

General Safety Belt Usage

ISSUE PAPER

U.S. DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration
Traffic Safety Programs
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GENERAL SAFETY BELT USAGE

Issue

Investigations by the NHTSA, as well as by other organizations, have indicated that the lifesaving effectiveness of lap and shoulder belts, when worn is nearly 60 percent. This means that among crash involved persons 60 percent fewer belt users are killed than nonusers. Estimates of child restraint effectiveness have been even higher. In spite of this fact and the fact that safety belts are now present in nearly all passenger vehicles, the majority of American drivers and passengers do not use them. In fact, recent surveys suggest that safety belt usage in the United States appears to have dropped from 20 percent in the mid-1970s to only 14 percent by the end of 1978. Clearly, efforts must be made to increase the usage of these safety devices.

Getting vehicle occupants to voluntarily wear their safety belts has been an objective so formidable that no Nation or State has yet been successful in achieving it. However, because of the dramatic effectiveness of belts efforts must be continued to promote such use. In addition, in spite of a political climate which presently seems opposed to "Big Brotherism", State efforts to obtain safety belt use legislation should be supported. It is clear from the foreign experience that this approach, when accompanied by publicized enforcement, is by far the most effective means of obtaining high usage rates.

Because of the precarious future of both of the above approaches for obtaining acceptably high manual belt usage rates, it is also imperative that efforts be maintained to obtain automatic protection devices in new vehicles. A mandate is now in effect which requires manufacturers to provide such protection as early as 1982 in full-size cars, 1983 in mid-sized cars and 1983 in subcompacts. Support for this approach is especially important.

All of the above approaches, along with efforts to promote the use of child restraint devices constitute a total occupant restraint program. This issue paper deals primarily with the program for increasing voluntary and/or mandatory safety belt usage.

Discussion

Methods for promoting safety belt usage fall into just a few primary categories. These include: (1) mass media campaigns; (2) educational program for specific target groups; (3) hardware approaches which include interlocks, warning devices, and automatic restraints; (4) incentives and/or disincentives for belt use or nonuse; (5) organizational requirements for using belts while on official or company business; and (6) legislation requiring belt use by vehicle occupants. Encapsulated, our knowledge of these areas looks like this:

1. Mass media campaigns can produce an awareness of the problem, but cannot be expected, even under the most optimistic conditions, to result in significant increases in usage rates. Such programs must be followed up with other measures (e.g., legislation) if any behavioral benefits are to be realized. On the other hand, other efforts clearly benefit from an ongoing media campaign.
2. Educational programs directed at specific target groups can also result in favorable knowledge and attitude changes. In addition, such programs can result in behavioral changes. However, for a number of persons such changes are not immediate and not dramatic. Further, they affect smaller groups than the mass media efforts. These programs, however, when combined with comprehensive efforts to enlist the aid of various organizational networks represent a potentially powerful approach. To be effective, such programs must be comprehensive, involving many groups which reinforce the messages of each other over an extended period of time. More emphasis should be placed on K-12 programs which intervene early in a child's learning experience.
3. Hardware approaches involving ignition interlocks and various reminder devices can be effective in increasing usage rates. However, the public and the Congress were not receptive to the more effective versions of these devices and it does not appear that this situation is about to reverse regardless of media efforts. Automatic restraints can without a doubt substantially increase the number of occupants protected by a restraint device. While responsibility for this area of activity is primarily at the Federal regulation level, education programs which make the public aware of these devices are extremely important.
4. The practicability of incentive and disincentive program is presently not well understood. The most frequently mentioned incentives fall primarily in the insurance realm and there appears to be considerable controversy within the insurance industry concerning their workability.

The concept of contributory negligence in the event of being involved in a crash and not wearing one's safety belt is also controversial understood at this time. However, these as well as other incentives to encourage belt usage should be examined at every opportunity. This is a priority interest area of the Congress.

5. Organizational rules and regulations offer another potentially powerful approach for various defined target groups. A number of public and private organizations have implemented regulations whereby the use of belts is a necessary requirement of employment. Some of these organizations have obtained very high usage rates. Other areas where regulatory efforts apply include periodic motor vehicle inspection, crash investigation, driver records, etc.

6. Mandatory usage laws, like child and infant restraint laws, offer the greatest potential for reducing death and injury among affected vehicle occupants. The likelihood of mandatory belt use laws is surely not clear at this point. Obtaining a number of State child restraint laws appears to be much more likely. However, we cannot dismiss the fact that in the foreign experience, mandatory belt usage laws clearly appear to be the most effective way to increase manual belt usage and thus to realize significant reduction in death and injury. Mandatory belt usage laws must be regarded as the only known, realistic way by which high belt usage rates can be obtained. Until it is clear that such laws are unobtainable, they should be considered as an ultimate goal in any plan to increase manual belt usage. An abstract of a task force report which reviews the history of mandatory belt usage laws and effectiveness is attached.

