

An Investigation of the
Effects of the Oakland County
Multi-Media Safety Belt Campaign

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ABSTRACT

The Oakland County seat belt campaign, planned and implemented by the Oakland County Traffic Improvement Association, was designed to increase the percentage of seat-belt users among automobile drivers.

The campaign evaluation set forth in this report is based upon three surveys. These included attitudinal and behavioral surveys of adult populations and a small-scale interviewing of elementary school children who reported seat-belt usage habits of their parents.

In general, very scant evidence in support of an increase in seat-belt usage was found, yet the data clearly show that the mass media messages were attended to and comprehended by a large segment of the adult population of Oakland County.

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INTRODUCTION AND PROBLEM

From February 13, 1969, until approximately June 1, 1969, the Traffic Improvement Association (TIA) of Oakland County, Michigan, conducted an extensive campaign to promote automobile seat belt usage. TIA messages were presented through major media techniques (radio, television, newspaper, brochure, bumper sticker, display sign, slide film) and in lectures to selected groups.

A study of the campaign's effects on the attitudes and behavior of Oakland County drivers involved three types of analyses and consequently was divided into three parts. Part 1 compared the overall effects of the TIA "Lock It To Me" theme with the effects of two National Safety Council slogans.

In Part 2, the writer considered the effectiveness of a safety lecture prepared by Professor Donald F. Huelke, of the Department of Anatomy at The University of Michigan, and delivered by him and representatives of a cooperating speakers' bureau to various clubs and organizations meeting in Oakland County, and to employees of the Pontiac Motor Company. Attention was focused upon 1) those exposed to both the safety lecture (slide presentations) and a film concerning seat belts; 2) those exposed to the safety lecture only; 3) those exposed to the film only; and 4) those exposed to neither the film nor the slide presentation. (See Appendix A.)

In Part 3 of this study, an attempt was made to measure the effects of communication between elementary school children and their parents concerning seat belt usage. "Safety bug" campaign messages persuading students to encourage their parents and other persons to wear seat belts were delivered to children in the Pontiac, Michigan primary schools. Interviews with students and parents were employed to study the effect of this method of information dissemination. (See Appendix B.)

PART I

Procedures

A questionnaire was administered to 432 individuals chosen at various times and locations throughout the county. (See Table I). The Oakland County population was sampled by using four survey locations, each during three time intervals. The four locations were selected with the hope of sampling individuals from a range of socioeconomic levels and also from both rural and urban environments, thereby including drivers who are exposed to a variety of driving conditions.

TABLE I. INTERVIEWING SCHEDULE

<u>LOCATION</u>	<u>DAY AND TIME</u>	<u>NO. SUBJECTS</u>
Pontiac Mall	Monday 1:00 PM- 2:15 PM	36 subjects
Pontiac Mall	Wednesday 5:30 PM- 6:45 PM	36 subjects
Pontiac Mall	Saturday 9:30 PM-10:45 AM	36 subjects
Birmingham Kresge	Monday 3:00 PM- 4:15 PM	36 subjects
Birmingham Kresge	Wednesday 7:00 PM- 8:15 PM	36 subjects
Birmingham Kresge	Saturday 11:15 AM-12:30 PM	36 subjects
Rochester Kresge	Tuesday 5:30 PM- 6:45 PM	36 subjects
Rochester Kresge	Thursday 1:00 PM- 2:15 PM	36 subjects
Rochester Kresge	Saturday 1:30 PM- 2:45 PM	36 subjects
Clawson Federal	Tuesday 7:00 PM- 8:15 PM	36 subjects
Clawson Federal	Thursday 3:00 PM- 4:15 PM	36 subjects
Clawson Federal	Saturday 3:15 PM- 4:30 PM	36 subjects

Potential interviewees were approached by the investigator and asked to donate one minute of their time to answer "a few questions concerning highway safety." Allegedly the data thus obtained were to be used in a thesis for The University of Michigan's graduate school. Each interviewee was asked ten questions, two of which could be varied slightly to ascertain whether a subject recognized a particular seat belt slogan or recalled any of the three slogans that had been publicized extensively during the two years preceding

the study. (Subjects were given credit for recognition only when they were able to identify a slogan as a safety belt message. Credit for recalling a slogan was awarded only when a subject cited a seat belt slogan in its exact wording.)

