



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**



DOT HS 813 333

February 2023

Building Community Support for Seat Belt Enforcement: Implementation of *Buckle Up Like A Champion Today* in Norman, Oklahoma

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Suggested APA Format Citation:

Lococo, K. H., Alonge, M., Lantz, C., Schaeffer, R., & Bieski, A. (2023, February). *Building community support for seat belt enforcement: Implementation of Buckle Up Like a Champion Today in Norman, Oklahoma* (Report No. DOT HS 813 333). National Highway Traffic Safety Administration.

Technical Report Documentation Page

1. Report No. DOT HS 813 333		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle Building Community Support for Seat Belt Enforcement: Implementation of <i>Buckle Up Like a Champion Today</i> in Norman, Oklahoma			5. Report Date February 2023		
			6. Performing Organization Code		
7. Authors Kathy H. Lococo, Mark Alonge, Colleen Lantz, Robert Schaeffer, Ashley Bieski			8. Performing Organization Report No.		
9. Performing Organization Name and Address TransAnalytics, LLC 336 West Broad Street Quakertown, PA 18951 Highway Safety Network 405 West Norwegian Street Pottsville, PA 17901			10. Work Unit No. (TRAIS)		
			11. Contract or Grant No. DTNH22-15-C-00022		
12. Sponsoring Agency Name and Address National Highway Traffic Safety Administration 1200 New Jersey Avenue SE Washington, DC 20590			13. Type of Report and Period Covered Final Report		
			14. Sponsoring Agency Code		
15. Supplementary Notes Alexandra Holliday and Alexander W. Sinclair were NHTSA's technical representatives.					
16. Abstract <p>This demonstration program used a holistic, multi-faceted approach containing Data-Driven Approaches to Crime and Traffic Safety (DDACTS), seat belt enforcement, community partner activity, education, and outreach to increase public support for enforcement and increase seat belt use. The Norman, Oklahoma, Police Department and its community partners participated in the planning and implementation of the <i>Buckle Up Like a Champion Today</i> program from 2016 to 2019. By focusing enforcement on high-risk areas for seat belt nonuse, law enforcement maximized reach of enforcement efforts to those who may not buckle up. The education program focused on the importance of seat belt use to save lives, emphasizing the public safety aspect of seat belt enforcement and outreach. Due to unforeseen circumstances, the program could not be implemented as planned. There were challenges with promoting the <i>Buckle Up Like a Champion Today</i> message, and citations for seat belt violations remained stable during the program period. An independent program evaluator found that the slight increase in seat belt use rates between pre- and mid-intervention in Norman could not be attributed solely to the <i>Buckle Up Like a Champion Today</i> program because seat belt use rates in the control area also increased. The evaluator also found no change in the community's attitudes toward the enforcement of seat belt laws. This report concludes with lessons learned and promising practices for applying DDACTS to seat belt programs and for engaging community partners to implement seat belt programs.</p>					
17. Key Words seat belt, occupant restraint, high visibility enforcement, community-oriented policing, COP, data-driven approaches to crime and safety, DDACTS, demonstration project, social norming			18. Distribution Statement This document is available to the public from the DOT, BTS, National Transportation Library, Repository & Open Science Access Portal, rosap.ntl.bts.gov .		
19. Security Classif. (of this report) Unclassified		20. Security Classif. (of this page) Unclassified		21. No. of Pages 66	22. Price

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Acknowledgments

We express our sincere gratitude to the Norman Police Department (NPD) for its 3-year planning and implementation efforts in the *Buckle Up Like a Champion Today* program. This project could not have been completed without the thoughtful contributions, focus, and departmental direction of Captain Shawn Hawkins (serving as program enforcement coordinator) and Chief Keith Humphrey. Sincere thanks to Sarah Jensen, NPD's public information officer, for coordinating the community partnership meetings, plus design and dissemination of the hundreds of program social media posts, press releases, and PSAs. Additional thanks are extended to Jason Redden, NPD's crime data analyst, whose expertise was essential in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) hot-spot identification for the planning of seat belt enforcement zones, and for his endless hours extracting and summarizing data to permit analyses of program effectiveness. We also offer thanks to the officers who participated in enforcement and partner planning meetings, offering suggestions for slogan and logo development, and ideas for public outreach, as follows:

- Lt. Cary Bryant, Community Outreach Unit
- Shawn Creger, Citizen's Police Academy Alumni Group president
- MPO Heather Glazier, school resource officer, Norman High School
- Officer Neelon Greenwood, school resource officer, Norman High School
- Sergeant Jacob Hunt, community-oriented police officer
- Officer Ali Jaffery, community-oriented police officer
- Deputy Chief Jim Maisano
- MPO Casey McCallister, school resource officer, Norman North High School
- Sergeant Kent Mosley, school resource officer, Norman North High School
- Lt. Jeff Robinson, Traffic Enforcement Unit
- Lt. Sean Tuschmann, school resource officer, Norman High School
- Lt. Chad Vincent, school resource officer program
- Sergeant Thomas Zermeno, community-oriented police officer

This project would not have been possible without the efforts of the many NPD officers who volunteered to work overtime to enforce the Oklahoma's occupant protection laws in the DDACTS zones for this project. To them, we offer our sincere thanks.

And finally, our thanks to the community partners who participated in logo and slogan design and in the planning of community outreach efforts:

- Kayla Brandt, Norman Chamber of Commerce, VP communications
- Rhett Burnett, Cleveland County Sheriff's Office, undersheriff
- Chief Jose Chavez, Cleveland County Sheriff's Office
- Breea Clark, East Side Business Association/Norman city council member
- Dr. Patrick Cody, Norman Regional Hospital, medical director EMSSTAT/NPD SWAT team medic
- Jeff Davis, State Farm Insurance, public affairs specialist
- Tonya Faires, Norman Regional Hospital, Nursing/Patient Care
- Leslie Gamble, AAA Oklahoma

- Laura Gamino, Oklahoma University Student Affairs
- Melissa Heron, Norman Regional Hospital, Marketing & Communications
- Pam Stottman, SAFE KIDS Oklahoma, child passenger safety coordinator
- Lisa Griggs, Norman Senior Center, senior program coordinator
- Samantha Harcrow, Oklahoma Highway Safety Office, program manager
- Fred Henderson, fire marshall, Norman Fire Department
- Cassandra Herring, Safe Kids Oklahoma
- Trooper Chris Lyles, Oklahoma Highway Patrol
- Cody McDonell, Oklahoma Highway Safety Office, communication director
- Wes Moody, Norman Public Schools, communication director
- Katie Mueller, Oklahoma Highway Safety Office, program chief law enforcement programs administrator
- Cindy Nashert, State Farm Insurance/Norman Public School Board of Education
- Erin Patton, Campus Corner Association executive director
- David Randolph, fire inspector, Norman Fire Department
- Krystyn Richardson, co-owner, Bold Multimedia (branding/marketing)
- Clark Stroud, Oklahoma University Student Affairs

Executive Summary

This demonstration program used a holistic, multi-faceted approach containing Data Driven Approaches to Crime and Traffic Safety (DDACTS), seat belt enforcement, community partner activity, education, and outreach to increase public support for enforcement and increase seat belt use. The Norman (Oklahoma) Police Department (NPD) and its community partners participated in planning and implementation of the *Buckle Up Like a Champion Today* program from 2016 to 2019. By focusing enforcement on high-risk areas for seat belt nonuse, law enforcement maximized reach of enforcement efforts to those who may not buckle up. The education program focused on the importance of seat belt use to save lives, emphasizing the public safety aspect of seat belt enforcement and outreach.

The implementation team collaborated with NPD's public information officer, crime data analyst, and NPD captain to launch the program. Activities included (1) identification and engagement of key community partners to assist in branding the program and to design, disseminate, and communicate enforcement messages; (2) data collection to analyze program outcomes and conduct a hot-spot analysis of crime and crash data to identify enforcement zones; and (3) increased enforcement of the State's occupant protection laws coupled with education and outreach during the 15-month enforcement period.

The implementation team trained officers and supervisors in Below 100, a program designed to reduce law enforcement deaths to below 100 a year. Consultants from the International Association of Directors of Law Enforcement Standards and Training (IADLEST) and U.S. DOT's Transportation Safety Institute (TSI) supported patrol officer and supervisor training that included Traffic Occupant Protection Strategies (TOPS) and DDACTS for supervisors. TOPS is law enforcement training regarding the role of a seat belt in a crash and information about seat belt laws. IADLEST developed a roll-call format to train sworn patrol officers in DDACTS over eight 15-minute sessions to accommodate NPD's staff shortages preventing its participation in the full 2-day course.

NPD and its community partners participated in planning meetings to design the logo, discuss ways to leverage the NPD's campaign message, and assist with program event planning. NPD and its partners agreed on the slogan *Buckle Up Like a Champion Today* as it had potential to resonate with the community as a positive association with the *Play Like a Champion Today* slogan of the University of Oklahoma's (OU) football team.

A program kickoff event on April 16, 2018, at Campus Corner in Norman, next to the OU campus, featured the NPD; the Oklahoma Highway Safety Office (OHSO); NHTSA's Region 6 Office; community partners from AAA Norman, State Farm, and the Norman School Board; and the OU spirit team with its mascot, "Boomer." The mayor of Norman proclaimed April 16, 2018, as the kickoff of *Buckle Up Like a Champion Today* in the city.

The project funded a variable message board (VMB) and eight 4x4 *Traffic Enforcement Zone* and *Seat Belt Enforcement Zone* signs. NPD's *Buckle Up Like a Champion Today* enforcement plan involved five to seven officers voluntarily conducting seat belt enforcement in the identified DDACTS zones on overtime, funded with NPD's OHSO grant. The activity was made highly visible using the *Seat Belt/Traffic Enforcement Zone* signs, the VMB displaying the campaign slogan "24/7" in locations throughout the city, and NPD's PIO education and outreach

messaging using Facebook and Twitter. NPD collaborated in joint operations with the Oklahoma City Metro Police, Oklahoma Highway Patrol, the Cleveland County Police, and the Purcell Police Department. NPD officers logged 1,465.75 hours on project-targeted details. The PIO made 500 campaign-related social media posts, created 12 press releases describing seat belt enforcement activities, and designed eight PSA messages and graphics for the Norman public access channel. The campaign was featured in print news stories, monthly PSAs on local sports talk radio, and TV news spots covering NPD's various occupant protection and enforcement projects. NPD participated in 12 community events and various civic group meetings where it disseminated project-related material.

An independent evaluation team collected and analyzed data before, during, and following program implementation to determine program effectiveness, including community seat belt use and changes in community attitudes toward lack of restraint use and seat belt law enforcement. A separate NHTSA final technical report presents the program evaluation methods and findings (Decina & Alonge, in press).

During the 15-month program period when officers worked in the appointed DDACTS zones, NPD wrote about the same number of seat belt citations on average per month as before the program began (102.19 to 102 on average per month, respectively). However, there was a reported increase in written seat belt warnings, going from 17.53 to 37.07 warnings on average per month from before to during the program.

The evaluation team performed community seat belt use observations in Norman before program implementation, at mid-program, and at program end. The evaluation team also performed community seat belt use observations in an Oklahoma control city, Broken Arrow, in a different media market with similar size and demographic characteristics to evaluate the effectiveness of the Norman program. Seat belt use in both Norman and Broken Arrow increased between pre- and mid-intervention. By program end, seat belt use in Norman fell to pre-program level, while in Broken Arrow seat belt use continued to increase. The evaluation team concluded that Norman's *Buckle Up Like a Champion Today* program was not independently responsible for the increase in restraint use at mid-program, and proposed that a Statewide belt use campaign may have influenced driver behavior in both cities over the study period, and/or that belt use in Norman regressed toward the mean by program end. Community attitudes about seat belt use and enforcement were similar in both cities and remained at pre-program level across the 15-month program period.

While the community partners were enthusiastic about the program and willing to participate in the public education and outreach efforts, their participation in public outreach activities were constrained by city government regulations that permitted only the NPD PIO to push the campaign message. Barriers to local high school participation in a seat belt challenge included an already-full high-school curriculum and school board sensitivity regarding seat belt checkpoints and enforcement strategies on school property. In addition, there were barriers that prevented completion of high school PSAs within the program period.

This project demonstrated that a local police department using the DDACTS model could successfully incorporate seat belt citation and unbelted crash data to plan and conduct seat belt enforcement details. Circumstances prevented the program from being implemented as planned, possibly contributing to the program activity not being associated with an increase in observed

seat belt use. There is still great value gained from the years of planning and activity completed by the NPD to take part in this initiative in the form of lessons learned and some promising practices. NPD showed that a law enforcement agency with limited resources could incorporate unbelted crash and seat belt violation data to identify DDACTS zones, as a result the traffic safety community learned new things regarding application of DDACTS. In addition, this effort reflects lessons learned with respect to engaging community partners and executing a community-based seat belt program.

Introduction

Background

In 2017, there were 23,551 occupants of passenger vehicles (passenger cars, pickup trucks, vans, and SUVs) who died in motor vehicle crashes in the United States. Of those killed where restraint status was known (21,464), 47% were unrestrained at the time of the fatal crashes. The National Highway Traffic Safety Administration estimates that seat belts saved the lives of 14,955 passenger vehicle occupants age 5 and older in 2017, and if all passenger vehicle occupants age 5 and older had worn seat belts, an additional 2,549 lives could have been saved (NCSA, 2019).