Each of the above categories can be broken down into a large number of subelements. The NHTSA manual "Safety Belts: The Uncollected Dividends" should be consulted for further detail on individual elements. Also the NHTSA workbook used in the 1979 occupant restraint workshops provides a framework for developing and carrying out plans in this area.

Position

The most immediate need is to establish a program in each and every State to get maximum visibility for the restraint issue. This program should make extensive use of existing organizations such as medical groups, women's highway safety leaders, safety councils, civic groups, educational and health groups, driver education and driver improvement organizations, etc. Obviously, such an ambitious undertaking will require the following:

1. A comprehensive occupant restraint plan should be developed, coordinated and carried out in each State.
2. Individual State and local workshops should be held in each State to develop and implement such plans. Evidence of such a planning effort should be visible immediately.
3. The first step in each comprehensive plan should be the execution of a coordinated media and educational program. The extent to which each State is making use of existing materials (such as films, public service announcements, etc.) as well as existing organizational networks should be noted and encouraged on (a Resource Guide is attached). These programs should set the stage for regulation and legislation efforts.
4. The child and infant restraint area of each plan represents a special case for emphasis in that legislation is much more likely at this point than in the general occupant restraint area. Emphasis should be immediately placed on an educational program. However, considerably more early emphasis can probably be placed on the establishment

of distribution (sale, resale or loaner) programs, and on the initiation of legislation efforts.

5. Support should be encouraged for grass roots organizations and their efforts should be closely monitored and coordinated with the efforts of State agencies. A cooperative venture is highly desirable.
6. Since the NHTSA will be conducting follow-up workshops during calendar year 1980, every effort should be made to obtain representation from a wide range of groups which are in a position to aid these promotional efforts. This year's workshops should be well organized to provide the maximum benefit possible in supplying the participants with the information, materials and manpower necessary to get their comprehensive restraint programs off the ground.
7. Restraint programs funded with Section 402 funds should include an evaluation plan which covers at least the most visible elements. Evaluation can include public awareness of the issue, knowledge and attitude shifts regarding the need for restraints or increases in restraint usage. In the latter case, NHTSA has developed a guide for conducting such surveys. This guide was distributed at the 1979 occupant restraint workshops and is available from the Driver Programs Branch (NTS-14).

Each State is encouraged to develop efficient, low cost survey techniques using volunteer groups wherever possible. At least one-tenth of the State's occupant restraint funds should be used to determine success in meeting pre-defined objectives.

The primary objective of NHTSA's overall effort is to get as many vehicle occupants protected as soon as possible. This will probably not come about unless comprehensive occupant protection programs are developed in the States. Such programs will likely have both voluntary and mandatory components (e.g., child restraint laws) supported by a steadily increasing automatic restraint component. However, it will be many years before automatic restraints are available in the majority of vehicles. Further, voluntary usage becomes even more important in view of needed protection for rear seat occupants.

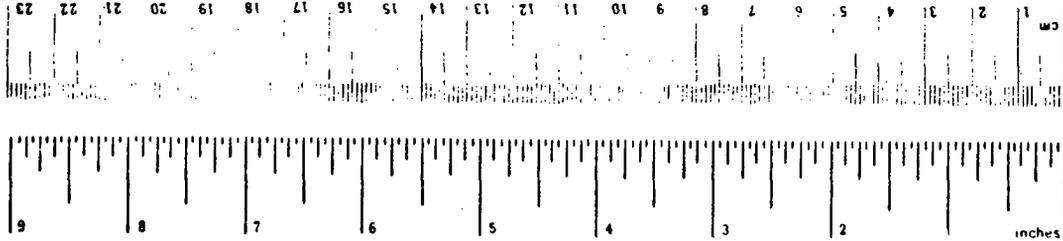
Regardless of which components we consider, getting the restraint issue to the public appears to be the necessary first step. The NHTSA plans to provide the States with as much support as possible to get this first step underway, as well as to encourage comprehensive multi-year program plans.

