

# U. S. Department of Transportation news:



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## NEW MATERIALS PROMOTE SAFETY BELT USAGE

A new series of pamphlets on safety belts for use by educators was announced today by the Department of Transportation in its continuing effort to encourage use of belts to reduce automobile fatalities and injuries.

Written in layman's language, the pamphlets are aimed at safety educators to mobilize their influence on new and potential drivers.

With more than 100 million passenger cars in the United States (about 92 percent of the total number registered) equipped with safety belts, their use is the most cost effective highway safety measure available to the public. The current belt usage rate is estimated at 20 percent, and is credited with saving an estimated 3,000 lives annually. An increase in the usage rate to 70 percent would save an additional 9,000 to 10,000 lives each year.

In announcing distribution of the publications, Joan Claybrook, head of the Department's National Highway Traffic Safety Administration said, "Parents, teachers, students, medical personnel, businessmen, and the police--all need to join the national effort to explain the life-saving qualities of the safety belts which are already installed in automobiles. We hope that local communities, with the aid of their state agencies, will use these publications to assist in solving this problem."

Over 100,000 copies of the new pamphlets have been sent to elementary school principals, driver education teachers, administrators of college and university driver education preparation programs, directors of audio-visual centers, presidents of insurance companies, safety directors, driving school instructors, safety educators and information officers of service clubs.

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Previous materials designed for specific groups of drivers and passengers have been directed at elementary school children, driver education students, employees of government agencies, industrial organizations and service clubs.

NHTSA will make print negatives of all of the materials available to officials and organizations wishing to print their own copies.

For single free copies of each pamphlet, write to:

General Services Division/Distribution  
National Highway Traffic Safety Administration  
Washington, D. C. 20590

Following is a descriptive list of all the new materials:

GETTING THE SAFETY BELT MESSAGE ACROSS--A GUIDE FOR DRIVER EDUCATION INSTRUCTORS

Presents guidelines for 5 classroom presentations on safety belts to supplement regular driver education curriculum

THE SAFETY BELT MESSAGE-- The Student's Lesson

Self Directed Student's Learning Booklet presenting the reasons that safety belts should be worn and HOW TO WEAR THEM PROPERLY

TEACHING THE SAFETY BELT MESSAGE-- A Guide for Teachers of Driver Education Instructors

Outlines several methods for presenting the topic of safety belts in the classroom.

HOW MANY OF THESE FAIRY TALES HAVE YOU TOLD?

Presents most common reasons given for not wearing safety belts and counters them with facts.

THE AUTOMOBILE SAFETY BELT FACT BOOK

Provides comprehensive information and data about most aspects of safety belts.

SAFETY BELT ACTIVITY BOOK--A Guide for Teachers of Grades K-6

Illustrated instructions for 20 classroom/group activities designed to inform children about belts and encourage their use.

SAFETY BELT GAME

Board game for 2 to 4 children to play suitable for grades 2-6.

### SAFETY BELTS - FACT AND FICTION

Materials include slides, audio cassette and leader's booklet. Authoritative narration that shows why safety belts should be worn and counters some common myths for not wearing belts; suitable for general audience in an educational setting:

Driver Education Students  
Employees  
Service Organization Members  
Public Meetings Such as:

- o Service Clubs
- o PTA
- o Community Functions
- o General Safety Programs

### ENCOURAGING EMPLOYEES TO USE SAFETY BELTS

Booklet covers the following:

How to organize a safety belt program  
Basic programs  
Distributing literature  
Audio-Visual presentation  
Classroom type presentation  
Demonstration  
Comprehensive Program:

Describes tailoring program to information needs of employes  
Includes Procedure for Program Evaluation

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