

**Creating a Campaign
for Parents of Pre-Drivers to
ENCOURAGE
SEAT BELT USE BY
13- TO 15-YEAR-OLDS**



U.S. Department of Transportation
National Highway Traffic Safety
Administration



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16. Abstract <p>This report summarizes the activities and results of a community-wide demonstration project supported by a cooperative agreement from the National Highway Traffic Safety Administration (NHTSA). The demonstration project was designed to engage parents of pre-drivers in encouraging seat belt use among 13- to 15-year-olds. The program intervention site included the cities of Parma, Parma Heights and Seven Hills, Ohio. All three cities are part of the Parma City School District, the second largest district in Cuyahoga County, serving 13,000 students—more than 5,200 in the target age cohort. The demonstration project was evaluated by University of Michigan Transportation Research Institute (UMTRI) under a companion contract, to test the effectiveness of the campaign in engaging parents and increasing belt use by young teens.</p> <p>Both the intervention site and control site began with belt usage for teens significantly below the national average, as determined by NOPUS. Following the intervention period, observed seat belt use among young teens in the demonstration community increased from a baseline of 58.0 percent in April 2010 to 83.8 percent in August 2011. Driver belt use also increased from 69.0 percent to 89.3 percent in the same time period.</p> <p>The significant increase in belt use, coupled with the level of engagement of the demonstration community, supports the conclusion that targeting outreach to parents as influencers can be an effective approach to getting more young teens buckled up.</p>					
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Table of Contents

Executive Summary	1
Introduction	3
Program Implementation	7
Methodology.....	30
Conclusions and Recommendations	31
Appendices	36

Executive Summary

The *Just Get It Across* campaign was developed by University Hospitals Rainbow Babies & Children's Hospital Injury Prevention Center as part of a National Highway Traffic Safety Administration demonstration grant to develop and implement a campaign to engage parents of pre-drivers in encouraging seat belt use among 13- to 15-year-olds. A companion contract was simultaneously issued to an independent evaluator, University of Michigan Transportation Research Institute (UMTRI), to test the effectiveness of the campaign in engaging parents and increasing seat belt use by young teens.

Observational surveys have shown that seat belt use among teens is significantly lower than overall restraint use among children up to age 7 (National Occupant Protection Usage Survey [NOPUS] and National Survey on the Use of Booster Seats [NSUBS]). From 2008 to 2010, only 31 percent of 13- to 15-year-old passenger vehicle occupants killed in motor vehicles crashes were restrained with lap and shoulder belts (Fatal Analysis Reporting System [FARS]). While there is substantial information given to parents on how to keep their infants and toddlers safe in passenger vehicles, such safety information for parents with children beyond the booster seat stage is sparse. The majority of efforts to increase seat belt use for young teens have tended to target the children themselves, not their parents and guardians.

Despite the common misperception that parental influence diminishes as children enter the teen years, research indicates that parents do remain the primary role models for children, particularly for younger adolescents. The goal of this campaign was to harness the powerful influence of parents in order to establish proper occupant protection habits in the early teen years, before young people become drivers. Campaign messaging focused on empowering parents to set and enforce non-negotiable rules for seat belt use for all passengers in their vehicles. The ultimate objective of this project was to create a model program that could be adapted and replicated by other communities interested in increasing and maintaining young teen seat belt use through parental influence.

The strategy, approach, and theme for the campaign were developed in collaboration with a multidisciplinary working group that included experts in health behavior theory, psychology, child development, anthropological theory, social marketing and public health. Findings from this working group laid the foundation for the campaign, focusing on the need to create an outreach plan that addressed the differences among parents and did not attempt a one-size-fits-all approach. The work of the creative agency hired to develop the theme and execute creative elements of the campaign was informed by input from the working group and findings from a parent telephone survey. The resulting theme, *Just Get It Across*, spoke directly to the fact that each parent has his or her own style for child-rearing and communication, and embraced these differences.

Upon the creation of the logo and completion of several creative executions that were tested with members of the target audience, the program launched in the fall of 2010 with the back-to-school season and continued through August 2011. The campaign combined outreach in venues with a carefully targeted audience of parents of young teens with more broad-based tactics that reached the community as a whole but spoke specifically to parents. Schools provided a prime opportunity to reach a captive audience of parents and guardians of 13- to 15-year-olds in the demonstration community through activities such as open houses and orientations, sporting events and direct communication vehicles.

Broad-based communication mediums were used to reinforce messages for parents of children in the cohort who had already been exposed to the campaign through schools or other activities and to reach parents of children in the target age range who had not been engaged with the campaign through more direct venues. While parents were being reached directly with messages that narrowly identified the age group of interest and focused on middle and high school parents, the intervention also included strategically placing the *Just Get It Across* message throughout the community, so parents would be exposed to the logo and message in the course of their daily activities, whether driving to work or stopping for coffee or groceries. These broad-based tactics also provided an opportunity to reach less-engaged parents, who were not actively involved in their children's schools or extracurricular activities.

Grassroots efforts in the community were joined with mass media and broad-based messaging outreach to immerse parents with year-long reminders of the importance of insisting on seat belts for all

passengers. Additional elements of the campaign, including a membership club and an incentive program for school groups such as PTAs, provided parents and community leaders with opportunities to further engage with the campaign, while also giving the project coordinators a means to track reach. A separate and distinct law enforcement message was also developed for the campaign; per NHTSA instructions, one week during each month of the intervention period was dedicated to heightened enforcement and supported with enforcement-themed advertising.

Both the intervention site and control site began with seat belt usage for teens significantly below the national average, as determined by NOPUS. Following the intervention period, observed seat belt use among the teens in the target age group increased significantly (+25.8%), as well as the observed seat belt use of drivers (+20.3%). The most successful elements of the campaign were those that provided the opportunity for project staff to talk to parents and engage them in the seat belt conversation, while giving them an immediate call to action to join the *Just Get It Across* initiative. Although determining the effectiveness of media outreach posed a challenge throughout the campaign due to a shared media market with the control community, the demonstration project enabled the testing of a number of unique communications vehicles combined with more traditional elements.

Baseline data from both the demonstration community and the control site indicated a need for outreach that addresses seat belt use among young teens. While efforts to increase belt use typically speak directly to the end user for audiences beyond booster seat age, the alternate strategy of targeting outreach to parents as influencers was an effective approach to getting more young teens buckled up. The significant increase in belt use, coupled with the level of engagement of the demonstration community, is evidence that *Just Get It Across* resonated with parents and spurred them to action. Using the tools developed over the course of this project, other agencies and organizations should be able to successfully implement the program and positively affect seat belt use among young teens in their communities.

The following report details how the demonstration project was developed and implemented. It does not cover quantitative or qualitative research activities or data collection. These items will be addressed in a separate evaluation report being completed by UMTRI.

Introduction

Project Purpose

In 2009, the Rainbow Injury Prevention Center was awarded a grant from NHTSA to develop and implement a campaign to engage parents of pre-drivers in encouraging seat belt use among their 13- to 15-year-old children. The resulting *Just Get It Across* campaign was designed in an effort to increase and maintain seat belt use among 13- to 15-year-olds by harnessing the powerful influence of their parents. Recognizing that the pre-driver cohort is where restraint use typically drops off as children gain more independence, we focused on developing a campaign with messaging that would empower parents to make and enforce seat belt use in their vehicles, using their own distinct voices and personalities.

As parent-child interactions change in the early teen years, parents often mistakenly believe they no longer have any influence or control over their children's behavior. The ultimate goal of the campaign was to empower parents to set and enforce seat belt use as a non-negotiable rule in their vehicles. By normalizing seat belt use and encouraging teens to develop good habits, it was our intention to firmly establish seat belt use with the pre-driver cohort before they become drivers. Although messaging was directed to the parents, the strategy and tactics of the campaign encouraged an *esprit de corps* among families, in part by making seat belt use for all passengers a common goal to strive for with the promise of tangible rewards.

Specific objectives for the campaign were:

- To obtain a statistically significant increase in seat belt use among 13- to 15-year-olds in the demonstration community over the course of the demonstration period, and
- To engage parents in the campaign by enrolling at least 10 percent of the eligible population in the *Just Get It Across* club.

Background

The demonstration area for the campaign included the cities of Parma, Parma Heights, and Seven Hills. These three suburbs of greater Cleveland cover 29.2 square miles, and have a combined population of 114,123, meeting NHTSA's requirement of an intervention site with a population between 50,000 and 250,000. All three cities are part of the Parma City School District, the second largest district in Cuyahoga County, serving 13,000 students—more than 5,200 in the target age cohort. The control site for the project was Lorain, Ohio, a Cleveland suburb located 30 miles northwest of the intervention site. The Lorain City School District serves 7,488 students, with approximately 2,500 in the target grades of 7 to 10.

The city of Parma is the largest suburb of Cleveland and the seventh largest city in Ohio. The racial makeup of all three communities is predominantly White—ranging from 95 to 97 percent White residents. While the intervention site is, on paper, racially homogenous, there is certainly diversity among sociocultural backgrounds, values, and beliefs. The site has wide socioeconomic variations, strong working class/white collar divisions, and vibrant Eastern European and Asian Indian communities. Median household income and home values span a broad range as indicated in the table below.

City	Median Household Income (2005-2009)	Median Value of Owner- Occupied Housing Units (2005-2009)
Parma	\$50,735	\$132,500
Parma Heights	\$42,579	\$132,800
Seven Hills	\$64,677	\$180,800

Each of the three cities has its own government and police force, with a shared municipal court system. In Parma Heights and Seven Hills, those pleading guilty to seat belt violations are handled in each city's Mayor's Court. Those pleading not guilty are handled in Parma Municipal Court. In the demonstration community there are 18 schools catering to students in 7th-10th grades, with parent resources being more than 5,200 students in the target age range. The school breakdown includes one charter school, three public schools, and eight private schools serving grades 7 and 8; and one charter, three public, and two private high schools.

The control site for this project was the city of Lorain. This community is significantly smaller and more racially and culturally diverse than the intervention site. The city has a total area of 24.2 square miles. As of the 2010 Census, Lorain had a population of 64,097. The racial mix of this community includes 67.9 percent White, 17.6 percent African-American, .5 percent American Indian and Alaska Native, .4 percent Asian, 5.4 percent reporting two or more races, and 8.2 percent some other race. Median household income is \$36,155, with 24.4 percent of people living in poverty. The median value of owner occupied housing units is \$105,700.

Lorain is a singular entity with one city government, law enforcement agency, and court system. Six schools in the city have an enrollment with students in grades 7 to 10. Public schools include three middle schools (grades 6 to 8) and one high school, and there are two private elementary schools with students in grades K-8. Total enrollment of students in grades 7 to 10 is approximately 2,500.

Both the intervention and control sites are governed by Ohio's secondary seat belt laws, which require that passengers 8 to 14 years old use seat belts in all seating positions. Passengers 15 and older are required to wear seat belts only when traveling in the front seat. Belt use in both the intervention site and the control site was significantly lower than the national average. Seat belt use in the Parma area for front seat passengers of all ages averaged 74.6 percent, as measured by direct observation for the Ohio Department of Public Safety in September 2011. Seat belt usage specifically for young teens, as measured by UMTRI for the baseline data for this project in April 2010, was significantly lower with 58 percent of teens and 69 percent of drivers properly restrained. In Lorain County, overall belt use averaged 75.3 percent and the baseline data collected for the project found that only 47 percent of teens and 63 percent of drivers were riding restrained.

Scope

The theme of the campaign, *Just Get It Across*, was developed in conjunction with experts in parenting and adolescent development at University Hospitals Rainbow Babies & Children's Hospital and Case Western Reserve University and was refined based on feedback from parents of children in the target age group (13 to 15 years old). In telephone surveys and informal focus groups, parents placed great value on maintaining positive relationships and finding effective ways to communicate with their young teens; they also responded most positively to messages that addressed seat belt and communication issues in a more humorous tone. In response, the campaign was designed to incorporate a light-hearted look at various parenting styles with which both mothers and fathers of young teens can relate. The parenting styles were used as a fun way to introduce the subject of communicating with teens about seat belt use, while pointing out that there is no one right way to get the seat belt message across to teens. The underlying message for parents in all communications is that it doesn't matter how they get the seat belt

message across to their young teens, as long as they're getting the message across and keeping their kids safe.

The target audience, parents of teens 13 to 15, was a small cohort (approximately 5%) of the larger community. Campaign strategy meetings were used to pinpoint key places where parents of children in this cohort could be reached in targeted ways. Schools were identified as ideal touch points for reaching parents and galvanizing community groups in support of a common goal and the campaign officially launched with the start of the 2010/2011 school year. Messages were developed for middle school and high school parents. The *Just Get It Across* club was designed as a key part of the school-based outreach effort. Parents signed up for the club at events or online, received a magnet to place on their cars, and were entered into drawings for prizes when they were spotted with their magnets and all motor vehicle occupants were buckled up. The club provided opportunities for action and engagement and was designed to spur family discussion about the importance of buckling up. School-based outreach also included a component to harness the power of parents' groups. Parent-teacher associations (PTAs) and sports booster clubs were challenged to share the seat belt message with parents for the chance to win small grants to support their schools.

Targeted outreach was focused on activities and events that involved a large parent presence, such as school open houses, curriculum nights, parent-teacher meetings, sporting events, school dance drop off and pick up, orientations, and family night events. Material was developed to share the message with parents through student take-home folders, direct mailings, school marquees, newsletters, handouts, and school, PTA or booster club Web sites. Outside of the school community, messages were reinforced through a variety of venues, including billboards, newspapers, television ads, city newsletters, city marquees, and posters in family-oriented venues like libraries and recreation centers. Similar broad-based messages were delivered through community partners, including restaurants, coffee shops, shopping malls, credit unions, and grocery stores. Because broad-based messaging reached a wide audience, only a fraction of which was part of our cohort of parents of children 13 to 15, these messages were designed to be clearly focused on parents and to remind all parents to insist on seat belts for their young passengers. The campaign rolled out with the start of the school year and new components were designed to be implemented in a way that built recognition and momentum as the school year progressed and the program grew.

As the school year ended in early June 2011, opportunities to reach parents of young teens fundamentally shifted. With the school-based portion of the outreach plan completed, we adopted a two-pronged approach to summertime outreach, one targeted and one broad-based. The first approach narrowed in on our intended audience through outreach at carefully targeted events and activities that drew parents of 13- to 15-year-olds in June, July and August. These events included baseball and softball games and dances. By their nature, these outreach efforts were targeted at active families who take part in sports or school-based social activities and thus did not reach less connected or less active parents.

Reaching the wider base of parents, particularly those whose children are not involved in sports or other extracurricular activities, was part of the broad-based summertime outreach approach. Through a presence at community fairs, festivals and local gathering spots, we sought out parents of young teens to spread the *Just Get It Across* message and get families involved. This outreach approach was carefully planned and executed to connect with parents of young teens in our test area while not disappointing or discouraging those who could not get involved, such as parents of younger or older children or parents of teens in the right age group who did not live in the target communities. While a general buckle up message was shared with all visitors, handouts and incentive items were reserved for parents of young teens in our target area. Items distributed at these events were specifically designed to encourage parent-teen communication; items like conversation magnets and photo frame magnets have a longer useful life and prompt families to think about how and why they make and enforce rules about restraint use, rather than being disposable throwaways. Additionally, actors were hired and trained to bring the parenting styles to life at community events, drawing attention and getting families involved in a fun discussion about how parents can use their own unique styles to communicate the seat belt message to their young teens.

A Bureau of Motor Vehicles (BMV) component engaged parents of young teens at a particularly teachable moment—as 15-year-olds received their graduated driver licensing (GDL) information packets and learning permits. Packets with information on the campaign that reinforced the importance of parents

insisting on seat belts for new drivers were distributed to all parents/guardians with every learning permit that was issued in the demonstration area. These packets were also distributed all summer at agencies in the community that provide driver's education classes. The BMV and driver's education efforts were focused on the summer months—the busiest season for new drivers.

The campaign wrapped up with a final push to parents through handouts and a presence at high school and middle school orientations in August. These efforts gave us a last touchpoint for those familiar with the campaign and provided a new group of incoming 7th grade parents to introduce to the program and begin the important conversation about the importance of seat belt use for their children.

Separate and discreet messaging was developed for the law enforcement portion of the campaign. The grant required that one week of every month during the intervention period be devoted to enforcement activities and enforcement messaging. Police departments in the three target communities conducted seat belt enforcement patrols, while television and print advertising transitioned to enforcement messages that clearly identified parents as the target audience. Enforcement ads had their own look and feel, independent of the *Just Get It Across* campaign.

Program Implementation

University Hospitals Rainbow Babies & Children's Hospital Injury Prevention Center (RIPC) received a grant from NHTSA to research, develop, and demonstrate an integrated approach to increase and maintain young teen (13- to 15-year-olds) seat belt use through parental influence. The period of performance began with a kickoff meeting on September 11, 2009. At the time of the kickoff meeting, the contiguous communities of Parma, Parma Heights, and Seven Hills were suggested as a site for the program because they shared a school system and together had the population size desired by NHTSA. Subsequently, this location was mutually agreed upon by NHTSA and RIPC as the demonstration site. This site lacked racial diversity, but had strong ethnic and socioeconomic diversity. A suburban area was used as the test site, rather than the city of Cleveland, due to population size and socioeconomic mix. The strategy was to start with a group whose primary barrier to belt use was conceptual, rather than due to poverty, crime, lack of resources, or transportation issues. Lessons learned from this project could then be taken and adapted to other populations with more barriers and different issues.

A full-time coordinator was hired to plan, develop, and implement this project. The project was coordinated by Jennifer Walker, a communications professional with more than 15 years experience in local and national marketing and promotions, including a number of campaigns aimed at teens and their parents. Walker joined the project in December 2009 and was involved in the research, planning, and development of the campaign from the onset.

Research and Planning Phase: September 2009–February 2010

Research and Networking

The project coordinator began with an extensive review of seat belt usage research and social marketing campaigns specifically aimed at young teens and parents, including traffic safety campaigns, health and fitness, anti-smoking, underage drinking, and pregnancy prevention. She also conducted a thorough evaluation of the program intervention site, including school district structure and contacts, family-friendly gathering places, media outlets, networking opportunities, businesses, sports venues, and law enforcement agencies and contacts. Building upon the extensive network of existing contacts RIPC had in the demonstration area, the project coordinator met with influential members of the community, including the president of the Parma PTA Council, community partners, and law enforcement agencies to introduce the program and gauge interest in future project involvement.

Expert Working Group

As outlined in the initial grant proposal, RIPC felt it was important to develop the campaign theme, messages and materials with the input of an expert working group that represented leaders in anthropology, sociology, behavioral psychology, marketing and health education. The project coordinator worked to put together a multidisciplinary working group with a mix of clinical and research expertise in working with parents of children in the 13-to 15-year-old age range. The list of the working group members is included as Appendix A. The working group's function was to discuss issues related to adolescent development, parent-child dynamics, and behavior change both generally and in relation to healthy behaviors like seat belt use so that information could be used to guide the creative process and plan for effective implementation methods. The initial meeting of the working group convened in January 2010 and covered the primary topics of adolescent development, the evolving relationships between parents and young teens, rulemaking and negotiating rules, changing behaviors, and possible campaign approaches.

Discussions during the working group meeting uncovered challenges and opportunities for the campaign. Knowledge gaps including a lack of parental understanding of adolescent brain development, an underestimation by parents about their influence as role models and rule makers for teens, and the uncertainty of parents on how to transition their relationships with their young teens were identified as key challenges and possible areas of focus for campaign efforts. The group also discussed plans for a parent telephone survey to measure their belt use habits, attitudes and beliefs. A detailed report of the initial

working group meeting is included as Appendix B. Input from the experts was used as a formative information base throughout the development of the campaign.

Parent Telephone Survey

The working group had suggestions for framing the telephone survey to best capture accurate information about belt use habits, how parents perceive the importance of children's belt use, and parental approaches to rule setting. The group also discussed the optimal interview tactics for eliciting honest responses. These suggestions were used in drafting and revising the survey tool to ensure we obtained the best possible data for informing the future campaign.

Based on feedback from the working group, the survey was framed as an exploration of issues related to parenting young teens, rather than a seat belt survey. Initial questions focused on perceptions of the young teen/parent relationship and perceived parental influence in the health-related decisions and behaviors of their young teens, as well as the rule making and rule enforcement methods utilized by parents of young teens. The second half of the survey launched with the statement, "Let's take seat belt use as an example of how you set and negotiate rules with your teen," and included questions on parent and teen belt use, reasons for using or not using seat belts, what seat belt rules were established, how seat belt use rules were enforced, and beliefs about seat belt use. Survey questions are included as Appendix C.

A total of 202 surveys were conducted via telephone in February 2010. Participants were primary caregivers of children in the 13- to 15-year-old range who lived in Cuyahoga County. Surveys were not limited to the intervention site; however, attempts were made to obtain a roughly similar socioeconomic mix based on income and education level. Upon receipt of the results of the telephone survey, a thorough analysis of the results was conducted by the project's primary investigator, Susan Connor, Ph.D., research manager of the Rainbow Injury Prevention Center. These findings were shared with the working group for their review and input and were used as a guideline for message formulation and program development and implementation. A complete report of the telephone survey results is included as Appendix D.

Creative Agency Selection

Concurrent with the establishment and first meeting of the expert working group, a search was launched for a creative agency to help develop the theme and creative elements for the campaign. A request for proposals was developed by the project coordinator outlining the overall campaign goals, proposed scope of work, and anticipated deliverables. The agency request for proposal document is included in the appendices. The RFP was sent to nine agencies in December 2009—eight local firms and one located in Columbus. Seven agencies responded with proposals and all submissions were evaluated by the project coordinator, project primary investigator, and director of the RIPC. Applicants were narrowed down to three finalists based on criteria including relevant experience, agency process/philosophy, compensation/budget, and core team members. The three finalists were invited in for presentations in which they were asked to provide overviews of their agencies, relevant experience, billing structure, and some preliminary ideas about how they would reach our target audience of parents of teens. After reviewing the presentations and evaluating the best agency for the project, the group unanimously chose Brokaw, Inc., as a cutting-edge creative group that would be the best fit and provide the greatest opportunity for developing a unique and successful campaign. The project coordinator worked with the agency to develop a scope of work and billing agreement and the agency officially joined the project at the end of January 2010. Initial planning meetings began immediately, in which the RIPC shared findings from the working group as well as the preliminary results of the phone survey as the agency began preparing the creative brief and brainstorming themes and ideas for the campaign.