ACCOMPANYING MATERIAL

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16. Abstract <p>This report examines the feasibility and timing of implementing mandatory safety belt usage laws in the States. It provides a review of past Federal efforts in this area; a study of State legislative efforts; a review of foreign legislative experiences; and an examination of public and safety official opinions on the issue of mandatory usage laws.</p> <p>The report also reviews efforts to promote voluntary safety belt usage. These efforts include: mass media and education, comfort and convenience of belt systems, and use inducing and warning devices.</p> <p>Finally, the report reexamines the effectiveness of usage laws in terms of expected reductions in death and injury.</p>					
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METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures				Approximate Conversions from Metric Measures			
Symbol	When You Know	Multiply by	To Find	Symbol	When You Know	Multiply by	To Find
LENGTH							
in	inches	2.5	centimeters	mm	millimeters	0.04	inches
ft	feet	30	centimeters	cm	centimeters	0.4	inches
yd	yards	0.9	meters	m	meters	3.3	feet
mi	miles	1.6	kilometers	km	kilometers	0.6	miles
AREA							
in ²	square inches	6.5	square centimeters	cm ²	square centimeters	0.16	square inches
ft ²	square feet	0.09	square meters	m ²	square meters	1.2	square yards
yd ²	square yards	0.8	square meters	km ²	square kilometers	0.4	square miles
mi ²	square miles	2.6	square kilometers	ha	hectares (10,000 m ²)	2.5	acres
MASS (weight)							
oz	ounces	28	grams	g	grams	0.035	ounces
lb	pounds (2000 lb)	0.45	kilograms	kg	kilograms	2.2	pounds
		0.9	tonnes	t	tonnes (1000 kg)	1.1	short tons
VOLUME							
tsp	teaspoons	5	milliliters	ml	milliliters	0.03	fluid ounces
Tbsp	tablespoons	15	milliliters	l	liters	2.1	quarts
fl oz	fluid ounces	30	milliliters	m ³	cubic meters	35	cubic feet
c	cups	0.24	liters	m ³	cubic meters	1.3	cubic yards
pt	pints	0.47	liters				
qt	quarts	0.95	liters				
gal	gallons	3.8	liters				
ft ³	cubic feet	0.03	cubic meters				
yd ³	cubic yards	0.76	cubic meters				
TEMPERATURE (exact)							
F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature



U.S. Metric Conversion Table, 1974, U.S. Metric Board, 1974. U.S. Metric Board, 1974. U.S. Metric Board, 1974.

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INTRODUCTION

The Task Force had three objectives:

1. To assess the feasibility and timing required to enact and implement safety belt usage laws in the United States;
 2. To assess the feasibility of increasing voluntary belt usage by means of various methods; and
 3. To reexamine the effectiveness of safety belt usage laws in reducing fatalities in light of foreign experiences.
- I. To accomplish an assessment of the feasibility and timing required to enact and implement safety belt usage laws in the United States. The following tasks were undertaken:
- o A review of past safety belt usage efforts at Federal level,
 - o A study of legislative efforts at the State level,
 - o A review of the experiences of foreign countries which have enacted belt usage laws,
 - o An examination of relevant public opinion surveys and docket comments received concerning safety belt usage laws, and
 - o Solicitation and review of the State safety official and enforcement personnel views on safety belt usage legislation.
- II. In order to put this issue in proper perspective, several additional issues relating to belt usage were also examined. They were: (1) The role of mass media in increasing voluntary belt usage; (2) the impact of belt system comfort and convenience on belt usage; and (3) the effects of use-inducing systems on belt usage.
- III. Reexamining the effectiveness of safety belt usage laws included a review of:
- o The effectiveness of belt systems in reducing injuries and fatalities when worn.
 - o Use rates in the United States.
 - o Use rates in Nations with mandatory belt use laws.
 - o Factors which affect effectiveness estimates.

SUMMARY

TASK FORCE REPORT ON MANDATORY SEAT BELT USAGE (SBU)

I. **FEASIBILITY AND TIMING:** One objective of the Task Force was to assess the feasibility of, and time required to enact and implement safety belt usage (SBU) laws in the United States. This involved a review of: (a) Federal involvement; (b) State activities; (c) foreign experiences with SBU laws; (d) public opinion surveys and docket comments; and (e) views of State safety and enforcement officials.

A. Federal Involvement

- o In February of 1967, the Federal Government enacted a Standard which required safety belts in all passenger cars manufactured after January 1, 1968.
- o In 1972, the Department of Transportation requested the Congress to enact a concurrent resolution requesting the States to enact SBU laws. In response, the Congress enacted an incentive program which authorized a monetary reward to any State enacting SBU legislation
- o In November of 1973, the Department of Transportation sponsored a conference intended to encourage State passage, implementation and evaluation of SBU laws. (More than 50 SBU laws were introduced into State legislatures in the next 2-year period.)
- o In 1974, the Congress disallowed the Department of Transportation request for SBU incentive grant funds which were authorized by Section 219 of the Highway Safety Act of 1973. The Department has since done very little (monetarily) to encourage mandatory usage legislation in the States.
- o Also in 1973, the Department of Transportation issued a Standard requiring starter interlocks on all passenger cars manufactured after August 15 of that year.

Equipment malfunctions, uncomfortable and inconvenient belts, and a strong reaction against "Big Brotherism" led to the demise of this Standard. The Congress suspended it in 1974 and the interlock has now been replaced with an 8-second buzzer and light. The result was an initial increase in belt usage (in new cars) to a high of 76 percent in 1974 and then a gradual decrease to an estimated 20-25 percent.

