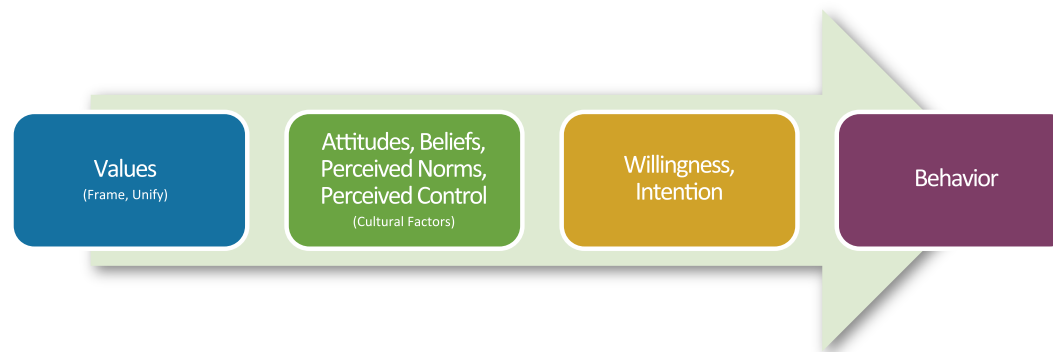


## Utah Rural Seat Belt Cultural Summary



This table summarizes the key findings from several surveys conducted in Iron and Uintah Counties. Each row clarifies the importance, values, beliefs, and behaviors for each layer of the social ecology. This information guides all communication efforts. The goal of the communication efforts will be to grow beliefs that will result in the desired behaviors.



### Unifying Values (unifying theme, tie all the pieces together)

- Most adults (IR 94%; UI 96%) agree it is important to protect themselves by always wearing a seat belt.<sup>1</sup>
- Most adults (IR 95%; UI 96%) agree they want people they care about to always wear a seat belt.<sup>1</sup>

## Cultural Summary

| Population<br>(social ecology) | Critical Attitudes and Beliefs<br>(predictive of desired behaviors)  | Misperceptions   | Desired Behaviors<br>(to increase seat belt use among all adults)  |
|--------------------------------|--|--|--|
| <b>Adult</b>                   | <ul style="list-style-type: none"> <li>Most (IR 93%; UI 93%) agree they should always wear a seat belt.<sup>1</sup></li> <li>Most adults always wear a seat belt.<sup>1</sup></li> <li>Most drivers (IR 75%; UI 68%) believe it is their responsibility to make sure others in the vehicle wear a seat belt.<sup>1</sup></li> <li>Most drivers (IR 94%; UI 91%) agree being comfortable asking others to wear their seat belts.<sup>1</sup></li> <li>Most drivers (IR 81%; UI 80%) are asking others to wear a seat belt.<sup>1</sup></li> <li>Most passengers (IR 79%; UI 78%) agree being comfortable asking others to wear their seat belts.<sup>1</sup></li> </ul> | <ul style="list-style-type: none"> <li>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.<sup>1</sup></li> <li>Very few (IR 15%; UI 14%) thought most adults in their county always wear a seat belt.<sup>1</sup></li> <li>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.<sup>1</sup></li> <li>Few (IR 33%; UI 28%) thought most drivers in their community always or almost always make sure everyone is wearing their seat belts.<sup>1</sup></li> </ul> | <ul style="list-style-type: none"> <li>Always wear a seat belt.</li> <li>Get others to always wear a seat belt.</li> </ul>   |
| <b>Family</b>                  | <ul style="list-style-type: none"> <li>Most families (IR 75%; UI 73%) have a rule about always wearing a seat belt.<sup>1</sup></li> </ul>   |  | <ul style="list-style-type: none"> <li>Establish a family rule about always wearing a seat belt.</li> </ul>  |
| <b>Law Enforcement</b>         | <ul style="list-style-type: none"> <li>Most adults always wear a seat belt.<sup>1</sup></li> <li>Most officers (IR 90%; UI 100%) agree they should always wear a seat belt.<sup>2</sup></li> <li>Most adults (IR 66%; UI 64%) support enforcement<sup>1</sup></li> <li>Most law enforcement officers in our county support consistent enforcement of seat belt laws<sup>2</sup></li> </ul>   | <ul style="list-style-type: none"> <li>Many officers (IR 73%; UI 85%) thought most adults in their community would not agree that seat belt laws should be enforced.<sup>2</sup></li> </ul>  | <ul style="list-style-type: none"> <li>Increase seat belt use among all staff and officers.</li> <li>Promote consistent, strong enforcement of seat belt laws.</li> <li>Advocate for seat belt use in the general public.</li> </ul> |

