

Diverse Populations: Techniques to Increase Seat Belt Use

Colorado River Indian Tribes
Tribal Motor Vehicle Injury Prevention Program

Hannah Ward-Harper, Coordinator
26600 Mohave Road | Parker, AZ 85344
928.669.1253 | hannah.harper@crit-nsn.gov



The Colorado River Indian Tribes
Tribal Motor Vehicle Injury Prevention Program

Presents:

*"Effective Results through
Law Enforcement Injury Prevention"*

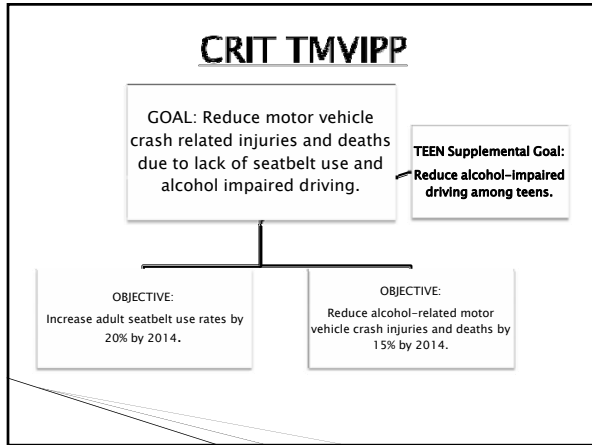
Colorado River Indian Tribes



- Four distinct Tribes – the Mohave, Chemehuevi, Hopi and Navajo.
- ~4,070 active Tribal members.
- Located along the Colorado River (focal point and lifeblood of the area) in AZ and CA (~300,000 acres)
- Parker, AZ is primary community (combination of Tribal land, leased land owned by CRIT, and land owned by non-Native Americans).
- Unique aspect: among other Native American reservations, CRIT's land base lies in 2 states, 3 counties, and incorporates multiple law enforcement jurisdictions.

CRIT Tribal Motor Vehicle Injury Prevention Program

- ▶ Funding Recipient – Colorado River Indian Tribes (CRIT)
– Lead Tribal Department for Project – CRIT Police Department
- ▶ Funding Agency – Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention and Control (NCIPC)
- ▶ Funding Cycle – Four years; 2010–2014
- ▶ Funding Type – Cooperative Agreement
- ▶ Funding Amount \$70,000 per year
–2012 Supplemental award for Teen Driver DUI Prevention of \$32,000



CRIT TMVIPP

Effective Strategies

Reduce alcohol-impaired driving among high-risk groups.

- Selected because the police department felt that it was a major concern due to high incidences of DUIs.

Increase safety belt use among low-use groups.

- Selected because there was no program promoting seatbelt use and CRIT was already receiving child safety seat program funding.

CRIT TMVIPP
MAJOR PROJECT INTERVENTIONS

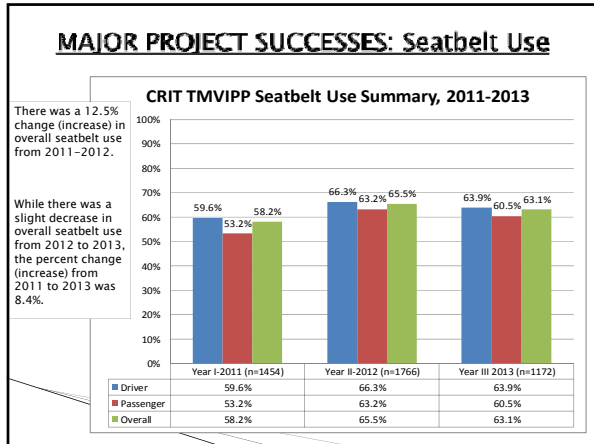
| ENFORCEMENT | EDUCATION | MEDIA | POLICY CHANGE |
|---|---|--|---|
| <p>Activities:</p> <ul style="list-style-type: none"> • Checkpoints • Pro-active patrols • Increase warnings/citations/arrests • Community Involvement | <p>Activities:</p> <ul style="list-style-type: none"> • Community and School Outreaches • DUI impact panels • Campaigns • Training (Officers, Partners) • Data collection (MVC's, seat belt use, community surveys) | <p>Activities:</p> <ul style="list-style-type: none"> • Radio • Theater • Print • Casino Marquee • Website • Local TV • Campaign | <p>Activities:</p> <ul style="list-style-type: none"> • Community Safety Advisory Board Task Force • Law & Order Code Amendments <p>Importance</p> <ul style="list-style-type: none"> • Sustainable • Community-Oriented • Enforceable |