B. State Activities

- o Overall in the period from 1973-1977, more than 110 SBU bills directed at various types of motor vehicle occupants (e.g., general passenger car occupants, school bus passengers, children under the age of 4), have been introduced into the legislatures of 32 States. Only 9 of these bills have passed at least one body of the State legislature. These include: (a) five bills for general occupant usage, (b) one for occupants of school buses, (c) one requiring the use of restraints for young children, and (d) two which oppose mandatory usage.
- o Three bills have actually been enacted into law. They include a 1974 Maine bill requiring the use of belts by passengers and occupants of school buses (if so equipped); a 1976 Wisconsin bill prohibiting the State Department of Motor Vehicles from requiring seat belt usage; and a 1977 Tennessee bill requiring the use of child restraints for children under the age of 4 years.
- o A 1977 Oregon bill which would require the use of safety belts by occupants of passenger cars passed the House but was killed in the Senate. This bill came as a result of at least 6 years of effort in the legislature. The Chairman of the Oregon House Transportation Committee supported the bill and was able to gain the 31 votes needed for passage in part through the use of the film "Where Have All the People Gone?"
- o The Oregon Governor's Highway Safety Representative felt that a public information program would have provided the much needed support from the public. Again, the most significant objection appeared to be relative to the personal freedom to protect oneself (i.e., anti-Big Brotherism).
- o Overall, the State experience in terms of generating legislation appears to indicate a considerable degree of interest in SBU legislation. Their experience in failing to enact such legislation, however, suggests that there is also much opposition to (and fear of) such laws.

C. Analogous State Legislation Enactment Efforts

- o Experience with other laws which impact upon the motoring public provide useful information which should be considered in estimating the timing and/or obstacles involved in obtaining SBU laws in the majority of States. Most of the relevant experience has been in response to the Highway Safety Standards which were promulgated, as

- o In 1975, however, the Department of Transportation initiated sanctioning procedures against three States which did not have fully effective helmet laws. These States, and the now organized opposition, petitioned Congress to remove the Department's authority to sanction States for lack of a helmet law. Congress responded in the 1976 Highway Safety Act by explicitly prohibiting the Secretary of Transportation from requiring that a State adopt or enforce a motorcycle helmet use law. The subsequent debates on anti-helmet amendments leave little doubt concerning the strength of the sentiment against laws designed to protect people from themselves.
- o The 55 mph National Maximum Speed Limit provides an additional example of efforts to gain nationwide/State legislation. The 55 mph limit was originally imposed by Congress as a result of the oil embargo in 1973. Partly because of its dramatic safety benefits, it was made permanent by the Congress in 1975. Under this law, approval of a State's Federal-aid highway construction projects was made subject to the Governor's certification that a 55 mph speed limit was being enforced in that State.
- o During the embargo period, when long waiting lines were reminders of the fuel shortage, there was little opposition to the measure. However, as time has passed, and waiting lines have disappeared, selected public opposition has increased significantly (especially in Western States). Numerous current public opinion polls, however, indicate that the vast majority of drivers still support the 55 mph limit.
- o The requirement of seat belt use during take-off and landing of civil aircraft provides still another analogy. This Federal requirement was enacted early in the history of aeronautics (approximately 50 years ago) and the Federal Aviation Administration has not noticed any significant opposition to it. While civil aircraft incidents have been reported where seat belts were not being used, the majority of the flying public appear to accept the requirement.

D. Attitudes Concerning SBU Laws

- o Public Attitudes

A 1975 Highway Users Federation survey showed that 41 percent of the public favored SBU laws. Forty-nine percent opposed. Forty percent of those who favored the laws also support a \$25 fine for non-use.

A 1976 survey by the motor vehicle industry found that 40 percent of those polled felt that passage of an SBU law would cause them to use their belts (the remainder provided some form of negative response). Thirty percent of those polled felt that enactment of mandatory SBU laws was acceptable.

The American Automobile Association (AAA) has taken a position of opposing both mandatory SBU laws and mandatory passive restraints. This is apparently in response to membership polls.

o State Officials

A recent discussion with State safety officials has suggested that they, as well as most safety organizations, favor SBU laws but feel that opposition due to the issue of personal freedom is overriding. Most feel that if an attempt were to be made to obtain SBU laws, a one to two year public information campaign, explaining the benefits of belt usage would be necessary. They felt that the primary hurdle would be legislators' concern over the apparent unpopularity of SBU laws among the public.

