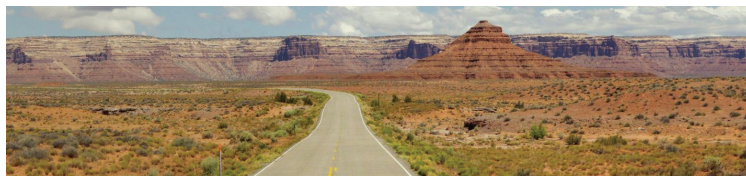


TOGETHER FOR LIFE

# Key Findings Report



*Key Leader*

## *San Juan County*

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Based on the 2014 Utah Key Leader Survey on  
Seat Belt Use in San Juan County

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Prepared for the  
Highway Safety Office,  
Utah Department of Public Safety

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# Increasing Seat Belt Use in Rural Utah

## Executive Summary

The Highway Safety Office (HSO) of the Utah Department of Public Safety has recognized that significant disparities exist between urban and rural rates of seat belt use among citizens of Utah.<sup>1</sup> The Utah Seat Belt Observational Survey revealed that 90 percent of motorists in urban counties buckle up, whereas only 80 percent of rural motorists wear their seat belt.<sup>2</sup> Driving or riding in a vehicle without a seat belt is a well-recognized contributing factor to fatality, serious injury, and harm associated with traffic crashes.

A recent survey conducted by the Center for Health and Safety Culture on behalf of the HSO revealed strong positive norms regarding protective behaviors and attitudes about seat belts among key leaders in three rural counties of Utah: Box Elder, San Juan, and Sanpete. However, many of these key leaders misperceived these positive norms.<sup>3</sup> For example, while most adults in these counties are wearing seat belts (based on observational studies), many key leaders do not believe that MOST adults are wearing their seat belts.<sup>3</sup> Similarly, key leaders underestimated the prevalence of protective beliefs and behaviors about seat belts among adults in their communities as well.<sup>3</sup>

Most key leaders agree it is important to protect themselves by always wearing a seat belt, agree they should always wear a seat belt, and want people they care about to always wear a seat belt.<sup>3</sup> However, too many key leaders are not always wearing a seat belt.<sup>3</sup>

Most key leaders agree local law enforcement should enforce Utah seat belt laws and agree with encouraging others in the vehicle with them to wear their seat belts.<sup>3</sup> However, many key leaders misperceived these positive norms.<sup>3</sup> For example, while most key leaders strongly agree that a driver has the responsibility to make sure others in the vehicle wear a seat belt, many do not believe that MOST adults in their community feel the same way.<sup>3</sup> Recommendations are made to correct misperceptions and address gaps in knowledge.

## Background

The Center for Health and Safety Culture developed a survey to better understand the behaviors, beliefs and attitudes of key leaders in rural Utah regarding seat belts. The survey was conducted using an online survey of a convenience sample of key leaders in Box Elder, San Juan, and Sanpete Counties in Utah in 2014. Local safety coalition members identified and recruited key leaders among a variety of sectors including local government, law enforcement, business and education to participate in the survey. These key leaders were also asked to forward the survey link using email to other leaders that they knew. The survey represents those individuals who participated in the survey, and the results cannot be generalized to all leaders in the county or to all leaders in Utah.

## Survey Respondents Are Leaders in a Variety of Sectors

Sector	Percentage of Respondents
Government / Elected Official	13%
Private For-Profit Business	9%
Private Non-Profit Business	6%
Public Social Service Provider	6%
Education	72%
Healthcare	19%
Public Health	13%
Faith Community	6%
Law Enforcement	6%
Fire / Emergency Services	16%
Judicial	3%
Other	3%

Note: Percengages may total greater than 100% as respondents could select more than one sector.

## Seat Belt Use Among Leaders – Actual and Perceived Norms

In 2014, MOST leaders in San Juan County, 61%, report always or almost always wearing their seat belts. However, 81% perceive that most other adults in their counties wear a seat belt less frequently (Q8, Q9).

- 50% report always or almost always wearing their seat belt when driving within a few miles of their home. However 90% perceive that most other adults in their counties do **not** always or almost always wear their seat belts (Q6).
- 91% report always wearing their seat belt when driving many miles from their home. However 81% perceive that most other adults in their counties do **not** always wear their seat belts (Q7).

## Observational Studies Reveal Most Adults Wear Their Seat Belts

Observational studies completed in June of 2012 and 2013 show MOST adults are wearing their seat belts.

### Observed and Self-Reported Seat Belt Usage

	Box Elder	San Juan	San Pete
Observed Seat Belt Use, 2012 <sup>2</sup>	75%	62%	57%
Observed Seat Belt Use, 2013 <sup>2</sup>	79%	55%*	70%*
Self-Reported "Always" Wear a Seat Belt, 2013 <sup>3</sup>	74%	54%	58%
Observed Seat Belt Use, 2014 <sup>2</sup>	89%	47%	62%
Observed Seat Belt Use, 2015 <sup>2</sup>	86%	61%	69%

\*Protocol was changed between 2012 and 2013.

