

Key Leader Speaking Points



These speaking points are to help you engage in meaningful conversations with key leaders in your county about the importance of always wearing a seat belt and getting others to always wear a seat belt. Key leaders have strong voices in the community and can rally support for the importance of seat belt use. It is important to reach out to key leaders. Ask for their support. Ask them to speak up about the importance of always wearing a seat belt.

These speaking points are designed to help set a positive tone for the Together for Life Project and to connect key leaders based on their common values toward seat belt safety. Meaningful conversations will draw attention to the concerns about seat belt use and promote engagement in this issue among key leaders.

Important Values and Beliefs Shared among Key Leaders

Utah key leaders have strong protective beliefs about seat belt use.¹ These beliefs provide a solid foundation for efforts to improve health and safety.

Support for wearing seat belts is high among key leaders:

- Most key leaders, (BE 97%; SJ 88%; SP 95%) agree it is important to protect themselves by always wearing a seat belt.¹
- Most key leaders, (BE 97%; SJ 88%; SP 90%) agree they should always wear a seat belt.¹
- Most key leaders, (BE 100%; SJ 94%; SP 93%) want people they care about to always wear a seat belt.¹

Key leaders have protective beliefs about seat belts:

- Most key leaders (BE 91%; SJ 100%; SP 92%) agree it is their responsibility to make sure others in the vehicle wear a seat belt when they are the driver.¹
- Most key leaders (BE 87%; SJ 87%; SP 78%) have a family rule about always wearing a seat belt.¹

Key leaders are concerned about safety on Utah's roads and highways.¹

Most key leaders believe the only acceptable number of deaths and serious injuries on Utah roadways is zero.¹

References

1. Center for Health and Safety Culture (2014). *Utah key leader survey on seat belt use in Box Elder, Sanpete and San Juan Counties*. Montana State University, Bozeman, Montana. (BE n=62; SJ n=32; SPn=43)