Factors associated with higher percentages of unrestrained fatalities include being 25 to 34 years old, being male, driving pickup trucks, driving at night, and secondary seat belt laws (NCSA, 2019). In 2017, the 25-to-34 age group had the highest percentage of unrestrained passenger vehicle occupants killed (59%), followed by the 21-to-24 age group (57% unrestrained). When restraint use was known, 51% of male fatalities and 39% of female fatalities were unrestrained passenger vehicle occupants. When restraint use was known, restraint use of fatally injured drivers of passenger vehicles varied by vehicle type: 59% of the drivers of pickup trucks were unrestrained compared to 52% of SUV drivers, and 41% of passenger car and van drivers. Passengers in pickup trucks also had the highest proportion of unrestrained fatalities (62%), followed by passengers in SUVs (53%). When restraint use was known, higher percentages of unrestrained occupant fatalities in passenger vehicles occurred at night (55%) compared to during daytime (40%). Seat belt use in primary law States has been consistently higher than use in States with secondary or no laws (90.9% versus 85.7%, in 2017) (Li & Pickrell, 2018).

Nationally, the observed seat belt use rate in 2017 was 89.7% and ranged from a high of 97.1% (Georgia) to a low of 67.6% (New Hampshire) (Li & Pickrell, 2018; NCSA, June 2018). While the proportion of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes decreased by 8 percentage points from 55% in 2008 to 47% in 2017, work remains to attain further reductions (NCSA, 2019).

The use of high-visibility enforcement (HVE) and primary seat belt laws have been key components to reducing unrestrained passenger vehicle fatalities. For more than a decade, NHTSA has promoted HVE activities in partnership with State and national organizations. Thousands of law enforcement agencies join in the national *Click It or Ticket (CIOT)* seat belt mobilization held in May or June each year. During *CIOT*, law enforcement agencies increase their efforts to raise seat belt use by intensifying enforcement, making enforcement highly visible and promoting the enforcement through local media and advertising. The media spots often emphasize the consequences of driving while unrestrained. Agencies maximize enforcement success by focusing enforcement activities during high-risk, nighttime hours as well as during daytime hours.

By appealing more directly to local communities to support enforcement of seat belt laws by local law enforcement agencies, this project sought to increase seat belt use and decrease unrestrained occupant fatalities in communities with lower-than-average seat belt use rates and higher-than-average unrestrained fatalities. Making seat belt enforcement more palatable and more acceptable to traditionally resistant communities may help persuade remaining non-users to

buckle up on every trip and allow law enforcement in these areas to enforce local seat belt laws more actively.

Law enforcement agencies (LEAs) use several problem-identification models including DDACTS model that integrates location-based crime and traffic crash data to determine the most effective methods for deploying law enforcement and other resources. Drawing on the deterrent value of highly visible traffic enforcement and the knowledge that crimes often involve motor vehicles, the goal of DDACTS is to reduce crime, crashes, and traffic violations (Worden & McLean, 2009).

NHTSA sponsored two demonstration programs to test the applicability of proven law enforcement models to increase community support for enforcement of traffic safety laws: one in Norman that focused on enforcement of seat belt laws, and the other in Joplin, Missouri, that focused on enforcement of DUI and DWI laws. This report describes the *Buckle Up Like a Champion Today* program implemented by the NPD and its partners.

Objective and Project Scope

The goal of this project was to support a demonstration program to determine if successful problem identification models like DDACTS could be applied to seat belt enforcement to foster a community-wide collaboration of organizations, community engagement, and support to enhance local acceptance of seat belt law enforcement and increase seat belt use. The objectives of this project:

- Identify a State with lower-than-average seat belt use rates and higher-than-average unrestrained passenger vehicle occupant fatalities and where there was limited community support for enforcement of seat belt laws.
- Identify in that State a community with a population between 75,000 and 200,000 and operational boundaries allowing for significant behavioral and operational influence by a primary local LEA (i.e., a community with seat belt use below the national average; unrestrained fatalities above the national average; and lower levels of seat belt enforcement).
- Identify a LEA willing to participate in the demonstration project, including a 15-month, high-visibility seat belt enforcement program.
- Apply education and outreach to foster a community-wide collaboration of organizations active in public safety, public health, education and other key sectors to enhance local acceptance of enforcement of seat belt laws.
- Modify community norms to reject unrestrained occupant deaths as acceptable or inevitable and to support enforcement of seat belt laws.
- Decrease the number of passenger vehicle occupants traveling while unrestrained and increase the community's acceptance of enforcement efforts.

Methods

Program Implementation and Evaluation Teams

The implementation team's goal was to coordinate and execute a demonstration project examining whether proven law enforcement models could be applied to increase community support for seat belt law enforcement. The implementation team obtained data from the police record management system describing seat belt citation counts before, during, and after the 15-month initiative, as well as from changes in seat belt use and unrestrained injuries and fatalities in crashes, and provided these data to an independent evaluation team. This report focuses on the program implementation, including the activities of the implementation team, the NPD, and its community partners. A separate report, prepared by the evaluation team, provides details about data collection, analyses, and changes in public attitudes and behaviors resulting from the demonstration project (Decina & Alonge, in press).

The implementation team consisted of a program principal investigator, a site coordinator, a public outreach coordinator, and an enforcement coordinator. These team members worked closely with the participating LEA, the NPD, to help examine and update local crash data for problem identification. Specifically, the public outreach coordinator collaborated with the NPD PIO to identify key community partners to support NPD and to assist with public outreach. The site coordinator worked with NPD's crime data analyst to (1) collect program outcome data (e.g., number of officers and hours enforcing seat belt laws, citations and warnings written, and restraint status in crashes) and (2) complete a hot-spot analysis to document locations and times for crashes and crimes for enforcement focus. The enforcement coordinator worked with the NPD captain to design an enforcement plan for vigorously enforcing the State's occupant protection laws during the 15-month enforcement period. Consultants from the IADLEST and the TSI supported the implementation team's patrol officer and supervisor training activities.

Site Selection and Characteristics

NHTSA and the implementation team collaborated to select the study site. The implementation team identified States that met the criteria for lower-than-average seat belt use and higher-than-average unrestrained passenger vehicle occupant fatalities using Fatality Analysis Reporting System (FARS) and National Occupant Protection Use Survey (NOPUS) data, and then used population data from the United States Census Bureau to identify cities and towns within these States with populations between 75,000 and 200,000. The NHTSA Regional Office, NHTSA regional law enforcement liaisons (LELs), and the Oklahoma Chiefs of Police Association assisted the implementation team in site selection by providing recommendations for historically cooperative jurisdictions and contact information for LEAs within those jurisdictions.

The NPD agreed to participate as the demonstration site, and a memorandum of understanding was executed between NPD and the implementation team. Oklahoma's unrestrained fatality rate for passenger vehicle occupants in 2016 was 53% and its seat belt use rate was 86.6% (NCSA, February 2018).

Table 1. Program Site Characteristics

Site Element	Norman Characteristic
Population	119,000
Square Miles	189.5
Norman Police Department	179 Sworn Uniformed Officers
Dedicated Traffic Unit	3 Officers

NPD is a LEA accredited by the Oklahoma Association of Chiefs of Police serving the third largest city in Oklahoma. The city, located in Cleveland County, maintained a population of over 119,000 people within its 189.5 square miles of city limits. NPD responded to over 67,000 calls for service annually. At the time of the study, NPD had a staff of 179 sworn uniformed officers and 63 civilian employees; 119 full-time sworn officers performed traffic enforcement on regular patrol with 3 officers dedicated to the traffic unit. NPD had three certified child passenger safety technicians and worked with partners including Safe Kids on child passenger safety and other seat belt issues.

Prior to this demonstration project, NPD completed a baseline assessment developed by the implementation team to document NPD’s seat belt enforcement activities, strategies, and training. The assessment indicated that NPD participated in the national *CIOT* campaigns, held in-service trainings for officers, and actively worked with the State’s Traffic Safety Program. It participated in the State’s Buckle Down Awards program and received State traffic grants. NPD participated in joint enforcement operations with the Cleveland County Sheriff’s Office and other LEAs in the area. It used saturation patrols as its primary seat belt enforcement strategy.¹ Routine traffic encounters were used to enforce the State’s occupant protection law outside of funded mobilizations. Crime and crash data were used in NPD’s DDACTS model to determine hot spots. Prior to this program, NPD used injury crash data to identify DDACTS hot spots. It was important to establish that NPD was not applying certain program components before program start to ensure a clean test of the program. It was confirmed that the program elements would be new to NPD, including using unbelted crash data in its DDACTS model, using the *Seat Belt Enforcement Zone* roadway signage or variable message board, and conducting occupant protection law enforcement training.

NPD had a written occupant protection use policy that they enforced with its officers. Officers in the traffic unit stated that they vigorously enforced the State’s occupant protection laws. NPD had a written policy on both written warnings and verbal warnings with collected data only on written warnings. The agency used traditional media outlets to create awareness during the CIOT enforcement mobilizations. NPD used social media featuring seat belt information after receiving approval from political officials prior to the release of information to the media. The NPD had

¹ Saturation patrols are performed in areas that have lower compliance rates than other parts of the city. They involve one to three units that saturate the area for a 2- to 3-hour period.

school resource officers (SROs) in its school district, but they did not implement occupant protection programs.

At the time of the study, Oklahoma had a primary seat belt law that only required occupants in the driver and front-seat passenger positions age 9 and older to wear seat belts; the fine for failure to wear a seat belt was \$20 including court costs. The child passenger safety law required children under age 2 to be properly secured in rear-facing car seats, all children under 4 to be properly secured in car seats with internal harnesses, and children under 8 to ride in child passenger restraint systems or booster seats unless they were taller than 4'9", in which case seat belts were permissible. The fine for violating the child passenger law was \$50, but court costs and other fees increased this to \$250. According to Oklahoma's 2018 Highway Safety Plan, unrestrained passenger vehicle occupant fatalities for all seating positions decreased over the previous several years, from 287 in 2011 to 218 in 2015. During the same period, the observed Statewide seat belt use rate in passenger vehicles remained relatively flat, from 83.8% in 2012 to an all-time high of 86.6% in 2016 (Pickrell, 2017). Efforts to expand the law to increase the fine and/or include other seating positions had been unsuccessful. The 2016 seat belt use rate in Oklahoma (86.6%) was 5.5% below the national average for a primary seat belt law State rate of 92.1%.

NPD's crash data showed that from 2012 to 2016 some 52% of the passenger vehicle occupants who died in crashes were unrestrained.² Of the six fatalities reported in Cleveland County in 2016, two were unbelted. There were 41 incapacitating injuries reported and 44% of those people were unrestrained. Of the 5,204 non-injury crashes where occupant protection use was known, only 1.5% of the occupants were unbelted.

Buckle Up Like a Champion Today

This demonstration program used a holistic, multi-faceted approach containing DDACTS, seat belt enforcement, community partner activity, education, and outreach to increase public support for enforcement and increase seat belt use (Figure 1). The NPD and its community partners participated in planning and implementation of the *Buckle Up Like a Champion Today* program from 2016 to 2019. By focusing enforcement on high-risk areas for seat belt nonuse, law enforcement maximized reach of enforcement efforts to those who may not buckle up. The education program focused on the importance of seat belt use to save lives, emphasizing the public safety aspect of seat belt enforcement and outreach.

² Unpublished crash data extracted by NPD's crime data analyst, prior to program implementation. Of the 27 passenger vehicle occupants who died in crashes in Norman from 2012 to 2016, there were 14 who were unrestrained. The proportion of unrestrained fatally injured occupants by year is as follows: 50% in 2012, 67% in 2013, 83% in 2014, 25% in 2015, and 33% in 2016.

