

Iowa

Safety Belt Honor Roll

Entry Form

80%



100%

85%

95%

90%

The Iowa Safety Belt Honor Roll

Make the Honor Roll and Help Save Lives!

As a leader in your community, you serve an important function -- helping to improve the quality of life. Highway Traffic Safety advocates at the local, state and national levels are depending on you to ensure the safety of your most valuable asset -- people. Every year, thousands of loved ones, valued co-workers and fellow citizens are needlessly hurt or killed in auto crashes. Many of these injuries and fatalities could have been prevented by safety belt use. In fact, numerous national studies prove that safety belts reduce the risk of serious injury or death by nearly 50 percent.

Not only are productive members of our community hurt or lost forever in these tragic crashes, but there is also a staggering economic cost – nationally estimated at \$150 billion annually. Clearly, we all pay dearly when safety belts are not used.

Encourage Safety Belt Use

We invite you to participate in the *Iowa Safety Belt Honor Roll*. This prestigious program, conducted by the Iowa Governor's Traffic Safety Bureau (GTSB), is designed to encourage safety belt use and to reward those achieving 80%, 85%, 90%, 95% and 100% use rates among their members or targeted population. Your target group may be your county, city, company, school, military base, police department or other organization.

Rewards of the Honor Roll

The benefits of participation are numerous. You'll help save lives, act as a role model for others and be recognized for your efforts with an award for your accomplishment.

Award recognition is distinguished in five levels: 80%, 85%, 90%, 95% and 100%. These honors can be a source of pride and self-accomplishment for you and your community. Many honorees choose to

arrange a local award ceremony when they receive their award.

Hundreds of Iowa's entities were recognized under the National Highway Traffic Safety Administration 70%+ Honor Roll program. Now, with new higher award recognition levels, the program offers a continued incentive to strive for increased safety belt use rates.

How Do You Qualify?

To qualify for an award, you must conduct two unannounced safety belt observational surveys at least 30 days apart. Although it isn't necessary that the entire targeted population be surveyed, it is important that you observe a large enough sample to substantiate a valid safety belt use rate for the group, facility or jurisdiction. A self-reporting survey that asks people about their safety belt use is not acceptable.

The idea is to get as many people within your reach to buckle up.

Guidelines

The same method for collecting the data should be used for each survey and at each observational site. Planning should include: determining the time and location for each survey and selecting and training two-person survey teams to collect the data -- one to observe the actual belt use and the other to record this information on the data collection form. (Although it is not preferable to do so, one surveyor working alone may conduct the observational surveys.)

Survey teams should be posted where they can clearly and safely observe the driver of the vehicle. Observation sites should be selected where there is a traffic light, stop sign, or entrance/exit gate where traffic slows and belt use can be more easily determined. Observers should not stop vehicles entering or leaving the observation point to check for belt use.

A sample Driver Safety Belt Survey Form is attached. You may use the one provided or develop your own. **You are not required to submit the individual data collection forms used, but describe how the survey was conducted in Item #2 on the Survey Results page of the application form.**

When Can You Enter?

The *Iowa Safety Belt Honor Roll* is an ongoing program. Applications may be submitted to the Governor's Traffic Safety Bureau anytime throughout the year. Only one award, per achievement level, will be awarded to a group or organization within a given year. However, organizations may reapply as higher achievement levels are attained (e.g., you may qualify for an 80% award in March and an 85% award in September of the same year). The GTSB can help an honor roll awardee plan an appropriate award presentation.

The Iowa Safety Belt Honor Roll Application Form

1. Level of safety belt use achievement: (Circle one)

80%

85%

90%

95%

100%

2. Size of targeted population (e.g., military base, employees, town residents, company plant, combined businesses, etc.):

3. Name and location of organization/jurisdiction nominated (City/County, etc) **NOT who conducted the survey, but rather who was surveyed**. Indicate exactly how name should appear on award.

