

STEPS FOR A SUCCESSFUL seat belt survey

1. Give one person overall responsibility for the operation. Seek someone with good organizational skills. The number of people needed to coordinate this activity will depend on the number of entrances to your organization's parking facilities.
2. Conduct an unannounced observational survey of all employees either in the days prior to the start of the campaign or as an activity to kick off your campaign. This will establish a baseline number to measure your progress.
3. Select locations for collecting data (for example, the entrances and exits to employee parking areas.)
4. Decide exactly what data you will collect. You might consider also watching for mobile device usage (especially if prohibited when driving on company property by policy) to identify additional training/coaching opportunities.
5. Determine the best times to collect data.
6. Use the data collection form provided in the resources tab and gather clipboards, pens, signs, etc.
7. Recruit employees to serve as data collectors and instruct them on how to collect data efficiently. Make sure their actions are passive so as not to cause a traffic bottleneck that delays employee arrivals and departures.
8. Collect, tabulate and analyze data to determine your organization's seat belt-use rate.
9. Following your campaign or the time period in which you emphasize occupant protection, repeat the survey(s) to measure progress.
10. Use rewards or recognition for employees who buckle up. Something as simple as a wrapped LIFESAVERS™ candy for those who are buckled will add enthusiasm to the activity. You might also choose to print small reminder cards for those who are not buckled. A sample card is provided in the tool kit.