Governor's Safety Representatives were somewhat favorable to a Federal incentive program tied to usage rates but dissatisfied with past such efforts based on legislative enactment. Nearly all were against Federal penalties for failure to enact SBU laws.

o Enforcement Personnel

Most enforcement personnel contacted in 1977 were not in favor of SBU laws. Most felt that they would be difficult to enforce and that most would be contested. Extensive "introductory" periods would be required during which only warnings would be given. After that period, the use of warnings would be left to the discretion of the officer. However, a 1978 resolution of the International Association of Chiefs of Police (IACP) was in support of mandatory laws.

o Two key points were elicited in the discussions with Governor's Highway Safety Representatives and enforcement personnel. The first was that a 1-2 year public education program would be necessary prior to the enactment of SBU laws. The second was a recommendation that one or two States enact a law and obtain data relevant to its impact prior to large scale adoption. This was the position of the International Association of Chiefs of Police (IACP) in 1972.

E. Foreign Experiences with Mandatory SBU Laws

- o Currently, more than twenty jurisdictions have enacted SBU legislation of some type. The Commonwealth of Puerto Rico and the Canadian Provinces of Ontario and Quebec are our closest neighbors which have enacted such laws. Among the first to enact SBU legislation were the Australian States (1970-72). Those jurisdictions which have enacted such laws have reported increases in seat belt usage ranging up to 90 percent when enforced. Where enforcement has not accompanied such legislative action, much lower usage rates prevail.
- o The pre-enactment activities and climates in these nations are particularly relevant to the present situation in the United States. Unfortunately, these activities are not well documented in most cases.
- o The experiences of Australia, Canada, and France, provide several implications for the U.S. effort.

First of all, it appears that in each instance the press provided strong support for the SBU movement. In Australia, for example, some accounts have suggested that the press led the effort.

In each case, a public information effort preceded the legislation. There are indications that the topic of these campaigns was usually the effectiveness of seat belts in preventing death and injury rather than the merits of a mandatory usage law.

In both Australia and Ontario, Canada, a "task force" was set up to advise the government on the issue and in both cases it recommended mandatory usage laws. This position appeared to be aided by the fact that the opposition parties in both instances supported SBU legislation.

The support of organized groups such as automobile clubs and physicians appear to be extremely influential in promoting SBU efforts.

Films and demonstrators (e.g. use of the "convincer") appear to be effective means for gaining support at the local level especially among organized groups.

- o Foreign experiences appear to provide a positive stimulus for U.S. efforts.

II. Other Factors Affecting Seat Belt Usage

At least three additional areas should be discussed because of their relationship to seat belt usage. They are (1) the effect of mass media in increasing voluntary seat belt usage, (2) the impact of belt system comfort and convenience on subsequent usage and (b) the impact of various use-inducing devices on usage rates.

A. Mass Media Approaches

- o Mass media campaigns in the United States or any foreign nation have not been successful in increasing voluntary seat belt usage to an effectively high level. However, since these information campaigns appear to be capable of increasing the public understanding of the importance of "the second collision" in injury causation and the effectiveness of belts in preventing injury and death, such programs appear to be desirable for creating an atmosphere where SBU laws may become publicly acceptable.

B. Comfort and Convenience and Seat Belt Usage

- o NHTSA studies have concluded that the most frequent reasons given for not using seat belts include inconvenience, discomfort, laziness, forgetfulness, and fear of entrapment.
- o Inconvenience and discomfort problems influence belt usage regardless of the use inducing systems employed (i.e., lights, buzzers, etc.). Studies have suggested that increased usage (under present comfort conditions) can be obtained by use inducing systems which require occupant action to avoid annoyance (e.g., sequential logic interlocks or continuous lights or buzzers).
- o Belt usage probably could be increased to a moderate degree if auto manufacturers designed systems which were comfortable and convenient and utilized a reminder system which incorporated a sequential light and audible warning that remained activated until occupants were buckled up.
- o Belts design changes probably will not impact usage rates in the short-term.

III. A Reexamination of Belt Effectiveness

- o A second objective of the Task Force was to reexamine the effectiveness of safety belt usage laws in reducing fatalities. This section summarizes the main findings of this review. Specific attention was focused on three factors: (1) effectiveness of belts in reducing fatalities when they are worn, (2) effectiveness of laws in increasing usage rates among the general public and among crash involved occupants and (3) the effectiveness of laws in reducing fatalities.

A. Effectiveness of Safety Belts in Reducing Fatalities

- o The fatality reduction effectiveness of lap and shoulder belts, when actually used, is at least 60 percent with some estimates running higher. This current NHTSA estimate of 60 percent effectiveness is considered to be reasonably conservative.