Creative Development and Community Relationship Building: March–April 2010

Campaign Theme Development

Based on the direction of the working group and the results of the parent telephone survey, Brokaw developed three potential campaign themes for review, along with some possible creative executions for each theme. The top two themes were chosen by RIPC for further review and consumer testing:

- **Theme:** Reminding You to Remind Them. **Tagline:** ItsOK2Nag.org
- **Theme:** *Just Get It Across* **Tagline:** Insist on Seat Belts

Reminding you to remind them.

The idea here is to empower parents to be parents. Even if your child isn't a baby anymore, it doesn't mean you should stop being the authority — especially when it comes to something as important as belting up.



RIPC felt strongly that consumer feedback from the target audience was necessary before moving forward with a creative concept and theme. With the help of Brokaw, RIPC created an informal focus group discussion guide that allowed presentation of the concepts and valuable feedback gathering in one-on-one presentations or small group settings. While not considered official focus groups, these conversations helped to identify potential issues and problems with the two campaign theme options. Several informal focus groups were conducted with the original two concepts. The feedback on the concepts was split fairly evenly, although there was recurring consumer concern over the “ItsOK2Nag” tagline during the first round of testing.

RIPC also engaged the expert working group in the campaign theme development by convening another meeting and asking for professional input on the two potential themes. The working group

raised the same concerns over the potentially negative connotations associated with nagging and suggested a revised approach with a more positive parenting focus. The working group also evaluated both concepts based on the results from the parent phone survey. They discussed the need to incorporate strategies that increase adult belt use, address belt use in rear seating positions, and the limitations of logical appeals, since even non-users and part-time users can identify the reasons for using seat belts. They also noted that, based on the survey results, merely promoting parent/child communication is unlikely to influence seat belt use and they warned of the danger of parents tuning out messages as being meant for other, less engaged parents.

Based on the feedback of the consumers and the working group, the tagline “ItsOK2Nag” was reworked to reflect a more positive message before further testing. As an alternative, the tagline “RUclicking.com” was added to the campaign theme, “Reminding you to remind them.” The concept boards were revised to reflect the new tagline and informal focus group testing resumed with parents of teens in the target age group.



**Reminding you
to remind them.**
RUclicking.com

Volunteers for reviewing the concepts were recruited through a number of sources, including community contacts, law enforcement and sports organizations. A total of 20 responses were analyzed with 12 choosing *Just Get It Across* as their favorite concept. After selecting *Just Get It Across* as the campaign theme with which to move forward, it was once again reviewed in relation to the feedback from the parent telephone survey to ensure that it addressed the key findings. The original *Just Get It Across* logo was presented in a black and red color palette, which was reworked to incorporate the more modern blue and orange color scheme that tested favorably with the informal focus groups. The campaign theme and examples of some of the execution elements were then sent to NHTSA for review. Looking ahead to Web site development, the URLs www.justgetitacross.org and www.justgetitacross.com were secured.

Working With Evaluators

Monthly conference calls with the project's independent evaluator, UMTRI, helped to keep both parties apprised of progress, challenges, and opportunities. During March and April 2010, RIPC reviewed the drafts of the survey tools planned for use with parents and students in the demonstration community and made edits and suggestions based on planned outreach efforts. RIPC also provided UMTRI with suggestions and information on areas in the demonstration community as possible observation sites likely to be populated with a high percentage of young teen passengers.

Community Contacts

As the creative elements were being developed for the campaign, efforts to build contacts and relationships in the community continued. An introductory letter and follow up e-mails were sent to all school principals in the demonstration area outlining the project and requesting a meeting to further discuss how schools could get involved. The project coordinator met with principals to explain the project and gather information on possible avenues for reaching parents through the schools. The project was also presented during a Parma PTA Council meeting that included the presidents of all PTA chapters in the Parma City School District. Meetings with other leaders at key community touchpoints such as the YMCA, city recreation centers, and the Community/Business/Schools Partnership organization provided opportunities to introduce the project and lay the groundwork for future partner involvement.

Law Enforcement

Understanding that law enforcement would be a key component to the campaign, the project coordinator met with police officers and public information officers in the demonstration communities to discuss the logistics of targeted enforcement during the intervention period. In addition to sharing a school system, the three demonstration cities also share a municipal court. The coordinator met with a local judge to discuss the importance of the project and the need to uphold seat belt citations in order to increase the effectiveness of the enforcement portion of the campaign.

Finalizing Campaign Creative Elements and Planning for Program Launch: May–July 2010

Campaign Theme Development/Revisions

The first round of responses from NHTSA to the campaign theme and logo raised some concerns about the person buckled up in the illustration not reflecting the age of the target audience. In order to address these issues, the logo concept went through several revisions in an attempt to ensure it was as clear as possible that the child buckled up was a young teen. The end result was a logo that depicts a parent and child both buckled in the front seat. The child passenger is smaller than the driver, but proportioned to the size of a teen rather than a young child. The passenger is also clearly in the front seat beside the driver, which is an acceptable practice only for those 13

and older. The final graphic for the logo speaks to parents with the theme "*Just Get It Across*" and the tagline that calls them to action. "Insist on Seat Belts" was the tagline used with creative execution



whenever possible. The importance of modeling this behavior is reinforced with the graphic that depicts both the parent and child buckled up.

Creative Elements/Execution

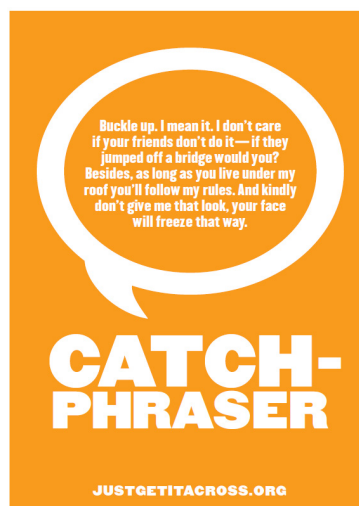
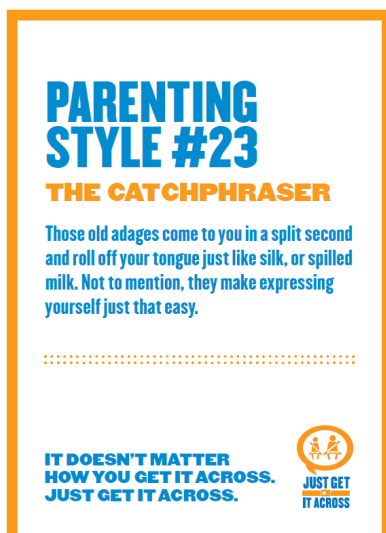
After revising the logo, RIPC worked with NHTSA to begin the review process for creative elements of the campaign, including banners, billboards, magnets, parenting profiles, print ads, and the Web site. During this period, the elements went through several rounds of review and revisions before final approval was obtained from NHTSA. Because of scheduling conflicts, a formal meeting of the expert working group could not be convened during this part of the creative process; therefore, individual feedback on creative themes and executions was sought from and provided by several members of the group individually.

Although the intervention period was initially planned to begin with a summer launch, the creative elements were not approved in time to take full advantage of the summer sports and other activities in the community. After careful consideration it was determined, with NHTSA's approval, that it would be more beneficial and impactful to launch the program with the beginning of the new school year in August 2010. The new dates for the intervention period, August 2010–August 2011, were approved and the action plan was adjusted accordingly.

Specific details of some unique elements of the campaign were finalized during this phase.

Just Get It Across Club

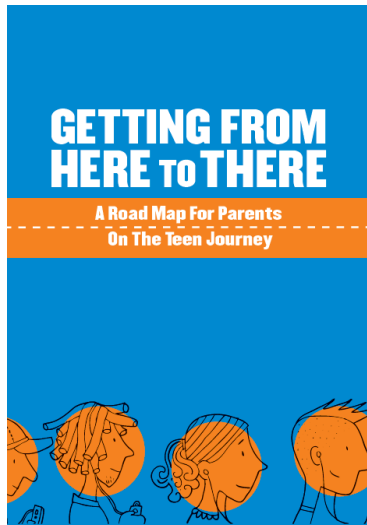
The *Just Get It Across* club was designed as a key component of the campaign to engage parents, generate buzz and word of mouth in the community, and provide a visual reminder to buckle up. Parents signed up for the club at school or community events or online by filling out a simple form. The only requirement for membership was to be a parent of a 13- to 15-year-old student in the Parma City School District; membership was also open to parents of children in private schools located in the school district's boundaries. Once registered, parents received a magnet with the *Just Get It Across* logo and *Insist on Seat Belts* tagline to place on their cars. If a vehicle was spotted displaying the magnet and all motor vehicle occupants were buckled up, the parent was entered into a grand prize drawing for a family trip to Universal Studios. Smaller prizes and instant rewards were planned to be used throughout the campaign.



Parenting Profiles

Phone survey results and input from the expert working group indicated that parents placed great value on maintaining positive relationships and finding effective ways to communicate with their young teens; they also responded most positively to messages that addressed seat belt and communication issues in a more humorous tone. In

response, the campaign incorporated a light-hearted look at various parenting styles with which both mothers and fathers of young teens can relate. The parenting styles were used as a fun way to introduce the subject of communicating with teens about seat belt use, while pointing out that there is no one right way to get the seat belt message across to teens. Six parenting profiles were developed, including brief descriptions and examples of how each would deliver a buckle up message in their own unique way. The underlying message in all communications was that it doesn't matter how parents get the seat belt message across to their young teens, as long as they're getting the message across and keeping their kids safe. The parenting profiles were developed for use on the Web site and in future marketing material throughout the campaign. Plans for use of the parenting profiles included the development of additional profiles during the course of the project period to keep the campaign fresh and engaging.



Imagine embarking on such a scary journey through uncharted territory without a guide or even a road sign. This is what it is like for teens without the loving and caring guidance of adults to help them make the transition. Teens need to be able to learn from the mistakes of others and to continue the process of exploring who they are within a safe zone. Rules and limits set by parents create the boundaries of the safe zone and let teens know what is expected of them. A lack of limits set by parents is detrimental because their brains are still actively developing, particularly in the areas responsible for such functions as self-control, judgment, emotion, and organization.

Research has proven that teens whose parents set and enforce rules are more likely to make good decisions on everything from seat belt use and safe driving to drug and alcohol use and delaying sex. The most effective parenting style is an authoritative one—meaning that parents should set firm limits but set them with a great deal of warmth. Teaching teens in the development of rules and consequences can help them embrace boundaries without feeling overly controlled.

Opting for a democratic style when it is possible, asking teens to voice their opinions about parental limits, is a bright recommendation. However, parents shouldn't lose the lead role, and sometimes the best you can do is agree to disagree.

Rules and limits help teens feel safe and secure at a very crucial time in their lives. They also give teens an easy out when faced with an uncomfortable situation and prevent bad decisions by giving them someone to blame. Who can argue with the explanation, "I can't do that, if my parents had said they would ground me for the rest of my life?"

HOW CAN PARENTS MOST EFFECTIVELY SET LIMITS?

- One strategy is "holding your horses" just as you did when they were in the "terrible twos."
- "Pick Your Battles" by figuring out which rules/limits are negotiable versus nonnegotiable.
- For example, homework has to be done every day, but when it is done may be the source of some discussion with your teens.
- Also, household chores are a must, but which chore your teens are typically responsible for may be negotiated with parents—maybe your teen doesn't mind kitchen tasks but hates cleaning bathrooms.
- Some limits, such as wearing seat belts in the car, are nonnegotiable and are NOT up for discussion.
- Remember to use warmth and humor when setting limits, then calmly presenting your teens for good choices they make each day.
- Finally, provide plenty of physical affection in a manner with which your teens are comfortable (i.e., a pat on the back versus a big hug), because every child is different.

SEAT BELT TIP

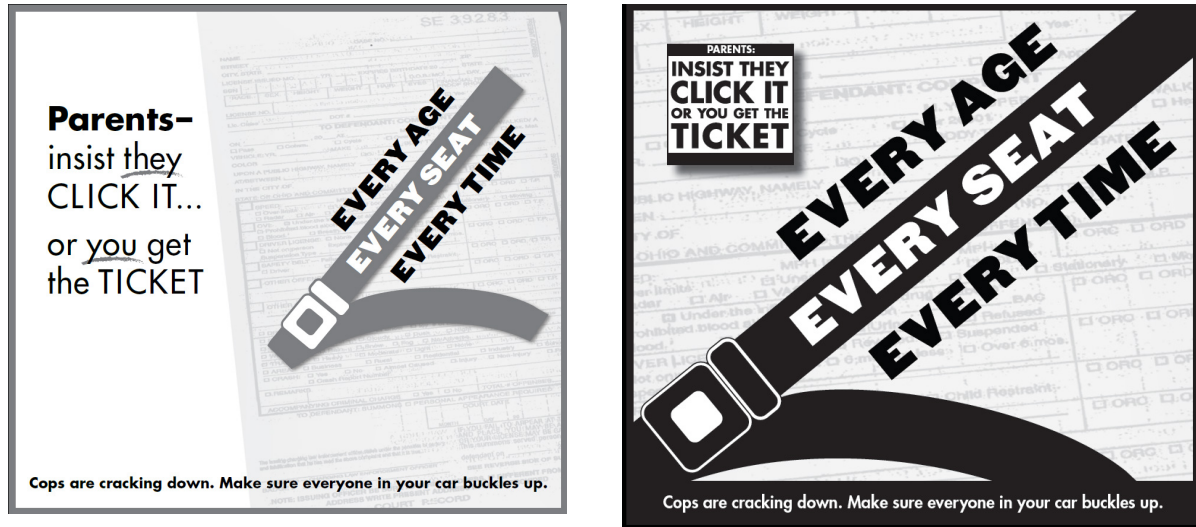
Ask your teens to make choices as to an rule can certainly make the trip more pleasant. Let them weigh in on rule choices, when they sit, and when you make trips. One thing not up for discussion is seat belt use. Make sure they know that seat belt is always the best thing they do when they get in a vehicle.

Parent Resource Guide

Many students in the target demographic were facing major transitional milestones during the 2010-2011 school year. In the public school system, incoming 7th graders were making the transition to middle school and 9th graders at all schools were making the change to a high school environment. Keeping in mind the advice from the expert working group that parents are often looking for guidance on how to help their children maneuver these changes, RIPC developed a parent resource guide in conjunction with the *Just Get It Across* campaign. This booklet was produced by Rainbow Babies & Children's Hospital and developed with input from experts in the medical field offering advice to parents of teens on topics of particular interest to them—brain development, sleep, nutrition, setting limits, preventing alcohol abuse, and maintaining positive parent-child relationships. The booklet offered helpful hints for parents on how to manage teen issues and each story was framed in the context of seat belt safety through a breakout section with seat belt tips related to the topic. The booklets were designed as a key element for use in schools, physicians' offices and at community events throughout the campaign as a valuable take-home item that parents would save for reference.

Law Enforcement

Because the project required separate enforcement-based messaging to be used during periods of enforcement, RIPC began working with Brokaw at this stage in project development to create a distinct law enforcement theme and logo clearly separate from the *Just Get It Across* campaign. Once the theme



and logo, “Parents: Insist They Click It or You Get the Ticket,” was approved by NHTSA, Brokaw began concepting and developing two print ads and a 15-second television spot in support of the law enforcement component of the campaign.

Working With Evaluators

Monthly conference calls with the UMTRI evaluation team provided the project coordinator an opportunity to share updates on the status of the project and plans for the intervention period. As plans and reports were generated, they were shared with UMTRI to keep them abreast of key developments in the campaign. During this phase the evaluators shared the baseline data, which gave insight on parent and child seat belt usage habits in the demonstration community. These results were shared with Brokaw for background and general findings from the data, such as overall belt use rates for this community, were used throughout the campaign to illustrate the need for this project.

Community Contacts

As the creative elements and plans were being finalized, ongoing outreach to community contacts continued. Contacts for summer outreach opportunities, including sports and community events, were established and the groundwork was laid for future involvement in the summer of 2011. Meetings with management of Parmatown Mall, a shopping mall located in the demonstration community, uncovered specific marketing opportunities for the campaign. Ongoing communications with the schools enabled RIPC to secure a presence at freshman orientations during the upcoming back-to-school season and to plan for future school-based events and activities.

Fall: August–October 2010

Marketing Material

In preparation for a back-to-school season launch, several creative elements for the campaign were designed and produced. A traveling tabletop display was created for school- and community-based events. Additional material developed for use at these events included a branded table cloth, pull-up banner, parent resource guide booklets, *Just Get It Across* club registration cards, pens, club magnets, dry-erase boards, and branded seat cushions in the school colors of each of the three public high schools in the demonstration area.

Advertising and mass media elements for the campaign also were finalized in this phase after final feedback and approval from NHTSA. This included outdoor billboards, print ads, and a dedicated campaign Web site, www.JustGetItAcross.org. When the Web site launched on August 17, it included an

overview of the campaign, parenting profiles, a parenting style quiz, a registration form for the *Just Get It Across* club, a comments section, a calendar of events, and an electronic version of the parent resource guide booklet.

Campaign Launch – 9th Grade Orientations/Open Houses

Parents' first exposure to the campaign was during 9th grade orientation/open house events at five of the schools in the demonstration area. *Just Get It Across* displays were set up in high-traffic areas, typically in the cafeterias or main hallways, where other school-based clubs and activities were on display for parents to visit for more information. Parents who stopped at the *Just Get It Across* displays were given brief overviews of the campaign and the *Just Get It Across* club, and were offered the chance to sign up for the club on site by completing the registration post card. Incentive items such as pens and dry-erase boards that promoted the Web site encouraged further discussion, and provided printed reminders about seat belt use were also given to parents who visited the display. Success of these events was based largely on the location of the display. High-traffic zones garnered the most visits, and thus provided the best opportunities to engage parents in discussion. Parents at these types of events seemed open to messages on how to keep their kids safe, how to manage teen issues and improve communication. Many parents were interested in learning about the campaign and often shared their own seat belt stories about successes or challenges with their children.

School Outreach

Parent/teacher organizations were identified as a key entrée into schools. Typically led by active and involved parents who are well known in the school community and perceived as leaders and trendsetters, PTAs can rapidly disseminate information to their members and rally public opinion around a cause. PTAs in the demonstration area were offered special incentives to help get the word out through an "Unfundraiser Fundraiser." Organizations could raise money for their schools simply by helping to spread the word about the campaign. Activities such as putting fliers for parents in take home folders, including a write up about the importance of seat belts and the campaign in newsletters or on Web sites, or posting the *Just Get It Across* message to parents on school marquees were assigned dollar values to be awarded for completion. The Unfundraiser Fundraiser concept was introduced by the project coordinator at the school year's first Parma Council of PTAs meeting, where all public school PTA presidents were in attendance. The presentation was followed up with an informational packet sent via e-mail to all PTA presidents outlining the campaign and the Unfundraiser Fundraiser opportunities, with specific activities outlined for getting parents engaged in the first quarter of the school year. Follow up calls were placed to get organizations enrolled in the campaign. The project coordinator also gave presentations at individual school PTA meetings in an effort to get the groups on board with the campaign and excited about the opportunity to earn additional funds by helping to spread the seat belt message. As the second quarter of the school year approached, all schools in the area were contacted with a list of new opportunities in the Unfundraiser Fundraiser and provided with copy about the *Just Get It Across* campaign to include in newsletters and on Web sites.

Sporting Events

As an adjunct to school-based outreach, team sporting events were identified as activities that brought together large groups of parents with young teens. The campaign reached out to parents through a live presence at events, public address system announcements, and incentive items that reminded parents of the importance of setting and enforcing rules about seat belt use. In order to maximize efforts and limit messaging to the demonstration area, games between Parma City School District teams were selected as a priority for outreach. During football season, a *Just Get It Across* display was staffed during two high school football games and one middle school football game. In order to draw attention to the campaign and encourage conversation and club registrations, a drawing for two pairs of Justin Bieber concert tickets was added to the display. *Just Get It Across* seat cushions in the corresponding school colors were also distributed to parents. The word-of-mouth generated by the seat cushions prompted other parents in the stands to come down and seek out our display and pick up additional information about the campaign, while also signing up for the *Just Get It Across* club. Custom announcements that reinforced the seat belt message and directed parents to our table were read over the public address system during the football games.

Community Outreach

Throughout the campaign the project coordinator looked for events and opportunities with large gatherings of parents of teens outside of the school setting. The Seven Hills Recreation Center provided such an opportunity with its monthly junior high school dances. Students in grades 6 to 8 from public and private schools located in the geographic area of the Parma City School District were invited to attend these events. As parents approached the drop-off point for the Halloween dance, the project coordinator and police officers stopped the vehicles and performed informal seat belt checks on all passengers. It was explained to parents that this was part of the *Just Get It Across* campaign aimed at increasing seat belt use for young teens. The first 50 students who arrived buckled up were given coupons for free admission to the dance (\$5 savings). Parents were given information about the campaign along with a fun Top 5 list of things they could do with the \$5 they saved, with a drive to the Web site for more information. Since this outreach was part of the social norming phase of the campaign, no citations or warnings were issued to those who were not properly restrained. The intervention was well-received among parents and students and was an excellent way to reinforce positive behaviors.

Just Get It Across Club

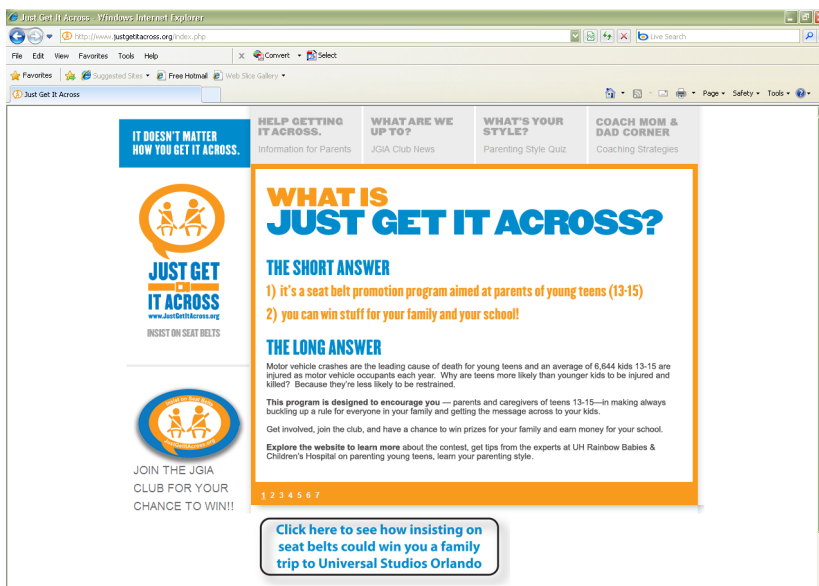
Registrations in the *Just Get It Across* Club got off to a strong start in the first quarter of the school year. By the end of October 2010, there were 117 families registered in the club. The first magnet was spotted on the road by roving spotters and rewarded with a Speedway (local gasoline retailer) gas card. The excitement of the winner generated word-of-mouth in the school community and comments by the project coordinator and a response from the winner were posted to the *Just Get It Across* Web site. Ongoing communication with club members began this month via e-mail. The majority of members signed up during school-based events; however, many did not know their license plate numbers, which were needed for registration. E-mails reminding them to submit their license plate numbers were sent on an ongoing basis to encourage parents to complete the registration process. Each e-mail correspondence to club members during the intervention period reminded parents of the campaign's ultimate call to action—"It doesn't matter how you get it across, *Just Get It Across*. Insist on seat belts." Whenever the campaign was out in the community, one of the key objectives was to engage parents by encouraging them to register for the club.