The questionnaire read as follows:

1. Do you live in Oakland County?
2. Do you drive an automobile?
3. Sex
4. Age
5. Occupation
6. Are you familiar with the slogan: (One of the three slogans was quoted. Under treatment 4, the question read: Do you recall any slogans which relate to use of automobile safety belts?)
7. If so, can you tell me what it refers to? (Omitted for treatment 4)
8. Where have you seen or heard the slogan?
9. Do you feel that automobile safety belts are advantageous to those who wear them?
10. While driving alone do you wear your seat belt (1) always? (2) most of the time? (3) about half the time? (4) occasionally? (5) never?

Hypotheses

The following hypotheses were formed in relation to Part 1:

- (1) The "Lock It To Me" slogan should stand out in the minds of Oakland County residents more than the NSC slogans and therefore will be recognized and recalled with significantly greater frequency than the NSC slogans.
- (2) Subjects who recognize or recall the "Lock It To Me" slogan will express a significantly greater belief in the value of seat belts and use them significantly more frequently than those who do not recall or recognize the slogan.
- (3) Under treatment 4, subjects who recall only the "Lock It To Me" slogan will attest to significantly greater seat belt usage than subjects who recall either or both of the NSC slogans, but not the "Lock It To Me" slogan.

Results

The first hypothesis was partially confirmed as shown in Table II.

TABLE II. SLOGAN RECOGNITION AND RECALL PERCENTAGES

<u>Slogan</u>	<u>% Recognized</u>	<u>% Recalled</u>	<u>No. Subjects</u>
"Buckle Up For Safety"	98.1	31	108
"Lock It To Me"	41.7	7	108
"What's Your Excuse"	18.5	1	108

A chi-square goodness-of-fit test showed that TIA's "Lock It To Me" slogan was recalled and recognized significantly more often than NSC's "What's Your Excuse" slogan, but significantly less often than NSC's "Buckle Up For Safety." If we assume that the sample was reasonably representative, the TIA slogan appears to have reached almost one-half of its prospective audience, a figure approaching about 400,000 individuals.

Responses to Question 8 ("Where have you seen or heard the slogan?") from persons correctly identifying what the slogan referred to were tabulated to see which of the several media employed was the most effective in conveying the slogans. Table III summarizes these responses.

TABLE III. SLOGAN IDENTIFICATION AND SLOGAN-CONVEYING MEDIA

<u>Slogan Conveying Indicated</u>	<u>Persons Identifying "Lock It" (TIA)</u>	<u>Persons Identifying "Buckle Up" (NSC)</u>	<u>Persons Identifying "What's Your" (NSC)</u>
Radio	12.5%	30.5%	33.3%
TV	17.5	45.1	47.6
Bumper Sticker	25.0	11.0	00.0
Newspaper	10.0	1.2	04.8
Sign	35.0%	12.2%	14.3%

Table III probably reflects little more than which media were utilized most in each slogan's campaign. Nevertheless, the high percentage of bumper sticker citations for the TIA slogan surprised TIA officials who had originally doubted the efficacy of bumper stickers.

The second hypothesis was designed to test the attitudinal and behavioral impact of the slogan "Lock It To Me". A chi-square test of significance applied to the figures in Table IV indicated that persons who recognized the slogan did not express significantly greater belief in nor claim significantly greater use of seat belts than those who did not recognize it.