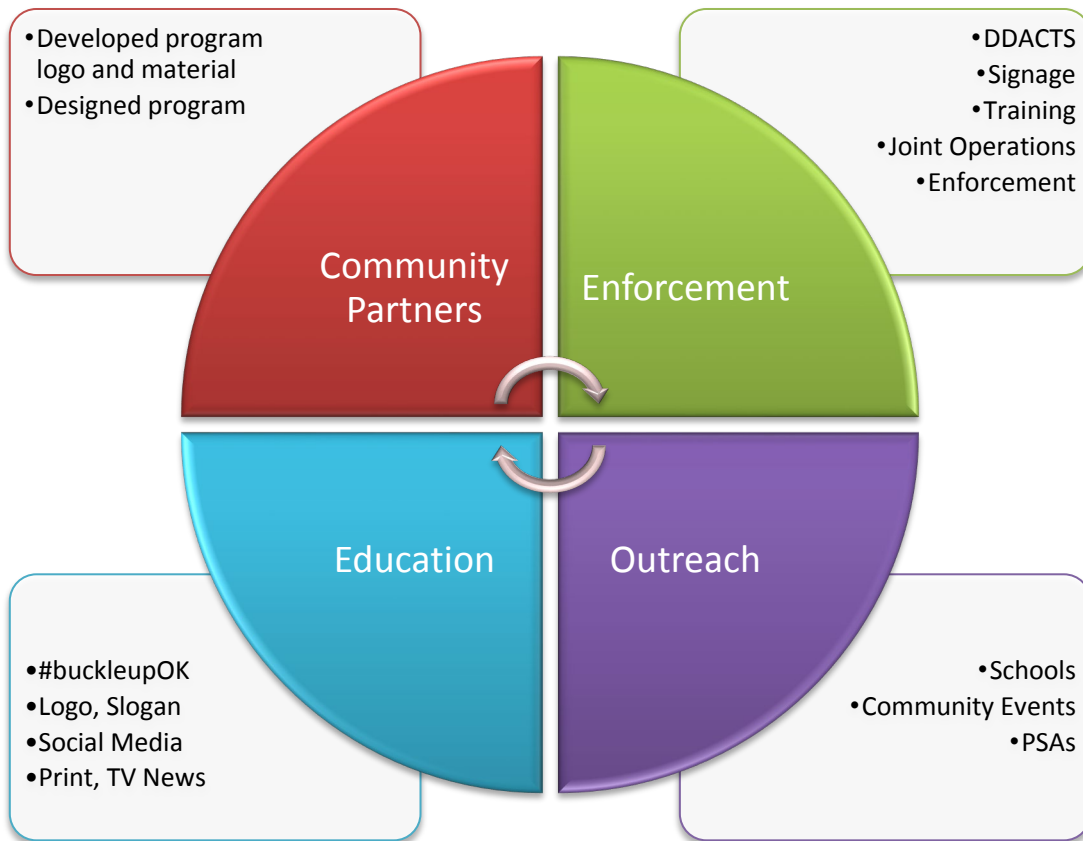


Figure 1. Program schematic



Figure 2. Program timeline

Community Partner Planning Meetings

The implementation team facilitated four partner planning meetings at NPD headquarters. The goal of these meetings was to bring partners and stakeholders together for strategic planning with NPD to collaborate on methods to change the community’s perceptions and acceptance of seat belt enforcement. The implementation team and partners discussed creative designs, considered public outreach and communication plans, and planned how to coordinate program messages with NPD enforcement activity.

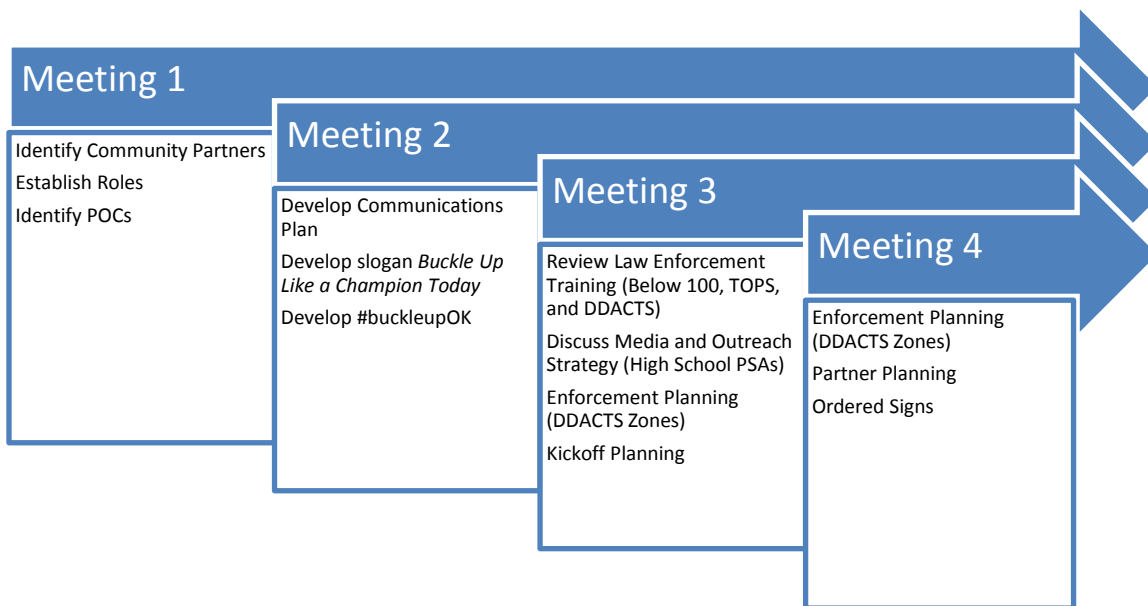


Figure 3. Community partner meeting content

Branding Logo and Slogan

The NPD and partners agreed on the slogan *Buckle Up Like a Champion Today* as it would resonate with the community as a positive association with the OU “Sooners” *Play Like a Champion Today* slogan. One of the officers proposed a logo made up of the two parts of a seat belt, with one half representing community and the other half the NPD, and where it comes together representing “partnership,” and included the NPD badge artwork as the backdrop with the slogan wrapped around the outside. The logo underwent several iterations within the department and by two professional layout/graphic design artists before NPD approved the final (see Figure 4 and Figure 5).



Figure 4. Logo for letterhead, press releases, and others



Figure 5. Logo for program material

Law Enforcement Officer Training

The implementation team planned, coordinated, and assisted in conducting three trainings: Below 100, Traffic Occupant Protection Strategies (TOPS), and DDACTS for supervisors.

TOPS. Instructors from the TSI gave to 15 officers a TOPS course consisting of modules describing the anatomy of a crash, types of crashes, wearing your seat belt, child passenger safety basics, deterrence, and enforcement of occupant protection laws.

Below 100. The implementation team enforcement coordinator instructed a 3-hour Below 100 officer safety course that included five tenets with two of those being traffic related: *wear your seat belt* and *watch your speed*. These are two areas where officers can take control of their own safety and affect public perception toward the officers and police department. Sixteen officers received training during this presentation.

The implementation team enforcement coordinator conducted the Intensive Below 100 course at NPD. This core 4-hour course familiarized attendees with the tenets of Below 100, which were designed to address areas most under each individual officer's control to dramatically lower line-of-duty deaths and injuries. It was a prerequisite for the train-the-trainer course. Eleven officers attended the intensive training (two from NPD, with the remaining from surrounding LEAs).

Following the Intensive Below 100 training, a Below 100 core trainer conducted a 4-hour Below 100 train-the-trainer course. Although not part of the current project, this course was an outgrowth from the original Below 100 training provided by the project. Twelve officers attended the train-the-trainer course (five from NPD and the remaining from surrounding LEAs).

DDACTS – Supervisors. Two subject-matter experts from IADLEST conducted a 1-day strategic agency planning session with 11 NPD supervisors on the use of DDACTS. NPD used DDACTS and displayed a need for instruction to new supervisors about the background and use of DDACTS in its department. This training was imperative in supervisor understanding that the DDACTS seat belt zones represented the intersection between crashes, violations of the occupant restraint law, and crime.

DDACTS – Roll Call for Sworn Patrol Officers. Initially, the project planned the full 2-day DDACTS training for sworn patrol officers. However, due to severely decreased officer staffing, it was determined a less taxing format would be required in this case. Consequently, an alternative delivery of the DDACTS training was developed for this project by IADLEST, the implementation team enforcement coordinator, the NPD captain, and the crime data analyst. This included presenting DDACTS training in eight sessions of about 15 minutes each during roll calls. IADLEST gathered information to develop this material from discussions, maps, and graphics provided by NPD members, specifically its DDACTS SME commanders and analyst.

Enforcement Plan, Equipment, and Materials

The project funded a variable message board (VMB) and eight lime green reflective signs with 4x4 dimensions and stands (four with “Traffic Enforcement Zone” and four with “Seat Belt Enforcement Zone”). The enforcement plan included details about how these signs would be incorporated into the 15-month high-visibility campaign.

The NPD captain provided enforcement strategies that the department could commit 100% to during the 15-month *Buckle Up Like a Champion Today* campaign, based on staffing limitations. Figure 6 provides the details of the enforcement plan, and Figure 7 shows the DDACTS zones with crime and collision hotspots.

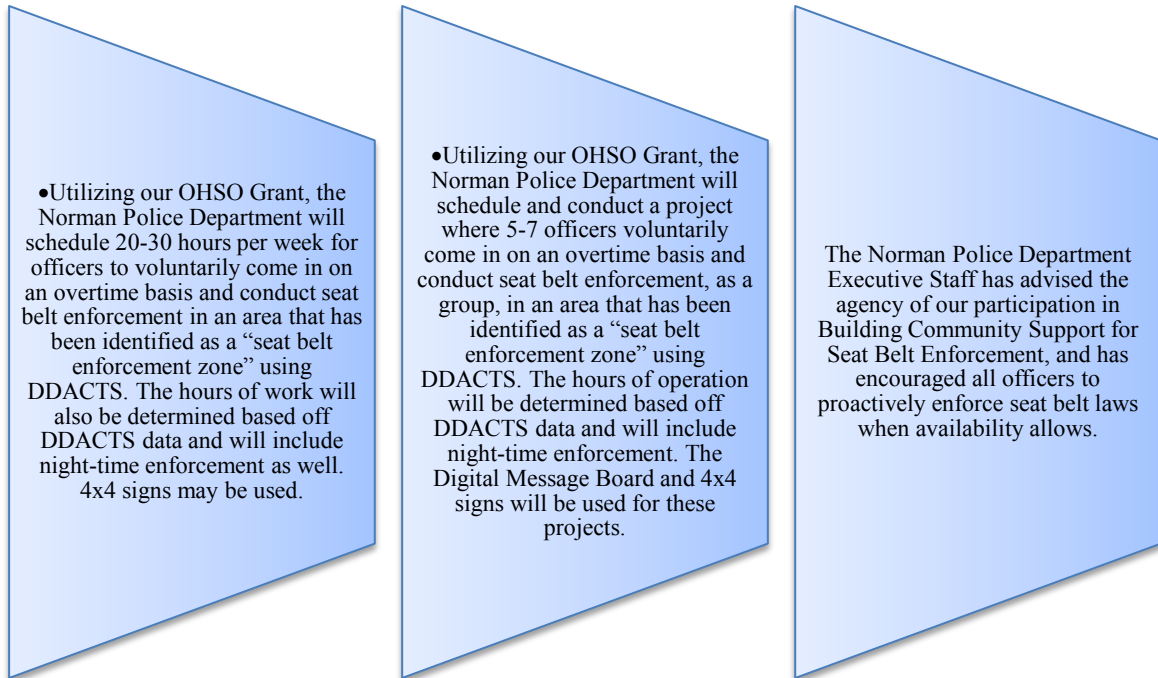


Figure 6. Norman Police Department enforcement plan

Communications Plan

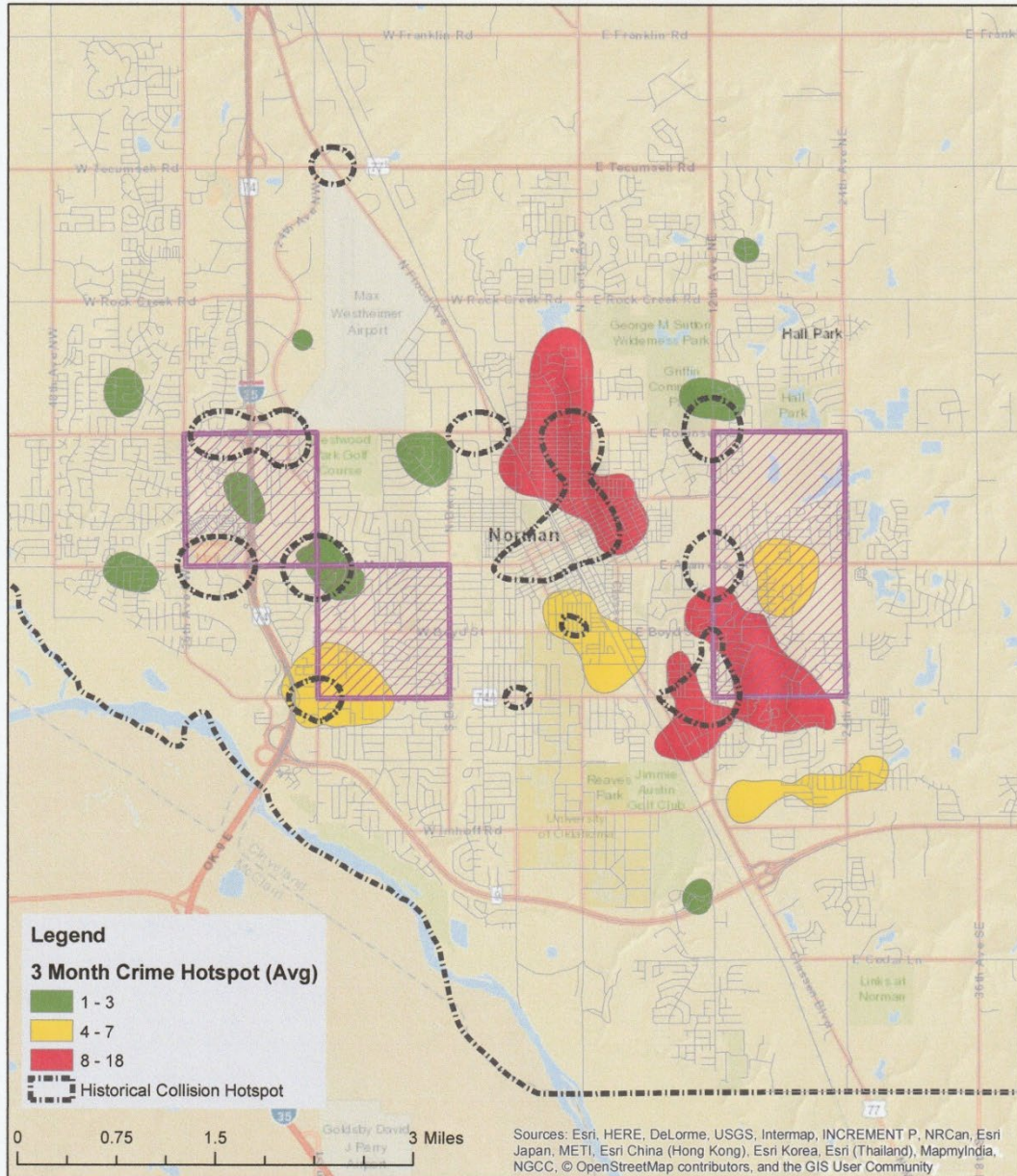
The implementation team’s public outreach coordinator facilitated the development of a communications plan that the Norman PIO and the community partners could implement. The purpose of plan was (1) to support, report, and broadcast the results of seat belt enforcement activity; (2) to solicit new or support existing partnerships; and (3) to create a communications and public outreach plan designed to garner community support. Norman city government regulations required all enforcement-specific social media activity to be conducted by the NPD PIO. While the community partners could not create novel posts, they were permitted to share existing social media posts created by the NPD PIO.

