

Adult Speaking Points



The speaking points for the Together for Life Adult Toolkit are designed as a communication tool to help community coordinators guide conversations in their communities. The speaking points set a positive tone and help connect Utah adults based on protective beliefs and behaviors about seat belt use. The toolkit focuses on growing three specific actions among all adults: 1.) Promoting the importance of always wearing a seat belt, 2.) Engaging others to always wear a seat belt; and, 3.) Establishing family rules about seat belt use.

Promoting the Importance of Always Wearing a Seat Belt

Most adults (IR 93%; UI 93%) agree that they should always wear a seat belt.¹ And most Utah adults always wear a seat belt.¹ However, many adults have misperceptions about seat belt use in their community.

- Few (IR 35%; UI 32%) thought most adults in their community would strongly agree it is important to protect themselves by always wearing a seat belt.¹
- Very few (IR 15%; UI 14%) thought most adults in their county always wear a seat belt.¹

Community coordinators should highlight the importance of always wearing a seat belt by drawing attention to the discrepancies that exist between what people think they should do and what people actually do.

- While most adults (IR 93%; UI 93%) agree they should ALWAYS wear a seat belt, slightly less than half do NOT always do it.¹

Engaging Others to Always Wear a Seat Belt

Most drivers (IR 75%; UI 68%) believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹ Most drivers (IR 94%; UI 91%) agree being comfortable asking others to wear a seat belt,¹ and most drivers (IR 81%; UI 80%) are asking others to wear a seat belt.¹

However,

- Few (IR 28%; UI 27%) thought most adults in their community would strongly agree it is the driver's responsibility to get others to wear a seat belt.¹
- Few (IR 33%; UI 28%) thought most drivers in their community always or almost always make sure everyone is wearing their seat belts.¹

Establishing Family Rules about Seat Belt Use

Most families (IR 75%; UI 73%) have a rule about always wearing a seat belt.¹

Conversations to help families establish a rule about always wearing a seat belt is a targeted strategy to grow protection. Family rules might include:

1. Wear a seat belt at all times while driving or riding in a vehicle.
2. Have all passengers in the vehicle you are driving wear a seat belt.
3. Have all passengers in a vehicle in which you are a passenger wear a seat belt.

Families should also consider consequences for not following family rules about seat belt use. Consequences could include:

1. Suspending or limiting driving privileges for a specified length of time.
2. Not allowing peers or others to ride in the vehicle for a specified length of time.

Community conversations are a tool to engage people and to create excitement about being a part of the solution to increase seat belt use in Utah. The Together for Life Project promotes and builds on positive themes already occurring about seat belt use, while also confronting the seriousness of not wearing a seat belt.

Reference

1. Center for Health and Safety Culture. (2020). *Utah community survey of adults on seat belt use in Iron and Uintah Counties*. Montana State University, Bozeman, Montana. (N=673)