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SOCIAL MEDIA GUIDE FOR PROMOTING SEAT BELT USE IN UTAH’S RURAL COUNTIES

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# RECOMMENDED COMMUNICATION CHANNELS

Utah’s rural communities can use multiple communication channels to create awareness and interest in the Together for Life project. The following Social Media Guide provides sample communication messages and ideas for social media, blogs, website marketing, and email and provides a foundation on which to build additional messages.

**Social Media**

Facebook and Twitter can be used to share effective online messages that encourage seat belt advocacy and use. Sample messages are included in this guide that pertain to each level of the social ecology (adults, law enforcement, workplaces, key leaders, and students) and align with existing media.

**Blogs**

Regularly updated webpages, also known as blogs, are effective online mediums to share in-depth information about seat belt use. Sample blog posts are available in this guide for reference.

**Website Marketing**

Website banners and badges can be used to drive viewers to the Together for Life website. Downloadable website banners and badges are available on the website. The banners and badges promote the unifying values found in the Together for Life project.

**Email**

Email can be used as a direct way of engaging a focus audience. Provided in this guide are samples that show ways to communicate through email to promote the Together for Life website.

## SOCIAL MEDIA

Social media is an efficient and easy way to spread messages for the Together for Life project. Posting interesting or prominent messages and statistics that are relevant to the audience can generate engagement. This guide provides sample messages for Facebook and Twitter; however, the messages are interchangeable between other social media platforms. Hashtags, images, and graphics can be included when using social media to help increase views.

**Hashtags**

Social media uses the hashtag (#) as a promotion and advertisement tool. It is most effective to use one or two relevant hashtags in social media posts. Hashtags reinforce the messages and create a memorable brand. Use #TogetherforLife along with relevant social media images and graphics in social media posts.

**Social Media Graphics**

Graphics should be used to attract attention. They help promote seat belt use and can be designed to reach a variety of audiences. Graphics can either supplement the sample messages in this guide or can be used individually. Downloadable graphics can be found on the Together for Life website under Iron County in each audience’s Print and Online Media section: <https://togetherforlifeutah.org/iron-county/>.

### Twitter

Twitter allows for 280 characters for each tweet, therefore, the language and how it is framed is imperative to draw in an audience.

*Tips for Tweeting*

To save time on Twitter throughout the week, tools like Bufferapp or HootSuite are available to schedule tweets.1

* Suggested best time to post:2
  + 11 AM-1 PM
  + 4 PM-7 PM
* Suggested best days to post:3
  + For business-to-business engagement: Weekdays
  + For business-to-consumer engagement: Saturday, Sunday, and Wednesday

References

Tamble M. A Short Guide on Social Media Timing. The Blog. Huffington Post. December 19, 2016. <http://www.huffingtonpost.com/melanie-tamble/a-short-guide-on-social-m_b_13645428.html>

Ellering N. What 20 Studies Say About The Best Times To Post On Social Media. CoSchedule Blog. June 29, 2017. <https://coschedule.com/blog/best-times-to-post-on-social-media>

Pollard C. The Best Times to Post on Social Media. The Blog. Huffington Post. June 6, 2016. <http://www.huffingtonpost.com/catriona-pollard/the-best-times-to-post-on_b_6990376.html>

#### Sample Twitter Messages

For Adults:

Adult messages should seek to get more adults to always wear a seat belt, get more adults to ask others to always wear a seat belt, and get more families to have rules about always wearing a seat belt.

* MOST (93%) Iron County adults agree they should always wear a seat belt. Most Iron County adults always wear a seat belt.1 togetherforlifeutah.org #TogetherForLife
* MOST Iron County adults always wear a seat belt.1 And if someone you care about doesn’t always wear a seat belt, visit togetherforlifeutah.org to learn how to CONNECT. ASK. RECONNECT. with the “Ask Them to Wear a Seat Belt” tool. togetherforlifeutah.org #TogetherForLife
* MOST (93%) Iron County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.1 togetherforlifeutah.org #TogetherForLife
* MOST (94%) Iron County drivers are comfortable asking others to wear their seat belts.1 togetherforlifeutah.org If you’d like tips on how to ask someone to wear their seat belt, check out the “Ask Them to Wear a Seat Belt” tool on togetherforlifeutah.org #TogetherForLife
* MOST (78%) Iron County drivers are asking others to wear a seat belt.1 Visit togetherforlifeutah.org to get ideas about how to have the seat belt conversation. togetherforlifeutah.org #TogetherForLife
* MOST (79%) Iron County passengers are comfortable asking others to wear seat belts.1 If the conversation makes you nervous, visit togetherforlifeutah.org for ideas on how to have the seat belt conversation with the “Ask Them to Wear a Seat Belt” tool. #TogetherForLife
* MOST (75%) Iron County families have a rule about always wearing a seat belt.1 Does your family? Visit togetherforlifeutah.org to learn more. #TogetherForLife
* Ask those you care about to wear a seat belt FOR YOU. Visit togetherforlifeutah.org for the “Ask Them to Wear a Seat Belt” tool to help you have the conversation. Let’s be together for life and always ask others to wear a seat belt. #TogetherForLife