Partnerships

Engaging partners in the community—both public and private sector—was key to extending program reach, gaining sponsorships and in-kind support for activities and incentives, and creating the perception that the campaign belonged to the community and was not something imposed upon them by outsiders. Partners included community governments, schools, police departments, recreation centers, churches, and retail establishments. School administrators served as the entry point to the school and enabled a presence at the critical back-to-school time for the campaign launch. School athletic directors, PTAs, and extracurricular clubs all helped to spread the word and grant access to parents through communications vehicles such as Web sites, events, and newsletters. Out in the community, the City of Parma helped secure two locations for future over-the-road banners and Parmatown Mall executives donated a storefront for a large *Just Get It Across* display.

Online Presence

The *Just Get It Across* Web site was designed as a source of information about the campaign as well as a resource for parents seeking information on relating to their young teens and enforcing seat belt use. Following the initial launch, the site was updated to include short podcasts with experts from the parent resource guide sharing tips on teen issues. There also was a calendar of events where *Just Get It Across* would be present in the community. The initial plan was to drive traffic and build a following on the Web site and eventually migrate parents over to a Facebook site, which would be convenient for users to access on a regular basis and easier to update frequently. In preparation for that evolution, a *Just Get It Across* Facebook page was created and a Facebook link was added to the Web site. Both the Web site and Facebook page are still active, although no posts have been added since the conclusion of the intervention period.



Mass Media

While parents in the target group were being reached directly with messages that identified the age group of interest and focused specifically on middle and high school parents, mass media was strategically used throughout the campaign to place the *Just Get It Across* message throughout the community. With the goal of exposing parents to the logo and message in the course of daily activities, outdoor and print advertising were used to reinforce the more direct messages.





The media portion of the campaign kicked off with the installation of two billboards on main roads in the demonstration communities. A series of the social norming print ads ran on a consecutive Thursday, Friday, and Sunday in September. Thursday's ad appeared in the local weekly paper, while the ad on Friday and Sunday appeared in the daily *Cleveland Plain Dealer*, but only in the editions distributed in the demonstration area.

Law Enforcement

As the intervention period began, the project coordinator worked with police departments in each of the three cities to finalize plans for the law enforcement portion of the campaign. For consistency and scheduling ease, the last week of each month was identified as the week for targeted enforcement. A calendar for the enforcement

waves for the entire campaign was distributed to all three law enforcement agencies. Activity reports and invoicing forms were developed and contracts were signed with all three agencies. RIPCA designed and produced fold and roll signs with Dynaflex stands to be placed at both ends of an enforcement zone that alerted drivers and tied in the logo and tagline from the law enforcement portion of the campaign: "Every age, every seat, every time." Enforcement efforts began the week of October 25, 2010. The project coordinator also worked with law enforcement agencies to obtain necessary artwork and route the 15-second television spot for approval in the departments. The law enforcement television spot was finalized and prepared to begin airing in November.



Winter: November 2010 – January 2011

Marketing Material

Informational posters about the campaign that highlighted some of the parenting styles were designed and created in two sizes for display and distribution throughout the demonstration area. Coffee sleeves, custom retailer coupons, and on-pack stickers were also created for broad-based message delivery through some of the campaign's corporate partners.

School Outreach

Strong school engagement continued throughout the winter quarter with the help of PTA involvement and school events. The project coordinator presented the campaign at Family Fun Night at two of the public middle schools. These events are extensions of an afterschool program in which parents and children come together once a month for a potluck dinner and family activities. Parents learned about the campaign and how it could, in turn, help the PTA raise funds and were encouraged to register for the club on site. Information on the campaign was also added to the afterschool program's Web site. Two schools participating in the Unfundraiser Fundraiser put together *Just Get It Across* displays during parent/teacher conferences and book fairs. Valley Forge High School actively promoted the campaign to 9th- and 10th-grade parents with handouts distributed during Market Day pick-up (a nationwide school-based fundraising program) and a link to the campaign Web site on the home page of the school's Web site, which remained in place throughout the entire campaign. During the two-week winter break, the Valley Forge school marquee also posted a *Just Get It Across* seat belt





message. During this time, participating schools included information on the campaign in newsletters and on school Web sites.

January provided the opportunity for *Just Get It Across* to have a presence at the parent orientations for future 9th graders at all three public high schools. In order to draw attention to the display and attract parents, a *Just Get It Across* prize wheel was created and added to the existing table top display. Parents were encouraged to spin the prize wheel for a chance to win a free gas card, which was donated to the campaign. Everyone who spun was rewarded with a *Just Get It Across* incentive item and all were engaged in a discussion about the importance of making seat belt use a non-negotiable

rule in their vehicles. Parents who visited the display also were encouraged to join the club. Response to the prize wheel was very positive, with a sense of fun and excitement helping to draw people over and get the seat belt conversation started.

Ongoing communication continued with the school PTAs. E-mails were sent with updates on funds raised in the Unfundraiser Fundraiser and schools that were slow to respond were encouraged and assured there was still time to participate. The Unfundraiser Fundraiser opportunities were also opened up to sports booster clubs in the hopes of engaging some of the schools where PTAs had not enrolled.

Sporting Events

As the sporting season switched to basketball, the campaign approach remained the same—focusing on the interdistrict games of middle and early high school students. The project coordinator attended three basketball games of freshmen and junior varsity boys where seat cushions and other campaign materials were distributed to parents, who were encouraged to sign up for the club. Public address announcements with a seat belt message that encouraged parents to visit the *Just Get It Across* display were made during the basketball games.

Community Outreach

High-profile venues with plenty of parent traffic continued to be a focus during this phase of the campaign. *Just Get It Across* posters were on display at gathering places including the YMCA, grocery stores, donut and coffee shops, and city government offices. Just in time for Black Friday, the busiest shopping day of the year, a mall storefront display was installed in the space of the former B.Dalton bookstore at the Parmatown Mall. The generous amount of real estate that was donated to the project by the mall allowed for an eye-catching and informative display that attracted attention from several different vantage points throughout the shopping center. This display remained in place, free of charge, from November 2010 to August 2011.



During the holiday shopping season, *Just Get It Across* was offered a no-cost opportunity for a display at the Parmatown Mall during an appearance by a star from the Nickelodeon television network: Matt Underwood from the popular teen-oriented show, “Zoey 101.” The location of the display was in a high-traffic spot between teen-favorite stores such as Aeropostale and the celebrity attraction. Project staff talked to parents about the campaign and the important role parents play in establishing good safety habits with their teens in these pre-driving years. Those

parents in the target group were offered incentive items and the opportunity to register for the *Just Get It Across* club.

As a trusted source of information for parents, pediatricians in the demonstration area were engaged to help distribute information. Parent resource guides and *Just Get It Across* campaign information were delivered to pediatricians with practices in the demonstration area. Physicians were encouraged to spread the word about the importance of insisting on seat belts, especially with young teens, and to use the parent resource guide as a handout during teen appointments.

City Government

Meetings with Seven Hills and Parma city government officials led to major involvement in the campaign. Signage was placed throughout both city halls in places with high citizen traffic, *Just Get It Across* information and a Web site link was added to the City of Parma's Web site, and a marquee message went up outside city hall immediately. Information on the campaign was also included in the Parma City Hall weekly internal newsletter and provided to the mayor for inclusion in his annual State of the City Address.

Just Get It Across Club

Membership in the *Just Get It Across* club continued to grow during this period. The largest increases in membership came from attendance at school-based events, such as 9th grade orientations. Ongoing communication with club members was conducted via e-mail with reminders to complete any missing registration information and suggestions on how to increase their chances of being spotted with their magnets. The two pairs of Justin Bieber tickets that club members registered to win during football games were awarded. By the end of January, club membership had grown to 232 parents.

Partnerships

The project coordinator continued to network in the demonstration community and approach potential partners to get them involved in the campaign. A regional grocery store chain, Acme Fresh Market, got involved in January and posted signage throughout the store in the demonstration area, as well as donating 100 \$5 gift cards to be used as incentives for a direct mail campaign in the spring. A national retailer, Lube Stop, with three oil change locations in the demonstration area, also provided one-of-a-kind offers for use in the upcoming direct mail campaign. A national greeting card leader, American Greetings, began working with the campaign to develop a special *Just Get It Across* Valentine's Day e-card. School leadership remained important partners in the campaign. Meetings with school principals and PTA presidents continued in an effort to bring more internal school support on board and help to spread the word from a credible source for parents.

Mass Media

The law enforcement television spot aired for one week each month to correspond with the heightened enforcement effort. Campaign planning also included the production of a social norming television spot. After the project team's initial round of planning and production for a humorous 30 second television spot aimed at men, NHTSA made the decision to pursue an alternate commercial choice which was less edgy and aimed at a broader audience. The re-concepting and production of the alternate spot created a delay in the original proposed timeline: television spots were originally slated to begin running in February, but instead began airing in July.

Billboards remained in place and two large over the road banners with buckle up messages aimed at parents were installed at main intersections in the demonstration area. Due to winter weather and safety concerns, the banners only remained in place for two weeks. Television support for the law enforcement portion of the campaign continued as noted below.

Law Enforcement

Law enforcement efforts continued as scheduled during this time period, with the weeks of 11/29, 12/27, and 1/24 dedicated to enforcement. The 15-second television spot began airing in November, with an average of 161 spots appearing during the enforcement weeks. The spot schedule was limited to the cable zone that fell within the demonstration area, focusing on networks with the highest viewership among parents with teens, including A&E, ESPN, Food



Network, Lifetime, MTV, Spike, TNT, USA Network and VH1. A law enforcement print ad also appeared in the local weekly paper in November.

Upon receipt of the first month's activity reports, the project coordinator drafted a standard operating procedures memo for participating law enforcement agencies to address any questions and clarify the requirements of the project. The project coordinator drafted a press release announcing the heightened enforcement, which the Parma Police Department disseminated to the local media. A newspaper article about the enforcement effort appeared in the weekly paper in the demonstration community and online.

Spring: February – May 2011

Direct Mail

While the direct approach with parents was very effective, opportunities were often limited to small numbers based on attendance at events and activities. In a targeted effort to get a *Just Get It Across* message directly into the hands of all parents of 13- to 15-year-olds in our demonstration community, a traditional direct mail piece was developed. The piece included information about the campaign, profiles of some of the parenting styles, a copy of the parent resource guide and special instant incentives for joining the *Just Get It Across* club—\$5 gift card for Acme and a \$15 off coupon for a Lube Stop oil change to the first 100 new members. Understanding that the potential to win a trip months down the road may not be a strong enough motivator, we were interested in testing the effects of a more immediate reward.



Working directly with school administrators, the project coordinator delivered stuffed and stamped envelopes to the schools so they could be addressed and sent out to all parents with students in 7th to 10th grades. A total of 3,760 packets were distributed to parents at 13 schools via mail, take-home folders, or electronically, based on the school's preference.

Valentine's Day e-Card



Looking to build strong momentum on the heels of the direct mail piece, the project team worked with American Greetings to develop a Valentine's Day e-card that parents could send to their young teens. Using the humor and lightheartedness that was indicative of the campaign tone and the parenting profiles, the card was created to encourage a dialogue between parents and teens about the importance of buckling up. On the pick-up screen where the recipient viewed the card, there was an opportunity to send a thank you message back to the parent, once again creating a parent-child dialogue about seat belts. News of the availability of the free e-card was sent to all *Just Get It Across* club members, PTA contacts,

schools, friends and supporters of the campaign, city hall contacts, media, and corporate partners asking them to help spread the word and send the cards to their teens. In order to drive additional traffic to the site, ads were placed on the regional pages of the Cleveland.com Web site targeted to Parma, Parma Heights, and Seven Hills for five days leading up to Valentine's Day, with parent resources being 27,605 impressions delivered.

Per American Greetings' evaluation report, response to the card was much higher than a traditional custom greeting on their site. There were more than 500 interactions with the site in just five days. The send rate was 13.63 percent—two times higher than the average rate of 5-8 percent for typical custom greetings. The main page had an overall click-thru rate of 21.3 percent, with a typical average of about 10 percent.

School Outreach

In an effort to reinvigorate PTA groups that joined the campaign in the fall and to spur enrollments of new PTA organizations in the Unfundraiser Fundraiser, a comprehensive guide and toolkit was developed that detailed the program and the opportunity to raise funds by spreading the *Just Get It Across* message. The kit included samples of e-mail, Web site, and newsletter copy; a custom flier ready for duplication; and additional ideas and suggestions for how to get their parent community involved in the campaign. The guides, toolkits, and a cover letter were sent to PTA contacts as well as principals at all schools in the demonstration area. An alternate version of the toolkit also was created for sports booster clubs and sent to the club presidents and athletic directors at the schools in an attempt to engage a different group of parents, particularly fathers.

Separate from the Unfundraiser Fundraiser, campaign organizers issued a Graduation Celebration Seat Belt Challenge to parochial schools in the demonstration area. Interested schools were challenged to get seat belt usage for their families up to 85 percent, the national average. Those that were successful would win food and activities for their traditional 8th grade graduation celebration, including a photo booth, food and gift cards to pay for additional food and supplies.

St. Anthony of Padua in Parma participated in the challenge. School administrators spread the word about the *Just Get It Across* buckle up challenge to students and parents via fliers, e-mail, the school Web site, and public address announcements from the principal in the morning and afternoon. The project coordinator alerted the school of the week for the seat belt count, but not the day. Two observers visited the school during morning drop off in early May to count seat belt use of parents and students at the two school drop off locations. Results of the seat belt count showed 76.2 percent usage, with non-use by parents, particularly fathers, bringing down the average. In order to reward the school for their initial efforts, reinforce the buckle up message, and encourage dialogue between parents and children, the school was given another opportunity to participate in the challenge and attempt to reach the goal of 85 percent usage. Details of the challenge remained the same and the observers visited the school on another occasion to conduct the counts.

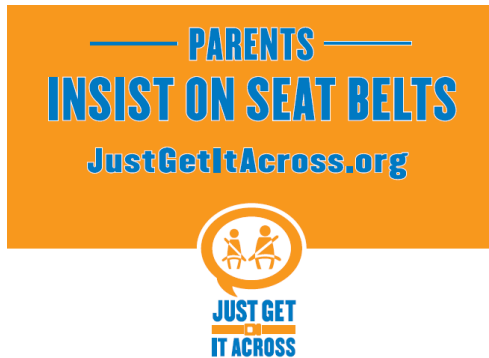
The school principal really got involved the second time around and encouraged parents to model good seat belt use and help the school successfully complete the challenge. Another flyer was sent home with every student, and Web site and e-mail reminders were again posted and distributed. The subsequent seat belt count was extremely successful, with 95 percent usage, earning the school the 8th grade graduation party reward. In order to bring the seat belt message full circle, the bottom panel of the photo strips students received was customized with a *Just Get It Across* seat belt message – “Good things happen when you buckle up. JustGetItAcross.org.”

Parent and family events continued to be a focus for campaign outreach in the final quarter of the school year. *Just Get It Across* program staff manned displays at parent/teacher conferences at two public middle schools where parents could learn more about the campaign and why there was a need to raise teen seat belt use as a group in this community. Parents also had the chance to sign up for the *Just Get It Across* club on site. In March, the campaign coordinator led parents and students through an activity where they worked together as teams to build crash devices for an egg out of copy paper and masking tape during a Family Fun Night at Greenbriar Middle School. This hands-on activity was a visual demonstration of how vehicle restraints work and got kids and parents talking about seat belts in an engaging and fun way.

School dances and awards ceremonies provided additional opportunities for reaching parents in the spring. A seat belt check was conducted at the St. Columbkille junior high dance. Police officers from the demonstration community stopped vehicles as they entered the parking lot looking for proper restraint use. The first 50 students who arrived buckled up were given coupons for free admission to the dance (\$5 savings). Parents were given information about the campaign along with a fun Top 5 list of things they could do



with the \$5 they saved, with a drive to the Web site for more information. Traffic flow for the Greenbriar Middle School dance did not allow for a seat belt check, so *Just Get It Across* goody bags were put together and distributed to parents chaperoning the dance. Included in the bags were information on the campaign, copies of the parent resource guide, pens, dry erase boards and candy bars with a custom *Just Get It Across* wrap. Flyers for the campaign were distributed at sports banquets and honors awards ceremonies for 7th and 8th graders at several schools in the area. Information on the campaign also was included in the final report cards for all 7th and 8th graders at St. Anthony and St. Columbkille schools.



In order to take advantage of parent traffic in and around the school buildings during this time of year, additional signage was created. Vinyl *Just Get It Across* banners were distributed to schools in the demonstration area. These banners were hung in the entry ways or main hallways of the school. *Just Get It Across* yard signs also were created and installed at the entrance and exits of nine schools in the demonstration area.

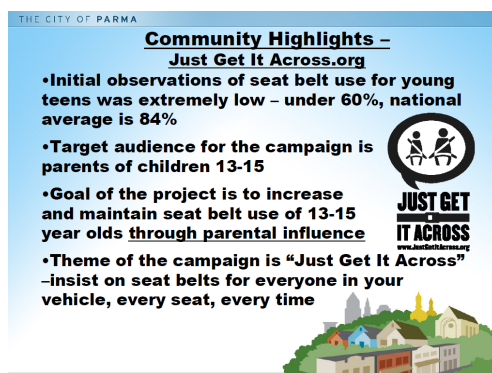
Community Outreach

Building on the success of the first seat belt check at the Seven Hills Recreation Center junior high dance in the fall, another check was conducted during the center's Valentine's Day Dance. Rather than paid admission for the students, the first 100 parents who arrived with their teens properly restrained received a chocolate bar with a custom *Just Get It Across* wrap. This new reward enabled us to reach more parents directly at a lower cost and provided a different message for those who may have been part of the first seat belt check in October.



Strong participation among the city governments of the three participating cities continued throughout the campaign. The *Just Get It Across* campaign was included in the mayor of Parma's "State of the City" address as a community highlight. City recreation centers in Parma, Parma Heights, and Seven Hills were distribution points for handouts and signage about *Just Get It Across* throughout the registration process for spring/summer sports and activities, including baseball, softball, and swimming. A meeting with the project coordinator and the mayor of Parma Heights aided in engaging the city in the project, including an ongoing post and link on the home page of the city's Web site and future involvement of the *Just Get It Across* campaign in the city's centennial celebration in August.

The *Just Get It Across* campaign also had a presence at two family-oriented safety fairs in the demonstration community during the spring—the Parma Safety Fair and the Seven Hills Spring Fling. Although these events typically appeal to an audience of younger children and families, the coordinator attended both events and used the opportunity to generate word of mouth about the campaign by talking to families with older siblings and extended friends and family members who fell in our target audience.



Places of worship of all denominations were invited to engage in the campaign by including information in weekly bulletins. The project coordinator provided copy explaining the campaign with a call to action that drove readers to the Web site to learn more about the issue and the important role parents can play in keeping young teens safe.

Just Get It Across Club

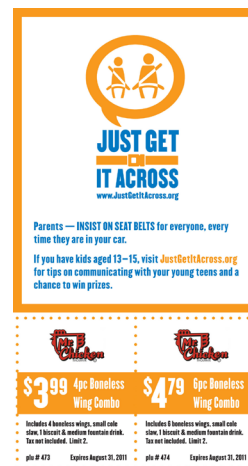
Recognizing that existing club members also would receive the direct mail piece that was sent out in February with enticing offers for joining the *Just Get It Across* club, a special e-mail offer was developed to ensure existing members of the club did not feel left out. Those who responded to the e-mail were offered the same incentives as the direct mail piece (\$5 Acme gift card and \$15 oil change discount) so as not to penalize or offend those who joined the club early. Ongoing communication with *Just Get It Across* club members continued monthly with updates on news of the campaign, follow-up after school and community events and opportunities to be spotted with club magnets.

Announced spotting opportunities began as the weather broke in March. At least three times per month, the project coordinator would announce when and where club members could go to be spotted and entered to win the grand prize trip. Due to the size of the demonstration community and the relatively small number of magnets out on the road, it would be impossible to ensure random spotting of magnets for even a small percentage of the club. Therefore, announced spottings were added to unannounced spottings in order to give everyone an opportunity to be entered for the grand prize and to further engage parents in the campaign. Convenient locations throughout the demonstration area were chosen and publicized each month. In order to be spotted and entered, parents simply needed to drive by the location with their magnet displayed and everyone in the vehicle buckled up. Locations for spottings included school dismissals, shopping centers, fast food establishments, grocery stores, recreation centers, school and sporting events. Following each spotting, e-mails were sent to those who were spotted and entered into the grand prize drawing. E-mails were also sent to club members who were spotted with magnets but did not have all passengers properly restrained, reminding them that seat belt use for all was required in order to be entered and reiterating the importance of seat belt use for everyone in the family. By the end of May, membership in the club was 294 parents.

Partnerships

As the campaign gained momentum in the community, the project coordinator was able to secure participation from additional corporate partners in the demonstration area to help distribute information, engage parents, and offset costs. Acme Fresh Market continued to support the campaign with in-store signage as well as offering valuable coupons to *Just Get It Across* club members who responded to the direct mail piece. Acme also provided giveaways for school events as an additional draw for parents and donated 100 chocolate bars for use at the Valentine's Day dance seat belt check. Lube Stop offered \$15 off an oil change at any of its three locations in the demonstration area as an incentive in the direct mail piece. They also posted campaign signage at all three store locations.