## Most Leaders Have Positive Beliefs about Wearing Seat Belts

- In 2014, MOST leaders in San Juan County, 69%, strongly agree that “it is important to protect myself by always wearing a seat belt.” However, 38% perceive that most law enforcement officers in their counties do NOT strongly agree, 59% perceive that most elected officials in their cities / counties do NOT strongly agree, 56% perceive that most elected officials in their state do NOT strongly agree, and 84% perceived that most adults in their county do NOT strongly agree (Q10).
- 44% strongly or mostly agree that they wear a seat belt because they want to set a good example for their community (Q11a).
- 84% strongly or mostly agree that they wear a seat belt because they want to set a good example for their children (11b).
- 81% strongly or mostly disagree that seat belts are just as likely to harm you as help you (Q11d).
- 91% strongly or mostly agree that people are less likely to be seriously injured or killed if they always wear their seat belt (Q11e).
- 88% strongly or mostly agree that seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries and serious brain injuries (Q11f).
- 84% strongly agree that parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt (Q11j).

- **In 2014, MOST leaders in San Juan County, 72%, strongly agree that they should always wear a seat belt (Q11g).**
  - 81% strongly agree that they want people they care about to always wear a seat belt (Q11h).
  - 72% strongly agree that “people who care about me want me to always wear a seat belt” (Q11i).

## Getting Others to Wear a Seat Belt: Actual and Perceived Norms

- **In 2014, MOST leaders in San Juan County, 73% strongly agree that it is their responsibility to make sure others are wearing their seat belts when they are the driver. However, 78% perceive that most other adults in their counties do NOT feel this way (Q13).**

## Many Leaders Have Family Rules and Workplace Policies about Wearing Seat Belts

- **In 2014, MOST leaders in San Juan County, 87%, indicate their family has a rule about always wearing a seat belt (10% said they do not have a family rule, and 3% said they do not have a family) (Q14).**
  - 75% of **leaders in San Juan County** perceive that about half or less (60% or less) of families in their counties have a family rule about always wearing a seat belt (Q15).
- **In 2014, many leaders in San Juan County, 69%, indicate their workplace has a policy about always wearing a seat belt (13% said they do not have a workplace policy, 16% said they do not know, and 3% said they do not have a workplace) (Q18).**
  - 47% indicate their workplace enforces the policy about always wearing a seat belt (Q20).
  - 58% indicate their workplace provides education or training about always wearing a seat belt (Q21).
  - 56% strongly or mostly agree that workplaces in their counties should require employees to wear seat belts (Q22).
  - 56% perceive that most workplaces in their counties (60% or more) have a policy about always wearing a seat belt (Q19).
- **In 2014, 59% of leaders in San Juan County, strongly or mostly agree that county government should request employees to wear seat belts (Q24).**

## Most Leaders Support Seat Belt Enforcement

- **MOST leaders in San Juan County, 91%, strongly or mostly agree that local law enforcement should enforce Utah seat belt laws (Q12a).**
  - However, 56% perceive that most other adults in the counties would NOT feel the same way (Q12e).
  - 38% perceive that most elected officials in their cities / counties would NOT feel the same way (Q12c).
  - 32% perceive that most elected officials in their state would NOT feel the same way (Q12d).
  - And, 31% perceive that most law enforcement officers in their counties would NOT feel the same way (Q12b).

## Recommended Next Steps

- ✓ **Correct misperceptions about seat belt use in the county.**
  - Seek to communicate to all citizens that MOST adults in the county are wearing seat belts<sup>1</sup>.
- ✓ **Take steps to bolster strategies to increase seat belt use in the county.**
  - Seek to communicate to all aspects of the community – elected officials, law enforcement leaders, business owners, schools, families and citizens, that
    - MOST adults believe it is important to always wear a seat belt;<sup>2</sup>
    - MOST adults want people they care about to always wear a seat belt;<sup>2</sup>
    - MOST adults support enforcement of Utah seat belt laws;<sup>2</sup>
    - MOST have a families rule about always wearing a seat belt. <sup>2</sup>
- ✓ **Take steps to increase the likelihood that citizens will encourage others to wear their seat belts.**
  - Build on the existing strong positive norms outlined in this report:
    - MOST drivers make sure everyone is wearing a seat belt;<sup>2</sup>
    - MOST drivers believe it is their responsibility to make sure everyone is wearing a seat belt.<sup>2</sup>

## Questions to Foster Meaningful Dialogue<sup>4</sup>

### Questions to Focus Collective Attention

- What opportunities can you see that the data are revealing?
- What do we still need to learn about this issue?
- What would someone who had a very different set of beliefs than you do say about these data?

### Questions to Reveal Deeper Insights

- What has had real meaning for you from what you've seen in the data?
- What surprised you? What challenged you? What encouraged you?
- What needs clarification?
- What's been your major learning, insight, or discovery so far from these data?

### Questions to Create Forward Movement

- What's possible here?
- What will it take to create change?
- What needs our immediate attention going forward?

Adapted from Brown, Isaacs, and Community, 2005<sup>4</sup>



## References

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