The implementation team developed a media kit consisting of radio PSAs and press release kickoff material (see Appendix A). Plans included working with the Norman public high schools to conduct a seat belt challenge. Additionally, State Farm Insurance Company provided a \$5,000 grant for video production of PSAs by high school students. Radio station KFOR agreed to provide free PSAs promoting the *Buckle Up Like a Champion Today* message. Finally, the PIO and NPD captain coordinated patrol officer speaking engagements with Norman businesses during their regular patrols. NPD also requested that local businesses display the campaign messages on their storefront windows.

MONTHLY CRIME OVERVIEW HOTSPOT LOCATIONS

MAY
2018 RECON

CRIME CATEGORY INCLUDES: BURGLARY, LARCENY FROM VEHICLE & MOTOR VEHICLE THEFT



COLLISION HOTSPOT BASED ON FIVE YEAR HISTORICAL DATA FOR RECON MONTH
 CRIME HOTSPOT BASED ON PREVIOUS THREE MONTHS OF ACTIVITY
 HOTSPOT BASED ON KDE METHOD: CS: 50 SR: 2000

Figure 7. DDACTS zones (purple squares and rectangle) and crime and collision hotspots

Data Collection

The implementation team was responsible for documenting earned media (newspaper articles, television spots, radio airtime, etc.) and for collecting the following data from the NPD and providing them to the Program evaluation team.³

- Number of officers engaged in seat belt enforcement.
- Number of hours that officers were engaged in seat belt enforcement.
- Number of seat belt citations issued.
- Frequency of communications supporting the program.
- Proportion of crashes, injuries, and fatalities with unbelted occupants.
- Use and frequency of use of equipment acquired under this agreement.

Community Surveys. Evaluation team data collectors asked licensed drivers 18 and older visiting Department of Public Safety offices, municipal buildings (post office, library, city hall), and shopping centers to complete paper-and-pencil surveys. The purpose of the survey was to obtain information about public support for enforcement, awareness of enforcement activity, exposure to community partner activities, and self-reported seat belt use. These data were collected pre-, mid-, and post-program implementation in Norman to determine how the program contributed to changes in the community's attitudes, perceptions, and behavior over the course of the program. Evaluation team data collectors also surveyed licensed drivers in the control city, Broken Arrow, for use in program effectiveness evaluations.

Seat Belt Use. Evaluation team data collectors recorded driver and front-seat passenger seat belt use (as well as occupant sex and estimated age group) at 10 intersections in Norman at the same day and time-of-day at pre- mid- and post-program, to document the behavioral effect of the program. The evaluators also collected seat belt use observations in Broken Arrow.

³ NPD's record management system (RMS) went live in July 2015. Data prior to July 2015 were pulled from the old system into the new system and were unreliable, due to differences in the codes used in the old and new systems. Training for the new RMS occurred in 2015, and 2016 was the transition year. Both crash and citation data may have been affected because of this RMS transition. Citation data for 2016 were low compared to other years possibly because officers required training on how to use the new record management system. The program began on April 6, 2018; therefore, the pre-program data period was designated as August 1, 2015 (the month after the new RMS went live) to April 15, 2018 (the day before the program kickoff).

Program Activity

Enforcement Kickoff Event

The *Buckle Up Like a Champion Today* program kicked off on Monday, April 16, 2018, at 10 a.m. at Campus Corner adjacent to the OU campus. The NPD used a variable message board, 4x4 *Seat Belt Enforcement Zone* signs, several police vehicles, and the NPD motorcycle unit as a backdrop for the media event.

NPD was well represented at the event by the presence of NPD’s chief, deputy chief, captain, PIO; a master police officer; two sergeants; and two lieutenants. Also present were four representatives of the Oklahoma Highway Safety Office and three from the NHTSA Region 6 Office. Attendees also included the implementation team’s public outreach coordinator, NHTSA’s contract manager, the mayor of Norman, AAA Norman, State Farm, Norman School Board, the OU spirit team, and the OU mascot “Boomer” (see Figure 8). Although invited, no media outlets attended to cover the event. An OHSO partner recorded NPD’s post on Facebook featuring the NPD police chief and the NHTSA Region 6 associate administrator.⁴ OHSO posted a press release of the event on its website. The mayor proclaimed that April 16, 2018, was the kickoff of *Buckle Up Like a Champion Today* in the city (see Appendix A).



Figure 8. OU mascot “Boomer” with 4x4 seat belt enforcement zone sign

⁴ www.facebook.com/normanokpd/videos/1750089711720179/

Enforcement

NPD used DDACTS to identify enforcement zones. The department started a new process for this project incorporating unbelted crash and citation data in its DDACTS model. NPD's crime data analyst identified enforcement zones using crime, crash, and citation data to focus efforts in areas with high crime, more unrestrained fatalities, and more seat belt law violations. NPD initiated targeted seat belt enforcement in May 2018 by modifying existing activities conducted as part of its OHSO grant. OHSO gave NPD permission to use the funding for overtime pay associated with the program. Rather than conducting *general traffic* enforcement as they did for the OHSO grant, officers focused solely on *seat belt* enforcement for this project.

Through the OHSO grant, the department funded 20 to 30 hours of overtime per week for seat belt law enforcement. Despite low staffing, patrol officers volunteered for some 85% of the overtime hours offered for seat belt law enforcement. The division commanders encouraged officers to promote seat belt use during routine stops.

NPD conducted the first project-related HVE activity in May 2018 on Memorial Day Weekend. The activity involved officers over a several-hour period with a variable message board and 4x4 *Seat Belt Enforcement Zone* signs. The activity was conducted in conjunction with the *CIOT* campaign and *Operation Cadence*, a campaign named in memory of an 8-year-old girl, Cadence Gordon, who was killed in a crash caused by an impaired driver on Labor Day in 2013. *Operation Cadence* focused on safe driving with an emphasis on reducing impaired driving. NPD posted a press release on the department website on May 24, 2018, announcing stepped-up enforcement over the Memorial Day weekend and used the project slogan *Buckle Up Like a Champion Today* (see Figure 9). The PIO also posted a shortened message on NPD's Facebook page (see Figure 10). The variable message board featured flashed between *Operation Cadence* and *Buckle Up Like a Champion Today* on Memorial Day.



The image is a screenshot of the Norman Police Department's website. At the top, the header features the Norman Police logo with the tagline "Integrity * Accountability * Mutual Respect * Service Attitude * Partnerships". To the right of the logo is a search bar and navigation links for "City of Norman", "Contact", and "FAQ". Below the header is a main navigation menu with items like "Office of the Chief", "Community & Law Enforcement Partners", "Want To...", "Community Services", and "Public Safety Tax". The main content area displays a press release titled "NPD to Initiate Operation Cadence and Seat Belt Enforcement Projects on Memorial Day Weekend". The release includes the date "Thu, 05/24/2018" and the author "Sarah Jensen". The text of the release discusses the Memorial Day weekend, the dangers of impaired driving, and the department's focus on seatbelt usage, safe driving, and reducing impaired driving. It also mentions the partnership with NHTSA, the Oklahoma Highway Safety Office, the Oklahoma Highway Patrol, and ENDUI Oklahoma. At the bottom of the page, there are sections for "Public Information" (with links to Daily Activity Reports, Press Releases, Crime Maps & Stats, Registered Offenders, and Benchmark Cities Report), "Partners", and "Social Media" (with icons for Facebook, Twitter, and YouTube).

Figure 9. NPD press release for Memorial Day enforcement activities



Figure 10. NPD Facebook post advertising enforcement activities on Memorial Day

During the Fourth of July holiday, the department conducted an *Operation Cadence* detail and used the variable message board throughout Norman with emphasis on DDACTS zones. The department also conducted details at Reaves Park with the *Know Your Limits* campaign. The officers invited people in the park to use a portable breath detector to advise them of their breath-alcohol level and handed out tip sheets with the *Buckle Up Like a Champion Today* message.

Over Labor Day weekend, NPD conducted a combined *Operation Cadence/Buckle Up Like a Champion Today* operation in communities along I-35, in conjunction with the County Sheriff's Office, Purcell PD, and Oklahoma Highway Patrol. It included DUI checkpoints and saturation patrols. This specialized enforcement project, *Operation Cadence/Buckle Up Like a Champion Today*, was also conducted over the Thanksgiving holiday. The focus of the combined operation was traffic enforcement including impaired driving and seat belts.

The VMB was used at 65 locations over 349 days to promote the campaign's *Buckle Up Like a Champion Today* message as well as other highway safety initiatives. It was used seven days a week and displayed messages 85% of each 24-hour period. It always displayed the program slogan *Buckle Up Like a Champion Today* on one phase, with an alternating second phase for other highway safety initiatives (i.e., impaired driving, texting, and speeding). It was often placed on Lindsay Street outside OU's 80,000-seat football stadium, Gaylord Family - Oklahoma Memorial Stadium (nicknamed the "Palace on the Prairie," to promote the *Buckle Up Like a Champion Today* message. In December, the VMB was placed in busy shopping areas, reminding motorists to buckle up and to lock their valuables out of view in their cars to avoid car

break-ins. In January and February 2019, the VMB was placed in high-complaint areas and in March was placed in a high-complaint area with the radar feature in use. In April it was used in high-complaint collision areas and at the Norman Music Festival. In May, the VMB was placed in DDACTS zones and was used with a combined *CIOT/Operation Cadence* effort over the Memorial Day weekend, with seat belt enforcement during the day and alcohol enforcement at night. During July, the final month of the enforcement period, the VMB was used in a combined *Operation Cadence/Buckle Up Like a Champion Today* effort for the 4th of July.

Table 2 presents enforcement activity over the 15-month period dedicated to seat belt enforcement. Officers logged 1,465.75 hours on project-targeted details. The department was not permitted to conduct seat belt check points because the city council did not want traffic flow to be slowed. However, DUI checkpoints were permitted. The OSHO grant that funded overtime ended in September 2018 (5 months into the enforcement period), resulting in no targeted enforcement details for the month. NPD funded the gap while the new highway safety grant awaited approval.

Table 2. Summary of Monthly Seat Belt Enforcement* Activities From May 2018 to June 2019⁵

Month/Year	Seat Belt Saturation Patrols ¹	Traffic Enforcement Zones ²	Seat Belt Roadway Sign Details ³	Informational Site Details ⁴	Details ⁵ (hours)	Joint Operations with Other Agencies	Other Enforcement Details
May 2018	46			18	91.25	1 <i>Operation Cadence</i> with Cleveland County Sheriff's Office for Memorial Day	None
June 2018	50			18	224.5	None	None
July 2018	53			11	219.75	1 <i>Operation Cadence</i> with County Sheriff's Office for 4 th of July	None
August 2018	33			27	121.75	1 <i>Operation Cadence</i> with County Sheriff's Office, Purcell PD, and OHP for Labor Day weekend	None
September 2018	0			28	Unknown	3 <i>Operation Cadence</i> with County Sheriff's Office, Purcell PD, and OHP for Labor Day weekend	VMB out in various locations 24/7 and used for traffic control on Lindsey during game days
October 2018	21			4	49	None	VMB out in various locations 24/7 and used for traffic control on Lindsey during game days
November 2018	34			20	89.75	None	<i>Operation Cadence</i> on Black Friday. VMB out in various locations 24/7 and used for traffic control during game days
December 2018	12			14	26	None	VMS 24/7 in shopping districts.
January 2019	45			12	65.75	None	VMB 24/7 in high complaint area
February 2019	51			0	130.5	None	VMB 24/7 in high complaint area
March 2019	23			2	54.75	None	VMB 24/7 in high complaint area, with radar feature
April 2019	31			16	85.75	None	VMB 24/7 in high complaint collision areas and at the Norman Music Festival
May 2019	28			20	133	None	VMB 24/7 in DDACTS zone w/ CIOT message
June 2019	42			10	174	None	VMB 24/7 with CIOT message.