For Law Enforcement:

Law enforcement messages should seek to increase seat belt use by law enforcement officers, promote consistent enforcement of seat belt laws, and increase public education about seat belt use.

* MOST (90%) officers agree they should always wear a seat belt.2 If someone you know is an officer, remind them to always wear their seat belt. #TogetherForLife togetherforlifeutah.org
* MOST (82%) Iron County adults support enforcement of Utah seat belt laws.1 #TogetherForLife togetherforlifeutah.org
* MOST (81%) Iron County officers support enforcement of Utah seat belt laws.2 #TogetherForLife togetherforlifeutah.org

For Workplaces:

Workplace messages should seek to increase the number of workplaces that implement a workplace policy about always wearing a seat belt, implement driver agreements to get more adults to always wear a seat belt, and get more adults to ask others to always wear a seat belt.

* ONLY about 41% of adults in Iron report their workplace has a policy about always wearing a seat belt.1 Does your workplace? Promote workplace seat belt policies to keep everyone safe. Learn more at togetherforlifeutah.org #TogetherForLife
* MOST (93%) Iron County drivers believe it’s their responsibility to make sure others in the vehicle wear a seat belt.1 Do you remind your coworkers to always wear a seat belt? Learn more at togetherforlifeutah.org #TogetherForLife
* MOST (94%) Iron County drivers are comfortable asking others to wear seat belts.1 Would you ask a coworker to wear one? Visit togetherforlifeutah.org for ideas on how to have the conversation with coworkers using the “Ask Them to Wear a Seat Belt” tool. #TogetherForLife
* MOST (78%) Iron County drivers are asking others to wear a seat belt.1 Does your workplace have a seat belt policy? Would you ask your coworkers to wear seat belt if they weren’t? togetherforlifeutah.org #TogetherForLife
* MOST (79%) Iron County passengers are comfortable asking others to wear seat belts.1 Would you ask coworkers to wear a seat belt? Visit togetherforlifeutah.org for tips on having the conversation with coworkers using the “Ask Them to Wear a Seat Belt” tool. #TogetherForLife
* Workplaces play an important role in keeping our community safe. Does your workplace have a seat belt policy? Promote workplace seat belt policies to keep everyone safe. togetherforlifeutah.org #TogetherForLife

For Students:

Student messages should seek to increase the number of students wearing their seat belt as well as students asking others to wear a seat belt.

* MOST Iron County students wear a seat belt.3 togetherforlifeutah.org #TogetherForLife
* MOST Iron County students want people they care about to always wear a seat belt.3 Visit togetherforlifeutah.org for more information on protecting yourself and others by always wearing a seat belt. #TogetherForLife
* MOST Iron County students agree that if a friend is not wearing a seat belt, they should ask them to wear one.3 Visit togetherforlifeutah.org for the “Ask Them to Wear a Seat Belt” tool. #TogetherForLife
* MOST Iron County students would likely ask a friend to wear a seat belt.3 Would you? Visit togetherforlifeutah.org to get ideas about how to have the seat belt conversation. #TogetherForLife
* CONNECT. ASK. RECONNECT. Visit togetherforlifeutah.org for the “Ask Them to Wear a Seat Belt” tool to help you ask those you care about to wear their seat belt for you. Let’s be together for life and always ask others to wear a seat belt. #TogetherForLife

References for Social Media Messages

1. Center for Health and Safety Culture. (2019). Utah community survey on seat belt use in Iron County. Montana State University, Bozeman, Montana. (n=338)
2. Center for Health and Safety Culture (2019). *Utah law enforcement survey of ofﬁcers on seat belt use in Iron County*. Montana State University, Bozeman, Montana. (*n*=88)
3. Center for Health and Safety Culture (2021). *Utah student questions (added to SHARP Survey 2021).* Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; Iron *n*=1,098)

### Facebook

Facebook posts should be introduced with relevant and interesting messages to promote users to click on a website link.