TABLE IV. BELIEF IN AND USE OF BELTS:
THOSE WHO RECOGNIZED TIA SLOGAN
VS. THOSE WHO DID NOT

<u>Slogan Recognition</u>	<u>Believe In Belt Use</u>	<u>Use Belts Always</u>	<u>Use Belts At Least Half The Time</u>	<u>Never Use Belts</u>
Recognized Slogan:	86.3%	24.4%	46.7%	35.5%
Failed To Recognize Slogan:	79.4%	28.6%	50.8%	39.7%

The third hypothesis also could not be substantiated. Since only 8 of 108 interviewees recalled the TIA slogan "Lock It To Me," 7%, any comparison with the 33 interviewees who recalled either or both of the NSC slogans would have little meaning. Thus in Part 1 of the present investigation, we are able only to partially confirm the first hypothesis.

As part of the interviews performed in Part 1, sex, age, and some occupational information was available, thus making it possible to consider whether these variables have any direct relationship with

attitudes and behavior concerning seat belts.

Within the 432 person Oakland County sample were 265 females and 167 males; 47.8 percent of the females and 47.4 percent of the males reported using their seat belts at least half of the time spent driving. Thus no significant differences in claimed seat belt usage were found between the men and women studied.

Table V shows the percent of interviewees in each of several age groups who believe in and use seat belts. The data are highly consistent across the age levels considered. Recognizing the dangers in generalizing from small variations in these data, we can, nevertheless, note that in this sample people over the age of 40 reported using belts more frequently than those under 40 years of age; but use of a chi-square test showed no significant difference at the 5% level.

TABLE V. ATTITUDES TOWARD AND USE OF SEAT BELTS
ACROSS AGE LEVELS *

<u>Age</u>	<u>Number of Subjects</u>	<u>Believe in Belts</u>	<u>Use Belts Always</u>	<u>Use Belts Over Half the Time</u>
16-20	73	86.3%	23.2%	50.7%
21-25	40	85.0	27.5	47.5
26-30	25	92.0	28.0	56.0
31-35	22	81.9	22.7	27.3
36-40	33	81.8	18.2	51.5
41-45	38	89.5	34.2	60.5
46-50	33	72.7	33.3	63.6
51-55	16	75.0	25.0	43.8
56-60	13	84.4	30.8	76.9
61-99	17	76.5%	41.2%	70.6%

* The data include only those subjects questioned under the slogan-recognition treatments.

Table VI relates the occupational variable to seat belt attitudes and behavior.

TABLE VI. SEAT BELT ATTITUDES AND USE
ACROSS OCCUPATIONS

<u>Occupation</u>	<u>Number of Subjects</u>	<u>Believe in Belts</u>	<u>Use Belts Always</u>	<u>Use Belts Over Half the Time</u>
Student	64	92.2%	26.6%	51.6%
Housewife	101	89.1	27.7	64.6
Professional	46	89.1	43.5	69.6
Business Man	28	71.4	14.3	25.0
Skilled Laborer	39	82.1	20.5	56.4
Unskilled Laborer	30	70.0	23.3	33.3
Retiree	10	60.0	20.0	70.0
Unemployed	3	100.0%	00.0%	00.0%

These data support earlier research which indicated that socio-economic level, a reasonably accurate indicator of education level, is an important factor in possession and use of preventative measures.^{1,2} A chi-square test showed that professionals attested to "always" using seat belts significantly (.01 level) more often than did the next most frequent user, the housewife.

¹ Apple, D. (ed.) Sociological Studies of Health and Sickness, New York: McGraw-Hill, 1960, pp. 2-3.

² Sweetster, D.A. "Attitudinal and Social Factors Associated with Use of Seat Belts," J. Health & Soc. Res. (June, 1967), pp. 120-1.

PART 2

Procedures

During four time intervals between 2:00 P.M. and 4:45 P.M. on both Tuesday and Wednesday, June 17 and 18, 1969, the investigator and three aides stationed themselves at the exit of the main parking lot at the Pontiac Motor Company. There they observed and recorded seat belt usage of 450 company employees. The investigating team also gave each motorist studied a pencil and a stamped, self addressed postcard that requested information on attitudes and behavior relating to seat belt usage. Figure 1 represents the postcard questionnaire.