B. Effectiveness of Usage Laws in Increasing Seat Belt Usage

- o A review of the impact of usage laws indicates that where laws are publicized and enforced, they generally result in a 50 percentage point increase in usage by passenger car occupants. When added to the base (voluntary) rates of 15-25 percent, this result in an overall usage rate of 65-75 percent. Higher rates have been reported.
- o While it is clear that usage laws produce substantial increases in wearing rates, it appears that the resulting reductions in occupant fatalities may be somewhat less than would be expected solely on the basis of the known effectiveness of safety belts alone. There apparently is a tendency for "safer" drivers, (i.e., women, older drivers, nondrinkers, etc.) to be among the first to conform to usage laws while higher risk groups (i.e., males, young drivers, drinking drivers, etc.) appear to be less likely to conform. Thus it appears that a 50 percentage point increase (e.g., from 20 to 70 percent) in occupant usage, would not be uniform across both low and high risk groups of vehicle occupants. In order to obtain a correct estimate of the usage among crash involved occupants, the task force suggested that it may be necessary to "discount" an observed level of seat belt usage by as much as 30 percent.

C. Effectiveness of Usage Laws in Reducing Fatalities

- o As a result of these considerations, it appears that the reduction in occupant fatalities which can be expected from enacting and enforcing an SBU law lies somewhere between 20 and 30 percent.
- o These reductions cannot be achieved until most of the 50 States have passed and are enforcing a seat belt law. Based on examples taken from the States' adoption of new highway safety laws, three hypothetical scenarios, ("Fast", "Moderate", and "Slow"), were developed for the adoption of safety belt usage laws. Each of these scenarios took place under Federal laws which permitted the Secretary of Transportation to sanction States which did not conform. While no sanctions were actually used, a slower rate of adoption would probably have occurred if no sanctions were available (as is currently the case).

Foreword

This resource guide was developed as part of the activities of a national occupant restraint coordination group interested in promoting automobile occupant restraint usage. This bibliography is not exhaustive. It is an initial attempt to provide information on selected materials, most of which are quite recent (1975 and later) and all of which, to our knowledge, are still available as of June 1979.

Review copies of materials listed may be obtained from the source organization listed in part VII of this bibliography. Most are also available on loan from Ann Grimm at the Public Communications Center, Highway Safety Research Institute, University of Michigan, Ann Arbor, Michigan, 48109 telephone:[(313) 764-2171] . This center serves as a library for the loan and review of occupant restraint materials.

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This document has been printed by the Highway Users Federation in the interest of promoting occupant restraint usage.

RESOURCE GUIDE

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PART I

Television Public Service Announcements

Safety Belts

- o American Association of Oral and Maxillofacial Surgeons, Chicago, IL.
Contact: Barbara Moles (312) 642-6446.

One thirty-second spot on how young jaws, faces and teeth often are broken in automobile crashes. The spot points out that these injuries can be prevented and encourages people to wear belts.

Released in October 1978 to 620 commercial television stations throughout the country. Limited copies available free.

- o American Seat Belt Council, Inc., Washington, D.C.
Contact: Kris Heine (202) 393-1300

Eight thirty-second spots featuring Hollywood personalities. Individual spot titles are: (1) "Bob Hope;" (2) "Carroll O'Connor;" (3) "Starsky and Hutch;" (4) "Ron Howard;" (5) "Glen Campbell;" (6) "Phyllis Diller;" (7) "O.J. Simpson;" and (8) "Dinah Shore." Two-inch video tape or three-quarter-inch video cassette.

Beginning in April 1979, ASBC plans to release one spot each month for eight consecutive months to TV stations nationwide. Organizations wishing to reproduce and distribute copies of released spots may obtain an original tape (free) from the ASBC. Individual tag lines may be added to ASBC credit lines. Original tapes must be returned.

- o Epilepsy Foundation of America, Washington, D.C.
Contact: Peter Van Haverbeke (202) 293-2930.

One thirty-second spot identifying head injuries received in crashes as a frequent cause of epilepsy and safety belts as means of preventing these injuries. National and local versions, 16mm film.

Limited quantities free of charge.

- o National Highway Traffic Safety Administration, Washington, D.C.
Contact: William Foulis (202) 426-2180.

Three sixty-second spots on crash dynamics. "The Headache," already released, features actual crash test scenes. "The Egg" and "The Pumpkin," to be released in Fall 1979, are adapted from prize winning Canadian TV spots. 16mm film.

Copies distributed to State Highway Safety Offices or to state TV stations. Public or private organizations wishing to have copies for their own campaigns can obtain limited quantities free from the NHTSA.

Television Public Service Announcements

- o **Planned Communication Services, Inc., New York, NY**
(Sponsored by Avis Rent-A-Car and Highway Users Federation)
Contact: Jerry Multer (212) 697-2765.

Two sixty-second spots, "Family Safety Belt Use" and "Buckle That Belt." 16mm film.

Single copies available after June 15, 1979, to requesting groups and TV stations.