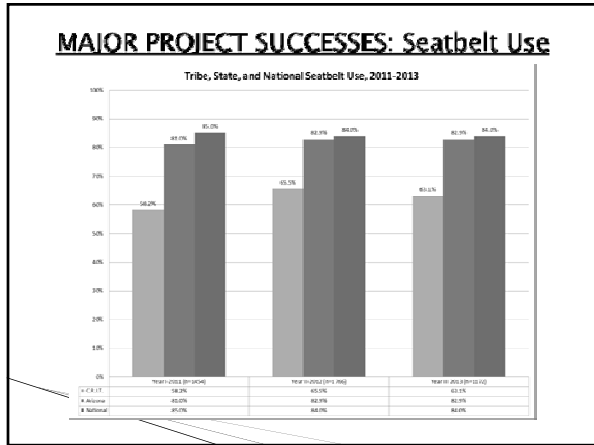
CRIT TMVIPP
Data Collection


- **Collection Methods**
 - Seatbelt Observations using IHS/UNC protocol
 - 35 locations
 - 2011 - 1,265 obs.
 - 2012 - 1,427 obs.
 - 2013 - 1,138 obs.
 - Written Seatbelt Surveys
 - Conducted in 2011 & 2013
 - 2011 - 83 survey resp.
 - 2013 - 107 survey resp.
 - A) Survey Respondent Information; B) Seat Belt Knowledge / Outlook; C) Seat Belt Enforcement Knowledge/Outlook; and D) Seat Belt Use Outreach
 - Police Crash Reports
 - Pre-project data baseline through current 2009-2014.
 - Seatbelt Warnings/Citations, CSS Warnings/Citations, DUI Arrests, MVCs, MVCs with either injuries or fatalities, Alcohol-involved MVCs.

MAJOR PROJECT SUCCESSES


- Total of 14 Outreach Events
 - Approximately 4500 contacts made.
- Total of 19 Media Outlets Used
 - \$4,976 spent on media for advertisements that promoted seatbelt use.
 - Approximately 70,000 people reached with media messages.
- Total of 4 Seatbelt Checkpoints Conducted
 - 1,379 contacts made at checkpoints.
- Written Survey Results - 2013
 - Respondents who 'always' use their seatbelt is 63%
 - (26.9% increase from Project Year 1 survey results)
 - Respondents who feel that it is important to use seatbelts to avoid serious injury is 93%
 - (29% increase from Project Year 1 survey results)
 - Respondents who feel that seatbelt effectiveness is 'very helpful' and 'somewhat helpful' is 99%
 - (2% increase from Project Year 1 survey results)







Hopi TMVIPP



| Successes | Methods | Things to consider |
|--|--|---|
| <ul style="list-style-type: none"> • Passage of new seat belt law | Coalition provided language to tribal leadership to consider | Be sure to clearly identify important items (primary vs. secondary) |
| <ul style="list-style-type: none"> • Passage of new child restraint laws | Instead of using child's age, used height/weight | Is law enforcement familiar with seat types and requirements? |
| <ul style="list-style-type: none"> • Passage of law to address passengers riding in bed of trucks | Made argument about not having any restraint systems in back of trucks | Will the law apply to all roads (i.e. dirt roads) |

CRIT TMVIPP: Next Steps



Let's Hear it Click... Buckle Up CRIT!

- Include a primary seat belt law in the tribal code, update child car seat law.
- Continue outreach and education to the community on the importance of seat belt and car seat use.
- Continue to seek out and apply for funding that supports car seat programs and highway safety initiatives.

IMPLICATIONS FOR YOUR WORK

- Secure data sources and a database.
 - Partner with Law Enforcement to conduct enhanced enforcement events.
 - Seek outreach opportunities to share traffic safety education.
 - Use local media outlets to advertise traffic safety messages. (FREE and PAID)
 - Collaborate with programs that have similar focus areas (i.e. injury prevention, highway safety, car seat promotion, or community safety/awareness).
 - Continue to seek out and apply for any funding sources.
- NOTE: A lot of funding applications require data.
- Be informed about current traffic laws and updates.



Thank You For Your Attention

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www.critpd.srtbrc.org (CRIT PD Website)
<https://vimeo.com/77808881> (LIVE Campaign Online Video)