Dear Motorist:

You have been selected by The University of Michigan Highway Safety Research Institute to participate in a survey. Please complete this short questionnaire and mail it as soon as possible. Thank you very much for your help in this important work.

(Please circle answers where applicable)

1. Within the last four months I have seen: (a) A movie about automobile safety belts entitled U.F.O. yes no (b) A series of slides which showed people injured because they were not wearing their safety belt. yes no
2. County in which you live: (a) Washtenaw (b) Oakland (c) other
3. Age: _____ 4. Sex: Male Female
5. Occupation: _____
6. Make and year of car you were driving when you got this card: _____
7. Do you believe that auto safety belts add to your safety as a driver: yes no
8. What type of safety belt do you have in your car? (a) Lap (b) Lap and Shoulder (c) none
9. While driving alone, do you use your safety belt (a) almost always? (b) most of the time? (c) about half the time? (d) less than half the time? (e) almost never?
10. During the year 1968, while driving alone, did you use your safety belt (a) almost always? (b) most of the time? (c) about half the time? (d) less than half the time? (e) almost never?

Figure 1 Postcard Questionnaire

On the basis of his answers to Question 1 on the postcard, the employee was placed in one of four categories: (1) those who had been exposed to both a slide presentation and a film concerning seat belts; (2) those exposed to the slide presentation only; (3) those exposed to the film only; and (4) those exposed to neither the film nor the slide presentation.

Results

Although pilot testing in Washtenaw County had elicited a return of over 50 percent of the cards when pencils were included, only 139 of the 450 post cards given to workers at the Pontiac Motor Plant were returned. This represents a 30.3 percent return and consequently leaves interpretation of the results extremely vulnerable to the argument that a possible bias exists in the remaining 70 percent of the sample. Even more discouraging is the fact that 86 of the 139 cooperating employees reported that they had been exposed to neither the film nor the slide presentation, despite reports that all, or nearly all, of the plant's 20,000 employees had been scheduled to receive at least one of the messages. Furthermore, the sample size for the other three categories was so small that meaningful analysis could not be undertaken. This is obvious in Table VII.

Table VII RESULTS OF DIRECT OBSERVATION AND POSTCARD QUESTIONNAIRE AT PONTIAC MOTORS

Educational Treatment	Category Total	Number Observed Wearing Belt	Number Reported Using Belt $>\frac{1}{2}$ of Time	Number Believing in Belt Use
Shown slides & film	21	1	10	18
Shown slides	15	1	5	11
Shown film	8	1	3	7
Shown neither	86	10	19	65

Thirteen (i.e., 9.4 percent) of the 139 drivers who returned the postcard were observed wearing seat belts, but only 9 (2.9 percent) of all drivers who did not return the post card were seen

wearing them. Those wearing the seat belt were much more likely to complete and return the questionnaire.³ In total, only 22 of 450 drivers (4.9 percent) were observed wearing the belt. This may well have been a function of environmental factors and education level, the latter having been found to correlate with claimed belt usage in Part 1.

PART 3

Procedures

Elementary school children in the city of Pontiac had been exposed to information encouraging them to "bug" their parents to use seat belts. The children participated in this Safety Bug campaign in various ways, including making posters, holding class discussions, and viewing a special television show hosted by Oopsy the Clown. Some weeks after this show, the investigator distributed a short questionnaire to sixth-grade students in the cities of Pontiac and Royal Oak (the latter serving as a control group). The questionnaire asked the students about their parents' seat-belt-wearing habits. By diverting their attention from the fact that the investigator was seeking information on the extent to which the Safety Bug program induced the children to carry the message home and by making the questionnaire appear to be a test of recall, it was hoped that the children would provide truthful responses.

Results

Table VIII summarizes the results of the survey. Since it was difficult to ascertain whether students had heard televised seat belt messages at home or at school the category labeled "heard about

³ An interesting parallel study of exposure revealed that a group of interviewees who did not return a requested post card had double the accident and violation rate of those who did.