*Tips for Facebook Posts*

Utilize Facebook audience targeting to distribute messages to a particular group.Facebook Post Scheduler is a good tool to use to plan posts for the coming week. This option can be found in the Business Suite link located on the left-hand side of your business page. Click on the Business Suite for the calendar icon to schedule. Facebook highlights content that is quick and easy to read, so, we recommend keeping your posts clear and concise.1

* Suggested best time to post:2
  + 1 PM-4 PM
* Suggested best days to post:3 
  + Thursday, Friday, Saturday, and Sunday

References

Tamble M. A Short Guide on Social Media Timing. The Blog. Huffington Post. December 19, 2016. <http://www.huffingtonpost.com/melanie-tamble/a-short-guide-on-social-m_b_13645428.html>

Ellering N. What 20 Studies Say About The Best Times To Post On Social Media. CoSchedule Blog. June 29, 2017. <https://coschedule.com/blog/best-times-to-post-on-social-media>

Pollard C. The Best Times to Post on Social Media. The Blog. Huffington Post. June 6, 2016. <http://www.huffingtonpost.com/catriona-pollard/the-best-times-to-post-on_b_6990376.html>

#### Sample Facebook Messages

For Adults:

Adult messages should seek to get more adults to always wear a seat belt, get more adults to ask others to always wear a seat belt, and get more families to have rules about always wearing a seat belt.

* Research shows that unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Maybe that’s why MOST (95%) Iron County adults agree they should always wear a seat belt.2 Adults are responsible for making sure to always wear a seat belt. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* MOST (93%) Iron County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.2 Making sure others always wear a seat belt is an important role for all drivers. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* MOST (93%) Iron County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.2 If that conversation makes you nervous, visit togetherforlifeutah.org for the “Ask Them to Wear a Seat Belt” tool to help with the conversation. Let’s be together for life and always ask others to wear a seat belt.
* 79% of Iron County vehicle passengers agree they are comfortable asking others to wear their seat belts.2 Encouraging those in a vehicle to always wear a seat belt is an important role for vehicle passengers. For more about seat belt use in Iron County, visit togetherforlifeutah.org
* Most Iron County adults always wear a seat belt.2 It is important that all adults wear a seat belt to protect themselves and serve as role models for others. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* Three steps are all it takes to ask someone to wear a seat belt. First, CONNECT. You could say, “I appreciate you giving me a ride today.” Next ASK them to wear a seat belt for you. “Would you wear your seat belt today for me?” Finally, RECONNECT. “Thanks for wearing your seat belt.” If they choose not to wear the seat belt, you might say, “Because I care about you, I’m going to ask each time we are in a vehicle together.” CONNECT. ASK. RECONNECT. Let’s be together for life and always ask others to wear a seat belt.

For Law Enforcement:

Law enforcement messages should seek to increase seat belt use by law enforcement officers, promote consistent enforcement of seat belt laws, and increase public education about seat belt use.

* In 2020 alone, 22 United States law enforcement officers were killed in automobile crashes.3 Most Iron County officers, however, believe it’s important to protect themselves by always wearing a seat belt.4 Law enforcement play a critical role in influencing seat belt use behaviors. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* Not wearing a seat belt is a decision that officers sometimes make, and unfortunately this decision can be costly. Increasing seat belt use among all Iron County law enforcement staff and ofﬁcers is important for protection. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* 82% of Iron County adults support county law enforcement of Utah seat belt laws.2 Promoting consistent, strong enforcement of seat belt laws is important to help save lives. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* 81% of law enforcement ofﬁcers support enforcement of Utah seat belt laws.4 It is important that all officers support enforcement of Utah seat belt laws and advocate for seat belt use in the general public to help save lives. For more about seat belt use in Iron County, visit togetherforlifeutah.org.

For Workplaces:

Workplace messages should seek to increase the number of workplaces that implement a workplace policy about always wearing a seat belt, implement driver agreements to get more adults to always wear a seat belt, and get more adults to ask others to always wear a seat belt.