1. Saturation patrols consisted of 1 to 3 units that saturated an area for a 2-3 hour period, to increase visibility of enforcement. Seat belt saturation patrols were conducted in areas that NPD determined had a lower compliance rate compared to other areas of the city.

⁵ *Norman PD combined stats for all 3 detail types on its monthly enforcement reports.

2. Traffic enforcement zones were specific roadway segments where officers conducted seat belt enforcement activity, and included use of seat belt enforcement signs.
3. Seat belt roadway sign details were specific roadway segments where officers set up Seat Belt Enforcement Zone signs. These signs were always employed in areas where seat belt enforcement occurred; they were never used in areas where seat belt enforcement was not implemented.
4. Informational site details include occasions where officers hand out seat belt educational material, as well as counts of press releases and social media posts.
5. Time spent conducting project-related seat belt enforcement and educational activity.

Community Education and Outreach

Partner planning teleconferences. The NPD captain, PIO, and all implementation team members conducted four teleconferences with the partners during the program enforcement period. The evaluation team also participated in all partner teleconferences. The purpose of the calls was to update partners and provide time for any necessary planning, such as planning roll out activities during the upcoming school year, for example.

Social media. The PIO was active in posting seat belt enforcement zone notices on Facebook and Twitter that described the location, and showed images of the 4x4 sign, logos, slogan, and hashtag. Also, during football season, NPD's social media messages announced University of Oklahoma game-day parking information with a reminder to buckle up. Other social media posts included facts about unrestrained occupants in Norman. Figure 11 to Figure 15 present examples of NPD social media posts promoting the campaign messaging. The PIO made 500 campaign-related social media posts (302 on Facebook, 180 on Twitter, 16 Instagram stories, and 2 Nextdoor), messaging from 0 to 12 days per month, as summarized in Appendix B. The NPD website also hosted project information and safety messaging for community education and reference.

NPD press releases. The NPD PIO created 12 press releases during the program period on NPD's website that included the project kickoff press release (April 16, 2018), as well as enforcement project releases that mentioned the program slogan along with other operations being conducted, such as *Click It or Ticket* and *Operation Cadence*.

Print news stories. In addition to a story printed in the Muskogee *Phoenix* describing the kickoff event and the project details in April 2018 (see Appendix C), the PIO reported that there were 11 other news stories during the 15-month program period regarding NPD's occupant protection and enforcement projects.

Public access messages. The PIO crafted eight PSA messages and graphics for display on the Norman public access channel and the NPD lobby television.

Radio news stories. In addition to the project kickoff story, the local sports talk radio ran monthly PSAs (a total of 15) during the program period, encouraging motorists to buckle up. The monthly PSAs included facts regarding local seat belt usage and occupant protection safety tips, along with the project slogan.

TV news stories. Several stations covered the project kickoff story (News9, KFOR, Fox 25, and KOCO). There were 25 other news spots that covered NPD’s various occupant protection and enforcement projects.



Figure 11. NPD social media post with statistics about unbuckled fatalities



Figure 12. NPD social media post with the campaign slogan and logo advertising seat belt enforcement zone



Figure 13. NPD social media post advertising seat belt enforcement zone



Figure 14. NPD social media post advertising traffic enforcement zone



Figure 15. NPD social media post with the campaign slogan reminding people on their way to the OU game to buckle up

NPD participation in community events. The NPD PIO reported that the department participated in 12 community events and various civic group meetings where they discussed seat belt use and/or disseminated project-related material. These events included OU football game days (over 86,000 in attendance), the 3-day Norman Music Festival in April (approximately 100,000 patrons on Saturday, the largest attendance day), the Medieval Fair at Reaves Park in April (175,000 to 302,000 attendees per year), 4th of July Norman Day, and the Campus Corner *Know Your Limit* campaign in August (one-on-one contacts with approximately 200 bar patrons).

School participation. Efforts started with early planning efforts by the NPD captain and SROs to engage the schools in performing seat belt use observations and participating in a seat belt challenge, supported by the school administration's initial enthusiasm for implementing a program in the schools to educate the students on seat belt safety and safe driving habits. With credit to these efforts in place, two unavoidable barriers precluded school participation. The two high schools indicated that their curricula were already full, and they could not take on an additional program. In addition, seat belt checkpoints were not allowed on school property and there was no interest in an informational site strategy that would use direct officer contact to increase seat belt compliance on campus without issuing citations or warnings.

During fall 2018 and using the funding provided by the State Farm Grant, the NPD PIO worked with a multimedia company on the creation of social media PSAs that were intended to be rolled out in December 2018 and January 2019. The storyboard included video of NPD officers pulling motorists over for a traffic stop, and then advising them that the reason for the traffic stop was because they *were* wearing their seat belts. At the same time, a legendary football coach would exit the police cruiser and *reward* them with football tickets or a gift card. However, the multimedia company dropped the project when they couldn't recruit the talent they wanted and were unsuccessful in advancing an alternative idea that fit in with NPD's goals for project messaging. The PIO then worked with high school students and another multimedia company on a separate highway safety project funded by OHSO and created a PSA with a seat belt message. However, the PSA was not ready for airing during the program period.

There were outreach concepts that did not materialize pertaining to school involvement. The concept of flashing the *Buckle Up Like a Champion Today* slogan and logo on OU football

scoreboards before and after football games and at half-time was not possible because OU scoreboard messaging was paid advertising. In addition, the high schools also did not use their sports scoreboards for the program.

Program-Related Outcomes

The NPD crime data analyst provided the implementation team with citation, warning, and arrest data for violations related to impaired driving, occupant protection (seat belts and child passenger safety), speeding, distracted driving, and all moving violations from the program and pre-program periods (see Appendix D). The crime analyst also provided the implementation team with crash data including restraint status, severity, occupant age and sex, and vehicle type for the program and pre-program periods (see Appendix E). The evaluation team’s final technical report presents greater detail about these program outcomes as well as those related to behavioral and attitudinal change toward seat belt use and seat belt law enforcement. The paragraphs below provide brief summaries of program outcomes.

Citations and warnings. Table 3 presents the number of occupant restraint citations and warnings written by NPD during the 1,465.75 hours of project-targeted details. There were 2,167 occupant restraint contacts (seat belt and child safety seat) during the program period, 1.48 occupant restraint contacts per enforcement hour.

Table 3. Occupant Protection Citations and Warnings Given by NPD During the Program Period (April 16, 2018 to July 15, 2019)

Occupant Protection Infraction	Citations	Warnings	Total Contacts	Contacts per Project Enforcement Hour
Seat Belt	1,530	556	2,086	1.42
Child Passenger Safety	68	13	81	0.06
Total	1,598	569	2,167	1.48

The researchers normalized the data for the 32-month pre-program period and the 15-month program period, by calculating the average per month. Table 4 presents the average number of citations and warnings per month by study period. During the program period when officers worked in the appointed DDACTS zones, NPD wrote about the same number of seat belt citations on average per month as before the program began (102.19 to 102 on average per month, respectively). However, there was a reported increase in written seat belt warnings, going from 17.53 to 37.07 warnings on average per month from before to during the program.

Table 4. Percent Change in NPD Citations, Arrests, and Warnings per Month

Occupant Protection Violation Type	Pre-Program Period Average per Month (August 16, 2015 – April 15, 2018)		Program Period Average per Month (April 16, 2018 – July 15, 2019)		Percentage Change	
	Citations	Warnings	Citations	Warnings	Citations	Warnings
Seat Belt	102.19	17.53	102.00	37.07	-0.18%	111.43%
Child Passenger Safety	3.56	0.53	4.53	0.87	27.25%	63.14%

Occupant restraint in crashes, injuries, and fatalities. As shown in Table E-1, police-reported restraint use of crash victims across all severity levels for reportable crashes exceeded 97% in both the pre-intervention and the enforcement period and was approximately 75% for major injury crashes in both periods. Police-reported restraint use was lowest for fatal injury crashes — 53% in the pre-intervention period and 78% in the program period. The evaluator did not perform tests of significance on seat belt use by crash severity to determine program effectiveness for two reasons: (1) the control site did not provide data for analysis, and (2) small proportions of occupants reported as unrestrained overall and small counts of unbelted occupants in major injury and fatal injury crashes precluded meaningful analyses. There was no apparent change in restraint use by vehicle type or occupant sex from the pre-intervention to the program period (see Tables E-3 and E-4). Similarly, there was no apparent change in restraint use by age group across the study periods, and the small counts of unrestrained occupants in the two youngest groups precluded meaningful statistical analyses (see Table E-2).

Observed seat belt use. The evaluation team observed the seat belt use of drivers and front-seat passengers in Norman and in Broken Arrow on three occasions: (1) pre-program (one week before the kickoff event), (2) half-way through the program period, and (3) immediately after the program ended. They observed seat belt use of over 2,500 occupants at each site on each occasion. Figure 16 shows the percentage of drivers and front-seat passengers who were wearing seat belts, by study period, and city. Because both the program and control sites showed a similar increase in seat belt use from pre- to mid-intervention, the evaluator concluded that the increase in Norman could not be attributed solely to the *Buckle Up Like a Champion Today* program. In addition, the increase in Norman was not sustained by program end, whereas seat belt use in Broken Arrow continued to increase between the middle and the end of the program.

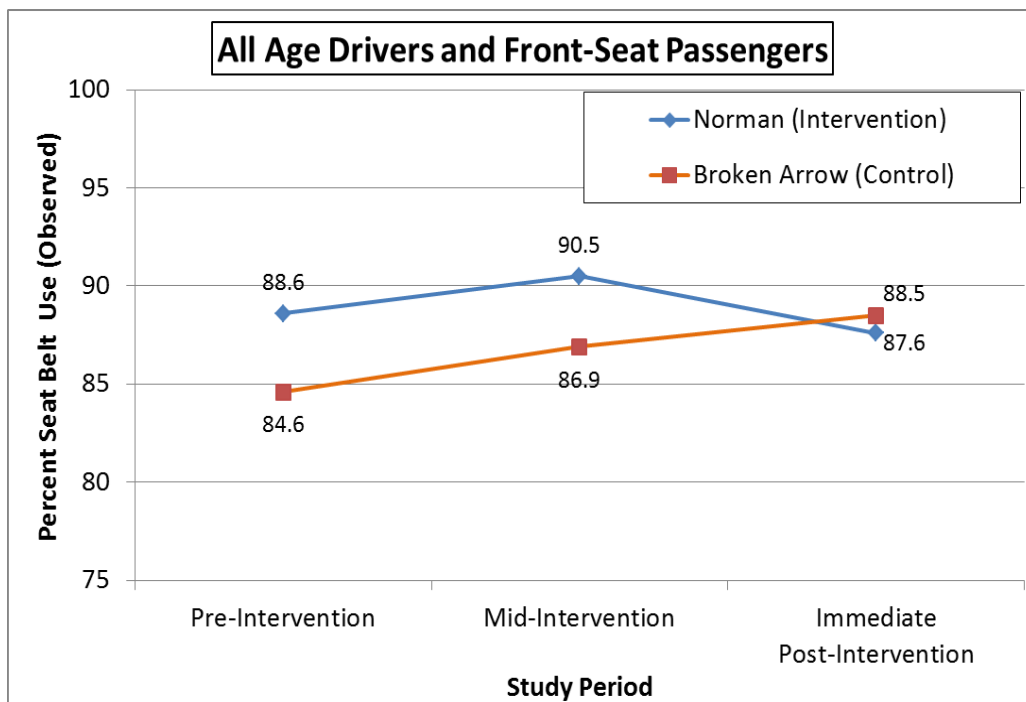


Figure 16. Observed seat belt use by study period in Norman (intervention site) and Broken Arrow (control site)

Community surveys. The evaluation team conducted public intercept surveys in Norman and Broken Arrow during the same three study periods that they conducted the seat belt observations. They recruited respondents, 18 years of age and older, from license renewal and driver exam centers, grocery stores, and libraries. The survey assessed attitudes and beliefs regarding seat belt use and enforcement in the community. Respondents in the program and control sites provided similar responses at pre-intervention and remained stable across the three data collection waves, indicating no effect of the program in Norman on changing attitudes and beliefs about enforcement of seat belt laws.

Discussion

This demonstration program used a holistic, multi-faceted approach containing DDACTS, seat belt enforcement, community partner activity, education, and outreach to increase public support for enforcement and increase seat belt use. The NPD and its community partners participated in planning and implementation of the *Buckle Up Like a Champion Today* program from 2016 to 2019. By focusing enforcement on high-risk areas for seat belt nonuse, law enforcement maximized reach of enforcement efforts to those who may not buckle up. The education program focused on the importance of seat belt use to save lives, emphasizing the public safety aspect of seat belt enforcement and outreach. NPD incorporated unbelted crash and citation data in its DDACTS model and focused on enforcing seat belt laws in the DDACTS zones.