Table VII

Results of Safety Bug Interviews

Percent of Subjects

Study Group	Number of Subjects	Heard About Belts in School	Heard About Belts in School or TV	Told Parents To Use Belts	Father Using Belts Over The Time	Mother Using Belts Over The Time
Royal Oak (control group)	67	38	65	59.7	50	52
Pontiac (Experimental group)	60	54	84	70.0	30	18

belts in school or TV" was included. The greater frequency of reported belt use by the control group may be a function of their not having been sensitized to observe seat belt use, as the Pontiac safety bugs were. Due to their involvement in this program, Pontiac children may well have provided more accurate information. This assumption seems to be substantiated by the only slight discrepancy between the answers from the Pontiac children and from their parents, who were contacted through follow-up phone calls. However, school board policy did not permit follow-up phone calls in the Royal Oak control group. In general, there was no indication that the Safety Bug program brought about significant behavioral change among the parents.

DISCUSSION

From the finding that 41.7 percent of the interviewees recognized the slogan "Lock It To Me" upon questioning, we can speculate that the Oakland County seat belt campaign reached nearly one-half of the county's population. This is a sizable number, but because a baseline criterion for success is lacking, it is difficult to assign a label of success or failure to this campaign.

However, this campaign may be analyzed with reference to the following communication model. (see Figure 2).

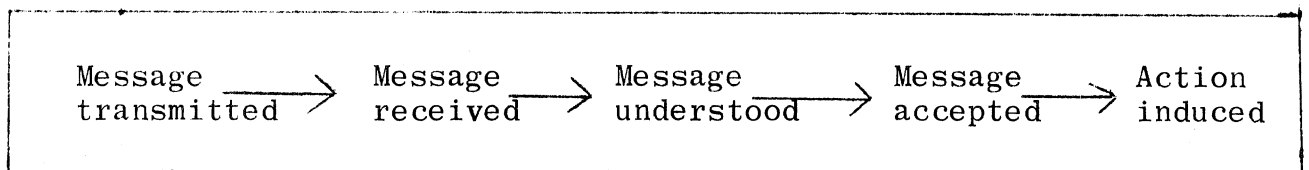


Figure 2 Communication Model

To transmit its message, the TIA used 104,000 brochures, 5,400 posters, 22,500 bumper stickers, a slide presentation viewed by about 30,000 persons (a few at a time), a sizable number of live radio

and TV spots and "specials," as well as approximately 100 newspaper articles, features, and editorials. Another method of message output was through the elementary school children in Pontiac who were asked to carry home the message.

Since the interview questionnaire was structured so as to credit slogan recognition only to those interviewees who exhibited understanding of the slogan, the same figure, 41.7 percent, may be taken as a measure of slogan understanding; i.e., 41.7 percent of the population understood that "It's Lock It To Me Time" referred to the fastening of automobile safety belts. Thus approximately 400,000 of Oakland County's 900,000 residents received and understood the message.

The next step in the model is that of message acceptance. Of those who recognized the "Lock It To Me" slogan, 86.3 percent said they believed automobile seat belts were a valuable safety feature. But 79.4 percent of those who did not recognize the slogan also attested to "belief" in the value of using seat belts, a figure which is not, in a statistical sense, significantly different from the 86.3 percent. Thus it seems reasonable to conclude that message acceptance was achieved, whether or not as a function of the campaign. Further, 26 percent of the population attested to "always wearing seat belts". Again, assuming linearity, if we project these sample figures onto raw values proportionate to the population of Oakland County, we can say the message was sent toward 900,000 people; it was received and understood by about 400,000, accepted by approximately 333,000 individuals. The 26 percent who attested to always using belts represents a figure of over 230,000. Figure 3 summarizes this campaign assessment.