A local fast food establishment, Mr. Chicken, provided coupon codes for custom *Just Get It Across* coupons, which were distributed to customers at two locations in the demonstration area. The coupons were also used as handouts at events where *Just Get It Across* had a presence throughout the campaign. Mr. Chicken also placed custom *Just Get It Across* stickers on-pack at both locations during the spring phase of the campaign. Popular local coffee houses, Starbucks and Arabica, provided customers with custom *Just Get It Across* coffee sleeves and displayed campaign signage at stores in the demonstration area. The project coordinator attended a second meeting of the Parma Community/Business/Schools Partnership group, where she had a chance to briefly explain the campaign to leaders in the community. As a result, a contact was made with the local marketing director for national restaurant chain, Eat'N Park, who joined as a program partner and began by displaying campaign signage in the restaurant in the demonstration area. PSE Credit Union, a 23,000-member credit union serving the staff and students of the Parma school system and city employees of all three intervention sites, also became involved in the campaign through the Community/Business/Schools Partnership organization. Signage and counter cards about the campaign were placed in the branch located directly across from Parma City Hall. A meeting with the manager of the local Sonic Drive-In location provided an opportunity to get the restaurant on board as a program partner for the summer outreach plans.



Online

Changes to the campaign Web site were ongoing throughout the campaign. As exposure to the campaign broadened, messaging on the home page was edited to clearly identify who the campaign was targeting and who was eligible to participate in the *Just Get It Across* club.

Additional expert podcasts were added covering teen topics from the parent resource guide. As program partners were added, logos and links to their sites were added under the sponsor section of the site. Additional buttons and links were added to the home page to make joining the club an easier and clearer call to action.

Mass Media

One campaign billboard remained in place during the spring months in different locations throughout the demonstration area. The mall storefront display also remained in place during this phase. A full-page ad appeared in the Seven Hills community newsletter distributed to all 5,400 residents as part of a future sponsorship of baseball opening day.

The concepting, production, and approval process for the social norming television spot continued during the spring with the goal of getting a spot on air in conjunction with the campaign's summer outreach.

A strategic decision was made at this time to save additional paid media dollars for the summer in order to maximize reach and frequency when combined with the airing of the television spot and extensive marketing efforts in the community. Television support for the law enforcement portion of the campaign continued as noted below.

Law Enforcement

Law enforcement efforts continued as scheduled during this time period, with the weeks of 2/21, 3/28, 4/25, and 5/25 dedicated to enforcement. The 15-second television spot aired each month during the dedicated enforcement week with an average of 143 spots appearing each week. The spot schedule was limited to the cable zone that falls in the demonstration area, focusing on networks with the highest viewership among parents with teens, including A&E, ESPN, Food Network, Lifetime, MTV, Spike, TNT, USA Network and VH1.

Summer: June – August 2011

Marketing Material

In preparation for a busy summer of events and outreach, new campaign marketing material was created. Conversation magnets featuring the buckle up message presented in a variety of parenting "voices" were designed to bring some of the campaign parenting styles to life and give parents the opportunity to choose a message that best captured their own personal style. Pull-apart word magnets featuring phrases from the parenting styles allowed for ongoing interactive conversations on the family fridge. Photo frame magnets reminded parents of the reason for making and setting buckle up rules—protecting the people they love most. Vinyl banners with a baseball theme were created for display in ballparks throughout the demonstration area.

There are hundreds of ways to communicate with your young teen about buckling up.



- WHAT'S IT ALL ABOUT?**
- Increasing seat belt use for young teens and reducing their biggest health and safety risk
- WHO IS THIS FOR?**
- Parents of kids 13-15 in Parma, Parma Heights, and Seven Hills
- WHAT'S IN IT FOR ME?**
- Chance to win prizes for your family
 - Way to earn money for your school
 - Ability to instill good habits in your teens before they become drivers
- WHAT CAN I DO?**
- Always insist on seat belts
 - Spread the word to other parents in your community
 - Visit the website (www.JustGetItAcross.org) and join the Just Get It Across Club



Sporting Events

The summer phase of the campaign focused on creating one-on-one connections at community events and gatherings popular with parents of teens, coupled with continued broad-based messaging throughout the community. Efforts began with sponsorship of six recreational baseball/softball teams (one boy and one girl) in each of the demonstration cities. Teams sponsored fell in the target age group for the campaign and each uniform jersey was printed with the Web site address.



The official kickoff to the summer sports season for *Just Get It Across* began with the sponsorship of Baseball Opening Day festivities in Seven Hills. As the presenting sponsor for the event, the campaign was promoted in advance through flyers, press releases, a prerecorded telephone message to all city residents and a message on the city hall marquee. During the opening day games and team photo sessions, *Just Get It Across* had a large display at the ballpark. The campaign's presence at the event included a staffed tent with campaign information, prize wheel, incentive items, and free bottles of water. As parents visited the booth, they were asked if they had 13- to 15-year-old children. Those that did were presented with information on the campaign, invited to register for the club and given a welcome packet. Those that did not qualify were given a brief explanation of the campaign and were asked to spread the word to any family and friends in the target demographic. *Just Get It Across* banners, balloons and yard signs were prominently displayed throughout the grounds and remained in place after the event for display during future games. The *Just Get It Across*-sponsored girls softball team was sent an e-mail in advance inviting parents to stop by the tent and pick up their parent goody bag during the opening day festivities.

As the summer baseball season continued, the project coordinator compiled schedules of all youth baseball/softball teams in the target age group in the three demonstration cities. A comprehensive outreach plan was put together for visiting 20 games that ensured reaching each team in the target audience at least once. Campaign staff visited each game and spoke directly to parents in the crowd, explaining the campaign and challenging them to get involved by doing their part to raise teen seat belt use in the community by setting a good example and making and enforcing rules in their car. They were also given the opportunity to register for the club on site. When visiting the games of *Just Get It Across*-sponsored teams, the project coordinator delivered *Just Get It Across* goody bags to parents as well. Baseball-themed *Just Get It Across* outfield banners were created and placed at ballparks where the majority of teen baseball/softball games were played in the demonstration areas.

Community Outreach

As attention turned to finding new avenues to directly reach parents of young teens, large scale community events like local fairs and festivals were prime opportunities to reach large groups of people while focusing in on parents of 13- to 15-year-olds. A comprehensive schedule of events was put together to ensure a *Just Get It Across* presence every weekend of the summer in the demonstration area. Project staff drew attention and sparked dialog with team members dressed as campaign profiles, such as "Coach Dad" and "Go-Go-Goer Mom."

A display was set up around a vehicle decorated with the conversation magnets. Parents enjoyed picking out the magnet that best captured their own personal style. The activities often sparked spirited conversations about seat belts between parents and in families. As an added draw for six summer events, RPC partnered with Q104-FM, the leading radio station for our target demographic. Radio station events were held at retail partner locations such as Eat'N Park, Sonic Drive-In, Acme Fresh Market, and area summer festivals. The events were used as spotting opportunities for existing members as well as a recruitment tool to sign up new



members and spread the word about the campaign, while reinforcing the seat belt message. Events were promoted on-air and online as well as through the marketing efforts of the retail partners. Specific details of the summer media schedule are included under the mass media section.

The *Just Get It Across* presence at community events was also supported by displays of yard signs at high profile locations near summer festivals, along parade routes and surrounding city halls throughout the summer months.

Ongoing outreach in the community also included write ups on the *Just Get It Across* campaign in several church bulletins and the inclusion of a custom race-themed *Just Get It Across* flyer included in 300 goody bags distributed to race participants in the Parma Mayor's 5K charity run. Information on the campaign was distributed to 750 full and part-time city employees in the City of Parma Wellness Committee e-mail. The mall store-front display also remained in place during the summer months.

A final seat belt check was conducted at the summer's last junior high dance at the Seven Hills Recreation Center in July. Police officers stopped vehicles as parents approached the dance drop off point. The first 50 students who arrived buckled up received coupons for free admission to the dance (\$5 savings) and parents received information on the campaign. The next 50 parents who arrived with their teen passengers buckled up received candy bars with custom *Just Get It Across* wraps that included information on the campaign, with a drive to the Web site for more information and to register for the *Just Get It Across* club.

As a value-added opportunity offered with a media buy, the project coordinator visited the RTA Park and Ride facility in the demonstration area during morning rush hour and provided bottles of water with custom *Just Get It Across* wraps to commuters. The remaining water bottles were then distributed through the local YMCA to adult members and campaign signage was again posted throughout the summer at the branch located in the demonstration area.

Your 15 year olds are about to embark on the most dangerous years of their lives.

Why?

- 16 year olds have the **highest** crash rate of any age group
- motor vehicle crashes are the **leading cause of death** for all teens
- seat belts are the **best** protection against injury and death in a crash, but teens buckle up less than anyone else

What is Just Get It Across?
A campaign to increase seat belt use for young teens in the Parma area by harnessing the power of parents

What can you do?
Always insist on seat belts
Join the Just Get It Across Club for tips on talking to your teen about buckling up every time

Remember, it doesn't matter how you get it across.
www.JustGetItAcross.org

JUST GET IT ACROSS

Driver Education Outreach

Throughout the campaign, messaging to parents often referred to young teens' status as pre-drivers and stressed that kids who get in the buckle up habit now will be safer when they get behind the wheel or when they get in the car with another teen. The family visit to the Bureau of Motor Vehicles to pick up a temporary learning permit was identified as a particularly teachable moment, as parents faced the immediacy of their young teens' transition into young adulthood and grappled with worries about their children's safety as new drivers. RIPCC partnered with BMV offices in the intervention

communities to provide a special *Just Get It Across* packet to parents with every learning permit issued. The packet provided parents with a postcard highlighting the heightened crash risk of young drivers and underscoring the crucial role of seat belts in protecting motor vehicle occupants from injury or death in a car crash. The packet also included information on the *Just Get It Across* campaign and a copy of the parent resource guide. Packets were distributed in June, July, and August at the BMV branches in Parma and Parma Heights, averaging 700 packets per month. Campaign signage was also on display in both branches. The driver's education packets also were distributed to all parents who registered children in private driver's education classes offered in the demonstration area throughout the busy summer season.

SIXTH SUNDAY OF EASTER
OUTSIDE THE PARISH

HOLY NAME HIGH SCHOOL'S SUMMER SPORTS CAMPS - Holy Name High School will host a variety of grass-roots sports camps this summer including football, volleyball, boys and girls soccer, and boys and girls basketball and cheerleading. Please call (440) 886-2200, ext. 123 for more information or contact campsgp@hnschool.org or www.hnschool.org.

PARMA GIRLS BASKETBALL CAMP - Parma Franciscan High School is hosting a Girls Basketball Camp the week of July 14-16 for girls entering the 4th, 5th, 6th, 7th and 8th grade during the 2011-2012 school year. The cost is \$99. For more information, please visit www.parmafrcnchshs.com or call 440-845-6442.

ST. ANTHONY OF PARMA PARISH'S ANNUAL CARNIVAL will take place on the parish grounds Thursday, June 23rd through Sunday, June 26th, 2011. Public Classes, Food and Fun for all ages. For additional information and to reserve your space, please call (440) 845-2666. St. Anthony's is located at 6750 Elm Road, Parma, Ohio.

KEEP KIDS SAFE, BUCKLE UP AND EARN A CHANCE TO WIN A TRIP TO UNIVERSAL STUDIOS! The Just Get It Across campaign is an initiative to increase seat belt use among young teens through the presence of parents. If you have kids aged 12-14 for whom someone else does not have responsibility to insist upon safety belts and work as a family for a chance to win. Visit www.JustGetItAcross.org to learn more about the importance of seat belts, take a fun quiz to learn your parenting skills and participate in communicating with your young teens. Join the Just Get It Across Club online to get a magnet for your car. Between now and August 31, 2011, every time you're on the magnet and someone is buckled up you'll be entered for a chance to win a family vacation for four to Universal Studios Orlando (including airfare, accommodations, and park passes). So remember, it doesn't matter how you get it across. Just Get It Across. Be on Seat Belts!

"LIVING WITH BENEDETTI" RETREAT - The Benedictine Monks of Saint Andrew Abbey in Cleveland welcome most between the ages of 18-45 who wish to discern a romantic vocation to attend "Living With Benedetti" weekend retreat June 10-12, 2011 and August 12-14, 2011. Contact Fr. Gerard, OSB at gsb@abdnk.org.

JESUS OVER HOPE - the 29th Annual Cleveland Catholic Charismatic Conference will take place on Friday, July 15 and Saturday, July 16 at Magnificat High School's Rocky River. For information, call 440-776-1191 or go to www.ccccleveland.org.

IMMACULATE HEART OF MARY COALITION is presenting the Cleveland Home School & Parenting Conference at St. Andrew Parish in Parma on June 24-26, 2011. This year's main speaker will be Donal Augustin, host of EWTN's "St. Catherine: The Aqueduct of Civilization." Admission to this three-day educational retreat is free. For more information call 540-926-9948 or go to www.immaculate.org.

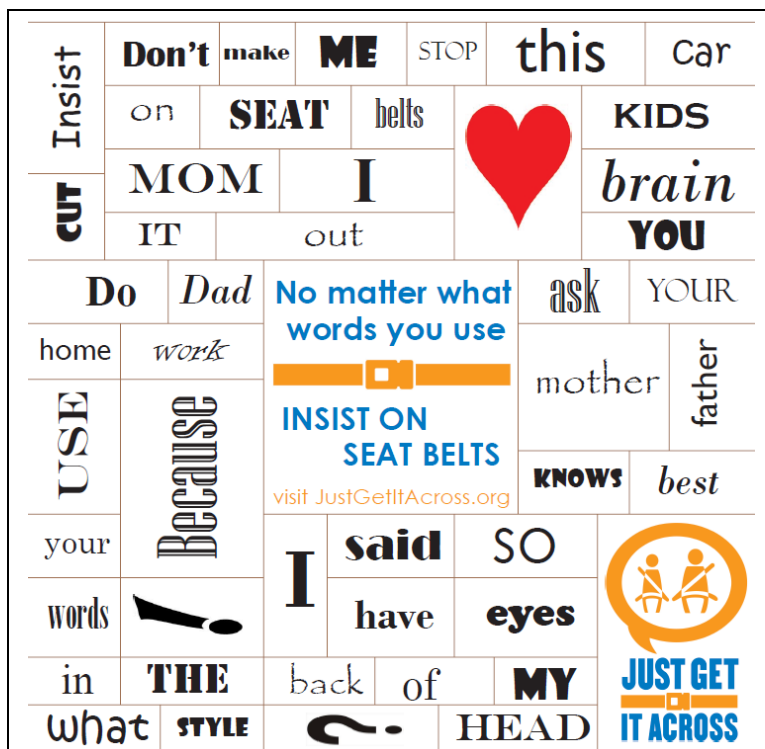
PRIVATE HEALING RETREAT FOR WOMEN BEYOND AFTER ABORTION - Blessed House of Mercy is sponsoring a private retreat weekend for women who are seeking help or direction the weekend of June 19th-21st in Parma, Ohio. Come experience the miracle of the Last through the sacraments of prayer and confession. For information, contact the Community of Jesus, the Living Mercy at 1-800-842-4100 or email at help@blessedhouse.org. Father Frank will offer prayers and can answer questions about this weekend.

80th WEDDING ANNIVERSARY CELEBRATION - The Department of Marriage and Family Ministry, the Office for Worship and the Cathedral of Saint John the Evangelist are pleased to announce the 80th Wedding Anniversary Celebration on **Sunday, July 31, 2011 at 12:00 pm** at the Cathedral of Saint John the Evangelist (1941), complete with celebrating other significant anniversaries (15 or more of your marital previous marriages). The Community of Jesus, the Living Mercy will be celebrating the occasion. To register, please call the parish office, or stop by to fill out a form. This deadline for registration is June 21st.

Just Get It Across Club

While ongoing monthly e-mail communications with club members continued throughout the summer, a direct mailing was sent via mail in July to more than 400 members of the club with a list of upcoming summer events and spotting opportunities, answers to frequently asked questions, and a reminder to send in any missing license plate numbers and register additional vehicles in the family for increased spotting chances. A pull-apart word magnet with buckle up phrases from the different parenting profiles was included with a *Just Get It Across* logo and centerpiece that reads, "No matter what words you use, INSIST ON SEAT BELTS." Although the e-mail communications were successfully reaching members, this direct mail approach was added to help the message stand out from the online clutter and give parents a tangible reminder about enforcing seat belt use and the campaign itself, while generating excitement about the summer events.

During the summer months 24 spottings for magnets and seat belt use were conducted by the project team. Following each spotting, e-mails were sent to those who were spotted and entered into the grand prize drawing. E-mails were also sent to club members who were spotted with magnets but did not have all passengers properly restrained, reminding them of the importance of seat belt use. At the conclusion of the campaign, the *Just Get It Across* Club had grown to 530 members. In early September, a database of all *Just Get It Across* club members was sent to the contesting company to select a winner of the grand prize drawing. A winner and two alternates were selected. The contesting company handled notification and verification of the winner and alerted RIPIC when the grand prize winner was confirmed.



Partnerships

Campaign partners continued to support the campaign throughout the summer by providing in-kind donations, hosting events and spreading the *Just Get It Across* message. Acme Fresh Market donated 480 water bottles for use at the Seven Hills Baseball Opening Day event and other opportunities throughout the summer. They also hosted a Q104 radio event and a campaign celebration event during the final weekend. Sonic Drive-In came on board as a partner for the summer and hosted two radio events, promoting those events on their Web site and via Facebook posts. Eat'N Park restaurant also expanded their partnership by hosting a radio event, providing giveaways, and promoting the campaign with in-store signage, online and via e-mail to customers of the location in the demonstration area. Mr. Chicken continued to distribute *Just Get It Across* branded coupons at the locations in the demonstration area. They also hosted a campaign celebration event during the final weekend where they donated food and offered a special discount for *Just Get It Across* Club members.

Mass Media

The summer months were a period of heavy mass media outreach to support-on-the-ground tactics and create a critical mass of *Just Get It Across* messaging. The animated 30-second television spot was approved by NHTSA and began airing with a robust schedule including 112 spots in July and 213 spots in August on the same cable networks as the law enforcement spots. The television spot also was uploaded to YouTube as a place to direct people to watch the spot online.

Up to this point radio advertising was avoided due to overlapping media markets with the control site. In order to maximize the results of the campaign's aggressive summer outreach, radio was added to the

campaign in a strategic way that clearly identified the target audience and spoke directly to them. A partnership with Q104-FM, the top-rated station with our target demographic, provided the campaign the opportunity for on-air, online, and event support. Two 30-second radio spots and four 15-second spots were created that brought the parenting profiles to life with a specific call to action aimed at parents of 13- to 15-year-olds in Parma, Parma Heights, and Seven Hills. The radio spots drove listeners to the Web site and promoted the summer radio station events. The online spots provided a direct link to the *Just Get It Across* site with a call to action to insist on seat belts and join the club. Prominent and interactive Web site banner ads and streaming radio spots ran throughout July and August.

Looking for a way to harness the power of social media, the campaign partnered with the local Fox affiliate, the leading news provider in the demonstration area. The station's Facebook page has a following of more than 290,000 fans and is a popular source of news and information in the community. The partnership with Fox 8 included two posts to the station's Facebook page per week in July and August that focused on *Just Get It Across*. The station has the ability to geocode posts so they were only viewed by the 60,000 fans who reside in the demonstration area. Posts were used to drive traffic to events throughout the summer, publicize spotting opportunities, encourage parents to enroll in the *Just Get It Across* club, and reinforce the seat belt message. As part of our agreement with Fox, the 30-second television commercial also was posted for two days on the www.Fox8.com home page.



The social norming print ads were redesigned to incorporate new parenting styles and refresh the campaign for the final summer push. Two new print ads appeared in the local weekly paper for six weeks during the summer months.



A campaign billboard remained in place throughout the summer months. Advertising efforts were also supported with a month of bus tail advertising placed on routes in the demonstration area and pump toppers placed at gas stations in the intervention site. The over the road banners used in the fall were reinstalled in both locations for one week during the summer.

At the conclusion of the intervention period, a press release announcing the winner of the grand prize was issued and distributed to the media by the City of Parma's media relations office.

School Outreach

The start of the new school year in August provided one last opportunity for school-based outreach for the campaign. In addition to reinforcing the message with parents who were involved during the previous school year, the back to school season provided an opportunity to reach a new class of incoming 7th graders and their parents. Displays were staffed by the project coordinator at one 7th grade and two 9th grade orientation sessions for parents. Parents hungry for more information on helping their teens

transition to the new school were provided with the parent resource guide along with information on the *Just Get It Across* campaign and suggestions for how they could get involved, including registering for the club. Three hundred bottles of water with a custom *Just Get It Across* wrap were provided to one of the middle schools in the demonstration area that hosted an orientation cookout.

Campaign Culmination Events

As a celebration of the conclusion of the *Just Get It Across* campaign, two events were held in the community during the last weekend of August. Events were promoted through both retail partners, through Fox 8's Facebook page, on the *Just Get It Across* Web site and via e-mail to all *Just Get It Across* club members. On Saturday, Aug. 27, an ice cream social was held outside Acme Fresh Market during the peak shopping hours of 11 a.m. to 1 p.m. Customers received ice cream sundaes courtesy of the *Just Get It Across* campaign. The event also served as an announced spotting opportunity for current club members and a final opportunity for new members to enroll. On Sunday, Aug. 28, *Just Get It Across* had a display outside a newly opened Mr. Chicken location in the demonstration area from 4 to 6 p.m. Visitors to the store during this time were offered free samples of a new menu item courtesy of the *Just Get It Across* campaign. This was the final announced spotting opportunity for club members. Club members that visited the store during this event were also offered an additional \$5 off a menu purchase by showing their magnets. Mr. Chicken staff members wore custom *Just Get It Across* stickers and placed them on the boxes of all outgoing orders. Staff members also reminded customers at the drive thru to buckle up. *Just Get It Across* club members who attended either of the final weekend events were entered to win tickets to local attractions, including the Great Lakes Science Center and Cedar Point amusement park.

Law Enforcement

Law enforcement efforts continued as scheduled during this time period, with the weeks of 6/27, 7/25, and 8/22 dedicated to enforcement. The 15-second television spot aired each month during the dedicated enforcement week with an average of 214 spots appearing each week. The spot schedule was limited to the cable zone that falls in the demonstration area, focusing on networks with the highest viewership among parents with teens, including A&E, ESPN, Food Network, Lifetime, MTV, Spike, TNT, USA Network and VH1. During these summer months, a few law enforcement spots also appeared on Fox Sports Ohio during Cleveland Indians baseball games. A law enforcement print ad also appeared in the local weekly papers covering the demonstration area during heightened enforcement weeks.