Child Restraints

Three sixty-second spots on value of child restraints. "Near Miss" shows mother and child in panic accident avoidance maneuver; the child is safe in a child restraint seat. "Flying" shows grandparents buckled up in an airplane and stresses need to buckle up child in a car. "Test" uses questions and answers to convey facts about child restraints. "Test" is available in 30 or 60 second PSA's, and in Spanish. 16mm film.

Distributed in Fall 1978 to more than 700 television stations.
Spin-off radio spots sent to 5,200 radio stations.

- o **Insurance Information Institute, New York, NY**
Contact: Ed O'Hare (212) 233-7650.

One thirty-second spot on child restraints.

Passive Restraints

- o **Allstate Insurance Companies, Northbrook, IL.**
Contact: Jack Martens (312) 291-6020.

One thirty-second spot: "17 MPH." Three sixty-second spots: "Ramp Jump;" "Arnold Palmer;" and "Vic Rivers." 16mm film.

- o **Citizens for Highway Safety, Washington, D.C.**
Contact: Barbara McClure (202) 872-6000

Two spots, thirty-second and sixty-second versions; Jason Robards is featured in one designed to promote automatic belts. The second features Dick Van Dyke promoting passive restraints.

- o **National Highway Traffic Safety Administration, Insurance Institute for Highway Safety, Washington, D.C., Allstate Insurance Companies, Northbrook, IL.**
Contact: National Highway Traffic Safety Administration,
William Foulis (202) 426-2180.

"It's a Whole New Ball Game," thirty-second and sixty-second versions. Spots show cushioning effect of large plastic ball when a child falls on it. 16mm film.

Limited copies available free to organizations.

PART II

Radio Public Service Announcements

Safety Belts

- o **AAA Foundation for Traffic Safety, Falls Church, VA**

**One thirty-second radio spot: "Buckle Up."
Contact: Sam Yaksich (703) 222-6891**

- o **Don Sheets Productions, Nashville, IN
Contact: Don Sheets (812) 988-2000**

Ten-second safety belt jingles. Available to groups at commercial rates.

- o **Highway Users Federation, Washington, D.C.
Contact: Kevin Kruke (202) 857-1235**

Four thirty-second spots featuring race car drivers. Single copies available free to station program directors and to groups wishing to duplicate and distribute.

Child Restraints

- o **Citizens for Highway Safety, Washington, D.C. (Sponsored by the National Highway Traffic Safety Administration and the Distilled Spirits Council of the U.S.)
Contact: Barbara McClure (202) 872-0650**

One thirty-second and one sixty-second spot based on use of child safety belts.

- o **Department of Health, Education and Welfare, Administration for Children, Youth and Families, Washington, D.C.
Contact: Harold Eidlin (202) 755-7724**

A series of thirty-second and sixty-second spots. Available in English and Spanish. 45 rpm disc.

PART III

Pamphlets

Limited quantities of most of the pamphlets are available free or at low cost from the source organizations. Loan copies are available from Ann Grimm of the Highway Safety Research Center, telephone: [(313) 764-2171] . Negatives for NHTSA pamphlets are available free for duplication and distribution at the requesting organization's own cost.

Safety Belts

- o **American Automobile Association, Falls Church, VA**
 - **"Safety Belts for People Who Enjoy Living"**
- o **American Medical Association, Chicago, IL**
 - **"You and Yours Deserve Protection - - Safety Belts Provide It"**
- o **American Seat Belt Council, Washington, D.C.**
 - **"If"**
 - **"They're Working Around The Globe"**
- o **Canadian Ministry of Transport, Ontario, Canada**
 - **"The Human Collision"**
- o **Channing L. Bete Co., Greenfield, MA**
 - **"Hold Everything! Why You Should Use Safety Belts" (#E814-1011)**
- o **Highway Users Federation, Washington, D.C.**
 - **"An expert speaks out on safety belts"**
 - **"Seat belts save lives, you can depend on it!"**
- o **National Highway Traffic Safety Administration, Washington, D.C.**
 - **"Physics and Automobile Safety Belts"**
 - **"The Automobile Safety Belt Fact Book"**
 - **"Teaching The Safety Belt Message" (for driver educators)**
 - **"Getting The Safety Belt Message Across" (for driver educators)**
 - **"The Safety Belt Message" (for students)**
 - **"How Many Of These Fairy Tales Have You Been Told?"**
 - **"Safety Belt Activity Book" (for K-6 teachers)**
 - **"Encouraging Employees To Use Safety Belts" (employer audiences)**

Pamphlets

The following pamphlets on safety belt usage which were developed by individual states or organizations are appropriate for general use.