## Cultural Summary

| Population<br>(social ecology) | Critical Attitudes and Beliefs<br>(predictive of desired behaviors)   | Misperceptions  | Desired Behaviors<br>(to increase seat belt use among all adults)  |
|--------------------------------|---|---|--|
| <b>Workplace</b>               | <ul style="list-style-type: none"> <li>Knowledge of workplace policies</li> <li>Most drivers (IR 75%; UI 68%) believe it is their responsibility to make sure others in the vehicle wear a seat belt.<sup>1</sup></li> <li>Most drivers (IR 94%; UI 91%) agree being comfortable asking others to wear their seat belt.<sup>1</sup></li> <li>Most drivers (IR 81%; UI 80%) are asking others to wear a seat belt.<sup>1</sup></li> <li>Most passengers (IR 79%; UI 78%) agree being comfortable asking others to wear a seat belt.<sup>1</sup></li> </ul> | <ul style="list-style-type: none"> <li>Very few (IR 15%; UI 14%) thought most adults in their county always wear a seat belt.<sup>1</sup></li> <li>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.<sup>1</sup></li> <li>Few (IR 33%; UI 28%) thought most drivers in their community always or almost always make sure everyone is wearing their seat belts.<sup>1</sup></li> </ul> | <ul style="list-style-type: none"> <li>Establish and enforce a workplace policy about always wearing a seat belt.</li> <li>Require drivers to make sure everyone is always wearing a seat belt.</li> </ul> |

## Cultural Summary

| Population<br>(social ecology) | Critical Attitudes and Beliefs<br>(predictive of desired behaviors)  | Misperceptions   | Desired Behaviors<br>(to increase seat belt use among all adults)   |
|--------------------------------|--|--|---|
| <b>Key Leaders</b>             | <ul style="list-style-type: none"> <li>• Most (IR 88%; UI 86%) agree they should always wear a seat belt.<sup>3</sup></li> <li>• Most always wear a seat belt.<sup>3</sup></li> <li>• Most drivers (IR 75%; UI 68%) believe it is their responsibility to make sure others in the vehicle wear a seat belt.<sup>1</sup></li> <li>• Most drivers (IR 94%; UI 91%) agree being comfortable asking others to wear their seat belts.<sup>1</sup></li> <li>• Most drivers (IR 81%; UI 80%) are asking others to wear a seat belt.<sup>1</sup></li> <li>• Most families (IR 75%; UI 73%) have a rule about always wearing a seat belt.<sup>1</sup></li> <li>• Most passengers (IR 79%; UI 78%) agree being comfortable asking others to wear a seat belt.<sup>1</sup></li> </ul> | <ul style="list-style-type: none"> <li>• Few leaders (IR 23%; UI 11%) thought most adults in their community would strongly agree it is important to protect themselves by always wearing a seat belt.<sup>3</sup></li> <li>• Very few leaders (IR 0%; UI 0%) thought most adults in their county always wear a seat belt.<sup>3</sup></li> <li>• Some leaders (IR 20%; UI 30%) thought most adults in their community would not agree that seat belt laws should be enforced.<sup>3</sup></li> <li>• Few (IR 4%; UI 7%) thought most adults in their community would strongly agree it is the driver's responsibility to get others to wear a seat belt.<sup>3</sup></li> </ul> | <ul style="list-style-type: none"> <li>• Establish and enforce a workplace policy about always wearing a seat belt.</li> <li>• Require drivers to make sure everyone is always wearing a seat belt.</li> <li>• Advocate for seat belt use, getting others to wear a seat belt, and family rules in the general public.</li> </ul> |

### References

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).
2. Center for Health and Safety Culture. (2020). *Utah law enforcement survey on seat belt use in Iron and Uintah Counties*. Montana State University. (N=123).
3. Center for Health and Safety Culture. (2020). *Utah key leader survey on seat belt use in Iron and Uintah Counties*. Montana State University. (N=101).