Methodology

Process evaluation for the project was completed through monthly activity reports completed by the project coordinator, which documented all outreach and activities associated with the campaign planning and implementation. Activities at school and community events were tracked monthly by the project coordinator and entered into a process data report, which was submitted to the independent evaluator. Registrations for the *Just Get It Across* club were entered into a database and managed by the project coordinator. Law enforcement agencies submitted monthly activity reports outlining enforcement activities, including number and type of arrests and citations, number of stops and overtime enforcement hours with a narrative section that detailed when and where the patrols took place and any activities that made it a high traffic area for parents with teen passengers. Web site traffic was monitored by the project coordinator with Google Analytics reports run on a monthly basis. Quantitative research used to determine the outcomes of the project will be presented in a separate independent evaluation report by UMTRI. Results of qualitative research conducted by RIPC, including focus group results and parent phone surveys, are covered under separate sections of this report and copies are included in the appendices.

Conclusions/Recommendations

The following pages detail the RIPC's interpretation of the strengths, weaknesses, future opportunities and overall outcome of the *Just Get It Across* campaign. The demonstration project conducted in Parma, Parma Heights, and Seven Hills resulted in the creation of a model program that can be replicated by those interested in increasing and/or maintaining young teen seat belt use through parental influence. The campaign incorporates a wide variety of elements and messaging vehicles that can be adapted to meet the needs of different communities. The combination of strong creative elements, aggressive school and community outreach and unique campaign elements proved successful in significantly raising belt use among young teens and their parents. According to data provided by UMTRI, observed seat belt use among young teens in the demonstration community increased from a baseline of 58.0 percent in April 2010 to 83.8 percent in August 2011. Driver belt use also increased from 69.0 percent to 89.3 percent in the same time period.

What Worked and What Didn't—Surprises, Challenges and Opportunities

The most successful elements of the campaign included outreach efforts where campaign staff had the opportunity to be in front of parents talking about the campaign, reinforcing the seat belt message and empowering parents to set and enforce rules, and enrolling members in the *Just Get It Across* club. The more interactive and engaging the display, the more successful the event. As the project evolved, the addition of a prize wheel, conversation magnets, and a radio station presence gave parents a reason to stop by and learn more about the campaign. *Just Get It Across* displays at school activities, sporting events and community gatherings resulted in 82 percent of the club memberships and were the most effective means for directing our efforts toward the targeted audience of parents of young teens. Taking advantage of the opportunity to register club members on site was critical to the club's success, rather than expecting parents to visit the Web site to register at a later date. Conversations with parents gave program staff the opportunity to convey the key messages of the campaign, engage parents in a dialogue about seat belt use and encourage them to get involved. The challenge with such events was that exposure was often limited to small numbers in attendance, thus making it labor intensive relative to the number of contacts made.

Another unforeseen challenge with registering club members while out in the community was the unexpectedly large number of people who did not know their license plate numbers. Having a license plate number on file was necessary in order to identify cars when spotted with the magnet displayed. The absence of this information during the registration process made it necessary for repeated follow ups with members to gather the information and resulted in missed opportunities for some members who were spotted with magnets but had not completed the registration process. The spotting process itself posed significant challenges due to the size of the demonstration area and the small project team. Relying solely on random spottings would have severely limited the number of magnet sightings and discouraged some of our most active and engaged members had they not been in the right place at the right time. In order to give everyone equal opportunity of being spotted with their magnets and proper restraints, announced spotting opportunities were added to random sightings.

Overall, the *Just Get It Across* club was an effective way to engage parents with an immediate call to action to join and provided a database of contacts in the target audience to use for future communications. Ongoing e-mails and contact via U.S. mail kept the members engaged, provided them with contact information for the project coordinator and were a cost-effective way to share news about the campaign. Club members were also used for pulse surveys to gather quick feedback on ideas and campaign elements, such as advertising concepts. Members responded positively to the chance to weigh in and share opinions and provided valuable feedback. The incentive of the grand prize family vacation had a strong appeal with parents and was a true motivator to join; feedback received from club members also indicated that the opportunity to win a family vacation served as a powerful motivator and spurred family conversations about the importance of buckling up.

The Unfundraiser Fundraiser idea was well-received by PTA organizations when presented by the project coordinator; however, only four of the 18 schools took advantage of the opportunity to raise funds by helping to spread word about the campaign, and none of them participated to the full potential of the

program. The most common reason given for not getting involved was a lack of someone to chair the initiative in the PTA organization. In general, the PTAs at the middle school and high school levels appear to be less active with fewer engaged members than elementary school PTAs. Active recruitment of booster clubs into the Unfundraiser Fundraiser did not begin until January and February of 2011, when it became clear that the school PTAs were not fully engaging. Booster club involvement provided a prime opportunity to involve fathers in the campaign and feedback from the target audience indicated a need for funding for booster clubs; however, the late start in recruitment did not allow us to really test the effectiveness of this campaign element. To optimize booster club involvement and best test the effectiveness of this campaign element, booster club recruitment should have begun in early fall, coinciding with the start of football season.

In today's technology-rich environment consumers expect a place to go online to find more information about whatever they see or hear, so a *Just Get It Across* Web site was created for the campaign. The site was a source of information and a place to register for the club; it was also designed to offer a forum for parents to comment and engage in conversation about enforcing seat belt use with their teens. While parents did visit the site to get information and a small percentage (18%) used it to register for the club, we were unable to get parents to engage in conversation on the comments section. During the campaign the comments section was removed in order to not appear dated and lackluster. The site was successfully used to publicize events and magnet spotting opportunities, but otherwise posed a challenge to update with relevant content that gave parents a reason to return. Web site changes were cumbersome and incurred costs so an alternate site was created on Facebook that could be easily updated and information could be pushed to followers. The plan was to build volume on the *Just Get It Across* site and eventually migrate visitors over to the Facebook site. Unfortunately, the Facebook site never built to a large enough following to be effectively used to communicate information or to be able to measure any impact.

Some of the most successful pieces in the campaign were the collateral items created to communicate the seat belt message with parents in different ways, including the conversation magnets, parent resource guide, BMV handouts, and the direct mailer sent through the schools. Although RIPC has yet to see the results of the awareness survey, these pieces were well-received by parents and ensured that the message was getting directly into the hands of our target audience. The direct mail piece also provided a value-added way to get campaign partners involved. Creating these partnerships with businesses and retailers in the community was important to the overall success of the campaign—providing additional marketing support, venues for events, incentive offers and targeted points of contact for parents. However, it was an ongoing challenge to find ways for partners to get involved with the campaign, beyond posting signs or handing out literature, and keeping them engaged throughout the duration of the intervention period.

Mass media posed a challenge throughout the campaign. Due to the close proximity of the control group, the demonstration area was located in the same media market. This limited the ways in which we were able to use mass media to spread campaign messages. Newspaper ads were the easiest to target by geographic area; however, they had limited reach due to shrinking newspaper readership. The decision in the final quarter of the campaign to utilize radio despite message spillover in the control community was one of the best uses of media outreach. Not only did it provide a way to bring the parenting styles to life with strong buckle up messages, it gave us an entrée to use radio at events throughout the summer to draw traffic and add value to *Just Get It Across* appearances.

The creation of a *Just Get It Across* television commercial was one of the campaign's biggest challenges. Because observational seat belt counts and telephone surveys had identified males, particularly fathers of young teens, as an important audience to reach in order to truly affect change in young teens' belt use in this community, the project team felt strongly that a television commercial needed to be developed that appealed to this audience in a unique and memorable way. Ultimately, NHTSA chose to produce a spot with wider appeal and a more traditional format. While the original plan accounted for television support during the majority of the intervention period, creative delays and a lengthy approval process resulted in the final television spot only airing during July and August, which are typically low months for television viewership. The combination of the spot's short run time and a spot which ended up adequate, but not unique or cutting-edge, did not give us the opportunity to really test the impact and effectiveness of television.

The RIPC project team independently pursued the development and production of a second spot that used humor to focus on the father/child seat belt interaction. The resulting spot, “Cool Slang Dad,” is a tongue-in-cheek example of how a parent might attempt to relate to his teen using what he thinks is cool slang. The spot features an improvisational comedy company well known in the area, tested well with local parents and was planned for use after the project period had ended. Although the resulting spot was not part of the demonstration project, the RIPC team will make it available to other agencies and organizations seeking to replicate the project who are interested in finding ways to engage the male demographic.

An ongoing challenge in the campaign was the struggle between broad based and targeted messaging. In venues where campaign staff interacted directly with parents in the target audience, the message “*Just Get It Across—Insist on Seat Belts*” was clearly directed at parents of young teens. The challenge became how to clarify who the campaign was speaking to when used in broad-based applications such as billboard advertising, television, radio, and large scale events or venues without being too wordy or cumbersome. Throughout the course of the intervention period, the broad-based messaging was refined in an effort to achieve the proper balance. As a result, there were some inconsistencies with messaging on different pieces of the campaign. However, the look and feel of the design and the overall campaign theme provided the cohesiveness necessary to tie the elements together. No matter how direct and targeted the messaging, a common hurdle to overcome was the frequent assumption that the campaign was aimed at teens themselves, rather than parents.

Despite the best efforts to plan all elements of the campaign intervention in advance, timing was often an issue during the demonstration period. Many of the best ideas and opportunities for the campaign were a result of networking and working in the community and often arose with short turnaround times. As a result, some of the ideas came too late in the campaign to fully operationalize and test effectiveness. Special elements of the campaign, such as the Valentine’s Day e-card, were restricted to a specific time period. Although the card was well-received in February, it no doubt would have been more successful later in the campaign when the size of the club had doubled.

Two out of three police departments working on the project excelled at conducting heightened enforcement during the designated weeks of the campaign. The Parma Heights police force, however, encountered staffing issues throughout the entire year that negatively affected its ability to staff many of the enforcement waves, despite the incentive of paid overtime.

Weaknesses in Design

The biggest weakness in the design of the demonstration project was the selection of Lorain as a control site. Lorain and Parma are located within 30 miles of each other, and more important, share the same Cleveland media market. Concerns about spillover of the message into the control area severely limited the use of mass media during the campaign. As a result, the use of network television, Internet and radio was ruled out during most of the campaign for fear of confounding the evaluation results. In the last phase of the campaign, radio and Internet were used sparingly, with very targeted messaging identifying the audience. It was determined that the benefits of reaching parents through these media vehicles outweighed the risks and confusion could be managed with carefully crafted messaging. However, parents in the control group certainly had the opportunity to hear the buckle up message on radio and online over the summer months. In addition to being located in close proximity to one another, the intervention and control sites were not comparable in size, diversity, or socioeconomic status, as indicated in the background section. During the time of the *Just Get It Across* campaign, Lorain County Safe Communities also was conducting a high school seat belt challenge competition that ran in the Fall of 2010 and the Spring of 2011, with similar messaging aimed at parents and teens, further complicating the evaluation process. The combination of these factors resulted in a less than optimal control site.

Another issue with the demonstration area was the size of the intervention site. Due to the cities sharing one school district, the campaign involved three separate communities. The footprint of the intervention site was very large, making it difficult to saturate the area with messaging that was visible at multiple touchpoints throughout the community. The combination of the age range of students and the shared school district made it necessary to involve 18 different schools at three different levels—elementary, middle and high school. Soliciting involvement from so many schools, community groups, PTA and booster organizations and maintaining ongoing interest and engagement in the campaign was a very challenging and laborious process.

Consumer feedback and focus group testing of themes and messaging is a critical part of developing an effective campaign that resonates with the target audience. The government's focus group testing guidelines severely limited our ability to test creative ideas before taking them out into the field. Although we were successful in gathering informal consumer input at several points during the process, it was a challenging and time-consuming process that lacked the benefit of a true focus group.

As the campaign grew and evolved, we continued to add elements and take advantage of unique opportunities. As a result, the final campaign toolkit contains many more elements than initially planned. In terms of evaluation, we recognize there may be too many pieces of the campaign to effectively evaluate the impact of each component.

NHTSA's formula for a combination of social norming messages separate from law enforcement was not optimal in this campaign. Unfortunately, the threat of enforcement does not work as well as a deterrent in places like Ohio, with secondary seat belt laws. Secondary laws also make it much more difficult for officers to conduct heightened enforcement, requiring them to find a primary infraction before they can pull vehicles over to check for proper restraint use. Weak seat belt laws and the resulting enforcement challenges combined with messaging that had no ties to the social norming campaign likely had little impact on the *Just Get It Across* campaign.

Lessons Learned/Implications and Applications for Others

While the *Just Get It Across* campaign was successful in engaging parents and prompting behavior change, the campaign was a learning process. Initial plans and messaging were changed, adjusted and modified as we observed which elements and approaches were most effective and we received feedback from our target audience. Based on what was learned during the intervention period, we believe the *Just Get It Across* campaign would be even more successful in a smaller community—or a similarly sized community with fewer schools—and the active involvement of a community stakeholder such as a school resource officer or PTA or booster club contact to take ownership of the project.

The recommended timeline for successful implementation of the campaign is based on lessons learned in the demonstration project. A strong launch during the fall back-to-school season gets parents engaged at a time when they are more involved at the school and where there are ample opportunities to get in front of the target audience at school-based events. The campaign can then run through the entire school year, culminating in the summer with a strong community presence at events and activities that reach a broad audience. The challenge of a year-long campaign can be reaching and maintaining a critical mass of exposure through media and partners that surrounds the target audience with messaging at multiple touchpoints. The key to overcoming this challenge is planning several waves of high-intensity exposure periods that include mass media support. It is important to plan activities and involvement out as far as possible, always looking ahead to the next wave and anticipating who your message will be reaching and how you will effectively target them. While proper planning is the key to ongoing success, program coordinators must also be aware of unforeseen opportunities that arise and be prepared to quickly take advantage of them.

The *Just Get It Across* club and the Unfundraiser Fundraiser are both elements with potential for communities interested in engaging parents in a seat belt campaign. On several occasions, club members reported that their families had coalesced around the idea of trying to win and had made buckling up on every trip a family priority as a result. In replication, prizes could take any form, including coupons, special offers or gift cards donated by community partners. This demonstration project utilized a prize with a high perceived value—a family trip to Universal Studios Orlando—which was obtained at a discount through community partners. A prize like this generates excitement but is relatively inexpensive and could be financed by program sponsors.

Successfully implementing the Unfundraiser Fundraiser requires the buy-in of and strong contacts with the PTA or booster organizations. Our initial approach was to continuously feed program participants opportunities to earn funds each quarter so as not to overwhelm them or have a year's worth of information get lost in the shuffle. The creation of the Unfundraiser Fundraiser toolkit put all the necessary materials into one convenient package. In future applications this should be used at the beginning of the school year where there is the greatest potential to get schools involved. Organizations replicating this

project should also rely on their knowledge of the community to make decisions about focusing the Unfundraiser Fundraiser on PTAs, booster clubs, or a combination of the two.

The use of vacant retail space in a major shopping mall provided ample space to tell the campaign's story in a venue where visitors could spend time reading and digesting the information, as opposed to a billboard with a two-second audience. This tactic presented an opportunity for a year-long marketing outreach for minimal cost and is one that could be replicated in any retail location.

This demonstration project provided the opportunity to test messaging, tactics and media elements in an effort to determine the best ways to engage parents in order to increase seat belt use among young teens. Valuable lessons were learned throughout the process about what works and what does not with this unique audience. The resultant campaign toolkit creates the roadmap for others interested in improving teen safety belt use in their communities. With a comprehensive campaign toolkit in hand, including creative executions, innovative ideas and step-by-step tactics, *Just Get It Across* is now an easily adaptable campaign that other entities can take out into the community with success.

Appendices

- A.** Working group member list
- B.** Reports from working group meetings
- C.** Telephone survey questions
- D.** Report of telephone survey results
- E.** Creative agency request for proposal
- F.** Project budget
- G.** Campaign toolkit

**Rainbow Injury Prevention Center
Tween Seat Belt Project
Expert Panel**

January 7, 2010

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Developing and Implementing a Campaign to Engage Parents of Pre-Drivers in Encouraging Seat Belt Use for 13- to 15-Year-Olds

A program of the Rainbow Babies & Children's Hospital Injury Prevention Center

Proceedings of the First Meeting of the Multidisciplinary Working Group

Thursday, January 7, 2010
9 a.m.-11 a.m.

EXECUTIVE SUMMARY

As an initial step in creating and testing a pilot project to prompt parents to establish and reinforce rules about seat belt use for young teens, the Rainbow Babies & Children's Hospital Injury Prevention Center convened a working group of experts from a range of disciplines with a mix of clinical and research expertise in working with parents of children in the 13- to 15-year-old age range to discuss issues related to adolescent development, parent-child dynamics, and behavior change.

There was overwhelming agreement that parents do not really understand adolescent brain development. As children reach the 13- to 15 age range, parents tend to believe children no longer look to them as role models and rule makers and often view their teens as comparable to adults. Neither perception is true and neither is geared to help parents connect with their children and maintain a positive influence as kids navigate the early teen years. Because parents as a whole do not know how to transition their relationships with their young teens and change communication patterns, there are tremendous opportunities in this project to target this knowledge gap and tap into parents' desire for more influence and less conflict with their young adolescents.

It was also agreed that understanding existing social norms is a key to project success, as will be finding ways to establish or reinforce parent and teen seat belt use as norms in different subsets of the pilot community. Telephone survey results and outcomes of more intensive small group explorations will be central to identifying existing norms and discovering ways to change thought processes and behaviors for those parents who do not establish or enforce consistent rules related to young teens' seat belt use.

There was consensus among group members that superficial or one-size-fits-all methods will be ineffective. The best hope for success in changing parental attitudes and behavior lies in creating a project that is multifaceted and interactive, providing a menu of options that allows parents to find options they feel comfortable with and allows us to reach all the different audiences that exist in this community.



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GOAL OF THE WORKING GROUP

Motor vehicle restraint use drops in the late tween and early teen years as children gain more independence and parent-child interactions change. The parents of pre-drivers project, funded by the National Highway Traffic Safety Administration, is designed to identify, operationalize and test innovative ways to prompt parents to establish and enforce rules about seat belt use, particularly as kids get older and spend more time in other people's cars, outside of parents' control. Our first step in project design was to convene a working group that brings together experts in health behavior theory, psychology, child development, anthropological theory, social marketing and public health to elucidate the psychosocial and cultural contexts of parent and child beliefs and behaviors and help us develop a unique program that optimizes our chances for success in reaching parents.

The working group approach was based on the hypothesis that bringing together disparate health belief models, various approaches to understanding rationality in a given cultural context, and insights from a range of disciplines offers the best opportunity for designing a comprehensive, well-rounded program that has an optimal chance of achieving real, measurable change in individual engagement in healthy behaviors.

The group's first meeting focused on discussion of issues related to how kids of this age think and what influences them, the parent-child dynamic in the early teen years, parents' thought processes and what is most likely to influence them, and social marketing approaches. We are using the information gained through the working group meeting to inform our early planning process and guide our designers as they begin to develop messages and approaches most likely to positively influence parents of pre-drivers.

METHODS

The expert panel was structured as a roundtable session. Following introductions and a description of the Rainbow Babies & Children's Hospital Injury Prevention Center and the parents of tweens project, we used a series of predesigned questions to generate discussion and focus brainstorming. The session did not adhere tightly to a preset outline; rather, conversation starters were used to focus generally on the main topics of interest and get people talking. Tangential lines of thought were explored as they arose and no topics were considered off limits or too far from central questions. While no one claimed to have definitive answers on any of the range of topics discussed, the panelists were interested, engaged, and offered new insights and directions for the parents of young teens project.

PRIMARY DISCUSSION TOPICS

Adolescent Development

Young adolescence is a time of major physical and psychological changes. At about age 13, brain growth and cognitive development accelerates, but changes in the brain are gradual and are not complete until young adulthood. The frontal lobe—which regulates complex decision making, thinking ahead, planning, comparing risks and rewards, and modulating mood—does not fully mature until the early 20s. As it matures, individuals are able to reason better, develop more control over their impulses, and make better judgments. For children in the early stages of these changes, however, behavior is characterized by lack of impulse control (inability to think ahead and envision the consequences of their actions), tendency toward sensation seeking (and the concomitant rise in risk-taking behavior), skepticism of authority, and increased

susceptibility to pressure from others. The complex, co-occurring changes in different parts of the brain can also lead to warring impulses—young adolescents, for example, want to fit in with their peers, but they also want to stand out as individuals.

Understanding brain development can have a tremendous influence on how parents understand their children, yet few parents have the kind of understanding about adolescent brain development that would best help them navigate the waters of the teen years and best protect their children from poor decision-making and unhealthy behaviors. The group agreed that we need to help parents understand adolescent development and how this relates to addressing safety messages. Despite teens' apparent physical maturity, their brains differ significantly from adult brains and parents need to understand that teens are not just little adults. They do not think about the future in the same way as an adult and cannot be relied upon to make rational, informed decisions without adult rules and guidance.

The group discussed the need to teach parents how to transition and change their communication and parenting strategies for this age group. Problem solving literature indicates that open discussion, brainstorming, teaching parents how to avoid nagging and communicate in ways that will help, and involving children in the discussion are effective methods for helping parents maintain or reassert authority in their young teens' lives. The group discussed the differences between working with parents and teens on health and behavioral issues—such as sleep problems, diabetes, cystic fibrosis, or drug problems—where specific interventions are needed and negotiation is required to get kids to be partners in their own treatment. With seat belts, the issue operates on a slightly different level. No wholesale behavior change is required: wearing seat belts is easy to do and does not require taking on new responsibilities or chores. Seat belt use should just be something you do in your family without argument, rather than something that is negotiable.

Parent-Young Teen Relationships

The group further discussed parent-teen relationships in the 13- to 15 age group. Parents may see the rising influence of peers in their child's life and conclude that they are no longer important influences. Parents who lack an understanding of adolescent brain development may be apt to take moodiness and emotional outbursts at face value—without being able to place them in a developmental framework—and believe their children do not want parents to be active in their lives. Parents who have been hands-off remain hands-off, but even parents who have previously been engaged, hands-on parents may switch to a hands off approach, either believing it is appropriate as their child matures or in response to parent-teen clashes. The group cited books like *Get Out of My Life, But First Will You Drive Me and Cheryl to the Mall?*, by psychologist Anthony Wolfe, Ph.D., as potential guides for parents.