* Establishing and enforcing a workplace policy about always wearing a seat belt can help reduce injuries and fatal car crashes. For more about safety through workplace seat belt advocacy in Iron County, visit togetherforlifeutah.org.
* 78% of Iron County drivers are asking others to wear a seat belt.2 It is important that all drivers make sure everyone is always wearing a seat belt. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* 93% of Iron County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.2 Requiring drivers to make sure everyone is always wearing a seat belt is an important role for workplaces. To encourage employees to ask others to wear a seat belt visit togetherforlifeutah.org for the “Ask Others to Wear a Seat Belt” tool.

For Key Leaders:

Key Leader messages should seek to get more key leaders to always wear a seat belt and advocate for seat belt use among the general public.

* Not wearing a seat belt is a serious concern in Utah. Key leaders play an important role in Iron County seat belt use and advocacy. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Advocating for seat belt use in Iron County can help reduce injuries and fatal car crashes. For more about how key leaders can help to increase seat belt use in Iron County, visit togetherforlifeutah.org.
* 75% of Iron County families have a rule about always wearing a seat belt.2 Advocating for a family rule among the general public to always wear a seat belt is an important role for Iron County key leaders. For more about how key leaders can help to increase seat belt use in Iron County, visit togetherforlifeutah.org.
* Encouraging people to ask others to wear a seat belt is an important role of Iron County leaders. Togetherforlifeutah.org offers the “Ask Them to Wear a Seat Belt” tool to help have the conversation. Let’s be together for life and always ask others to wear a seat belt.

For Students:

Student messages should seek to increase the number of students wearing their seat belt as well as students asking others to wear a seat belt.

* Most students want people they care about to always wear a seat belt.5 It is important that students ask friends and family to always wear a seat belt. For more about seat belt use in Iron County, visit togetherforlifeutah.org.
* Most students want people they care about to always wear a seat belt.5 Sometimes it’s hard to find the right words to ask someone to wear one. For more about how to ask others to wear a seat belt, visit togetherforlifeutah.org.
* Most students agree that if a friend is not wearing a seat belt, they should ask them to wear one.5 It is important that all students ask friends to wear a seat belt. Visit togetherforlifeutah.org for the “Ask Others to Wear a Seat Belt” tool for guidance for your students.
* Most students would likely ask a friend to wear a seat belt.5 It is important that Iron County schools encourage this among all students with seat belt education and advocacy programs. For more about seat belt use in Iron County, visit togetherforlifeutah.org.

References for Social Media Messages

1. Utah Department of Public Safety, Highway Safety Ofﬁce. (2013). *Utah Crash Summaries. Salt Lake City, UT. Utah Department of Public Safety*. Retrieved from: <http://highwaysafety.utah>. gov/crash-data/utah-crash- summaries/
2. Center for Health and Safety Culture. (2019). Utah community survey on seat belt use in Iron County. Montana State University, Bozeman, Montana. (n=338)
3. Federal Bureau of Investigation (2020). *Uniform Crime Reports: 2020 law enforcement killed and assaulted.* Washington DC: Criminal Justice Information Services Division. Retrieved from: <https://crime-data-explorer.app.cloud.gov/pages/le/leoka>
4. Center for Health and Safety Culture (2019). *Utah law enforcement survey of ofﬁcers on seat belt use in Iron County*. Montana State University, Bozeman, Montana. (*n*=88)
5. Center for Health and Safety Culture (2021). *Utah student questions (added to SHARP Survey 2021).* Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; Iron *n*=1,098)

## BLOGS

Blogs are a productive way of helping drive traffic to websites and earn followers on social media networks. Blogs can provide in-depth information and excerpts from the Together for Life project. Blogs can also serve as repositories for the social media network posts that do not allow much room for information (e.g., Twitter). A sample blog post for each audience is included.

*Tips for Posting Blog Content*

Connecting social media networks and websites to blog posts can create a flow for readers from all communication channels. Readers online during popular hours are more likely to skim through posts or simply skip them, so it is recommended to post during non-popular hours.1

* Suggested best time to post:2
  + 9 AM-10 AM
* Suggested best days to post:2
  + Monday and Thursday

References

1. Tamble M. A Short Guide on Social Media Timing. The Blog. Huffington Post. December 19, 2016.  <http://www.huffingtonpost.com/melanie-tamble/a-short-guide-on-social-m_b_13645428.html>
2. Moon G. When Is The Best Time To Publish Blog Posts. CoSchedule Blog. January 20, 2016. <https://coschedule.com/blog/best-time-to-publish-a-blog-post>