Name _____

City _____

4. Official who will receive award on behalf of applicant:

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Telephone _____

5. Contact for follow-up questions or additional information, if needed:

Name _____

Title _____

Organization _____

Telephone _____

Complete Both Sides of This Form

The Iowa Safety Belt Honor Roll Survey Results

1. Enter the results of two unannounced observational surveys that were conducted at least 30 days apart. The usage rates from each of the two surveys must be 80% or greater to qualify for an award.

	<u>Survey #1</u>	<u>Survey #2</u>
a. Dates of surveys month/day/year	_____	_____
	month/day/year	
b. Number of drivers observed wearing safety belts.	_____	_____
c. Divided by the total number of drivers observed in the survey.	_____	_____
d. Equals: the percent of belted drivers observed in the survey (b/c x 100).	_____	_____

2. Summarize the procedures used in collecting the data. Include the number and descriptions of the locations (e.g., residential, major intersections, shopping district, parking lot, etc.) time of day observed and number of observers and their procedures.

3. Name of Certifying Official (Printed or Typed): _____

Signature of Certifying Official: _____

Title: _____ Date: _____

Mail Completed Entry Form to:
Iowa Governor's Traffic Safety Bureau
Wallace Building, 4th Floor
Des Moines, Iowa 50319-0248
Phone: 515/281-3907
Fax: 515/281-6190

Safety Belt Observation Surveys

WHY CONDUCT A SURVEY?

Results will show progress of enforcement and education in changing behaviors.

HOW TO CONDUCT THE SURVEY

There is no single way to conduct a survey. At a minimum, observations should be conducted at several different locations and during different time periods. Survey sites should reflect different types of motor vehicle travel such as residential, major intersections, mall entrances, or highways and freeways in the community. Conduct subsequent surveys in the same manner. Try to use the same locations, directions of travel, day of week and times of day.

- 1) Choose "key" sites in the community. Smaller populated areas should choose at least two sites and metropolitan areas should choose at least five sites.
- 2) Conduct observations until one hundred vehicles are observed at each site or for one hour at each site.
- 3) Observe drivers.
- 4) Choose a location where you can see inside the cars such as at a stop sign or at a traffic light.
- 5) **Do Not count the cars when you cannot confirm if belts are used.**
- 6) Use the video "How to Conduct Informal Safety Belt Surveys" to educate observers, available through the Governor's Traffic Safety Bureau (GTSB).
- 7) Use the attached form for counting vehicles. Copy as needed.
- 8) Child restraint surveys need special instructions. Contact the GTSB.

Changes in the results of the surveys should be incorporated into local public information and press conference materials.

Remember, the objective is to show that progress is being made toward increasing safety belt usage.

The Iowa Safety Belt Honor Roll Sample Driver Safety Belt Survey Form

(copy as needed)

Survey Date: _____ Time: _____ A.M. _____ P.M. _____

Survey Location _____

Group Conducting Survey _____

Indicate a belted or unbelted driver by checking the appropriate block (Yes/No) that corresponds to the vehicle surveyed.

	Yes	No		Yes	No		Yes	No		Yes	No
1.			26.			51.			76.		
2.			27.			52.			77.		
3.			28.			53.			78.		
4.			29.			54.			79.		
5.			30.			55.			80.		
6.			31.			56.			81.		
7.			32.			57.			82.		
8.			33.			58.			83.		
9.			34.			59.			84.		
10.			35.			60.			85.		
11.			36.			61.			86.		
12.			37.			62.			87.		
13.			38.			63.			88.		
14.			39.			64.			89.		
15.			40.			65.			90.		
16.			41.			66.			91.		
17.			42.			67.			92.		
18.			43.			68.			93.		
19.			44.			69.			94.		
20.			45.			70.			95.		
21.			46.			71.			96.		
22.			47.			72.			97.		
23.			48.			73.			98.		
24.			49.			74.			99.		
25.			50.			75.			100.		