The group asserted that parents are still influential at this age and need to remain involved, but need to transition their role of influence. Parents are no longer cutting up children's food or holding their hands as they cross the street. They will never again have the level of hands-on involvement they had when children were younger, but they remain essential influences in guiding the development of the adults their children will become. Parents need to learn how to transition their involvement as kids become more mature and independent. Empirical evidence indicates that teens thrive when parents provide consistent rules and guidance and maintain positive communication.

The group discussed the importance of parents as role models and influencers, with Jean Frank, M.P.H., noting that research related to substance abuse prevention has shown that if

parents view a behavior as very wrong, children are less likely to engage in that behavior. The more permissive (or uninterested) the parental attitude, the more likely kids are to engage in risky behaviors. Parents of 13- to 15-year-olds may not realize that their children are still watching them closely and internalizing the messages parents send through their actions. Gabriella Celeste also noted the research related to tobacco prevention that taps kids to change parents' behavior. She suggested that perhaps we would be able to capitalize on young teens' righteous, rule-bound phase in our own campaign to have children remind parents to buckle up.

We discovered as a group that although we all enforce seat belt use in our own vehicles and with our own children, we just assume they always buckle up in other people's cars. It was concluded that program messaging should encourage parents to ask the question and set expectations of their own.

The group was unanimous in agreeing that parents need a new set of skills to talk to teens, one based on an understanding of adolescent development. Having a better grasp of adolescent behavior and development will help parents learn how to address safety messages. Dr. levers-Landis suggested that parents need to be prompted to understand the limitations of the teen mind for thinking ahead, mastering their impulses, and envisioning the future consequences of their actions; when they do so, parents can see their essential role as a buffer against their children's poor judgment.

Rulemaking/Negotiating Rules

Dr. levers-Landis suggested looking at some of the problem-solving literature related to treatment responsibilities of children with chronic conditions. She gave the example of an interactive, family problem-solving exercise that engages parents and children in a dialogue and gets everyone involved with brainstorming solutions. The group discussed the appropriateness of approaching seat belt use as a negotiable, but agreed that families could negotiate aspects of belt use, such as agreeing on a signal for parents to use to remind young teens to buckle up if it embarrasses them to be reminded in front of their peers.

Dr. levers-Landis also noted that most parents have issues or rules in their homes that are extremely important to them and are non-negotiable topics. She gave the example of a mother she worked with through her practice whose big issue was that the dishes were done. Her daughter was not allowed to go out with friends until she had completed that task, yet the mother did not establish the same kinds of rules for her child's cystic fibrosis treatments. The group agreed that the key is to tap into the passion behind the issues parents feel strongly about and find ways to make seat belt use one of those non-negotiables.

Dr. Crampton noted that it is important for parents to realize that they can change the way they parent or the rules on which they insist. Even if parents have not previously enforced seat belt use, it is not too late to start. The group advised that we begin with an empathetic approach, acknowledging that changing behavior is difficult to do.

Changing Behavior

The group discussed a number of health behavior models and their potential contribution to this effort and other injury prevention programs. Dr. Miller discussed the Theory of Reasoned Action, while Dr. levers-Landis referenced the literature related to sunscreen use, which has direct applicability to seat belt use. The group agreed that any theoretical model used in program development must take perceived social norms and cultural influences into account.

At the heart of the seat belt project is finding ways to establish parent and young teen seat belt use as normative behaviors and finding ways to empower parents. The ultimate goal is to make seat belt use part of the culture, not something young teens or their parents in this community choose to do or not do.

Dr. Connell cautioned that high-risk parents are hard to engage. The portion of the project focusing on non-belt using parents and/or parents who do not establish or enforce rules related to children's belt use must work to build parents up to the level of rule setting and enforcement. That entails understanding parents' basic motivations and identifying the steps needed to engage them.

Possible Approaches

The group discussed a range of campaign elements, such as engaging highly visible community role models, convening discussion groups, and using incentives for motivation, and it was unanimously agreed that the more elements—and the more interactive elements—in the campaign, the better. It was recommended that there need to be options for parents, not a one-size-fits-all approach. Jean Frank described a 'menu' perspective that acknowledges that no single approach will work for everyone. Parents need to be able to find options with which they are comfortable. All group members agreed that interactivity is key. Because merely changing people's level of awareness about a problem does not change behavior, a billboard or PSA alone is not likely to change how people think about an issue or change behavior.

Initial steps could include asking parents who are enforcing seat belt use what works for them and incorporating that information into our campaign. In addressing parents who do not establish or enforce belt use rules consistently, we must begin with understanding motivation to change in this particular population and its subgroups. This knowledge can be incorporated into strategies to move them toward an understanding that their current way of doing things is risky.

Dr. Miller pointed out the range of parenting styles we will have to target, from parents who actively set and enforce the rules to those who are completely disengaged, and everything in between. Since our observations indicate that 3 in 4 children in this age group are buckling up at least some of the time, the project goal is multifaceted: reinforcing belt use and rule making in families who do insist their children buckle up, reinforcing positive behavior and working to increase belt use in part-time users, and tackling the perceived norms and expectations of nonusers. Further, parents who consistently use their own seat belts will not necessarily insist their children do so, while parents who never use their own seat belts may make it mandatory for their children.

Dr. Ievers-Landis discussed methods used in a sleep study in which she was involved, in which adherence to treatment plans was established as a prerequisite for driving or getting a driver's license. We discussed the possibility of finding a way to incorporate messaging for this campaign around prerequisites for licensing, as many children in the 13- to 15 age range are actively waiting for this milestone.

Input on Parent Surveys

Dr. Connor discussed the importance of getting to the heart of why people do what they do and introduced the parent survey portion of the parents of young teens project. We discussed attitudinal data gathering approaches and ways to bridge the gap between what people may say in a survey or focus group, and what they really think. The inherent limitations of telephone surveys for getting beyond standardized responses, digging beneath the surface of what people think and do to uncover unconscious motivators and influences, and capturing the context of social life was also discussed, as were ways to minimize or circumvent these problems.

The group agreed that the key for this stage of data gathering is to reach a deeper understanding of normative beliefs in this community, not just what individual people think or do. Rather than asking parents directly why they do or do not enforce seat belt use in our parent survey, the group suggested we frame the survey in terms of perceptions of what the community as a whole does or does not do. This approach should yield better or more truthful answers than if respondents were asked only to answer for themselves.

Dr. levers-Landis suggested some motivational interviewing approaches to understand parents' level of interest in seat belt issues and why they are not more or less interested. Drs. Crampton and Miller suggested structuring questions to lead respondents through different hypothetical scenarios as a means of uncovering perceived social norms and influences. Gabriella Celeste agreed, citing studies of racism in which respondents were provided with various scenarios and asked how they would act in a hypothetical situation, noting that small changes to the scenario could significantly change responses. The group concurred and asserted that using this approach could give us insight into thought processes.

All group members agreed that surveys need to be structured to give participants the space they need to give a real answer. The suggestion was made that the telephone surveys be framed as a study of parenting young teens. The survey should begin with more general questions on teens and parent/child interactions and then segue into seat belt use. Group members also noted the importance of using open-ended questions when possible to give participants the space to answer truthfully.

Dr. Connell suggested additional approaches beyond telephone surveys for gathering richer information. He discussed Relational Frame Theory, which explores how networks of association are established and activated, and suggested using multiple methods with smaller samples to compliment and enrich the information gained through the telephone surveys.

Development of a Program Adaptable to Diverse Audiences

Dr. Miller stressed the importance of having diversity in messages, messengers and messaging pathways when dealing with diverse audiences. Dr. Connor agreed and further noted that while the intervention site is, on paper, racially homogenous, it does not mean that messaging and message delivery will be easier. It would be a mistake to think of everyone in this community as sharing similar sociocultural backgrounds, values, or beliefs. The site has wide socioeconomic variations, strong working class/blue collar divisions, and vibrant Eastern European and Indian communities.

The next step, following this demonstration project, will be to test the adaptability of messages and approaches to more diverse communities. Adapting messages and methods to the different segments of the pilot community will provide the first step in developing a toolkit that can be

adapted to meet the needs of the wide community variations in the United States, including urban/rural divides, ethnic and racial differences, wide variations in levels of acculturation among and in immigrant groups, and the socioeconomic continuum.

NEXT STEPS

The information obtained through the first working group is being used to inform telephone survey design and the initial program concepting. A second meeting of the working group in March 2010, will examine and respond to initial design and messaging strategies. The array of backgrounds and expertise of our working group members will provide valuable insight into how these messages will play with parents, whether they contain a concrete call to action to which parents can respond, and how successful messages may be in connecting with parents and sparking action. At this meeting, we will also discuss message dissemination strategies in more depth and provide an overview of survey results.

A third meeting of the working group later in the year will examine the initial results of early program implementation and discuss ways to tweak or change messages or message dissemination methods to increase their likelihood of influencing parents and prompting behavior change.

Developing and Implementing a Campaign to Engage Parents of Pre-Drivers in Encouraging Seat Belt Use for 13- to 15-Year-Olds

A program of the Rainbow Babies & Children's Hospital Injury Prevention Center

Proceedings of the Second Meeting of the Multidisciplinary Working Group

Tuesday, March 9, 2010
10 a.m.-11:30 a.m.

DISCIPLINES REPRESENTED

Anthropology

Susan Connor, Ph.D.

Injury Prevention Research Manager, Rainbow Babies & Children's Hospital

Communications

Jennifer Walker, B.A.

Project Coordinator, Rainbow Babies & Children's Hospital Injury Prevention Center

Psychology

Arin Connell, Ph.D.

Assistant Professor

Department of Psychology, Case Western Reserve University

Caroline Ievers-Landis, Ph.D.

Assistant Professor of Pediatrics, Licensed Clinical Psychologist

Division of Developmental/Behavioral Pediatrics, Rainbow Babies & Children's Hospital

Social Marketing

Lindsay Delco, M.B.A., APR

Senior Account Supervisor, Health and Wellness Village, Northlich

Social Sciences / Social Work

David Crampton, Ph.D.

Associate Professor

Mandel School of Applied Social Sciences, Case Western Reserve University

Public Health

Kathryn Wesolowski, B.S.

Injury Prevention Program Manager, Rainbow Babies & Children's Hospital

REPRESENTATIVES FROM BROKAW, INC.

Tim Brokaw

Holly Hacker

Holly Petrus

Erin Pollack

PURPOSE OF THE MEETING

The group's first meeting focused on discussion of issues related to the parent-child dynamic in the early teen years, parents' thought processes and what is most likely to influence them, and social marketing approaches. Information gained through the working group meeting was used to direct the early planning process, guide initial design elements, and inform the development of a survey of parents of young teens. This second meeting involved recap of the survey results, discussion of the implication of these results for intervention design, and screening of possible campaign concepts by our advertising firm.

PRIMARY DISCUSSION TOPICS

Overview of Parent Survey Results

Dr. Connor provided an overview of the results of the parent survey. At the suggestion of the working group, the survey had been structured as an exploration of issues related to parenting young teens. After a series of questions about parent/teen relationships, perceived parental influence over children's behavior, and parental rule setting and enforcement, respondents were told, "Let's take seat belt use as an example of how you set and negotiate rules for your teen."

Implications for intervention included the need to address lower belt use in rear seating positions, the need for incorporating strategies that increase adult belt use (as a predictor of teen belt use), and the limitations of logical appeals (since even non-users and part-time users can identify the reasons for using seat belts). Survey results also indicated that merely promoting parent/child communication is unlikely to influence belt use. Finally, because parents overwhelmingly believed that their relationships with their young teens were closer than the average parent/teen relationship, there is a danger that parents could tune out some messages as being meant for other, less engaged parents.

Presentation of Two Potential Program Concepts

Erin Pollack of Brokaw, Inc., presented story boards outlining two potential concepts, first the *Just Get It Across* concept, followed by the *ItsOK2Nag* concept. She did not pause between presenting the first and second concept to gather feedback. The group members listened to both presentations without comment. Body language included occasional nodding; no smiling, laughing, questions or interjections.

After both concepts were presented, Pollack asked for broad reactions to the two concepts.

Delco noted that she likes the "wink-wink lightheartedness" of both approaches and said she found both engaging. Referring to the survey finding that promoting communication alone is unlikely to influence belt use or rule making or enforcement related to teen belt use, she asked, "How do you think the concepts will play to actual behavior change?"

Holly Hacker acknowledged that the messages were designed to cut through the clutter and make the public aware of the issue, but that the messages themselves won't change behavior. She noted there would be other program components designed to be more hands-on with parents and engage peer influence.

Jennifer Walker agreed, explaining that our goal is to make sure that people in the target community are exposed to the campaign everywhere they go.

Dr. Connor referred to the parent survey results and the results of the first two concept tests, and noted that just because people notice a message or think something is clever does not mean that they will follow through to get more information or change their behavior. She appealed to the working group experts for insight on methods for bridging the gap between noticing and acting. Before anyone in the working group could respond, Hacker interjected, saying she believes people will go to the Web site, even if they say they would not. The advertising group discussed Web site traffic from a marketing perspective and the discussion did not return to the initial question of identifying the hallmarks of approaches that are effective in spurring action.

Dr. Levers-Landis said she liked the concepts and supported efforts that encouraged parents to be warm but maintain firm control. She went on to caution that we need to be careful to promote positive parenting strategies and highlighted potential problems with using the word 'nag.' "For us," she said, "that's a negative parenting strategy." Based on her work with children, she also noted that kids do not want parents nagging them and respond poorly. She said she liked the *Just Get It Across* campaign ideas and thought that overall they showed good ways of "showing warmth and having firm control" She did note that she was a little concerned about using 'the screamer' as an example of a parenting strategy, even if done in a light hearted manner.

Pollack agreed that screaming was not a good parenting strategy, "but we all know one." She asked whether they could "acknowledge that as a human truth" or whether they should avoid it.

Dr. Levers-Landis explained that screamers only scream because they do not know what else to do. They need education to find more positive approaches.

Connell agreed, noting that the advantage of the *Just Get It Across* approach is that it provides opportunities for education and promoting positive parenting strategies.

Delco agreed, suggesting that perhaps it could be approached along the vein of "if you're a screamer, here are some alternate methods."

Dr. Levers-Landis asked Connell for his reaction to the nagging approach. He admitted that his reaction was similar to hers in seeing it as a negative and fruitless parenting strategy. He also noted that he saw it as gender specific, appealing primarily to a female audience.

Hacker said the Brokaw group had discussed the possible negativity of 'nag' internally. She said she would be interested in seeing how focus group participants responded and suggested that perhaps using a term people dislike would not be a bad thing if people remembered it.

Pollack explained that the design group had considered the campaign as an opportunity to change the way we view the term 'nag,' but acknowledged that such a goal could be too ambitious for a campaign like this one. She suggested we explore other options that get across the idea that it's okay to be firm.

Dr. Levers-Landis explained that she could see where Brokaw was coming from, but was firm that using the term nag in this campaign meant treading on dangerous ground. Because the term has so many negative connotations, it can be generalized to other things and we could end up reinforcing some negative or even harmful parenting strategies. She said there are ways to parent and set limits, but that parents need to do it in a way that's more palatable to kids. "Nagging is saying something over and over and over," she said. "The reason you have to say it

over and over is because it's not working. Is there another way to get the idea across in a fun way?"

Hacker asked whether the group would like the ideas behind the ItsOK2Nag approach if the term nag was removed. Connell said the advantage of the *Just Get It Across* approach was its flexibility. "There are opportunities for all different kinds of parents to see themselves in it."

Dr. levers-Landis concurred, saying she liked the *Just Get It Across* theme better. She said quizzes can be fun and getting the message across that parents are still the primary influence in their young teens' lives can generalize beyond seat belt use to other parts of life.

David agreed, noting that parent education should be at the heart of the campaign. Referencing the parent survey results, he acknowledged that finding the right approach could be touchy because parents do not want to be preached to. He suggested we find a synonym for nag before we test the concept, something along the lines of "it's okay to be pushy."

Hacker Hacker agreed that wording could be changed to focus on picking your battles.

Dr. levers-Landis concurred, noting that parents can't do everything and have to choose what's important to them. Using the term 'remind' is firm, she said, but not as funny or catchy.

Delco also agreed that she preferred the *Just Get It Across* approach. Referring to the parent survey results, she noted that the nag approach could allow parents to feel like "it's not me." The advantage of the other approach is that it allows people to see themselves in the campaign more easily.

A short discussion followed of social media, and whether it was possible to utilize it in the campaign without creating too much spillover from the Parma target area.

Delco pointed out that the parent surveys found that kids are more likely to use seat belts when their parents use seat belts, asking whether either campaign included elements aimed at getting more parents buckled up. Hacker agreed that the campaign should include this message.

Walker added that parent modeling and buckling up in the back seat as well as the front seat were two key messages to be included in the campaign. Although neither was a message we wanted to lead with, they will both be part of the execution elements.

Delco referenced a presentation slide that listed possible avenues for message dissemination and suggested that we think carefully about venues. If parents were there for a festival, for example, would they be open to getting a seat belt message? She also wondered about the best venues for reaching nonusers and non-engaged parents.

She further noted that parents who already buckle up might embrace either approach, but the problem is how to reach those that "aren't great parents" and don't buckle up themselves or insist that their kids do.

Dr. Connor referenced the 'pick your battles' concept, noting that plenty of educated, engaged parents do not see seat belt use as one of the issues they want to take a stand on. We cannot make assumptions about who does and does not make and enforce seat belt rules—it's not a matter of 'good' or 'bad' parents. She further noted that the pool of part-time users is much larger than we might expect and constitutes a group we really need to work with. Impacting the

behavior of part-time users could lead to significant increases in seat belt usage in this community.

Walker referenced a focus test she and Dr. Connor had conducted the previous day, noting that the interviewee was an educated, engaged parent who had repeatedly expressed the opinion that her children were old enough that “I shouldn’t have to remind them.”

Dr. levers-Landis noted that this is a common parenting misperception that could be addressed through the campaign. Parents might look at their young teen and think, “My kid doesn’t need me.” Adolescents might look or act like adults in some ways, but they’re not. Tweens still need their parents to protect them.

Holly Hacker discussed possible approaches for recognizing and rewarding good behavior through the campaign. Dr. levers-Landis warned about the hit rate (I keep hearing they’re giving things away, but it’s never happened to me) and the extinction problem (will I continue this behavior when the campaign is over and the reward is removed?).

Kathie asked for suggestions on getting beyond the extinction problem and ensuring that behavior change will be lasting. Dr. levers-Landis suggested that the best way was to find ways to reinforce behavior through the family, rather than external influences like prizes. We need to teach parents how to keep reinforcing the designed behavior. Referring to a previous reference to free frosties, she further noted that we need to be very careful in utilizing food rewards and should focus on healthy choices.

Delco referenced some of the behavior change models discussed in the last working group meeting, suggesting we could look to some of them for ideas about giving people the tools to cope when external reinforcers (whether sanctions or rewards) are no longer in play.

Dr. levers-Landis noted that some people might see a prize approach as bribing kids to use seat belts; she highlighted the difference between bribe and reward, noting that a bribe is something you give people to get them to do something bad, while a reward should validate good behavior.

David asked whether the parent surveys revealed any major differences in the beliefs and actions of part-time and full-time belt users. Dr. Connor explained that few meaningful differences emerged in analysis. Even part-time and non-belt-users know that they *should* use seat belts and their teens *should* buckle up; just like full time users, they cite safety and the law as the primary reasons for buckling up. Part-time belt users were just as likely to feel like they had close relationships with their children and to score high on the engagement scale.

Dr. levers-Landis wondered how much overscheduling contributes to the part-time belt use problem, with families rushing from one activity to another. Walker agreed that it may contribute to part time belt use, referencing some of the comments received from the two individuals who had thus far tested the campaign concepts.

Wrapping up the meeting, Walker noted that the next working group meeting was scheduled for the fall to review the response to the first wave of the campaign and preview concepts for the second half of the campaign.

Dr. Connor noted that the group had significant concerns about some of the wording and approaches used and had many helpful suggestions regarding strategies and approaches, only some of which had been explored today. She suggested that the group convene again in April,

after the focus group testing had narrowed down the final concept and Brokaw had fleshed out the campaign elements, to ensure that the design of the final campaign takes full advantage of the range of knowledge and experience represented by the working group.

NEXT STEPS

The next meeting of the working group had been tentatively scheduled for the fall of 2010, to examine the initial results of early program implementation and discuss ways to tweak or change messages or message dissemination methods to increase their likelihood of influencing parents and prompting behavior change. Following this meeting, we decided that it would be valuable to gather input from the group on the wording and direction of the semi-finalized campaign elements, prior to the launch of the campaign in late April, 2010. To allow for further discussion and give all working group members the opportunity to air their concerns, opinions, and suggestions, the final concepts will be presented by Rainbow staff, rather than representatives of Brokaw, Inc.



**Rainbow Injury Prevention Center
 Parents of Tweens Survey
 Draft 4 - January 20, 2010**

Hello, this is interviewer calling for a major children’s hospital in Cleveland. We are gathering information on issues related to parenting young teens. We are looking to speak to primary caregivers of teenagers between the ages of 13 and 15. May I speak to someone in your household that fits that description?

Caller: The respondents could be mothers, fathers, grandparents, or foster parents, as long as they are the primary caregivers for teens between the ages of 13 to 15.

This will take about 8-10 minutes and your responses will be kept anonymous and confidential.

Q.1 How many teens between the ages of 13 to 15 are living in your household?

- None (Thank and terminate) 1
- 1 2
- 2 3
- 3 4
- 4 5
- 5 or more 6

Q.2 What is your relationship to these teens?

- Parent 1
- Grandparent 2
- Relative (aunt, cousin, etc.) 3
- Foster parent 4
- Boyfriend/girlfriend of parent 5
- Other: 6
- Prefer not to answer 7

Q.3 Other Relationship: _____

Q.4 And what grade(s) are they in?

- 6th Grade 1
- 7th Grade 2
- 8th Grade 3
- 9th Grade 4
- 10th Grade 5
- 11th Grade 6

Q.5 Caller: If the respondent mentions anything additional regarding the number, ages, or grades of their teens, enter it here. _____

Q.6 How would you describe your relationship with your teen? Would you say you are...

- Very close 1
- Somewhat close 2
- Not very close 3
- Prefer not to answer 4

Q.7 How close do you think the average parent/teen relationship is? Would you say...