#### Sample Blog Posts

For Adults:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

* A motor vehicle crash occurs approximately every 9 minutes.1
* A person is injured in a crash every 23 minutes.1
* Over the past 10 years, 35% of crash deaths involved unrestrained occupants.1
* Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1
* Approximately $1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.1
* Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1

**93%** of Iron County adults agree that they should always wear their seat belt.2

**93%** of Iron adults believe it is their responsibility to make sure others wear a seat belt.2

All individuals and families in Iron play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Law Enforcement:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

* A motor vehicle crash occurs approximately every 9 minutes.1
* A person is injured in a crash every 23 minutes.1
* Over the past 10 years, 35% of crash deaths involved unrestrained occupants.1
* Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1
* Approximately $1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.1
* Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1

**90%** of officers agree that they should always wear their seat belt.3

**82%** of Iron County adults support enforcement of Utah seat belt laws. 2

All law enforcement staff in Iron County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Workplaces:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

* A motor vehicle crash occurs approximately every 9 minutes.1
* A person is injured in a crash every 23 minutes.1
* Over the past 10 years, 35% of crash deaths involved unrestrained occupants.1
* Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1
* Approximately $1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.1
* Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1

**93%** of Iron County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.2

**78%** of Iron County drivers agree they are comfortable asking others to wear their seat belts.2

Workplaces play an important role in Iron County for seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Key Leaders:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

* A motor vehicle crash occurs approximately every 9 minutes.1
* A person is injured in a crash every 23 minutes.1
* Over the past 10 years, 35% of crash deaths involved unrestrained occupants.1
* Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1
* Approximately $1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.1
* Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1

**93%** of Iron County adults agree they should always wear a seat belt.2

**78%** of Iron County drivers are asking others to wear a seat belt. 2

All Iron County key leaders play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Students:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

* A motor vehicle crash occurs approximately every 9 minutes.1
* A person is injured in a crash every 23 minutes.1
* Over the past 10 years, 35% of crash deaths involved unrestrained occupants.1
* Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1
* Approximately $1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.1
* Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1

**Most** Iron County students want people they care about to always wear a seat belt.4

**Most** Iron County students agree that if a friend is not wearing a seat belt, they should ask them to wear one.4

All students in Iron County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Everyone: “Ask Them to Wear a Seat Belt”

Tremendous progress has been made to increase seat belt use, especially in Utah’s rural areas. In fact, now 9 out of 10 adults in Utah wear a seat belt.5 Unfortunately, a few still don’t. Some UT adults don’t use a seat belt all the time (especially on short trips close to home), and about 1 in 10 adults rarely or never wear one.2

Recent research reveals that individuals who rarely or never wear a seat belt may resist being told to use one.6 In fact, trying to convince them to wear a seat belt by telling them what to do (“*Buckle up!*”) or giving them facts (“*Most crashes occur close to home*!”) may make them less likelyto wear a seat belt.

Instead, someone who cares about them should ask them to wear a seat belt. For example, “*Would you wear a seat belt for me?*” This shifts the decision from being about “facts” or their own health to being about the relationship. Asking the person to wear it for YOU is an important part of the ask.

Here’s how [Asking Them to Wear a Seat Belt](https://togetherforlifeutah.org/ask-them-to-wear-a-seat-belt/) might sound:

1. **Connect** – focus on the relationship. Someone could say…

* *“I appreciate you giving me a ride today.”*
* *“I really enjoy the time we spend driving to/from \_\_\_\_\_\_.”*

1. **Ask** – ask them to wear a seat belt for you.

* *“Would you wear your seat belt today for me?”*
* *“As a favor to me, would you put your seat belt on?”*

1. **Reconnect** – preserve the relationship regardless of the decision they make.

* If they choose to wear a seat belt, you could say…
  + *“I appreciate you buckling up.”*
  + *“Thanks for wearing your seat belt.”*
* If they choose not to wear a seat belt, you could say…
  + *“Because I care about you, I’m going to ask each time we are in a vehicle together.”*

They may refuse the first time. And the second time. Or even the third time. Avoid arguing and keep it light. When people feel threatened, they may lose sight of the fact that you care about them. Keep the focus on the relationship: *“Would you wear it for me?”*

Getting to zero deaths and serious injuries on Utah’s roadways is a goal we can all support. And it will take all of us to get there. Let’s be together for life and always ask others to wear a seat belt.

