

# Traffic Safety Facts

## Traffic Tech – Technology Transfer Series

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# Buckle Up In Your Truck Program Increases Seat Belt Use in Pickup Trucks

Seat belt use in pickup trucks is lower than in any other type of passenger vehicle on the road. In 2006, during daytime hours, 40% of pickup truck fatalities were restrained compared with 60% of fatalities in passenger cars. This situation worsens at night when just 24% of pickup truck fatalities were restrained compared with 42% of passenger car occupants. In 2008, observed seat belt use in pickup trucks was 74%, well below the 83% national seat belt use rate. Seat belt use in pickup trucks is significantly lower in rural areas and secondary law States. In addition, pickup trucks experienced twice as many fatal crashes in rural areas, compared with urban areas, and they were twice as likely as passenger cars to roll over in a crash.

In May 2006 and 2007, just prior to the national *Click It or Ticket* (CIOT) high-visibility seat belt enforcement mobilization, four States in NHTSA's Region 7 (Iowa, Kansas, Missouri and Nebraska) implemented an additional seat belt enforcement program called *Buckle Up in Your Truck* (BUIYT). This program sought to increase seat belt use in pickup trucks by making occupants aware of the dangers of riding unbuckled and of ongoing seat belt enforcement efforts. Key components of the program are paid media, earned media, enforcement, outreach, evaluation, and coordination. Immediately following the BUIYT phase, all four States conducted statewide CIOT campaigns, which included additional paid media and enforcement. This is NHTSA's third regionwide seat belt program focusing on low-use pickup trucks.

### Media

The BUIYT and CIOT media campaigns targeted 18 media markets serving over 13 million residents throughout Region 7 with enforcement ads. States spent \$1.1 million on paid advertising for the combined BUIYT and CIOT programs in 2006, and \$1.2 million in 2007. This represents 4 to 5 cents per capita spent on media for each phase in each year, or about 9 to 10 cents per capita total. Each State's media program achieved at least 350 gross rating points per week per market, which is considered a "strong" program by industry standards.

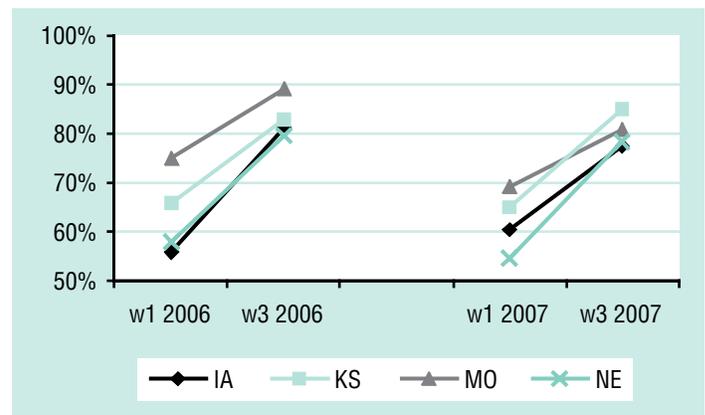
### Enforcement

During the BUIYT and CIOT phases, all four States intensified seat belt enforcement. In 2006, States targeted one week of enforcement during the BUIYT phase and two weeks during the CIOT phase. In 2007, they targeted two weeks of enforcement during each phase. On average, police issued about 3 to 4 citations per 10,000 residents during the BUIYT phases, and an average of 11 citations per 10,000 residents for the two-week CIOT period. Although the CIOT rates were higher than the BUIYT rates, they were lower than those reported for several past benchmark efforts. Iowa and Kansas had higher citation rates than either Missouri or Nebraska.

### Awareness

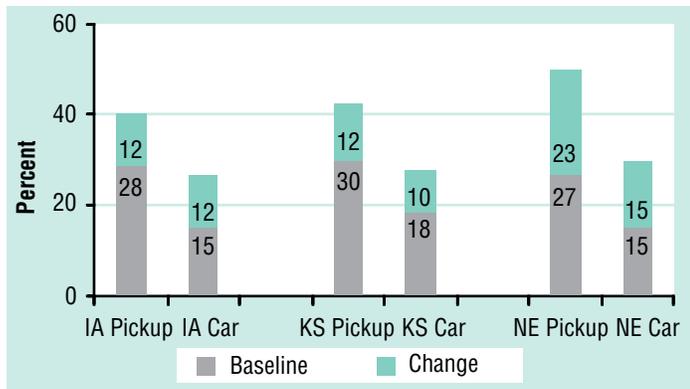
Public awareness of the 2006 and 2007 BUIYT and CIOT programs increased in every State. In 2006 and 2007, there were large differences between the BUIYT and the CIOT phases.