- Very close 1
- Somewhat close 2
- Not very close 3
- Prefer not to answer 4

Q.8 How many of your teen's friends have you actually met? Would you say you have met...

- All of them 1
- Most of them 2
- Some of them 3
- None of them 4
- Prefer not to answer 5

Q.9 When your teen is not home, how often do you or another caregiver know where they are and who they are with? Would you say...

- Never 1
- Rarely 2
- Some of the time 3
- Most of the time 4
- All of the time 5
- Prefer not to answer 6

Q.10 Please tell me how much you agree or disagree with each of the following statements on a 1 to 5 scale, where 1 is Strongly Disagree and 5 is Strongly Agree.

	1- Strongly Disagree	2	3	4	5- Strongly Agree	6-DK Prefer not to answer
My teen talks to me about problems and worries	1	2	3	4	5	6
Parents are still the most important influences on teens	1	2	3	4	5	6
My family has clear rules about the kinds of behaviors we expect	1	2	3	4	5	6
My teen and I are growing apart as he or she gets older	1	2	3	4	5	6
It's normal for teens to ignore their parent's rules	1	2	3	4	5	6
My teen ignores most of what I say	1	2	3	4	5	6
I feel like I don't know what's going on in my teen's life	1	2	3	4	5	6
My teen is capable of making his or her own choices	1	2	3	4	5	6
My teen follows my rules even when he or she doesn't agree with them	1	2	3	4	5	6
My teen and I generally have a close relationship	1	2	3	4	5	6
My teen knows the consequences for breaking the rules	1	2	3	4	5	6
My teen generally listens to me	1	2	3	4	5	6
My teen thinks he or she is more grown up than they really are	1	2	3	4	5	6
My teen argues with me over house rules	1	2	3	4	5	6
I think of my teen as an adult	1	2	3	4	5	6
Peer influence is stronger than parental influence at this age	1	2	3	4	5	6
My teen chooses which rules to follow and which to ignore	1	2	3	4	5	6

Q.11 Does your teen spend time with a parent or primary caregiver in another household?

Yes . 1
 No ... 2

(If answer to Q11=“No,” Skip to Q14)

Q.12 Does the other parent or primary caregiver...

	Yes	No	DK Prefer not to answer
Share your same values?	1	2	3
Set similar rules and limits?	1	2	3

Q.13 Compared to your household, would you classify the parenting style at the other household as...

More permissive 1
 About the same 2
 Less permissive . 3
 Prefer not to answer 4

Q.14 Using a scale of 1 to 5 where 1 is Not at all Influential and 5 is Extremely Influential, please tell me how much influence you think you have over your teen's choices in the following areas:

	1-Not at all Influential	2	3	4	5-Extremely Influential	6-NA Prefer not to answer
Wearing seat belts	1	2	3	4	5	6
Smoking	1	2	3	4	5	6
Alcohol use	1	2	3	4	5	6
Exercising	1	2	3	4	5	6
Healthy eating habits	1	2	3	4	5	6
Friends	1	2	3	4	5	6
Homework / school	1	2	3	4	5	6

Q.15 Using a scale of 1 to 5 where 1 is Not at all Flexible and 5 is Extremely Flexible, please tell me how flexible you are with rules on the following issues as they relate to your teen:

	1 - Not at Flexible	2	3	4	5 - Extremely Flexible	DK Prefer not to Answer
Wearing seat belts	1	2	3	4	5	6
Smoking	1	2	3	4	5	6
Alcohol use	1	2	3	4	5	6
Exercising	1	2	3	4	5	6
Healthy eating habits	1	2	3	4	5	6
Friends	1	2	3	4	5	6
Homework / school	1	2	3	4	5	6

Q.16 Please rate how often you use the following methods to influence your teen to make smart choices.

Caller: Read scale.

	Never	Rarely	Some of the time	Most of the time	All of the time	NA/Prefer not to answer
Talking with my child	1	2	3	4	5	6
Setting rules	1	2	3	4	5	6
Making sure my expectations are clear	1	2	3	4	5	6
Making sure there are consequences when rules are broken	1	2	3	4	5	6
Modeling the behavior I expect from them	1	2	3	4	5	6
Rewarding desired behaviors	1	2	3	4	5	6

Q.17 Are there any other methods you use to influence your teen's choices?

Let's take seat belt use as an example of how you set and negotiate rules with your teen.

Q.18 When you are riding in your car with your teen, do they most often sit in the...?

- Front seat 1
- Back seat 2
- Both fairly equally 3
- Prefer not to answer 4

Q.19 How often does your teen wear a seatbelt when riding in the front seat of your vehicle?

- Never 1
- Rarely 2
- Some of the time 3
- Most of the time 4
- All of the time 5
- Never rides in the front
seat 6
- I don't know 7
- Prefer not to answer 8

Q.20 How often does your teen wear a seatbelt when riding in the back seat of your vehicle?

- Never 1
- Rarely 2
- Some of the time 3
- Most of the time 4
- All of the time 5
- Never rides in the back
seat 6
- I don't know 7
- Prefer not to answer 8

Q.21 Why does your teen use seat belts?

Avoid this question if Q19 is Never/Rarely AND Q20 is Never/Rarely (Skips to Q25)

Caller: Do not read list. Multiple answers allowed.

- Research shows it saves lives 1
- Helps prevent injuries from air bags 2
- Vehicle equipped with automatic
seat belts 3
- It's the law 4
- Habit 5
- Safety 6
- They were taught to 7
- Other: 8

Q.22 Other reason: _____

Q.23 In what circumstances does your teen choose to not buckle up?

Avoid this question if Q19 is All of the time AND Q20 is All of the time (Skips to 27)

Caller: Prompt if necessary by reading some answer choices.

- Freeway driving 1
- Local road driving 2
- Short distances 3
- Long distances 4
- When in back seat 5
- When in front seat 6
- When out with friends . 7
- Other: 8
- DK Prefer not to answer 9

Q.24 Other circumstances: _____

Q.25 Why does your teen not buckle up?

Avoid this question if Q19 is Most or All of the time AND Q20 is Most or All of the time (Skips to 27)

Caller: Prompt if necessary by reading some answer choices.

- They resist \ Don't listen at this age 1
- Peer pressure from other teens to not buckle up 2
- Lack of law enforcement \ Haven't been caught 3
- Perception that they are in a safe car \ No need 4
- Seatbelts are uncomfortable 5
- They don't think about it \ Not a habit 6
- Other: 7

Q.26 Other reasons: _____

Q.27 Thinking about your teen's seat belt usage, do you...

	Yes	No	DK Prefer not to answer
Leave it to your teens to decide?	1	2	3
Remind your teens to buckle up, then leave it at that?	1	2	3
Set rules to be followed in your car?	1	2	3
Set rules for your teens to follow when in other vehicles?	1	2	3
Have established consequences for not following the rules?	1	2	3
Enforce these rules for your teen's friends that ride in your car?	1	2	3
Plan on changing or adding rules when your teen starts driving?	1	2	3

Q.28 Please tell me how much you agree or disagree with each of the following statements on a 1 to 5 scale, where 1 is Strongly Disagree and 5 is Strongly Agree.

	1- Strongly Disagree	2	3	4	5- Strongly Agree	6-DK Prefer not to answer
Adults should wear seatbelts all the time	1	2	3	4	5	6
Teenagers should wear seatbelts all the time	1	2	3	4	5	6
Seatbelts are not necessary to protect you	1	2	3	4	5	6
Seatbelt usage should be a personal choice, not mandated by law	1	2	3	4	5	6
Most parents in my community enforce seatbelt usage with their teens	1	2	3	4	5	6
There is no point enforcing seatbelt usage with teens because they don't listen	1	2	3	4	5	6

Q.29 How often do you personally wear a seatbelt when riding in a vehicle?

- Never 1
- Rarely 2
- Some of the time 3
- Most of the time 4
- All of the time 5
- Prefer not to answer 6

Q.30 I have just a few more questions for classification purposes only.

Excluding your 13- to 15-year-old teens, how many other children under the age of 18 are living in your household?

- None 1
- 1 2
- 2 3
- 3 4
- 4 5
- 5 or more 6
- Prefer not to answer 7

Q.31 Which of the following best describes your age?

Caller: Read list.

- 18-24 1
- 25-34 2
- 35-44 3
- 45-54 4
- 55-64 5
- 65+ 6
- Prefer not to answer 7

Q.32 What racial group do you best identify with?

- Caucasian 1
- African American .. 2
- Asian 3
- Hispanic 4
- Native American ... 5
- Multiracial 6
- Other 7
- Prefer not to answer 8

Q.33 May I ask what amount best describes your total household income level?

- \$0-\$14,999 1
- \$15,000-\$24,999 2
- \$25,000-\$34,999 3
- \$35,000-\$44,999 4
- \$45,000-\$54,999 5
- \$55,000-\$64,999 6
- \$65,000-\$74,999 7
- \$75,000-\$100,000 ... 8
- Over \$100,000 9
- Prefer not to answer 10

Q.34 What is the highest level of education that you completed?

- Did not complete high school 1
- GED or high school equivalency 2
- High school graduate 3
- Some college, no degree 4
- 2-year or tech school graduate ... 5
- 4-year college degree (BA/BS) .. 6
- Some graduate level studies 7
- Master's degree 8
- Some post-graduate studies 9
- Doctoral degree (Ph.D.) 10
- Prefer not to answer 11

Q.35 What is your marital status?

Caller: Read list.

- Single 1
- Married 2
- Separated 3
- Divorced 4
- Widowed 5
- Prefer not to answer (Do not read) 6

Q.36 That is all of the questions that I have. Thank you for your time today.

Caller: Please enter control number here.

Developing and Implementing a Campaign to Engage Parents of Pre-Drivers in Encouraging Seat Belt Use for 13- to 15-Year-Olds

A program of the Rainbow Babies & Children's Hospital Injury Prevention Center,
Funded by the National Highway Traffic Safety Administration

Results of a Telephone Survey of Parents

Abstract

Introduction: As a first step in designing and testing innovative ways to prompt parents to establish and enforce rules about seat belt use, we conducted a telephone survey of parents of children in the 13 to 15 year age range to learn more about belt use habits, how parents perceive children's belt use on the continuum of safety concerns, and parental approaches to rule setting. **Methods:** Analysis was based on results of random digit dial surveys of adults who were primary caretakers of children in the 13- to 15 age range. Analysis included odds ratios, chi square tests, t-tests, and binomial logistic regression, using SPSS 15.0. **Results:** Two hundred and two respondents, with 253 children 13 to 15, completed the survey. Seventy-two percent of respondents said their teens always buckled up in all seating positions and 98 percent of respondents agreed that teens *should* always wear seat belts. While respondents cited safety, having been taught to, and habit as primary reasons for teens' belt use, few explanations were provided by the 55 respondents who said their teens did not always buckle up. Respondents who always wore seat belts were more likely than those who did not to report their teens always buckled up ($p < .001$). Forty percent of respondents scored high on a scale of parental engagement with young teens, while 38 percent scored high on a scale measuring perceived influence over teens' health-related choices. While engagement was not associated with teens' belt use, scoring high on the influence scale was associated with higher rates of teen belt use ($p = .003$) and rule setting related to seat belts ($p = .021$). While 84 percent of respondents said their relationship with their teen was very close, only 10 percent classified the average parent/teen relationship as very close. **Conclusions:** Results indicate potential interventions should address the perception that the back seat is safer and include efforts to increase parent belt use as a predictor of teen belt use. The responses of parents who said their teens did not always wear seat belts support the hypothesis that logical appeals may have little influence on changing the habits of nonusers or convincing parents to set and enforce seat belt usage rules for their young teens. The relationship between engagement and influence scores, teens' belt use, and parental rule making indicate that merely promoting strong communication between parents and their young teens will be unlikely to influence belt usage; rather, parents need to be empowered to believe that they can influence their children's behavior and decision making. However, the persistent belief that respondents had closer-than-average relationships with their young teens highlights the need for sensitivity in message development to reduce likelihood that parents will dismiss messages as being aimed at other, less engaged parents.

Introduction

The parents of pre-drivers project, funded by the National Highway Traffic Safety Administration, is designed to identify, operationalize and test innovative ways to prompt parents to establish and enforce rules about seat belt use, particularly as kids get older and spend more time in other people's cars, outside of parents' control. Among the initial steps in planning for this pilot project, the Rainbow Babies & Children's Hospital Injury Prevention Center conducted a telephone survey of parents of children in the 13- to 15 age range to learn more about belt use habits, how parents perceive children's belt use on the continuum of safety concerns, and parental approaches to setting and reinforcing rules.

Based on feedback from the multidisciplinary working group of experts in health behavior theory, psychology, child development, anthropological theory, social marketing and public health which met in January 2010 to discuss the psychosocial and cultural contexts of parent and child beliefs and behaviors, the survey was framed as an exploration of issues related to parenting young teens, rather than a seat belt survey. Initial survey questions focused on perceptions of the young teen/parent relationship and perceived parental influence in the health-related decisions and behaviors of their young teens, as well as the rule making and rule enforcement methods utilized by parents of young teens. The second half of the survey launched with the statement, "Let's take seat belt use as an example of how you set and negotiate rules with your teen," and included questions on parent and teen belt use, reasons for using or not using seat belts, what seat belt use rules were established, how seat belt use rules were enforced, and beliefs about seat belt use.

Throughout this report, the terms "teen" and "young teen" are used interchangeably to refer to children in the 13- to 15 age range.

Methods

Analysis was based on results of a random digit dial survey conducted by an independent market research firm. A list of 4,973 telephone numbers was obtained of homes in Cuyahoga County, Ohio, likely to have children in the 13- to 15 age range and likely to have household incomes between \$35,000 and \$75,000. Surveys were not limited to the three-city demonstration project site—Parma, Parma Heights, and Seven Hills, which share a school system—but attempts were made to obtain a roughly similar socioeconomic mix based on income and education level, with the understanding that the intervention site has less racial diversity than some other areas of the county. In this survey frame, calls were randomized by dialing numbers from the lists on a 10th name basis until at least 200 responses had been obtained; 4,375 dials were made to obtain 202 completed surveys. In order to participate in the survey, respondents had to be adults who were primary caregivers for children in the 13- to 15 age range.

Analysis included computation of frequencies, odds ratios and chi square testing for comparison of categorical variables, t-tests for comparison of mean scale scores, and binomial logistic regression to examine strength of relationships while controlling for demographic variables. Analysis was conducted with SPSS 15.0.

Results

Survey Sample

Two hundred and two respondents, with parent resource g253 children 13 to 15 years old, completed the survey. Seventy-seven percent of respondents had one child in the age range of interest, while 21 percent had 2. All but 4 respondents (98%) were parents and the majority of children (67%, or 158/253) were in the 8th and 9th grades. Respondents came from all corners of Cuyahoga County with 17 respondents (8%) reporting ZIP Codes in Parma, Parma Heights, and Seven Hills.

Average respondent age was in the 35-to 44 range, while median age was 45 to 54. Eighty-four percent of respondents fell into the 35- to 54 age range. The majority of respondents were Caucasian (78%), with an African-American minority (15%); only 8 of 197 respondents listed other races (3 Hispanic, 2 Native American, 1 Asian, 1 multiracial, 1 other). Median income was in the \$55,000 to \$64,999 range, while average income fell in the \$45,000 to \$54,999 range. Median education level was some college coursework, but no degree (20%). The majority of respondents (29%) were high school graduates, with no post-high school education, while 21 percent held four-year college degrees and 16 percent had 2-year college or technical school degrees.

Table 1 compares the demographics of the survey sample with those of the project intervention sites, Parma, Parma Heights, and Seven Hills. The survey sample was slightly older, with slightly higher median household incomes, and tended to be better educated than the intervention sites, although the majority of survey respondents (29%) and the majority of adult residents in Parma (37%), Parma Heights (37.5%), and Seven Hills (38%) had no education beyond the high school level. The largest difference between the survey sample and intervention sites lay in the proportion of minorities—while 15 percent of the survey sample was African American, no more than 6 percent of each intervention site was non-white. Each of the intervention sites had Asian Indian populations that equaled or exceeded their African-American populations, while only 1 of 202 survey respondents described themselves as Asian.

Teen Belt Use

Respondents were asked, “How often does your teen wear a seat belt” when riding in the front and back seats. In analysis, teens were classified as belt users only when respondents reported their teens wore seat belts all of the time, in all seating positions. Seventy-two percent of respondents (145/200) said their teen always buckled up, with 86 percent of respondents reporting teen belt use in the front seat and 72 percent in the back seat. Reported rates of teen belt use by the subset of survey respondents residing in the intervention site ZIP Codes did not differ significantly from the average for the larger pool of survey respondents ($p=.40$, when utilizing Yates’ correction to account for the small sample size of the intervention site subset).

Self reports of front seat belt use have been found to exceed observations by 8 percent to 25 percent, with over reporting highest in populations with the lowest belt use.¹⁻⁵ Self reports of rear seat belt use over report by 10 to 25 percent.⁶ Thus, even using a conservative 10-percent

estimate of over-reporting would place actual belt use in the survey population at approximately 76 percent for young teens in the front seat and 60 percent in the back seat.

Observational surveys conducted by RBIC of teen drivers and front seat passengers leaving or entering student parking lots at high schools in the intervention communities found that average belt use in 2008 was 47.5 percent before a three-week intervention campaign and 58 percent at the end of the campaign; similar counts in 2009 found belt use at 45 percent before and 57 percent after the three-week intervention period. Students observed were generally older than the 13- to 15 study age range. It is possible that belt use is higher for younger teens who are still riding with parents; conversely, it is possible that even when accounting for over reporting in the survey sample, it remains likely that young teen belt use for the telephone survey population was higher than for the intervention population.

Unless respondents replied “never” or “rarely” to questions about their teens’ belt use in *both* the front and back seats, respondents were asked, “Why does your teen use seat belts?” The question was open-ended and multiple responses were permitted. Two hundred and seventy-four different responses were given, as shown in table 2.

Table 2. Categorization of 274 reasons given for young teens’ seat belt use by 189 respondents who said their young teens wore seat belts some, most, or all of the time*

	number	% of 189 respondents
safety/to prevent injury	123	65
they were taught to	75	40
it's the law	38	20
habit	17	9
they don't have a choice/I won't start the car until everyone is buckled	7	4
to prevent injuries from airbags	6	3
personal experience (parent or family member in crash)	2	1
automatic seat belts	1	.5
just because	1	.5
because I do	1	.5
"She doesn't want to pay for the ticket."	1	.5
there are consequences if they don't	1	.5
public service announcements	1	.5

* includes 1 respondent who said his/her young teens never rode in the front seat and 5 who said they never rode in the back seat

Respondents who did not report that their young teens always buckled up in *both* the front and back seats were asked, “Why does your teen not buckle up?” The question was open-ended and multiple responses were permitted. Although 55 respondents reported that their young teens did not always wear seat belts, only 25 gave reasons for not buckling up, as seen in table 3.

Table 3. 26 reasons given by 25 respondents for young teens' non-use of seat belts (of 55 respondents who said their young teens did not always buckle up)

	number	% of 25 respondents	% of 55 respondents
they don't think about it/it's not a habit	6	24	11
in a hurry	3	12	5
forgets	3	12	5
parents don't buckle up	2	8	4
peer pressure from other teens	2	8	4
vehicle model	2	8	4
I don't know	2	8	4
perception that they are in a safe car	1	4	2
seat belts are uncomfortable	1	4	2
teen doesn't think it's important	1	4	2
laziness	1	4	2
"She may have a hamburger in one hand and fries in the other."	1	4	2
"There is less of a chance of going through the window in the back seat."	1	4	2

Parent Belt Use

Seventy-six percent of respondents (153/201) said they always buckled up, with no significant difference between female (75%) and male (78%) respondents ($p=.674$). Reported rates of belt use by the subset of survey respondents residing in the intervention site ZIP Codes (76%) was not significantly different than the average for the larger pool of survey respondents ($p=.89$, when applying Yates' correction to account for small sample size of the intervention site subset). Because the survey focused on parent/child interactions, respondents were not asked for their own reasons for using or not using seat belts. Parents who reported always buckling up were more likely to report that their children always buckled up than those who did not ($p<.001$).

As a grantee of the Ohio Department of Public Safety, RIPC is required to conduct observational surveys of belt use at National Occupant Protection Use Survey (NOPUS) sites throughout Cuyahoga County in June and September of each year. The June surveys occur immediately after the annual *Click It or Ticket* campaign and reflect the spike in usage to be expected in the immediate wake of a highly publicized enforcement and education campaign, while the September survey results can be viewed as a better reflection of typical seat belt usage in the communities observed. Observed belt use at sites in the intervention area were 82 percent in June 2009 and 68 percent in September 2009. Self-reported belt use by survey respondents, after correction for over reporting (~66%), is consistent with average observed belt usage rates in the intervention communities in periods without heightened enforcement efforts.

Respondents' Belt-Related Beliefs

Respondents were asked to rate their level of agreement on a 5-point Likert scale (strongly disagree to strongly agree) with five different seat belt-related statements. A score of 4 or 5 was considered to indicate agreement with a particular statement. Table 4 illustrates the proportion of respondents agreeing with each statement. The only significant gender difference noted in respondents' ratings involved the statement "seat belt usage should be a personal choice, not mandated by law." Male respondents were 3.1 times more likely than female respondents to agree with this statement (95% confidence interval (CI) 1.47, 6.39). High scores on the engagement or influence scales (discussed below) were not associated with likelihood of agreeing or disagreeing with any of these statements. Respondents who believed adults should always use seat belts had teens who buckled up more often, but respondents who agreed with negative seat belt statements had children who were less likely to buckle up.

Table 4. Respondent agreement with a series of statements about seat belt use, with results of tests of significance of association between providing a positive response and reporting that teens always buckled up.

