kept the issue in front of employees over a sustained period of time (6 weeks or more) using varying communication channels.¹ You might use DSWW to kick off such an effort. Below are some ideas to help design your campaign.

¹Sequi- Gomez, MD, ScD- Evaluating Worksite-Based Interventions that Promote Safety Belt Use, American Journal of Preventative Medicine, 2000

Resources:

- Instructions for a direct observation
- Survey chart

CONDUCT A PARKING LOT OBSERVATION

Conducting a seat belt observational survey is a great way to know where your organization stands with seat belt usage and is something that can be done periodically throughout the year to measure progress, increase awareness and raise usage rates among employees. We've provided a PDF with the steps to conduct a seat belt survey as well as a chart to track results.

KICK OFF YOUR SEAT BELT CAMPAIGN WITH AN ALL-EMPLOYEE MEETING

Call an all-employee meeting or smaller group meetings to give a presentation that will make the case for wearing seat belts on every trip. PowerPoint slides and speaker notes for an approximate 20-minute presentation are provided as well as an employee handout. The presentation provides several opportunities to interact with the audience as well as to solicit real-life stories. Most everyone knows someone who has been saved from serious injury or even loss of life by wearing a seat belt or perhaps could have been. Sharing real stories is an effective way to encourage behavior change. You could follow the presentation by asking employees to sign a pledge to "commit to click" their seat belts. Ask for volunteers to post their pledge cards on a central bulletin board to help bring visibility to your seat belt campaign.



Resources:

- PPT presentation/speaker notes
- Seat Belt Myths and Facts handout
- Seat Belt Pledge Card

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REISSUE/REINFORCE YOUR ORGANIZATIONAL SEAT BELT POLICY OR GUIDELINE OR CONSIDER IMPLEMENTING ONE

Resources:

- [Sample Seat Belt Policy/Guideline](#)

If your organization has a seat belt policy in place, take the opportunity to redistribute it during DSWW. If it does not have a seat belt policy, your leadership might consider establishing one. Even if employees are not in company cars or driving on company business, seat belts can be required while driving on company property which can help create the habit for them to be worn at all times.

POST A SEAT BELT "SELFIE" FROM THE PARKING LOT OR DRIVEWAY

Encourage employees to take a "seat belt selfie" to show their support and enthusiasm for always buckling up. Specify that photos should be snapped in the parking lot or driveway before the wheels are in motion. One person might be designated to print submitted photos and post them to a central bulletin board. All levels of management should be highly encouraged to participate in this activity– it's a great way to visibly "lead by example." Consider offering an incentive for participation such as an entry into a drawing.



Add your logo here!

DISPLAY BUCKLE UP REMINDER POSTERS

A series of buckle up posters are available under the graphics tab. Consider placing them at the exits from the facility. You could rotate them weekly to sustain interest.

Resources:

- [Series of Buckle Up posters](#)