### Recently Seen/Read/Heard Messages to Buckle Up



More people were aware of general seat belt messages, the CIOT slogan, and of ongoing enforcement during CIOT than during the BUIYT phase, which was new to the region. Awareness of messages to buckle up in pickup trucks and of the BUIYT slogan peaked at very modest levels during the BUIYT phase and significantly increased (+7 percentage points) among occupants of pickup trucks. There was little change in the perceived likelihood of receiving a ticket if riding unbuckled.

## Awareness of Messages to Use Seat Belts in Pickup Trucks by Vehicle Type

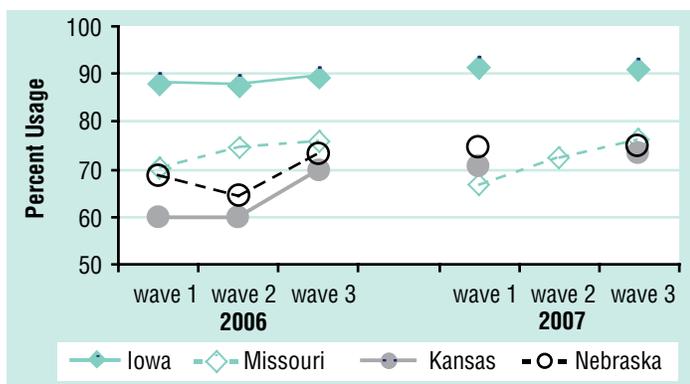


## Changes in Seat Belt Use

All States experienced significant increases in observed seat belt use over the two-year program. The greatest increases occurred during the 2006 CIOT phase. The median increase in belt use during that phase was 8 percentage points among occupants of pickup trucks and 7 percentage points among occupants of other (passenger) vehicles. By the end of the second year, overall belt use increased 7 percentage points in pickup trucks and 8 percentage points in other vehicles. The increase in seat belt use in pickup trucks ranged from 3 percentage points in Nebraska to 14 percentage points in Kansas. Increases in other vehicle types ranged from 2 percentage points in Iowa to 14 percentage points in Kansas. Except for Iowa, there was a significant increase in seat belt use among occupants of other vehicles during this phase (average change was an increase of 6 percentage points).

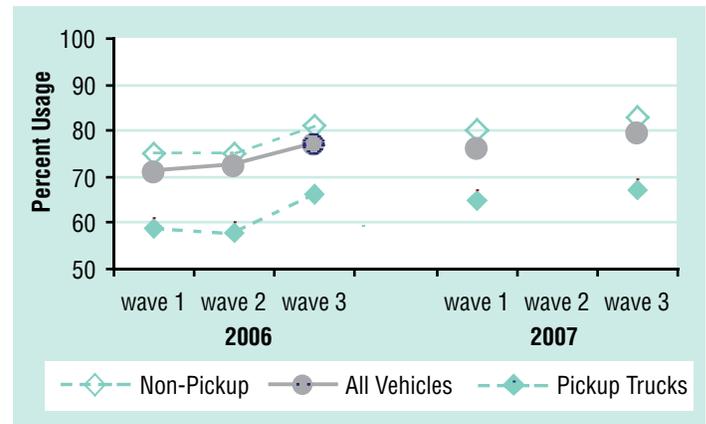
There was no change in seat belt use among crash victims from pre- to post-campaign in 2006, as measured by FARS data. There was, however, a significant increase in the belted proportion of occupants of pickup trucks relative to occupants of other vehicles.

## Changes in Seat Belt Use: 2006 and 2007



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**National Highway Traffic Safety Administration**  
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## Changes in Seat Belt Use by Vehicle Type



## Summary

The key to achieving higher seat belt use seems to be in reaching low-use occupants who are at the highest risk of being involved in serious crashes. Programs should continue to target those at greatest risk, such as rural motorists, occupants of pickup trucks, young males, and people on the roadways late at night. These initial targeted programs have met with modest success. Pairing a targeted program with a CIOT mobilization appears to offer more promise than conducting such a program alone. There may be better ways to combine and integrate targeted programs and CIOT efforts, for example, implementing them as integrated three-week efforts, rather than in two distinct phases. This is being considered in some current demonstration programs. In the Region 7 project, there was room to improve the reach, intensity, and awareness of the pickup-truck-related messaging.

The report also includes appendices that document the results of previously published BUIYT programs in NHTSA's Region 4 (Tennessee, Alabama, Georgia, South Carolina, and Florida) and Region 6 (New Mexico, Oklahoma, Texas, Louisiana, and Missouri).

## How to Order

To order *Evaluation of the Buckle Up In Your Truck Programs to Increase Seat Belt Use in Pickup Trucks* (15 pages plus appendices), prepared by Preusser Research Group, write to the Office of Behavioral Safety Research, NHTSA, NTI-132, 1200 New Jersey Avenue SE., Washington, DC 20590, fax 202-366-7394, or download from [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). John Siegler, Ph.D., was the Contracting Officer's Technical Representative for this project.

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