

TOGETHER FOR LIFE

Key Findings Report



Key Leader

Iron County

Based on the 2020 Utah Key Leader Survey on
Seat Belt Use in Iron County

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 Utah Department of Public Safety's Highway Safety Office (HSO) has recognized that significant disparities existed between urban and rural rates of seat belt use among citizens of Utah.¹ Driving or riding in a vehicle without a seat belt is a well-recognized contributing factor to fatality, serious injury and harm associated with car crashes.

A recent survey conducted by the Center for Health and Safety Culture on behalf of the UHSO revealed strong positive norms regarding protective behaviors and attitudes about seat belts among leaders in Iron County. However, many of these leaders misperceived these positive norms. For example, while most adults in Iron County are wearing seat belts (based on observational studies²), many leaders do not believe that MOST adults are wearing their seat belts. Similarly, leaders underestimated the prevalence of protective beliefs and behaviors about seat belts among adults in their communities as well.³

Most 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. However, too many leaders are not always wearing a seat belt.³

Most 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. However, many leaders misperceived these positive norms. For example, while most leaders strongly agreed that a driver has the responsibility to make sure others in the vehicle wear a seat belt, many did not believe that MOST adults in their community felt the same way.³

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 leaders in rural Utah regarding seat belts. The survey was conducted using an online survey of a convenience sample of leaders in Iron County in Utah in 2020. Local safety coalition members identified and recruited leaders among a variety of sectors including local government, law enforcement, business and education to participate in the survey. These leaders were also asked to forward the survey link using email to other leaders that they knew. In Iron County, 35 individuals completed the survey. 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.

Seat Belt Use Among Leaders – Actual and Perceived Norms

In 2020, MOST leaders in Iron County, 96%, report always or almost always wearing their seat belts. However, 61% perceive that most other adults in their counties wore a seat belt less frequently (Q8, Q9).

- 69% report always wearing their seat belt when driving within a few miles of their home. However, 81% perceive that most other adults in their counties did **not** always wear their seat belt when driving within a few miles of their home (Q6).
- 92% report always wearing their seat belt when driving many miles from their home. However, 77% perceive that most other adults in their counties did **not** always wear their seat belt when driving many miles from their home (Q7).

Observational Studies Reveal Most Adults Wear Their Seat Belts

Observational studies completed in June of 2016, 2018, and 2019 show MOST adults are wearing their seat belts.

Observed and Self-Reported Seat Belt Use in Iron County, Utah

	Iron
Observed Seat Belt Use, 2016	74%
Observed Seat Belt Use, 2018	80%
Observed Seat Belt Use, 2019	84%
Self-Reported “Always” Wear a Seat Belt, 2020	71%

Most Leaders Have Positive Beliefs about Wearing Seat Belts

- In 2020, MOST leaders in Iron County, 89%, strongly or mostly agree that “it is important to protect myself by always wearing a seat belt.” However, 23% perceive that most adults in their county did NOT strongly or mostly agree (Q10).
 - 58% strongly or mostly agree that they wear a seat belt because they want to set a good example for their community (Q11a).
 - 73% strongly or mostly agree that they wear a seat belt because they want to set a good example for their children (Q11b).
 - 0% strongly or mostly disagree that seat belts are just as likely to harm you as help you (Q11d).
 - 85% strongly or mostly agree that people are less likely to be seriously injured or killed if they always wear their seat belt (Q11e).
 - 81% strongly or mostly agree that seat belts help prevent lifelong disabilities such as paralysis, spinal cord injuries and serious brain injuries (Q11f).
 - 88% strongly agree that parents should require their children to always use an appropriate child car seat or, when big enough, a seat belt (Q11j).
 - 24% strongly agree they wear a seat belt because their workplace requires they do (Q11c).
- In 2020, MOST leaders in Iron County, 88%, strongly agree that they should always wear a seat belt (Q11g).
 - 84% strongly agree that they want people they care about to always wear a seat belt (Q11h).
 - 68% 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 2020, MOST leaders in Iron County, 61% strongly agree that it is their responsibility to make sure others are wearing their seat belts when **they are the driver**. However, 96% **perceive that most other adults** in their counties **did NOT feel this way** (Q13).

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

- In 2020, MOST leaders in Iron County, 91%, indicate their family has a rule about always wearing a seat belt (Q14).
- In 2020, many leaders in Iron County, 65%, indicate their workplace has a policy about always wearing a seat belt (17% said they did not have a workplace policy) (Q18).
 - 44% indicate their workplace enforces the policy about always wearing a seat belt (Q20).
 - 50% indicate their workplace provides education or training about always wearing a seat belt (Q21).
 - 73% strongly or mostly agree that workplaces in their counties should require employees to wear seat belts (Q22).
 - 35% perceive that most workplaces in their counties (60% or more) have a policy about always wearing a seat belt (Q19).
- In 2020, 82% of leaders in Iron 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 Iron County, 79%, strongly or mostly agree that local law enforcement should enforce Utah seat belt laws (Q12a).
 - However, 79% perceive that most other adults in the counties would NOT feel the same way (Q12e).

Recommended Next Steps

- ✓ **Correct misperceptions about seat belt use in the counties.**
 - Seek to communicate to all citizens that MOST adults in the county are wearing seat belts.⁴
- ✓ **Take steps to bolster strategies to increase seat belt use in the counties.**
 - 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;⁴
 - MOST adults want people they care about to always wear a seat belt;⁴
 - MOST adults support enforcement of Utah seat belt laws;⁴ and
 - MOST adults have a family rule about always wearing a seat belt.⁴
- ✓ **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 belt⁴ and
 - MOST drivers believe it is their responsibility to make sure everyone is wearing a seat belt.⁴

Questions to Foster Meaningful Dialog⁵

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, 2005⁵

References

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