Implementation challenges resulted in the program not being implemented as planned. There were challenges with promoting the *Buckle Up Like a Champion Today* message, and citations for seat belt violations remained stable during the program period. An independent program evaluator found that the slight increase in seat belt use rates between pre- and mid-intervention in Norman could not be attributed solely to the *Buckle Up Like a Champion Today* program because seat belt use rates in the control area also increased. The evaluator also found no change in the community's attitudes toward the enforcement of seat belt laws. This report concludes with lessons learned and promising practices for applying DDACTS and community partner activity to seat belt programs.

There is still great value gained from the years of planning and activity completed by the NPD to take part in this initiative. The value comes in the form of lessons learned and some promising practices. Most important, NPD showed that a law enforcement agency with limited resources could incorporate unbelted crash and seat belt violation data to identify DDACTS zones.

The NPD demonstrated drive and commitment in the initiative. This effort was also based in a strong partnership with the OHSO, which funded overtime enforcement hours for this project. As a result, the traffic safety community learned new things regarding application of DDACTS. Promising practices for assisting law enforcement agencies with successful implementation of DDACTS for seat belt programs include:

- Provide training to patrol officers on the rationale underlying the DDACTS model;
- Provide officers with crash and observed belt use data to share the problem and emphasize the importance of occupant protection law enforcement; and
- Integrate seat belt enforcement into existing traffic enforcement, possibly through a departmental mandate.

This extensive effort also reflects lessons learned with respect to engaging community partners and executing a community-based seat belt program.

- Give community partners a specific role and allow them to assist the law enforcement agency in spreading the program message.
- As part of the messaging, provide the community with reasons to buckle up and updates showing changes in seat belt use.

- Educate the community about how seat belt enforcement helps prevent injury and death in traffic crashes *and* serves to deter criminal activity in their community, indicating that the main purpose of traffic enforcement is not income generation.

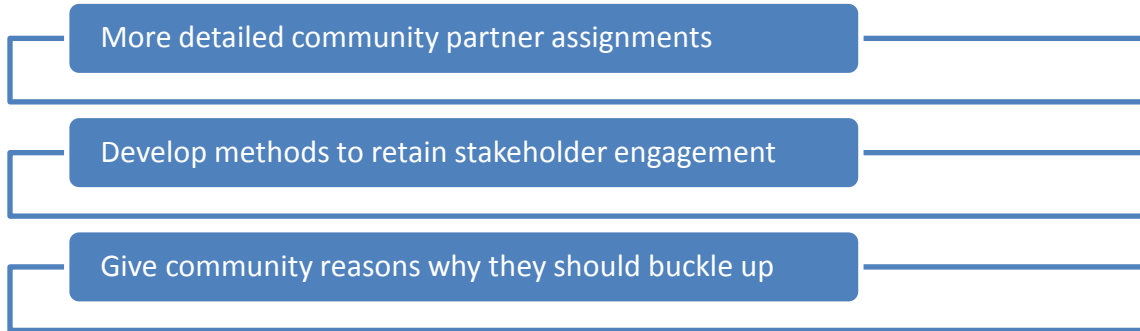


Figure 17. Lessons learned

Conclusion

This project demonstrated that a local police department using the DDACTS model could successfully incorporate seat belt citation and unbelted crash data to plan and conduct seat belt enforcement details. Circumstances prevented the program from being implemented as planned, possibly contributing to the program activity not being associated with an increase in observed seat belt use. However, the traffic safety community has gained a great deal of knowledge because of the extensive commitment made by the NPD to complete this project. We learned about applying DDACTS to a seat belt program, conducting DDACTS training, and methods for successfully engaging community partners.

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Appendix A: Media Kit

Press Release

FOR IMMEDIATE RELEASE

April 16, 2018

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Norman Police Department Press Release

NPD Kicks off 15-Month Seat Belt Safety Initiative in Norman

The Norman Police Department will be stepping up seat belt enforcement efforts as part of a 15-month enforcement and education program. NPD was selected by the National Highway Traffic Safety Administration (NHTSA) to lead a seat belt safety demonstration project focused on increasing occupant seat belt use and reducing unrestrained fatalities by building community support for seatbelt enforcement through public information and education.

Norman police and a coalition of community partners have joined forces to create the project titled *BUCKLE UP LIKE A CHAMPION TODAY* to save lives in Norman.

“Wearing your seat belt is the single best way to protect yourself in a traffic crash,” explains Norman Police Chief Keith Humphrey. “Buckling up helps keep you safe and secure inside your vehicle, whereas not buckling up can result in being ejected from the vehicle in a crash, which is almost always deadly.” Chief Humphrey was joined by representatives from NHTSA, the Oklahoma Highway Safety Office, and a coalition of other local community partners today to officially kick off the unique enforcement and education project that will span the next 15-months.

Norman’s current seat belt usage rate stands at 88.6%, which is 2% above the state average of 86.9%. However, Oklahoma’s seat belt usage rate trails the national average of 90.9% for other primary seat belt law states. A primary seat belt law allows an officer to stop and cite a driver if he or she observes a violation. According to the latest national statistics, while only 10% of the population travels unrestrained, unrestrained vehicle occupants make up nearly half of all fatalities. In 2016, 244 people not wearing a seat belt died on Oklahoma roads. Three of those fatalities were children under the age of 12. Sadly, 41.5% of 224 of unrestrained fatalities were totally ejected from the vehicle. *BUCKLE UP LIKE A CHAMPION TODAY* is a partnership to encourage people to make seat belt use a lifelong habit.

A coalition of state and local community partners will lend a hand by promoting seat belt use, sharing their plans to increase belt use, and conducting educational activities. Outreach efforts

will include programs and activities in Norman schools, senior centers, businesses and community groups and organizations.

NPD and its community partners understand and respect the positive impact that increasing seat belt use can have on individuals, families, and the community. Regular seat belt use is the single most effective way to reduce fatalities in motor vehicle crashes. Working together and emphasizing visible and stepped-up enforcement and using data driven and creative strategies to enforce Oklahoma's seat belt law is the best opportunity to reduce unbelted crashes, injuries and save lives, making seat belt use a habit for life.

Upon its completion, the *BUCKLE UP LIKE A CHAMPION TODAY* project will serve as the foundation and guide for other law enforcement agencies and communities to replicate across the country in an effort to increase seat belt usage and save lives.

###

BUCKLE UP LIKE A CHAMPION TODAY

Fact Sheet



ABOUT THE NATIONAL PROJECT:

- The Norman Police Department (NPD) was selected by the National Highway Traffic Safety Administration (NHTSA) for a seat belt safety demonstration project.
- The NHTSA program is called *Building Community Support for Seat Belt Enforcement* and serves to increase occupant restraint use and reduce unrestrained fatalities by building partner and community support for seat belt enforcement, through public information, awareness and education.
- The *Building Community Support for Seat Belt Enforcement* Project will be used as a guide for other law enforcement agencies and communities to replicate throughout the country, in an effort to increase seat belt use and save lives.
- This project was spurred by a perceived drop nationally in local seat belt enforcement activities due to a host of complicating factors including budget restrictions, shifts in police priorities, and a generational transition as many officers retire and a group of younger law enforcement professionals join the ranks.
- The true measure of effectiveness will be if the department is successful in increasing the level of community support for the enforcement program as measured through attitudinal surveys conducted by TransAnalytics, Inc.

ABOUT BUCKLE UP LIKE A CHAMPION TODAY:

- *BUCKLE UP LIKE A CHAMPION TODAY* will focus on changing the community's perceptions and acceptance of seat belt enforcement. Some outcomes related to the impact of the intervention on seat belt enforcement activities will also be captured such as increases in seat belt citations, decreases in unrestrained passenger vehicle occupant crashes/injuries/fatalities, and increases in observed seat belt use.
- Partners and stakeholders will come together to support NPD to change the community's perceptions and acceptance of seat belt enforcement.
- For a period of 15 months, NPD will continue to enforce state occupant protection laws, enhance enforcement strategies, and support activities with communications and public outreach.
- Social norming is a big part of the program. It's important for people to see occupant protection enforcement strategies as a priority for reducing injuries and saving lives, as well as making seat belt use a habit for life.

ABOUT OKLAHOMA AND CNORMAN SEAT BELT USE:

- Oklahoma has a primary seat belt law. Primary seat belt laws allow law enforcement officers to ticket a driver or front seat passenger for not wearing a seat belt without any other traffic offense taking place. The fine is \$20.
- The 2017 national average seat belt use rate for both primary and secondary seat belt laws was 89.7%. The primary seat belt law state average rate was 90.7%.
- The 2017 seat belt use rate in Oklahoma was 86.9%.
- An observational baseline survey was conducted in Norman on June 28-29, 2017. Observations showed a seat belt use rate of 88.8% for drivers and 86.6% for passengers. **The overall seat belt usage rate was 88.6%.**
 - Female drivers had a seat belt use rate of 89.7%, compared to male drivers with a rate of 88%. Male front seat passengers had the lowest belted rate of 85.7% for seating position and gender comparisons.
 - Drivers 60 years and older had the highest seat belt use rate of 92.4%, compared to drivers age 24 and younger with the lowest rate of 86.7%, when comparing age groups.

- Reflecting national trends, pick-up truck drivers and passengers had the lowest belt use rate with a rate of 84.7% and 76.5%, respectively.
- Drivers of vans had the highest belt use of 91.5% when comparing vehicle types, but their passengers' belt use was only 84%.

NORMAN PRE-INTERVENTION PUBLIC OPINION SURVEY:

A pre-intervention public opinion survey was completed at five different sites in Norman from June 28-30, 2017. These locations included a driver exam center, a license renewal office, a public library location, and a grocery store on the east side of Norman. 314 individuals participated in the 21-question poll. Below are highlights of the survey:

- 50% of respondents feel that not wearing seat belts is a problem in Norman
- Close to 50% of respondents feel that drivers who don't wear seat belts are likely to be ticketed
- 60% of respondents feel that catching people who don't wear seat belts should be a high or medium priority for police
- 70% of respondents feel that police in Norman should do more to encourage seat belt use
- About 66% of respondents often see police officers in Norman enforcing traffic laws
- About 89% of respondents stated that they wear seat belts all the time (Note – Observations in June 2017 were 88.6%)
- 86% of respondents have not seen or heard of any special efforts by police in Norman in the past 30 days to issue tickets to drivers who are not wearing seat belts
- Only 15% of respondents felt the police were doing work with the residents of Norman to increase seat belt use at the time of the survey.

OKLAHOMA OCCUPANT PROTECTION CRASH DATA OVERVIEW:

244 unrestrained individuals died on Oklahoma roads in 2016. Three of those were children under the age of 12.

- 41.5% (93 of 224) of unrestrained fatalities were totally ejected from the vehicle.
- 68.3% (153 of 224) of unrestrained fatalities were male.
- 62.5% (140 of 224) of unrestrained fatalities were killed in crashes involving only one vehicle.
- 59.4% (133 of 224) of unrestrained fatalities were killed in crashes that occurred on rural roads and highways.
- 44.6% (100 of 224) of unrestrained fatalities were killed in alcohol-related crashes.
- 58.0% (130 of 224) of unrestrained fatalities were occupants of passenger vehicles
- 42.0% (94 of 224) were occupants of pick-up trucks.

NORMAN OCCUPANT PROTECTION CRASH DATA OVERVIEW:

- In each year between 2012 and 2016, 50% of the passenger vehicle occupants who died in crashes were unrestrained.
- In 2016, there were six fatalities reported. One-third of individuals killed were unrestrained.
- There were 41 incapacitating injuries reported, and 44% of those individuals were unrestrained.
- Of the 5,204 non-injury crashes where occupant protection use was known, only 1.5% of the occupants were unbelted.

ENFORCEMENT GOAL(S):

- Increase seat belt and child seat use, in all vehicle seating positions, of those living in and traveling through Norman, Oklahoma.

ENFORCEMENT ACTIVITIES:

- NPD will use a combination of high-visibility enforcement (HVE), public awareness and education to increase seat belt use.
- Seat belt survey and crash data will be analyzed to identify and target high-risk occupants.
- The enforcement plan will use traditional enforcement strategies combined with the Data Driven Approaches to Crime and Safety (DDACTS) model enforcement tactics.
- The combination of high-visibility enforcement, DDACTS-driven officer deployment, and public outreach is designed to increase seat belt use.

COMMUNITY OUTREACH ACTIVITIES:

- Traditional Media Coverage and Outreach
- Radio Public Service Announcements
- *BUCKLE UP LIKE A CHAMPION TODAY* – Promotional Materials to educate and increase awareness
- Social Media Outreach and Education Plan (Twitter, Instagram, Facebook; etc.)
- High School Outreach with PSAs and Educational Programming
- High School Seat Belt Surveys
- Safety messaging for business and community organizations outreach

A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN,
OKLAHOMA, PROCLAIMING MONDAY, APRIL 16, 2018, AS THE
KICKOFF OF "BUCKLE UP LIKE A CHAMPION TODAY" IN THE
CITY OF NORMAN.