References for Social Media Messages

1. National Center for Statistics and Analysis. (2020, April). Seat Belt Use in 2019 — Use Rates in the States and Territories (Traffic Safety Facts Crash Stats. Report No. DOT HS 812 947). National Highway Traffic Safety Administration.
2. Center for Health and Safety Culture. (2019). Utah community survey on seat belt use in Iron County. Montana State University, Bozeman, Montana. (n=338)
3. Center for Health and Safety Culture (2019). *Utah law enforcement survey of ofﬁcers on seat belt use in Iron County*. Montana State University, Bozeman, Montana. (*n*=88)
4. Center for Health and Safety Culture (2021). *Utah student questions (added to SHARP Survey 2021).* Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; Iron *n*=1,098)
5. Utah Department of Public Safety, Highway Safety Ofﬁce. (2013). *Utah Crash Summaries. Salt Lake City, UT. Utah Department of Public Safety*. Retrieved from: http://highwaysafety.utah. gov/crash-data/utah-crash- summaries/
6. Otto, J., Finley, K., McMahill, A., Arpin, J., (2021). Guidance on Messaging to Avoid Reactance and Address Moral Disengagement. Montana Department of Transportation. Retrieved from <https://www.mdt.mt.gov/other/webdata/external/research/docs/research_proj/tsc/REACTANCE-DISENGAGEMENT/final-report.pdf>

## WEBSITE MARKETING

The Together for Life project can be promoted using a webpage. Utilizing graphics as website banners or badges to advertise the project can catch the attention of your site visitors immediately. The following sample graphics illustrate bold and direct messages that can be used to draw in focus audiences. Downloadable website banners and badges can be found on the Together for Life website under Iron County’s Tools section: <https://togetherforlifeutah.org/iron-county/>.

## EMAIL

Emails are a straightforward way of contacting a focus audience. They can be much more flexible than social media posts. Emails enable more space to include important information from the project and allow room for organizations to develop relationships with adults, law enforcement, key leaders, workplaces, and schools. A sample email for each audience is included.

*Tips for Sending Emails*

Most email activity happens during the middle of the week when people are at work or checking their personal emails during lunch or midday.1

* Best times to post:2
  + Noon or 1:00 PM
* Best days to post:2 
  + Tuesday, Wednesday, and Thursday

References

1. Tamble M. A Short Guide on Social Media Timing. The Blog. Huffington Post. December 19, 2016.  <http://www.huffingtonpost.com/melanie-tamble/a-short-guide-on-social-m_b_13645428.html>
2. Katta R. What 10 Studies Say About The Best Time To Send Email. LinkedIn. February 24, 2017.

#### Sample Emails

For Adults:

Dear <Friend/Colleague/Organization/Iron County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes, and a person is injured in a crash every 23 minutes.1 Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Approximately $1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.1 Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1 **It’s time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called “Together for Life” to increase seat belt use in Utah’s rural communities. The project found that:

* 93% of Iron County adults believe it is important to protect themselves by always wearing a seat belt.2
* 95% of Iron adults also agree they want people they care about to always wear a seat belt.2

We have reason for hope and optimism. Building on strengths and resources that exist in Iron County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All individuals and families in Iron County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Law Enforcement:

Dear <Friend/Colleague/Organization/Iron County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes, and a person is injured in a crash every 23 minutes.1 Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Approximately $1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.1 Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1 **It’s time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called “Together for Life” to increase seat belt use in Utah’s rural communities. The project found that:

* 90% of officers agree they should always wear a seat belt.3
* 82% of Iron County adults support enforcement of Utah seat belt laws.2

We have reason for hope and optimism. Building on strengths and resources that exist in Iron County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All law enforcement staff in Iron County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Workplaces:

Dear <Friend/Colleague/Organization/Iron County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes, and a person is injured in a crash every 23 minutes.1 Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Approximately $1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.1 Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1 **It’s time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called “Together for Life” to increase seat belt use in Utah’s rural communities. The project found that:

* 78% of Iron County drivers are asking others to wear a seat belt.2
* 79% of Iron County passengers agree they are comfortable asking others to wear a seat belt.2

We have reason for hope and optimism. Building on strengths and resources that exist in Iron County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All workplace staff in Iron County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Key Leaders:

Dear <Friend/Colleague/Organization/Iron County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes, and a person is injured in a crash every 23 minutes.1 Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Approximately $1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.1 Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1 **It’s time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called “Together for Life” to increase seat belt use in Utah’s rural communities. The project found that:

