



Promoting the “Ask Them to Wear a Seat Belt” Tool



You can contribute to increasing seat belt use in Utah. Promoting the “Ask Them to Wear a Seat Belt” tool is one way to do this. Increasing an individual’s comfort and confidence in asking others to wear a seat belt can help increase seat belt rates and reduce serious injuries and fatalities.

Think strategically about the layers of the social ecology that exist within your county. They can help you promote the tool and reach residents. Using the table below, list the names of individuals and/or organizations represented in each category in your county. Then for each, identify the (1) influence or power they have in the county and (2) who will contact and invite their involvement.

Individuals (Family, Friends, Colleagues, Neighbors)		
Name:	Influence:	Who Will Contact?
Schools		
Name:	Influence:	Who Will Contact?
Workplaces		
Name:	Influence:	Who Will Contact?

Community Organizations and Faith Groups		
Name:	Influence:	Who Will Contact?
Law Enforcement		
Name:	Influence:	Who Will Contact?
Key Community Leaders and Elected Officials		
Name:	Influence:	Who Will Contact?
Others		
Name:	Influence:	Who Will Contact?