PONTE EL CINTURÓN
Project Summary

- Multifaceted approach
  - Media
    - Market Research
    - TV
    - Radio
    - Social Media
  - Law Enforcement
    - Utah Highway Patrol Task Force
    - Multi-Agency Task Force
    - Involvement with Community Projects
  - Community/Grassroots Involvement
    - Three most populated counties in Utah and highest Hispanic populations
    - Grant funded by Utah Highway Safety Office
Seat Belt Use Among Utah Hispanics

- Over a five year period from 2011 to 2015, 165 Hispanics were killed on Utah’s roadways.
- Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths.
- 56% of traffic fatalities involving this population occur in Salt Lake, Weber and Utah counties, where approximately 78% of the state’s Hispanic population lives.

51% of statewide fatalities were unrestrained.
58% of Hispanic fatalities were unrestrained.

Source: U.S. Census Bureau; 2010 Census.
Culture is a learned system of knowledge, behaviors, attitudes, beliefs, values, and norms that is shared by a group of people (Smith, 1966). In the broadest sense, culture includes how people think, what they do, and how they use things to sustain their lives. Cultural diversity results from the unique nature of each culture. The elements, values, and context of each culture distinguish it from all others (Beebe, Beebe, & Redmond, 2005).

Hispanics in the United States includes any person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. Latinos are people of Latin-American descent (Webster’s 3rd International Dictionary, 2002). Widespread use of the term “Hispanic” began in the 1970s, when the Census asked individuals to self-identify race (Black/African-American, White/Caucasian, Asian, or Native American) or of mixed race. In the 2000 census, seven million respondents designated themselves as multicultural; 48% of Hispanics identified as “White only,” 2% of Hispanics identified as “Black only,” 42% of Hispanics identified as “Some other race,” and 17% of Hispanics also reported belonging to two or
Hispanic Seat Belt Program Focus Groups

- Utah Highway Safety Office commissioned The Hispanic Marketing Factory to conduct market research to better understand Utah’s Hispanic seat belt usage;
- Attitudes, behaviors, habits and cultural characteristics regarding driving and safety;
- Key drivers and barriers for Hispanic seat belt usage;
- Strategies, tactics and ideas for how the Utah Highway Safety Office can better emphasize the importance of seat belt safety to the Hispanic community; and
- How best to communicate seat belt safety through a PSA campaign.
Methodology

- Qualitative Research - Discussion Groups
  - Conducted in Spanish
    - Hispanic
    - Fluent in Spanish
    - Ages 20 to 55
    - Participants reside along Utah’s Wasatch Front (roughly Ogden to Provo)
Demographics

- 17% had 5 years or less in the US
- 45% had 6-10 years
- 38% had 11-20 years
Responses

- 75% of respondents say they always wear a seat belt when driving alone
  - 2% never
  - 14% sometimes
  - 10% usually

- Respondents wear seat belts because it is the law and for their safety

- Reasons for not wearing seat belt:
  - It’s uncomfortable
  - Pretend to use seat belt to avoid ticket (drape over shoulder)
  - Driving short distances

- Over 50% of respondents use seat belts when a passenger

However, passengers will usually wear their seat belt if asked to
Passenger Seat Belt Usage – Front Seat vs. Back Seat

- Reasons for not wearing: Uncomfortable, won’t get a ticket in backseat, less dangerous, peer pressure, etc.
Seat Belt Usage of Parents Driving with/without Children

- Parents who don’t always wear their seat belt are **more likely to wear seat belts when their kids are in car**.
- 93% of parents encourage their children to wear seat belts

- Parents often will wear seat belt when **kids remind** them to and because they want to be a **good example** to their kids
- Parents may **encourage** the children to buckle up, but **kids don’t always listen**
- Some parents only **encourage** their children if child is in the **front seat**
Seat Belt Laws in Country of Origin

- More than half of the respondents claim laws are not enforced in the country of their origin

Cultural Influence

- More than half did not feel their culture affected their seat belt usage
- Those who feel their culture affects their seat belt usage say it is because it is hard to change habits
Test Materials

https://www.youtube.com/watch?v=5TtsIUYjJjc
Conclusions and Recommendations

■ One-in-four don’t always wear their seat belt when driving alone
■ Many don’t wear their seat belts as passengers or in backseat
■ Continue work on making Hispanics aware of the consequences of not wearing a seat belt (i.e. ticket, accident) and/or the benefits of wearing them
  – Many people shared stories about how accidents have changed their habits
  – Participants recommend making tickets more expensive and increase with number of tickets received, i.e. $100/ ticket, each incident escalates, plus jail time or community service
■ The ads are effective overall
  – Participants said they are hard to connect with because the scene in the video is an affluent family
  – Some felt the ads targeted children
  – We need to connect with more people
■ Children affect attitudes and behaviors of parents
  – Utilize children in communication when appropriate
TV Spots

Telemundo, Univision, Estrella TV and Mundo Fox

- Hispanic Media Tours looking for support from the Hispanic media
  - More than $250,000 in TV value
  - More than $175,000 Radio value
  - Live interviews and TV segments at Telemundo and Univison
  - Super Click appearance in press conference at Capitol Hill
  - Live coverage of the last TV Shooting from Telemundo, Univision and KSL
More TV Spots

https://www.youtube.com/watch?v=PqdupUYNiU
More TV Spots
Print materials

La Ley: Todos los pasajeros de un auto deben ponerse el cinturón de seguridad y los niños deben usar un asiento infantil o un asiento elevador (booster) hasta los 8 años de edad.