* Most Iron County adults always wear a seat belt.2
* 93% of Iron County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.2

We have reason for hope and optimism. Building on strengths and resources that exist in Iron County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All key leaders in Iron County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Students:

Dear <Friend/Colleague/Organization/Iron County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes, and a person is injured in a crash every 23 minutes.1 Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.1 Approximately $1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.1 Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were $163 million.1 **It’s time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called “Together for Life” to increase seat belt use in Utah’s rural communities. The project found that:

* Most Iron County students want people they care about to always wear a seat belt.4
* Most Iron County students agree that if a friend is not wearing a seat belt, they should ask them to wear one.4

We have reason for hope and optimism. Building on strengths and resources that exist in Iron County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All Iron County students play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Everyone: “Ask Them to Wear a Seat Belt”

Dear <Friend/Colleague/Organization/Iron County Resident>,

I’m happy to share that tremendous progress has been made to increase seat belt use, especially in Utah’s rural areas. In fact, now 9 out of 10 adults in Utah wear a seat belt.5 Unfortunately, a few still don’t. Some UT adults don’t use a seat belt all the time (especially on short trips close to home), and about 1 in 10 adults rarely or never wear one.2

Recent research reveals that individuals who rarely or never wear a seat belt may resist being told to use one.6 In fact, trying to convince them to wear a seat belt by telling them what to do (“*Buckle up!*”) or giving them facts (“*Most crashes occur close to home*!”) may make them less likelyto wear a seat belt.

Here’s where you come in. Instead, we can ask people we care about to wear a seat belt for us. For example, “*Would you wear a seat belt for me?*” This shifts the decision from being about “facts” or their own health to being about our relationship with them. Asking them to wear it for YOU is an important part of the ask.

Here’s how [Asking Them to Wear a Seat Belt](https://togetherforlifeutah.org/ask-them-to-wear-a-seat-belt/) might sound:

1. **Connect** – focus on the relationship. Someone could say…

* *“I appreciate you giving me a ride today.”*
* *“I really enjoy the time we spend driving to/from \_\_\_\_\_\_.”*

1. **Ask** – ask them to wear a seat belt for you.

* *“Would you wear your seat belt today for me?”*
* *“As a favor to me, would you put your seat belt on?”*

1. **Reconnect** – preserve the relationship regardless of the decision they make.

* If they choose to wear a seat belt, you could say…
  + *“I appreciate you buckling up.”*
  + *“Thanks for wearing your seat belt.”*
* If they choose not to wear a seat belt, you could say…
  + *“Because I care about you, I’m going to ask each time we are in a vehicle together.”*

Keep in mind they may refuse the first time. And the second time. Or even the third time. Avoid arguing and keep it light. When people feel threatened, they may lose sight of the fact that you care about them. Keep the focus on your relationship: *“Would you wear it for me?”*

Getting to zero deaths and serious injuries on Utah’s roadways is a goal we can all support. And it will take all of us to get there. Thanks for doing your part to ask those you care about to always wear a seat belt!

Sincerely,

<Signed>

References for Social Media Messages

1. National Center for Statistics and Analysis. (2020, April). Seat Belt Use in 2019 — Use Rates in the States and Territories (Traffic Safety Facts Crash Stats. Report No. DOT HS 812 947). National Highway Traffic Safety Administration.
2. Center for Health and Safety Culture. (2019). Utah community survey on seat belt use in Iron County. Montana State University, Bozeman, Montana. (n=338)
3. Center for Health and Safety Culture (2019). *Utah law enforcement survey of ofﬁcers on seat belt use in Iron County*. Montana State University, Bozeman, Montana. (*n*=88)
4. Center for Health and Safety Culture (2021). *Utah student questions (added to SHARP Survey 2021).* Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; Iron *n*=1,098)
5. Utah Department of Public Safety, Highway Safety Ofﬁce. (2013). *Utah Crash Summaries. Salt Lake City, UT. Utah Department of Public Safety*. Retrieved from: http://highwaysafety.utah. gov/crash-data/utah-crash- summaries/
6. Otto, J., Finley, K., McMahill, A., Arpin, J., (2021). Guidance on Messaging to Avoid Reactance and Address Moral Disengagement. Montana Department of Transportation. Retrieved from <https://www.mdt.mt.gov/other/webdata/external/research/docs/research_proj/tsc/REACTANCE-DISENGAGEMENT/final-report.pdf>