- § 1. WHEREAS, the Norman Police Department was selected by the National Highway Traffic Safety Administration to lead a seat belt safety demonstration project to increase occupant restraint use and reduce unrestrained fatalities by building partner and community support for seat belt enforcement, public information awareness, and education; and
- § 2. WHEREAS, "Buckle Up Like a Champion Today" will bring together partners and stakeholders to support the Norman Police Department to change the community's perceptions and acceptance of seat belt enforcement to assure the safety and security of the citizens of Norman; and
- § 3. WHEREAS, the Norman Police Department and its community partners understand and respect the positive impact that increasing seat belt use can have on individuals, families, and the community and regular seat belt use is the single most effective way to reduce fatalities in motor vehicle crashes; and
- § 4. WHEREAS, nearly 12% of our citizens regularly drive or ride in motor vehicles on our roadways unbelted or fail to properly secure their children in child safety seats or booster seats; and
- § 5. WHEREAS, 60% of Norman respondents believe seat belt enforcement is a high priority and 70% believe that police in Norman should do more to encourage seat belt use; and
- § 6. WHEREAS, for 15 months, Norman PD will continue to enforce state occupant protection laws, enhance enforcement strategies and support activities with communications, education, and public outreach to reduce unbelted crashes, injuries, and safe lives, making seat belt use a habit for life.

NOW, THEREFORE, I, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 7. Do hereby proclaim Monday, April 16, 2018, as the kickoff of "Buckle Up Like a Champion Today" in the City of Norman and urge all citizens to always wear seat belts when driving or riding on our roadways.



“Buckle Up Like a Champion Today”

Public Service Announcements (PSAs)



PSAs can be given to radio stations or used by organizations in the community. The suggested PSAs below are written to fit into a 30-second spot. Please be sure to time the announcements after personalizing the script for your use. It may also be necessary to amend wording to ensure it matches your state seat belt usage rate.

Kickoff PSA:

This is (Chief-Assist Chief-Captain Name) from the Norman Police Department. Our department was selected by the U.S. Department of Transportation to lead a special seat belt safety project to increase seat belt use and reduce unrestrained fatalities. On April 16, 2018, Norman Police Department kicked off (or will kick off) the *Buckle Up Like a Champion Today* initiative. Through enhanced enforcement strategies, education and public outreach we hope to reduce unbelted crashes, injuries and save lives, making seat belt use a habit for life.

Remember to *Buckle Up Like a Champion Today!*

School PSA:

I am (officer from the Norman Police Department). Our department is sponsoring the *Buckle Up Like a Champion Today* initiative to save lives and reduce needless injuries in our community. NPD and our community partners will be visiting and working with our local schools to encourage students, parents, teachers, coaches support staff and administrators to wear seat belts every trip every time and make sure everyone in their vehicle buckles up. Our seat belt law requires all drivers and their front-seat passengers to be buckled up on every trip every time... (list state law details). The fine is \$20. Remember a “Click” could save your life so *Buckle Up Like a Champion Today*.

This message is brought to you by the Norman Police Department and this station.

Partners PSA:

My name is (name) from (organization). We are partnering with Norman Police Department and other groups and agencies to increase seat belt use in Norman. Putting on your seat belt is so easy, yet many people forget or choose not to buckle up. Regular seat belt use is the single most effective way to reduce fatalities in motor vehicle crashes. Through *Buckle Up Like a Champion Today*, we want you to make seat belt use a habit for life and begin to save lives and reduce injuries in Norman and throughout our State. So *Buckle Up Like a Champion Today*.

This message is brought to you by Norman Police Department and this station.

General PSA:

This is (Name and Title) for *Buckle Up Like a Champion Today* here to tell you what you have to lose by not buckling up. You could lose your life after being thrown from your vehicle in a crash that you would have otherwise walked away from if you'd only worn a seat belt. Air bags are not enough to protect you; in fact, the force of an air bag can seriously injure or even kill you if you're not buckled up. And it could cost you time and money if I pull you over and ticket you for not wearing a seat belt. What have you got to lose? A lot. *Buckle Up Like a Champion Today*.

This message is brought to you by (Agency Name) and this station.

Summer Travel Season PSA:

This is (Name and Title) with the Norman Police Department for *Buckle Up Like a Champion Today*. We are on the lookout for people not wearing seat belts this Summer Travel Season. We will also enforce the Oklahoma seat belt law at night because fatal crashes involving unbuckled people increase significantly during evening hours. There's no excuse to not wear your seat belt. Click It or Ticket day & night. So, remember — *Buckle Up Like a Champion Today*.

This message is brought to you by Norman Police Department and this station.

Seat Belt Enforcement Zones PSA:

This is (officer and department name). In 2016, 224 people who died in crashes in Oklahoma were not wearing their seat belts. Officers like me are determined to decrease that number. In the weeks ahead, you will see more *Seat Belt Enforcement Zone* signs on roadways where many people crash and don't wear seat belts, and Norman police officers will stop and ticket people who aren't wearing seat belts. So, remember — *Buckle Up Like a Champion Today*.

This message is brought to you by the Norman Police Department and this station.

Nighttime PSA:

I am (officer from the Norman Police Department) for *Buckle Up Like a Champion Today*. You're wrong if you think you won't be seen riding unbuckled at night. Driving conditions can be more dangerous after dark and your chance of being involved in a fatal crash increases three times after the sun goes down. Through *Buckle Up Like a Champion Today*, we want you to make seat belt use a habit and our community a seat belt community. Day and night, seat belts are the law in Oklahoma. So, remember — *Buckle Up Like a Champion Today*.

This message is brought to you by the Norman Police Department and this station.

Appendix B: Listing of NPD Social Media Posts

Date	Post Location	Topic	Number of Likes and Loves	Number of Comments & Type	Number of Retweets & Shares
4/16/2018	<ul style="list-style-type: none"> • NPD Website • Facebook • Twitter 	Announcement of NPD participation in NHTSA Seat Belt Enforcement Project and Kick-Off & Retweet of Oklahoma Safety Announcement of NPD Seat Belt Enforcement Project Kick Off	98 Likes		28
5/24/2018	<ul style="list-style-type: none"> • NPD Website • Facebook • Twitter 	NPD to initiate seat belt enforcement projects on Memorial Day weekend	51 Likes 6 Loves	1 Positive 1 Neutral	39
5/29/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	Seat belt reminder with campaign logo and hashtags. "Did you know? Between 2012 and 2016 50% of vehicle passengers who died in collisions were not wearing a seat belt. Make sure you Buckle Up Like a Champion Every Time You Get Into a Vehicle"	16 Likes 5 Loves	3 Positives 1 Negative	5
5/30/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	Seat belt reminder to pickup truck drivers with campaign slogan and hashtags. "Did you know? 94 of 224 unrestrained individuals who died on Oklahoma roads in 2016 were occupants of pickup trucks. Buckle Up Like a Champion no matter the vehicle you are riding or driving in!"	18 Likes 3 Sads 1 Love		14
6/13/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	9 Likes	2 negative comments	10
6/14/2018	<ul style="list-style-type: none"> • Twitter 	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	11 Likes		11
6/15/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	14 Likes		11
6/16/2018 & 6/18/18	<ul style="list-style-type: none"> • Facebook • Twitter 	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	22 Likes		13
6/22/2018	<ul style="list-style-type: none"> • Twitter 	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	1 Like		2
6/25/2018	<ul style="list-style-type: none"> • Twitter 	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	16 Likes		7
7/3/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	Seat belt enforcement notice for 4 th of July Holiday	57 Likes 7 Loves	1 negative comment	29
7/12/2018	<ul style="list-style-type: none"> • Twitter 	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	13 Likes		5
7/20/2018	<ul style="list-style-type: none"> • Twitter 	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	7 Likes	1 positive comment	2
7/21/2018	<ul style="list-style-type: none"> • Twitter 	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	21 Likes	1 positive comment	7

Date	Post Location	Topic	Number of Likes and Loves	Number of Comments & Type	Number of Retweets & Shares
7/23/2018	• Twitter	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	2 Likes		2
7/27/2018	• Twitter	Retweet of OK Highway Safety Office tweet of video addressing importance of seat belts. Video with campaign slogan and hashtag. "You have a 98% chance of surviving a shark attack but only a 50% chance of surviving a crash without s seat belt."	7 Likes		
8/9/2018	• Twitter	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	17 Likes		7
8/10/2018 8/12/2018	• Twitter	Seat belt enforcement zone notice (location), with, logos, slogan, and hashtag	14 Likes		5
8/13/2018	• Twitter	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	7 Likes		3
8/22/2018	• Twitter	Seat belt enforcement zone notice (location), with, logos, slogan, and hashtag	8 Likes		4
8/23/2018	• Twitter	Seat belt enforcement zone notice (location), with, logos, slogan, and hashtag	7 Likes	1 neutral comment with location needing enforcement for stop sign running near school with NPD response	4
8/24/2018	• Twitter	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	12 Likes		8
8/25/2018	• Twitter	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	2 Likes		2
8/25/2018	• Twitter	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	1 Like		1
8/26/2018	• Twitter	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	1 Like		2
8/27/2018	• Twitter	Seat belt enforcement zone notice (location), with 4x4 sign, logos, slogan, and hashtag	6 Likes		7
8/27/2018	• Twitter	Seat belt enforcement zone notice (location), with logos, slogan, and hashtag	1 Like		2
8/29/2018	• Facebook	OU Football game traffic route info with campaign hashtag	54 Likes 1 Love	11 Neutrals	

Date	Post Location	Topic	Number of Likes and Loves	Number of Comments & Type	Number of Retweets & Shares
8/29/2018	<ul style="list-style-type: none"> • Twitter 	OU Football game traffic route info with campaign hashtag and reminder to buckle up	15 Likes	3 Neutrals	
8/30/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	Labor Weekend announcement of traffic safety project conducted in honor of young girl killed in a DUI crash w/focus on reducing impaired driving and unrestrained motorists. Campaign Hashtag. Announces new partners working on Operation Cadence project: OK Highway Patrol, Cleveland County Sheriff's Office, Purcell Police Dept., and ENDUI Oklahoma	61 Likes 19 Loves	3 Neutrals	65
9/1/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	Campaign slogan, logo, and hashtag promoting belt use for OU fans attending football game	20 Likes		4
9/1/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	OU Football game traffic route info with campaign hashtag and reminder to buckle up	15 Likes		4
9/6/2018 9/7/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	OU Football game traffic route info with campaign hashtag and reminder to buckle up	55 Likes		29
9/8/2018	<ul style="list-style-type: none"> • Facebook 	OU Football game traffic route info with campaign hashtag and reminder to buckle up	55 Likes		29
9/8/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	Campaign slogan, logo, and hashtag promoting belt use for OU fans attending football game	12 Likes 1 Love		2
9/21/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	OU Football game traffic route info with campaign hashtag and reminder to buckle up	28 Likes 1 Wow	1 Neutral	40
9/22/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	Campaign slogan, logo, and hashtag promoting belt use for OU fans attending football game	11 Likes 1 Love		
9/22/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	OU Football game traffic route info with campaign hashtag and reminder to buckle up	40 Likes 1 Love		20
9/29/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	Campaign slogan, logo, and hashtag promoting belt use for OU fans attending football game	Combined 17 Likes		Combined 6 shares/retweets
9/29/2018	<ul style="list-style-type: none"> • Facebook • Twitter 	OU Football game traffic route info with campaign hashtag and reminder to buckle up			
10/3/2018	<ul style="list-style-type: none"> • Twitter 	NPD retweet of OK DOT tweet w/campaign theme and hashtag, link and advisories for the next OU football game	8 Likes		5 retweets
10/15/2018	<ul style="list-style-type: none"> • Twitter 	Announcement of traffic enforcement zone location, with campaign slogan and hashtag	6 Likes		5 retweets
10/25/2018	<ul style="list-style-type: none"> • Facebook 	NPD FB post w/buckle up hashtag, info on Homecoming parade route & parking for OU football game	1 Like	6 neutral comments	38 shares

Date	Post Location	Topic	Number of Likes and Loves	Number of Comments & Type	Number of Retweets & Shares
10/26/2018	<ul style="list-style-type: none"> • Twitter 	NPD Tweet w/buckle up hashtag, info on traffic & parking for OU game w/buckle up reminder	6 Likes		5 retweets
10/28/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	NPD Tweets & FB posts w/buckle up hashtag, announcing traffic enforcement and seat belt enforcement zones (with signs) w/campaign theme	17 likes		9 retweets
11/9/2018 11/10/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	City of Norman FB post & NPD Tweet & FB post w/buckle up hashtag & link to PD press release w/reminder to buckle up all passengers	26 Likes 1 Love 1 Wow	3 neutral comments	43 shares/retweets
11/17/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	NPD Tweet & FB post w/buckle up hashtag, announcing OU game day parking information w/reminder to buckle up	15 Likes 1 Love	1 neutral comment	7 shares/retweets
11/27/2018	<ul style="list-style-type: none"> • Twitter • Facebook 	NPD Tweet & FB post w/buckle up hashtag & link to NP website article, info on traffic & parking for OU game w/buckle up reminder	14 Likes	1 neutral comment	9 retweets/shares
12/5/2018 12/6/2018 12/7/2018	<ul style="list-style-type: none"> • Twitter 	NPD Tweet with campaign slogan & hashtag announcing traffic enforcement zones, with traffic enforcement and seat belt enforcement zone signs	8 Likes		3 retweets
12/7/2018 12/8/2018	<ul style="list-style-type: none"> • Twitter 	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement and seat belt enforcement zone signs	8 Likes		3 retweets
12/10/2018	<ul style="list-style-type: none"> • Twitter 	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones	4 Likes		6 retweets
12/24/2018	<ul style="list-style-type: none"> • Facebook 	NPD post with captain, another officer, and Santa "All I want for Christmas is for you to DRIVE SOBER and BUCKLE UP LIKE A CHAMPION TODAY! Norman Police will be conducting high-visibility saturation patrols across Norman this holiday season! #BuckleUpNorman #ENDUI #NPDTrafficSafety	80 Likes, 9 Loves	7 positive comments	13 shares
None in January 2019	<ul style="list-style-type: none"> • 				
None in February 2019	<ul style="list-style-type: none"> • 				
None in March 2019	<ul style="list-style-type: none"> • 				