The 26% figure (230,000) appears to be considerably below national estimates. The National Safety Council estimated that as of early 1969, about three-fourths of all passenger car occupants had seat belts available and "the belts are being used nearly 40 percent of the time on the average."⁴

⁴ Accident Facts, 1969 Edition (Chicago: National Safety Council, 1969), p. 53.

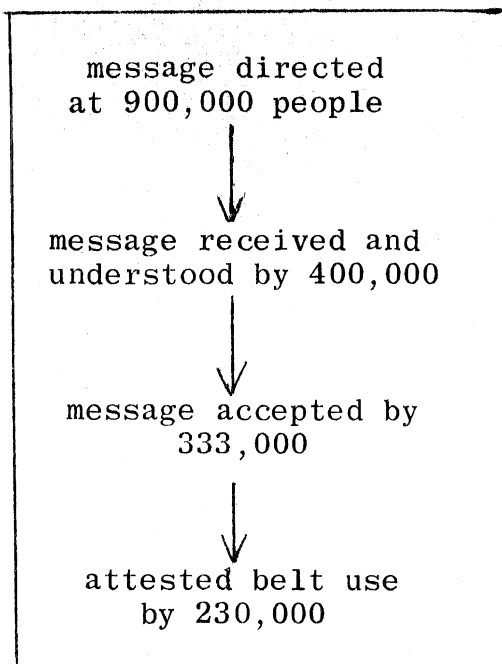


Figure 3 Statistical Summary

A survey conducted by the Auto Industries Highway Safety Committee, in 1967 lends support to the NSC estimate. From a sample of over 500,000 drivers, 38.2% responded that they "always" use seat belts for local travel and 55.1% responded that they "always" used them on long trips (25 miles or more).⁵ Unfortunately, since this writer was unable to survey Oakland County seat belt usage before the TIA campaign, there is no valid method of assessing whether or not the 26% figure represents an increase in attested belt usage from the previous year. The lack of controls caused by the absence of comparable pre-campaign and post-campaign data severely restricts the writer's ability to draw definitive conclusions. The only pretest-posttest comparison available is that offered by the TIA itself. These data show an increase in driver seat belt use of 3.3% (17.5% to 20.8%) with a sample of about 2000 in each period.⁶

5 Auto Industries Highway Safety Committee News Release, Washington, D.C., October, 1967, p.2.

6 Oakland County Traffic Improvement Association, A Report on the Activities and Measured Effectiveness of a Public Education Program for Safety Belt Use In Oakland County, Michigan, A Report to the Insurance Institute for Highway Safety, Washington, D.C., October, 1969, p. 24.

Yet, as with many such observations, many uncontrolled variables preclude any clear-cut conclusion. Specifically, during the course of the campaign, Oakland County residents were exposed to countless other factors which may have affected their attitudes and behavior in regard to seat belt usage. Discussions with friends, accident experience, exposure to NSC mass media messages,⁷ and, perhaps most importantly, the increase in the percentage of cars with seat belts installed are some of these factors.

The total increase in cars with seat belts from June, 1968 to June, 1969 was, very roughly, 50,000.⁸ A statistical adjustment for the increase in cars fitted with seat belts radically reduces the observed change. Conclusions concerning the effectiveness of the campaign are not clearly definable since the factor of which cars were fitted with seat belts was overlooked.

To make highway safety campaigns as effective as possible the precept of all such efforts ought to be: "no campaigns without sufficient and careful evaluation." It is not enough, however, to simply continue our present evaluations. Instead, we must base our campaigns upon those communication theories and models given a certain amount of validity by current research. An example is McGuire's Inoculation Theory⁹ which is based upon a biological analogy of creating resistance to undesirable effects. Accordingly, McGuire asserts (and has experimentally supported his assertion) that attitudes can be "inoculated" by presenting an individual with weakened counter-attitudinal propaganda. Informal conversations with interviewees in the Oakland County Study indicate that a high percentage of those who question the value of seat belts do so because they have heard

⁷ During 1969, the National Safety Council built a multi-million dollar nationwide mass media seat belt campaign around the slogan, "What's Your Excuse." (See Table II).