Statement	% agreement	χ^2 (df=1)	p
Adults should wear seat belts all the time	91	19.19	<.001
Teenagers should wear seat belts all the time	98	<i>% disagreeing too small for analysis</i>	
Seat belts are not necessary to protect you	7.5	7.99	.005
Seat belt usage should be a personal choice, not mandated by law	19	4.36	.037
Most parents in my community enforce seat belt usage with their teens	70	1.33	.249
There is no point enforcing seat belt usage with teens because they don't listen	3	4.47	.035

Parental Engagement and Perceived Parental Influence on Young Teens' Health Behaviors

Level of parental engagement was gauged through a 17-question instrument where respondents rated level of agreement on a 5-point Likert scale (from strongly disagree to strongly agree). The scale measured the extent to which respondents believed they had active, engaged relationships with their young teens, characterized by open lines of communications and clear rules and expectations. For items with wording indicating disengagement ("My teen ignores most of what I say") responses were reversed before calculating a summed score for the instrument. Possible instrument scores ranged from 15 to 75, with higher scores indicating a greater level of engagement. The mean engagement score for the survey sample was 59.41 (standard deviation (SD) 6.85), with a range of 33 to 75. Forty percent of survey respondents (80) could be considered high engagement, with scores above the median. Likelihood of high self-reported engagement was not associated with respondent income level, race, education, or age, nor was high engagement associated with young teen belt use. Female respondents, however, scored higher on the engagement scale than male respondents, with mean scores of 60.5 and 56.5 ($t = -3.795$, $df = 200$, $p < .001$). While 51 percent of female respondents (75/147) scored high in engagement, only 27 percent (15/55) of male respondents did so ($p = .003$).

Perceived parental influence was rated through responses to a 7-question survey that rated level of agreement on a 5-point Likert scale. Respondents were asked to “rate how much influence you think you have over your teen’s choices in the following areas”: wearing seat belts, smoking, alcohol use, exercising, healthy eating habits, friends, and homework/school. Possible instrument scores ranged from 7 to 35. Mean influence score for the survey sample was 30.12 (SD 3.77), with a range of 12 to 35 and no significant gender differences ($p=.123$). Thirty-eight percent of respondents (76) had high values on this survey, scoring above the median.

Respondents believed they had more influence over seat belt use than any other behavior, as seen in table 5, but parents believed they had only moderate influence over their teens’ choices related to healthy eating, physical activity, and friends. Respondents who scored high on the influence scale were more likely to report that their children always buckled up ($p=.003$).

Table 5. Proportion of respondents believing they had a high level of influence over their teens’ behavior

behavior	respondents answering	proportion choosing 4 or 5 on a 5-point Likert scale
seat belts	191	95
alcohol	176	90
school/homework	178	88
smoking	171	87
healthy eating	145	72
exercise	139	69
friends	132	66

Respondents were asked to describe their relationships with their young teens and to categorize the *average* parent/teen relationship as very close, somewhat close, or not close at all. While 84 percent of respondents (169/201) said their relationship with their teen was very close, only 10 percent (20/197) classified the average parent/teen relationship as very close. There were no gender-related differences in responses to either question, with male and female respondents being equally likely to believe that they were closer to their teens than the average parent. Respondents who scored high on the engagement index (97%) were more likely than those who did not (74%) to report having very close relationships with their teens ($p<.001$).

Rule Setting and Enforcement Strategies

Before the survey turned exclusively to seat-belt related discussion, respondents were asked about their flexibility in enforcing rules generally and the strategies they used to influence teens to make smart choices on a range of topics. Respondents were least flexible in relation to rules about smoking and alcohol use and most flexible on rules related to exercise, as seen in table 6, with seat belt use rules falling in the upper middle of the continuum.

Table 6. Proportion of respondents who reported being inflexible on rules related to a series of issues with their young teens (inflexibility defined as choosing a 1 or 2 on a 5-point Likert scale).

subject	%
smoking	91.5
alcohol use	90
seat belt use	81.5
homework/school	76
healthy eating habits	47
friends	44
exercise	28.5

Respondents were asked to rate how often they used six different methods to influence their teens to make smart choices on a 5-point Likert scale with 1 being “never” and 5 being “all of the time.” Most respondents reiterated that talking to young teens was the most commonly reported strategy used (table 7). Just slightly more than half of respondents reported always setting rules and fewer than half reported always modeling the expected behavior.

Table 7. Proportion of respondents reporting using a series of strategies to “influence your teen to make smart choices.”

strategy	all of the time (%)	most of the time (%)
talking	67	31
making sure expectations are clear	58	35
ensuring there are consequences for broken rules	57	33
setting rules	54	35
modeling the expected behavior	44	46
rewarding desired behavior	33	43

Of 202 total respondents, 115 answered the open-ended question, “are there any other methods you use to influence your teen’s choices?” Talking to children and keeping lines of communication open was the predominant method of influencing young teens. Other responses are described in table 8.

Table 8. Additional strategies 87 respondents reported using to influence their young teens to make good decisions.

category	example	number who reported using this strategy
religion	“praying and going to church”	13
taking away privileges	“the cell phone is taken away”	12
setting a good example	“trying to be a good role model”	10
providing monetary or other rewards	“money, games, curfew extended, stereo”	7
grounding	“ground them when they do wrong”	5
corporal punishment	“talk first, then whoop second”	2

After general discussion of how parents make and enforce rules to influence their young teens’ behavior, respondents were told, “Let’s take seat belt use as an example of how you set and

negotiate rules with your teen.” Respondents were asked to think about their teen’s seat belt usage and rate their level of agreement on a 5-point Likert scale (strongly disagree to strongly agree) with seven different statements regarding their teens’ belt use. A score of 4 or 5 was considered to indicate agreement with a particular statement. Table 9 illustrates the proportion of respondents agreeing with each statement, with no significant gender differences emerging in the proportion of respondents agreeing with the different statements. Approximately half of both male and female respondents reported taking no action beyond reminding teens to buckle up. Scoring high on the engagement index was not associated with likelihood of agreeing or disagreeing with any of the statements, but scoring high on the influence index was associated with respondents’ increased levels of reporting that they set rules for teens to follow in other vehicles ($p=.021$) and established consequences for not following the rules ($p=.026$). Respondents who scored high on the influence scale (above the median) were nearly 3 times more likely to report setting rules for their teens in other vehicles (OR 2.94, 95% CI 1.14, 7.57) and more than 2 times as likely to have established consequences (OR 2.18, 95% CI 1.09, 4.36).

Table 9. Respondent agreement with a series of statements about setting and enforcing seat belt rules for their young teens.

Statement	% agreement		
	all respondents	male	female
Do you leave it to your teens to decide?	25	29	23
Do you remind your teens to buckle up, then leave it at that?	54	53	55
Do you set rules to be followed in your car?	86	78	89
Do you set rules for your teens to follow in other vehicles?	84	83	84
Do you have established consequences for not following the rules?	72	72.5	72
Do you enforce your rules for your teen’s friends that ride in your car?	91	87	93
Do you plan on changing or adding rules when your teen starts driving?	79	71	82

Twenty-three percent of respondents (46/202) said their children spent time in another household. Respondents predominantly reported that the two households shared the same values (70%) and set similar rules and limits (72%).

Conclusions and Implications for Intervention Development

The survey sample had a socioeconomic mix that was roughly similar to the intervention sites, with the exception of racial mix. Seventy-six percent of respondents said they always buckled up; factoring in a minimum 10 percent over reporting rate, self reported adult belt use was consistent with the observed belt use of 68 percent in the intervention communities.

Seventy-two percent of respondents said their teens always buckled up (145/202), with front seat belt use (86%) significantly higher than rear seat belt use (70%) ($p<.001$). Assuming overreporting of about 10 percent, we can estimate that about 1 in 4 young teens in the survey

population is not buckling up in the front seat, while 2 in 5 are not buckling up in rear seats. The intervention must address the perception that the back seat is safer, as well as the lack of direct proximity that may allow adults to more easily forget or ignore their teens' nonuse of seat belts in rear seats.

Of the 189 respondents who reported their teens buckled up some, most or all of the time, the majority (65%) said safety was the primary reason children used seat belts, while 40 percent said their children buckled up because they had been taught to do so and 20 percent said their children buckled up because it was the law. Fewer than half of respondents whose children did not always buckle up gave reasons, and those reasons did not sort into any useful categories. Not being in the habit, being in a hurry, and forgetting accounted for 12 of 26 reasons given. Those who said their teens did not always buckle up (43%) were just as likely as those who said their teens did always wear seat belts (43%) to cite safety as a primary reason for teens to wear seat belts ($p=.91$). Survey results support the hypothesis that logical appeals may have little influence on changing the habits of nonusers or convincing parents to set and enforce seat belt usage rules for their young teens when they have not previously done so.

As expected, parents who reported buckling up all of the time (and those who agreed that adults *should* buckle up all of the time) were more likely to report that their young teens always wore seat belts. Adults with negative perceptions about seat belts—believing that seat belts are not necessary for safety or seat belt laws infringe on personal freedoms—were less likely to report that their children always buckled up. Because parent belt use was positively associated with young teen's belt use, in both the front and rear seating positions, the intervention should also include efforts to increase parent belt use in the target population, with special consideration to ways to influence the attitudes of those with negative perceptions about seat belts.

An engagement index was calculated to measure the extent to which respondents reported positive communication and setting of clear rules and expectations with their young teens. Female respondents had higher engagement scores than males, and high engagement was not related to income, race, education, or respondent age. The mean engagement score was 59 on a scale of 15 to 75, with 47 percent of respondents (51% female, 27% male) scoring above the median on engagement. An influence index was calculated to measure respondents' perceived level of influence over a series of subjects related to teens' wellbeing: seat belt use, alcohol use, smoking, exercise, healthy eating, school/homework and friends. The mean influence score was 30 on a range of 7 to 35, with 38 percent of respondents scoring above the median and no gender differences emerging in perceived influence. Respondents believed they had more influence over their children's seat belt use than any other behavior, although more parents said they established and enforced rules about alcohol use and smoking than seat belts. This may be due to differences in perceived levels of seriousness of the consequences of the different activities. Intervention messages should address the gap between perceiving oneself as having a high level of influence over children's behavior and actually establishing and enforcing rules related to the behavior.

Talking to teens was the primary strategy used by respondents to influence their children's behavior. Roughly half (54%) of respondents said they always established rules to influence teens to make smart choices and less than half (44%) said they always modeled the desired behavior. Parents who scored high in engagement, indicating a belief that they had strong

relationships with their young teens and good communication, were no more likely to insist on seat belt use than those who did not. However, those who had a greater perception of their own influence over their teens' decision-making were significantly more likely to report their teens always buckled up and to report setting and enforcing rules about seat belt use. This indicates that merely promoting strong communication between parents and their young teens will be unlikely to influence belt usage; rather, parents need to be empowered to believe that they can influence their children's behavior and decision-making.

Respondents generally believed that they had closer than average relationships with their young teens. The majority of respondents (84%) classified their relationships with their teens as "very close," but only 10 percent classified the average parent/teen relationship as "very close," with no gender differences on either measure. Those who scored high on the engagement scale were more likely than those who did not to say that their relationship with their teen was "very close." The multidisciplinary working group of experts on child development and psychology were unanimous in agreeing that parents generally do not understand adolescent brain development and do not know how to adjust their communication strategies to suit their changing relationships with their young teens. The survey results indicate that parents may not be aware of this gap and perceive their relationships and their communication with their children as stronger than the average parent/young teen dyad. This finding offers both challenges and opportunities for program development and suggests a need to take care in message formulation so that parents cannot dismiss messages as being aimed at other, less engaged parents.

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Table 1. Comparison of survey and intervention site demographics

	population	median age	race (%)			median household income	highest education completed (adults \geq 25)					
			Black	White	Asian		< hs	hs/GED	some college	2 yr college	4 yr college	grad/prof work
Parma*	84,047	41.8	2.2	94.0	2.1	\$49,329	13.3	37.4	22.1	8.3	13.6	5.4
Parma Heights*	21,659	42.4	1.2	94.8	2.3	\$36,985	17.3	37.5	20.4	6.3	12.8	5.7
Seven Hills**	12,080	47.3	0.1	97.2	2.1	\$54,413	15.0	38.0	18.3	6.6	14.5	7.6
survey sample	202	45-54	15.7	80.2	0.5	\$55,000-\$64,999	2.0	28.6	19.6	15.6	20.6	13.5

* U.S. Census Bureau, 2006-2008 Community Survey

** 2000 Census



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Request For Proposal

Project Overview

Rainbow Babies & Children's Hospital Injury Prevention Center is currently working on a project to engage parents of young teens (13-15) in conveying to kids the importance of buckling up every time they're in a car and setting or maintaining rules requiring their young teens to always wear seat belts.

Motor vehicle crashes are the leading cause of death for children 8-15 years old and child restraints and seat belts are the single most effective way to decrease injuries and fatalities in a crash. The late tween and early teen years are where restraint use really begins to drop, as kids gain more independence and parent-child interactions change. There hasn't been a lot of work done in this area and not much is known about how parents view the issue or how they establish or enforce rules about seat belt use, particularly as kids get older and spend more time outside of Mom or Dad's direct control.

While there is a plethora of information given to parents on how to keep infants and toddlers safe in vehicles up through the booster seat stage, there is a gap in messaging directed to parents of kids 8 – 15 years old. Heavy safety messages then pick up again as older teens become new drivers.

The National Highway Traffic Safety Administration (NHTSA) is looking for innovative ways to reach parents and has chosen the Rainbow Injury Prevention Center to lead a demonstration project.

The demonstration project site selected is the geographic range comprising the cities of Parma, Parma Heights, and Seven Hills. All of the messaging and community outreach will be targeted to these three communities, while preventing exposure in other markets as much as possible. Success of the campaign will be measured by a third party independent evaluator based on observations of seat belt usage and parental awareness of the tween seat belt problem and the campaign. For purposes of comparison, the control site selected is the city of Lorain.

The ultimate goal of this project is to create a model program that can be replicated by cities and states interested in increasing and/or maintaining tween seat belt use through parental influence.

Recognizing that creative elements will play an important role in a successful campaign, we are looking for an agency to partner with us on this project. The Rainbow Injury Prevention Center is inviting a select group of agencies and creative firms to review this proposal and respond as to how they can partner with us as we move forward on this important project.

We are currently in the process of the first phase of the campaign, which includes assembling a multi-disciplinary working group with a wide range of specialists that can bring different ways of looking at this issue and help us develop a program that is unique and really geared to succeed in reaching parents. We've assembled a top-notch team of professionals with expertise or research interest in young adolescents' health beliefs and family influences on young adolescents' behavior, as well as the psychology of adult decision making and adult's health beliefs.

This group will meet once in early January to discuss issues related to how kids of this age think and what influences them, the parent-child dynamic in the early teen years, parents' thought processes and what's most likely to influence them, and social marketing approaches. We'll use this information to inform our early planning process and guide the creative agency selected as they begin to come up with messages and approaches. During the second half of January we will also be conducting a telephone survey of parents with at least one child in our target age range (13-15) with similar demographics found in our target communities. The agency selected also will have the telephone survey data to consult as they develop creative concepts and ideas.

Background of the Rainbow Injury Prevention Center

The mission of the Rainbow Babies & Children's Hospital Injury Prevention Center is threefold: 1) to work directly with children and families through education and outreach to decrease injury risk and improve wellbeing, 2) to share creative ideas, resources and information with all members of the Greater Cleveland community interested in protecting children, and 3) to advance the body of knowledge in unintentional injury prevention research. The Center's resources include a lending library of health and safety information and access to specialists in a wide variety of injury prevention areas, including child passenger safety, bicycle and pedestrian safety, accidental firearm injuries, driving safety programs, fire safety, youth sports safety, and poison prevention.

The center, which serves as the lead agency for the Greater Cleveland Safe Kids/Safe Communities Coalition and is home to a regional child passenger safety program, is dedicated to working with the communities we serve to help reduce unintentional injuries across the lifespan and ensure that fewer families are torn apart or disrupted by preventable injuries. The Rainbow Injury Prevention Center is the lead agency for the Cuyahoga County DUI Task Force and the Speed, Reckless and Aggressive Driving Reduction Task Force, which are comprised of local law enforcement agencies, judges, prosecutors, political leaders, businesses, schools and community members that work together to reduce drunk and drugged driving and improve traffic safety through a combination of community education and enforcement efforts. More than 40 law enforcement member agencies work together on targeted enforcement campaigns, share equipment and conduct training to improve officers' traffic safety enforcement skills.

The Rainbow Injury Prevention Center takes a population-based approach that focuses on improving environments and conditions through a combination of research and capacity building that brings partners together in developing, testing and evaluating interventions and finding approaches that really work in reducing pediatric injuries.

Proposed Scope of Work

The scope of this project will run from January 2010 through March 2011, with the majority of the creative work completed by September 2010. As currently planned, the project will require the agency to jump into our planning process as soon as they are selected. During the initial phase, the agency will have the opportunity to provide input on the pre-project parent survey questions. They also will have access to the report that results from the initial meeting of the working group of experts and the final analysis from the phone survey in order to help guide the creative process.

The main focus of the project will be to develop a creative concept/theme that is effective at reaching parents of 13-15 year olds with a strong call to action. Because of the long implementation period (11 months), the campaign will require an outreach schedule that varies methods and messages over the course of the demonstration project to ensure that messages do not get stale and are not easily ignored. However, we will need to ensure that all waves of messages conform to a coordinated program theme and are clearly branded as a single, cohesive program. Message waves will consist of the original project launch in April, 2010, a summer campaign component, back-to-school messaging in August-September, 2010, a holiday-themed component in November/December, 2010, and a back-to-school winter message from January-March, 2011.

We anticipate the bulk of the creative work to be done in the first year of the project, including the concepts that will be rolled out through 2011. It is expected that year two of the project will consist mostly of tweaking the latter phases of the campaign based on initial input and results.

Anticipated Deliverables

Based on the current action plan we anticipate the following to be deliverables from the creative agency. However, we recognize there may be changes/additions as the planning process continues, based on the input from our working group and pre-project phone surveys. At a minimum we expect the agency to provide:

- Three or four theme/design concepts for focus group testing
- Campaign theme
- Logo/creative identity for campaign
- Advertising/promotional messaging for campaign
- Examples of standard design applications, including:
 - Print and outdoor advertising layouts
 - Web page layout
 - Banners/signage/handouts
 - Direct mail
- Final electronic files of all artwork, logos, messaging, etc.

Rainbow Injury Prevention will be responsible for developing the overall campaign plan. However, as important team members, we welcome the agency's input on execution ideas, message dissemination, program launch, etc. throughout the planning process.

Selection Process/Timeline

Rainbow Injury Prevention Center will submit the requests for proposals to select agencies by Friday, December 18, 2009. Responses are due back by Thursday, Dec. 31, 2009 in order to be considered. We will invite 2 or 3 agencies for an in-person interview and capabilities presentation on Monday, January 11, 2010. Final agency selection is expected by Wednesday, January 13, 2010.

Work on the project will commence immediately upon completion of a signed letter of agreement. Initial research, including the first meeting of the working group and the pre-project phone survey of parents will be completed by the end of January 2010. Creative and message development will take place throughout the month of February, including client review and revisions. Concepts will need to be ready for consumer focus group testing no later than March 8, 2010.

Based on feedback from the consumer focus groups and NHTSA, the agency will need to rework creative concepts between March 22 and April 2, 2010. Final artwork needs to be approved by all parties by April 9, 2010.

Response Requirements

Please respond to the following questions and provide the necessary attachments in your response.

1. Explain your agency's most relevant experience to the campaign outlined above. Of particular interest is any social marketing experience, behavior change campaigns, and/or any experience targeting teens/tweens and their parents. Include an overview of the project/campaign and examples of creative elements developed by the agency.
2. Outline the process your agency undergoes at the beginning of a new project. What steps are involved, what is the optimal timeframe, what type of involvement is required on the client end? What is the agency's overall philosophy/approach?
3. Specify the compensation method you would suggest for this engagement. Indicate what budget options exist – fixed project fee, fee for time, blended rates, other options. Include estimated hourly rates and any discounts allowed for non-profit clients.
4. Describe the team that would be assigned to this project. Include the names, titles, and bios of key team members.
5. Provide 3 client references.

Responses may be sent via e-mail to jennifer.walker@uhhospitals.org or via mail to:

Jennifer Walker
Rainbow Injury Prevention Center
10524 Euclid Avenue, WLK 3024
Cleveland, OH 44106-6039
[redacted]

All responses must be received by 5:00 p.m. on Thursday, Dec. 31, 2009.

Just Get It Across Project Budget

	Quantity/Cost per Unit	Description	Funding Requested	Year 1	Year 2
Personnel					
Project Coordinator	1.0 FTE		\$109,782.04	\$ 54,080.00	\$ 55,702.04
Totals			\$109,782.04	\$ 54,080.00	\$ 55,702.04
Fringe Benefits					
Fringe Benefits		31.00%	\$31,792.79	\$ 14,525.16	\$ 17,267.63
Totals			\$31,792.79	\$ 14,525.16	\$ 17,267.63
Travel & Transportation					
Local mileage	2,500 miles	2,500 miles \$0.55 per mile for local travel	\$1,375.00	\$ 688.00	\$ 687.00
Air Travel	2 flights X \$213	Required attendance at one meeting for two people	\$426.00		\$ 426.00
Meals	2 days X \$35	Required attendance at one meeting for two people	\$70.00		\$ 70.00
Hotel	2 nights X ~289 + tax	Required attendance at one meeting for two people	\$1,200.00		\$ 1,200.00
Total Travel			\$3,071.00	\$688.00	\$2,383.00
Direct Materials					
Supplies and materials		Expendable supplies, materials and incentives	\$50,750.00	\$ 10,000.00	\$ 40,750.00
Printing and Photocopying	n/a	Printing/photocopying of surveys and materials	\$2,500.00	\$ 1,500.00	\$ 1,000.00
Total Direct Materials			\$53,250.00	\$11,500.00	\$41,750.00
Contractual					
Police Department of Intervention Community		Contract with local law enforcement agency for high visibility, targeted, enforcement	\$15,000.00	\$ 5,000.00	\$ 10,000.00
Focus groups of parents		Development of two facilitated experience conversation and question guides (one for each constituency) Delivery of four pre-message sessions (two per constituency) Video-recording of event Post-event analysis Delivery of final report and recommendations	\$0.00	\$ -	\$ -
Media Placement		billboards, cable, movie theater, weekly paper	\$25,000.00	\$ 5,000.00	\$ 20,000.00
Telephone surveys	1	pre-project telephone survey of parents	\$10,000.00	\$ 10,000.00	
Marketing Firm		develop messages and assist with implementation	\$81,275.70	\$ 40,000.00	\$ 41,275.70
Total Contractual			\$131,275.70	\$ 60,000.00	\$ 71,275.70
Total Direct Charges			\$329,171.53	\$140,793.16	\$188,378.37
Indirect Charges - 30%			\$98,751.46	\$42,237.95	\$56,513.51
Totals			\$427,922.99	\$183,031.11	\$244,891.88