Date	Post Location	Topic	Number of Likes and Loves	Number of Comments & Type	Number of Retweets & Shares
4/11/2019 4/12/2019 4/13/2019 4/14/2019 4/15/2019	<ul style="list-style-type: none"> Twitter 	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement zone and seat belt enforcement zone signs	21 Likes	2 negative comments	14 retweets
5/17/2019	NPD Website	<p>Press Release: “NPD to Kickoff Click It or Ticket Enforcement May 20 Mentions both daytime and nighttime high-visibility enforcement projects across Norman. Mentions research shows Norman’s Seat belt usage rate is 89% above the state and national average. Encourages friends and family to help others who don’t buckle up to always buckle up when they ride or drive. Mentions to “Buckle Up Like a Champion Today</p>			
5/20/2019	NPD Facebook	Large rectangular logo BUCKLE UP LIKE A CHAMPION TODAY, with did you know: 231 people were killed in crashes on OK roadways who were not wearing seat belts in 2017. States that NPD join law enforcement from across the nation to kickoff CIOT. Includes #BuckleUpNorman.	15 Likes and Loves		8 shares
5/23/2019	NPD website	Press Release: “NPD to Hold Operation Cadence with High-Visibility Traffic Enforcement Projects on Memorial Day.” There is mention of “and always remember to BUCKLE UP LIKE A CHAMPION TODAY.			
5/25/2019	NPD Facebook NPD Twitter	<p>“Traveling for Memorial Day Weekend? Buckle Up Norman! Officers will take a zero-tolerance approach to seat belt enforcement #ClickitOrTicket #BuckleUpNorman. “ Post included large Buckle Up Like a Champion Today Logo</p>	62 Likes 3 Loves 4 Wows	7 positive comments	17 Shares
5/25/2019	NPD Facebook NPD Twitter	NPD Tweet/FP Post with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement and seat belt enforcement zone signs	7		6
5/26/2019	NPD Facebook NPD Twitter	Addresses lower seat belt use by males and pickup truck drivers, with hashtag: DYK? Recent traffic studies in Norman show that male drivers are less likely to buckle up, as well as pickup truck drivers and their passengers. Change your habits Today. Buckle Up Norman!	44 Likes 4 Wows 2 Loves	4 Positives	10

Date	Post Location	Topic	Number of Likes and Loves	Number of Comments & Type	Number of Retweets & Shares
5/27/2019	NPD Facebook NPD Twitter	NPD Tweet/FP Post with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement and seat belt enforcement zone signs	11 Likes		
5/31/2019	NPD Facebook NPD Twitter	Addresses importance of wearing seat belts in rural areas and the impact of not doing so, with campaign hashtag and CIOT hashtags: DYK: People who live in rural areas often believe their risk to be involved in a crash is lower, but in 2017, there were 12,786 vehicle fatalities in rural locations nationwide. 49% of those killed were NOT wearing their seat belts.	26 Likes 1 Love	1 Positive	5
6/5/2019	NPD Twitter	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with seat belt enforcement zone signs	7 Likes		2
6/6/2019	NPD Twitter	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement zone signs	20		6
6/9 and 6/10 2019	NPD Twitter	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement zone signs	2 Likes		1
6/12/2019	NPD Twitter	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones	5 Likes		1
6/19/2019	NPD Facebook NPD Twitter	NPD Tweet/FP Post with campaign slogan and hashtag announcing traffic enforcement zones	134 Likes 12 Loves	55 most related to speeding and driving recklessly	94
7/3/2019	NPD Facebook NPD Twitter	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement zone signs	64 Likes 7 Loves 2 Laughs	39, mostly negative suggesting it's a money grab	63
7/10/2019	NPD Facebook NPD Twitter	NPD Tweet with campaign slogan and hashtag announcing traffic enforcement zones, with traffic enforcement zone signs	84 Likes 4 Loves 2 Wows	54 most unrelated to seat belt use, and focusing on speeding and why NPD is sharing this info (NPD replies they believe that education is just as important as enforcement)	53

Appendix C: Print News Stories



Norman Transcript/Muskogee Phoenix web and print article, 4/18/18, Norman Police Department selected to pilot national seat belt program

By Jacob McGuire | CNHI News Oklahoma

NORMAN, Okla. — According to Oklahoma Department of Public Safety Highway Safety Office statistics, 224 people not wearing a seat belt died on Oklahoma roads in 2016. Three of those were children under age 12.

The Norman Police Department has been selected to pilot a seat belt safety demonstration project aimed at changing those statistics for the better.

“Wearing your seat belt is the single best way to protect yourself in a traffic crash,” Norman Police Chief Keith Humphrey said. “Buckling up helps keep you safe and secure inside your vehicle, whereas not buckling up can result in being ejected from the vehicle in a crash, which is almost always deadly.”

On Monday, NPD — along with the National Highway Traffic Safety Administration (NHTSA) — announced the implementation of “Buckle Up Like a Champion Today,” a 15-month seat belt enforcement and education program.

“Our program will serve as the foundation for other programs done by local law enforcement in communities across the nation,” Norman Public Safety Information Officer Sarah Jensen said. “We know people have heard this message for a long time. We are hoping that this project reinvigorates people’s wants and desires to buckle up and stay safe.”

Jensen said the goal of the program is to increase seat belt usage.

“[Seat belts] can definitely have an impact on a person’s safety and well-being who are involved in a crash,” she said. “It can make a difference, and that’s why it’s so important for people to make sure they are utilizing seat belts.”

Jensen cited 2017 seat belt statistics for Norman that showed the city’s current seat belt usage rate at 88.6 percent, about 2 percent above the state average of 86.9 percent. Jensen said there’s room for improvement.

“We know we have good compliance rates, but we would like to see those rates at 100 percent,” she said.

Additionally, NPD is looking for community partners to spread the message, Jensen said.

“After looking at opinion surveys and research preparing for this project, we know we have some work to do when it comes to people that live in the more rural areas of [Norman],” she said. “We are going to be doing some targeted education and enforcement projects, so we can have those conversations, and hopefully it will lead to changing people’s behavior.”

www.normantranscript.com/news/courts_crime_police/npd-selected-to-pilot-national-seat-belt-program/article_9c60e879-9184-559c-90a5-efd0179d8bea.html

Appendix D: Citations and Arrests by Infraction Type During the Pre-Program and Program Periods

Infraction Type	Pre-Enforcement Period (August 16, 2015 – April 15, 2016)			Pre-Enforcement Period (April 16, 2016 – December 15, 2016)			Pre-Enforcement Period (December 16, 2016 – August 15, 2017)			Pre-Enforcement Period (August 16, 2017 – April 15, 2018)			Pre-Enforcement Period TOTAL (32 MONTHS) (August 16, 2015 – April 15, 2018)		
	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings
Seat Belt	934		144	510		88	1200		181	626		148	3270	0	561
Child Passenger Safety	29		1	26		3	25		5	34		8	114	0	17
Speeding	4680		1455	3778		1388	4211		2027	3615		2456	16284	0	7326
Distracted Driving	408		121	410		154	395		184	366		242	1579	0	701
Moving Violations (All)	11049		6075	9626		10954	11305		16612	9841		17967	41821	0	51608
Impaired Driving (DUI & DRUG)		232			226			242			238		0	938	0

Infraction Type	Enforcement Period (April 16, 2018 – July 15, 2018)			Enforcement Period (July 16, 2018 – October 15, 2018)			Enforcement Period (October 16, 2018 – January 15, 2019)			Enforcement Period (January 16, 2019 – April 15, 2019)			Enforcement Period (April 16, 2019 – July 15, 2019)			Total Enforcement Period (15 MONTHS) (April 16, 2018 – July 15, 2019)		
	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings	Citations	Arrests	Warnings
Seat Belt	438		139	285		118	103		50	257		99	447		150	1530		556
Child Passenger Safety	16		1	16		3	5		0	14		6	17		3	68		13
Speeding	1106		793	881		924	1154		918	1832		1035	1065		1191	6038		4861
Distracted Driving	135		78	130		92	127		103	124		137	117		145	633		555
Moving Violations (All)	3424		5843	3069		6209	3273		5815	4404		6820	4299		6871	18469		31558
Impaired Driving (DUI & DRUG)		99			109			111			138			149			606	

**Appendix E: Restraint Use Status in Police-Reported Crashes in Norman,
by Study Period**

The counts of reportable crashes vary in Tables E-1 through E-4, because there were four codes for restraint use status and four categories of sex in the NPD crash database. The restraint use categories were restrained, unrestrained, not applicable, and unknown. Not applicable applied to occupants not required to be restrained under Oklahoma law (back-seat vehicle occupants and motorcycle riders). The categories for sex were male, female, unknown, and no code. The unknown sex code was reflective of hit-and-run cases where only one vehicle was present for the report taken. The no code data reflected an error in the reporting as it was left blank on the crash report. The researchers excluded cases from analyses where restraint use status was unknown or not applicable, and where the variables of interest (i.e., sex, vehicle type, age) were unknown or not coded.

Table E-1. Restraint Use Status by Crash Injury Severity Level and Study Period

Period and Date	Reportable Crashes with Known Restraint Use		Injury Severity							
			Property Damage Only (PDO) (No Injury)		Moderate Injury (Possible & Non-Incapacitated)		Major Injury (Incapacitated)		Fatal Injury	
	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained
Pre-Enforcement: 32 Months (8/16/2015 - 4/15/2018)	13,060 (97.6%)	322 (2.4%)	11,086 (98.3%)	195 (1.7%)	1,889 (95.3%)	93 (4.7%)	77 (77.0%)	27 (26.0%)	8 (53.3%)	7 (46.7%)
Enforcement Period: 15 Months (4/16-2018 - 7/15/2019)	5,409 (97.5%)	137 (2.5%)	4,437 (98.2%)	80 (1.8%)	920 (95.7%)	41 (4.3%)	45 (76.3%)	14 (23.7%)	7 (77.8%)	2 (22.2%)
Percent Change: Pre-Enforcement to Enforcement	-0.07	2.66	-0.04	2.46	0.45	-9.08	3.02	-8.60	45.83	-52.38

Table E-2. Restraint Use Status in Crashes by Age Group and Study Period

Period and Date	Age Group and Restraint Use Status in Reportable Crashes									
	<8		9-15		16-24		25-59		60+	
	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained
Pre-Enforcement: 32 Months (8/16/2015 - 4/15/2018)	11 (91.7%)	1 (8.3%)	54 (87.1%)	8 (12.9%)	3830 (97.5%)	99 (2.5%)	7131 (97.6%)	176 (2.4%)	2074 (98.3%)	36 (1.7%)
Enforcement Period: 15 Months (4/16-2018 - 7/15/2019)	10 (100.0%)	0	23 (88.5%)	3 (11.5%)	1470 (97.2%)	43 (2.8%)	3027 (97.5%)	78 (2.5%)	892 (98.2%)	16 (1.8%)
Percent Change: Pre-Enforcement to Enforcement	9.1	-100	1.6	-10.6	-0.3	12.8	-0.1	4.3	-0.1	3.3

Table E-3. Restraint Use Status in Crashes by Vehicle Type and Study Period

Period and Date	Vehicle Type							
	Car		Truck		Van		SUV	
	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained	Restrained	Unrestrained
Pre-Enforcement: 32 Months (8/16/2015 - 4/15/2018)	6,641 (98.4%)	110 (1.6%)	2,234 (97.4%)	59 (2.6%)	356 (98.1%)	7 (1.9%)	3,339 (98.5%)	52 (1.5%)
Enforcement Period: 15 Months (4/16-2018 - 7/15/2019)	2,774 (98.0%)	57 (2.0%)	880 (97.2%)	25 (2.8%)	136 (97.1%)	4 (2.9%)	1,377 (98.8%)	17 (1.2%)
Percent Change: Pre-Enforcement to Enforcement	-0.4	23.6	-0.2	7.4	-0.9	48.2	0.3	-20.5

Table E-4. Restraint Use Status in Crashes by Occupant Sex and Study Period

Period and Date	Occupant Sex			
	Male		Female	
	Restrained	Unrestrained	Restrained	Unrestrained
Pre-Enforcement: 32 Months (8/16/2015 - 4/15/2018)	6,302 (97.2%)	184 (2.8%)	6,756 (98.1%)	134 (1.9%)
Enforcement Period: 15 Months (4/16-2018 - 7/15/2019)	2,612 (96.9%)	83 (3.1%)	2,801 (98.1%)	55 (1.9%)
Percent Change: Pre-Enforcement to Enforcement	-0.2	8.8	0.0	-0.98

DOT HS 813 333
February 2023



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



15611-021523-v4