⁸ This figure is an estimate derived from analyzing the rate at which new cars replaced pre-1964 cars in which seat belts were not factory installed in Oakland County from 1959 to 1968.

⁹ W. McGuire, "Resistance to Persuasion Conferred by Active and Passive Prior Refutation of the Same and Alternative Counterarguments," J. Abnorm. Soc. Psychol., 64 (1962b), 241-248.

of some incident in which someone had been trapped in an automobile. McGuire's theory would suggest that such persons can be inoculated against antiseat-belt propaganda by providing information on accidents where individuals are trapped followed by refutational examples, "ammunition" showing the great percentage of incidents in which seat belts can save life and lessen injury. Through experimentation, we might discover the relevance of McGuire's theory to media safety messages.

This is not to say that we must cling to any given communication theory or model, but rather that we should apply the current theories of persuasion in the field of highway safety research in order to establish their relevance. For example, many campaigns have spent thousands of dollars for hours of electronic media time without giving any consideration to the mediating variables, such as credibility of the source, cross pressure of primary group associations, or opinion leaders and the gate-keeping process, which affect the perception and retention of information. Also it is conceivable that the TIA campaign could have persuaded a larger percentage of the population to act in a manner congruent with their attitudes and opinions had the optimal kinds of messages been determined for the specific audiences involved. Very little research has been undertaken to establish a basic, audience-centered theory from which to work. The writer believes that we need to begin to make more careful analyses of types of audiences and their reactions to various messages, message sources, communication channels, and other environmental factors within the traffic safety communication process. The incorporation of these and other factors in a full-blown research project designed to determine the effects of various variable relationships in the development of a theory of mass media persuasion in highway safety is needed. More importantly, these research projects should not be viewed as independent and discrete solutions to specific needs, but should serve a relevant function in the total process of

developing a comprehensive theory of how to effectively alter beliefs and values underlying human behavior.

Ideally, one can conceive of long-term highway safety campaigns accompanied by long-term evaluation. A community might embark on a mass media campaign to persuade automobile drivers and passengers to use their seat belts. Such a campaign might continue for as long as three or more years, and it might apply several communication techniques representing modifications in theory application. Paramount to the success of this type of exploratory campaign is its evaluation, which like the campaign itself, must be continuous and designed to measure the effects of all variables within the applied theories.

Beyond this, we must establish realistic goals on which to base our evaluations. Perhaps the most obvious gap in even the best evaluative highway safety research is the failure by all parties to develop a baseline criterion for determining when, in the real world, a highway safety campaign can be termed effective. This gap must be filled through intensive and extensive campaign evaluations.

But before more scientific evaluations and effective changes can be made in media safety campaigns, solutions must be found to certain basic problems. Fortunately, there are signs that public agencies are discovering they must work with the research community to design, implement, and evaluate public information programs. The TIA of Oakland County is such an example. If these indications are representative of the majority of public agencies we should soon begin to see effective and efficient public information programs disseminating highway safety information.

APPENDIX A

The following descriptions of the speakers bureau and message content are taken directly from sections of the TIA final report. 10

Speaker's Bureau

Speakers Bureau

A 35-man speakers bureau was established to present the slide series previously discussed. This bureau was made up of members of the Safety Belt Committee, selected TIA Directors and Trustees, public officials, and members of other TIA committees. Persons serving were selected, in part, for their familiarity with TIA operations and programs and, also, for their general knowledge of the traffic accident prevention field.

Each speaker previewed the slide series prior to his presentation and was provided an outline of suggestions for insuring a good program. Speakers were also given a list of suggested responses to the questions about and the objections to safety belt use which are most frequently raised.

Members of the speakers bureau made approximately 60 presentations to civic and service groups, government employee meetings, professional, social, and other organizations during the three-month program. Speakers bureau members presented the slide series to an estimated 3,000 opinion leaders of Oakland County.