Recuerda que los cinturones de seguridad salvan vidas. Si tú o algún pasajero en tu vehículo no tiene puesto el cinturón de seguridad apropiadamente, podrías ser multado por una multa. Si no tienes el cinturón de seguridad apropiadamente puede ser ansiosa y se puede llegar a pasar tiempo en el cinturón.

El cinturón de seguridad es la forma más sencilla y efectiva de seguridad en los autos, para prevenir lesiones severas o la muerte en un accidente.

Usar el cinturón de seguridad ayuda al conductor a mantenerse en su asiento y a controlar el vehículo en el momento de un accidente.

En el momento del choque, las pasajeros sin cinturón de seguridad se convierten en proyectiles, incrementando el riesgo de lastimarse o matar a otros dentro del auto, hasta en un 40%.

- PROTEGE A TU FAMILIA
- EVITA PROBLEMAS
- SALVA TU VIDA

Visita: www.PonteElCinturon.com
PONTE EL CINTURÓN
Los hispanos en Utah conforman cerca del 15% de la población del estado, hay más de 400,000 hispanos en Utah. El 78% de los hispanos vive en tres condados, Salt Lake, Utah y Weber y más de la mitad de los accidentes mortales de tránsito en donde han estado involucrados algunos hispanos, han ocurrido en estos tres condados.

El 62% de las víctimas no tenía puesto el cinturón de seguridad, la mayoría de ellos estaba entre los 15 y 24 años de edad, y el 68% de ellos eran

¡Yo también quiero ser un Super Héroe!

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Social Media

PONTE EL CINTURÓN

Llévalos a su entrenamiento de fútbol de forma segura. Asegúrate de que se pongan el cinturón.

Take them to their soccer practice in a safe manner. Make sure you put on seat belts.

Rate this translation

Create a Page
Es responsabilidad del conductor asegurarse de que los pasajeros mayores de 15 años se pongan el cinturón.

It's the driver's responsibility to ensure that the passengers over the age of 15 years put on seat belts.
FELIZ DÍA MAMÁ.

POR FAVOR,

PONTE EL CINTURÓN
Recuerde que con un simple "click" usted podría salvar la suya también.

See Translation

Crashes are the number one cause of deaths of children between 1 and 13 years. Learn how to prevent deaths and injuries by using the security system that is appropriate to each age and size.

See Translation
Law Enforcement Support

- Utah Highway Patrol Task Force
  - Support for Community Events
- Involvement with Community Grants
MULTI-AGENCY TASK FORCES:

- Law Enforcement Agencies in 4 most populated counties

HISPANIC SEGMENTATION — U.S. BORN HISPANICS

- U.S.-born Hispanics exhibit distinctly different behaviors from their immigrant parents
  - Language preference
  - Cultural identification

- Third-generation Hispanics are even more unique
  - May no longer speak Spanish

- There is more to reaching Hispanic consumers than just Spanish
  - Although, it sends a message of respect & they want my business
  - However, English-dominants are the future of the American Hispanic population.
Ser un Trooper del Highway Patrol de Utah es una gran oportunidad para ti.

Aplica en: www.statejobs.utah.gov
Community/Grassroots Involvement

- Three most populated counties in Utah and highest Hispanic populations
- Health Department staff/contract employees
- Grant funded by Utah Highway Safety Office
Salt Lake County

- “¿Sabias Que?” or “Did You Know?” Traffic Safety class
  - Curriculum addresses traffic laws including seat belts, distracted driving, and car seat education including car seat checkpoints
- Outreach education activities and classes to teen moms
- Prenatal classes at local hospitals
- Monthly car seat classes and car seat checkpoints
- Latino Traffic Safety Committee (LTSC) plans, coordinates, and implements events/activities in coordination with WVC Latino population. Focus on Latino businesses, Latino agencies, and car dealerships with specific outreach efforts to Latino clients.
- Working with Mexican Consulate to provide seat belt education
Salt Lake County
Utah County

- Partnerships with law enforcement, Migrant Head Start, Parks and Recreation, Centro Hispano, and local businesses
- Soccer and football leagues/tournaments
- The Provo City Police Department held a “Latino-Americano” event where officers played soccer with families and promoted seat belts and safe driving through conversation and educational materials
- Monthly car seat classes and car seat checkpoints
- Work with area religious communities
Weber/Morgan County

- Parent Night Classes taught in Spanish at local High Schools
- Community events, surveys, and distribution of educational materials
  - Latinos in Action at Weber State University. Reached 1600 students
  - Indoor Soccer Leagues
  - Head Start - one car seat class and one Ponte Buckle Up Pledge event
  - Monthly car seat classes and car seat checkpoints
- Advertising with local movie theater
  - Posters and videos (summer)
- Latinos United Promoting Education and Civic Engagement (LUPEC) and the Hispanic Chamber of Commerce
Weber/Morgan County
Plans for the Future

- New media partnership with Zero Fatalities

https://www.youtube.com/watch?v=BdmLgtBQfaE
Plans for the Future

- New media partnership with Zero Fatalities
Plans for the Future

- Community Grants are ongoing
- Continuing to create impactful media materials
  - *New media spots*
  - Translation of *ClickItUtah.org*
- Continue task force partnerships
- Market Research Follow-Up
Questions?

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