Message Content:

In order to permit a "live" narration, a script was prepared for use by the speakers bureau. The presentation included 65 slides and required approximately 20 minutes to deliver--considered to be an ideal length for use with civic and service clubs.

The first five minutes or so of this presentation was given to a discussion of the magnitude of the traffic accident situation in Oakland County and a very brief outline of the major accident pre-

Appendix A (Cont'd).

vention programs of the TIA. The bulk of the presentation consisted of a series of slides depicting actual accident case histories which, most convincingly and pointedly, demonstrate the life-saving value of the properly worn safety belt.

The slides and descriptions of these accident case histories were provided by Dr. Donald F. Huelke of the University of Michigan Medical School. Dr. Huelke supplied the TIA with five sets of these slides, all of which were in almost constant use during the height of the three-month campaign.

Oakland County's 25 largest employers were selected for cooperation in conducting in-plant safety belt programs. More than 60,000 persons are employed by these 25 companies.

A pilot program was launched at the Pontiac Motor Division of General Motors in Pontiac, Michigan. Gary Robinson, safety director of Pontiac Motors and a member of the Safety Belt Committee, developed a program outline for use in his own company. This outline (see Exhibit T) was subsequently reproduced by TIA and given to other major employers of the county for use in conducting their own programs.

The in-plant safety belt program was launched at Pontiac Motors with a presentation of the TIA slide series to top management. According to Robinson, the slide presentation and his program proposal was received more enthusiastically than any other previously offered safety program. As a result, approximately 75 in-plant safety meetings were conducted during which an estimated 15,000 employees saw the slide presentation and another 5,000 viewed a recently produced film entitled, "Unrestrained Flying Objects."

10 For a more detailed description of the activities of the speakers bureau see Oakland County Traffic Improvement Association, A Report on the Activities and Measured Effectiveness of a Public Education Program for Safety Belt Use In Oakland County, Michigan, A Report to the Insurance Institute for Highway Safety, Washington, D.C., October, 1969, pp. 8-18.

Appendix B

The following description of the "Safety Bug" program is taken directly from sections of the TIA final report.¹¹

Promotion by Public Schools

The plans of the Safety Belt Committee to introduce a safety belt education program in Oakland County schools were launched--also on a pilot basis--in the Pontiac school system. A general program plan and a discussion guide for use by teachers were developed by David Stimac, safety consultant with the Pontiac Board of Education, and a member of the Safety Belt Committee. The discussion guide or instructional unit was used in grades three through six in each of the system's 28 elementary schools.

The previously described "Safety Bug" pledge cards and badges were distributed to 15,000 elementary school children, and several hundred "Safety Bug" posters were placed on the bulletin boards of elementary schools throughout the system. A Michigan State trooper appeared with Mr. Stimac at a number of assemblies, during which elementary school children were urged to "bug" themselves, their parents, brothers, sisters, and friends to buckle their safety belts. These assemblies were supplemented by classroom discussion which was led by teachers using discussion outlines.

It was felt that a movie film might be more appropriate than the accident case histories slide series for use at these grade levels. Accordingly, TIA provided the Pontiac school district with a safety belt film entitled, "Before It's Too Late," which was used as part of the instructional unit. In addition, the school children were asked to submit projects such as drawing a safety belt poster, writing a short story or poem on safety, making a bulletin board, collecting news items from newspapers or magazines, and preparing a traffic safety news item for the school newspaper.

¹¹ For a more detailed description of the campaign's focus on youth see Oakland County Traffic Improvement Association A Report on the Activities and Measured Effectiveness of a Public Education Program for Safety Belt Use In Oakland County, Michigan, A Report to the Insurance Institute for Highway Safety, Washington, D.C., October, 1969, pp. 18-20.

Appendix B (Cont'd).

Approximately 3,500 youngsters in five junior high schools in Pontiac also were given safety belt instruction as an extension of the eighth grade social studies curriculum. Two films, "Before It's Too Late" and "Broken Glass," were provided for use by TIA.