- o Michigan State Office of Highway Safety Planning, Lansing, MI
 - "How Many Of These Fairy Tales Have You Been Told?"
 - "How to Save Money. . .and People"
 - "Safety Belt Roulette"
- o Minnesota Safety Council, St. Paul, MN
 - "Compulsory Safety Belts: Needed More Now Than Ever Before"
- o New York State Department of Motor Vehicles, Albany, NY
 - "There's No Magic In Saving Lives. Use Your Safety Belt"
 - "Use Safety Belts On Short Everyday Trips Too"
 - "Safety Is a Snap. Safety Belts Save Lives"
- o Ohio Department of Highway Safety, Columbus, OH
 - "What You Can Do For Highway Safety"
 - "They're Your Responsibility - - What You Should Know About Child Restraints"
- o Oklahoma Highway Safety Office, Oklahoma City, OK
 - "What Does It Take To CONVINCe You?"
- o South Dakota Department of Public Safety, Pierre, SD
 - "Do You Love Them Enough?"
 - "Your Insurance Policy"
- o Wisconsin Office of Highway Safety, Madison, WI
 - "HIS - - HERS"
 - "Closing the Safety Gap"

Child Restraints

- o American Automobile Association, Falls Church, VA
 - "Protect Your Child"
- o Action for Child Transportation Safety, Bothell, WA
 - "Car Pool Survival Kit"
 - "Kids Are Fragile"
 - "Protecting Child Passengers"
 - "This Is The Way The Baby Rides"
- o Citizens for Highway Safety, Washington, D.C.
 - "How to Help Save Our Children"

Pamphlets

- o **Department of Health, Education and Welfare, Administration for Children, Youth and Families, Washington, D.C.**
 - "Auto Safety and Your Child"
(English and Spanish versions)
- o **Ford Motor Company, Parts and Service Division, Dearborn, MI**
 - "Ford Safety Seats for Your Children"
- o **General Motors, Love Seat Department, Detroit, MI**
 - "Protect Your Child With Love"
- o **Highway Users Federation, Washington, D.C.**
 - "Child Restraints. . . Fighting the No. 1 Child Killer (ages 1 thru 4)"
- o **Michigan Office of Highway Safety Planning, Lansing, MI**
 - "The Family Shopping Guide for Infant/Child Automobile Restraints"
 - "Do You Care Enough About the Way Your Children Ride"
 - "A Detailed Review of All Currently Marketed Infant and Child Restraints"
- o **National Safety Council, Chicago, IL**
 - "Childdsafe"
- o **National Highway Traffic Safety Administration, Washington, D.C.**
 - "Child Restraint Systems For Your Automobile"
- o **New Jersey Health Research and Educational Trust, Princeton, NJ**
 - "Do You Care Enough. . . to Protect Your Baby in the Car?"
- o **Oklahoma Highway Safety Office, Oklahoma City, OK**
 - "How to Choose Your Child's Auto Restraint System"
- o **Physicians for Automotive Safety, Rye, NY**
 - "Don't Risk Your Child's Life"
- o **Virginia Association of Women Highway Safety Leaders Inc., Danville, VA**
 - "Fragile Cargo - Pack Safely"
 - "Mother Knows Best, Buckle Up"
- o **Wisconsin Hospital Association, Madison, WI**
 - "Some Are. . . Some Aren't. Make Sure The One That Protects Your Baby Is. . . Childdsafe"

Pamphlets

Passive Restraints

- o **Allstate Insurance Companies, Northbrook, IL**
Contact: Jack E. Martens (312) 291-6020
Don Costa (312) 291-5091
 - "Passive Restraints: Ready When You Are." 32pp. booklet.
 - "The Case for Air Bags." 4pp. reprint, Milwaukee Journal INSIGHT.
 - "Why We Need Air Bags." 10pp. reprint, California Highway Patrolman magazine.

Allstate also will make available a variety of factsheets and technical documents upon request.

- o **American Seat Belt Council, Washington, D.C.**
 - "Lifesavers"
- o **Citizens for Highway Safety, Washington, D.C.**
 - "Some Things You Should Know About Passive Restraints"
- o **National Highway Traffic Safety Administration, Washington, D.C.**
 - "Automobile Passive Restraint Systems and What They Mean To You"

PART IV

Programming Guides and Displays

The following organizations have developed many materials in the occupant restraint area. Materials available range from educational programs featuring interrelated sets of pamphlets to guides describing how to run a child restraint loaner program. In addition to supplying materials, these organizations can serve as resources on how programs can be implemented. Some of these entries may also be found in other parts of the bibliography.

Safety Belts

- o Michigan Office of Highway Safety Planning, Lansing, MI
Contact: (517) 322-1942
 - "Michigan's Motor Vehicle Occupant Protection Program"
 - "Protecting Your Assets"
- o National Highway Traffic Safety Administration, Washington, D.C.
Contact: William Foulis (202) 426-2180
 - Safety belt educational series for various age groups
 - Employer program to encourage safety belt use
 - Safety Belts - - Fact or Fiction? Includes pamphlets. When used with the slide/tape makes a complete learning lesson.

Child Restraints

- o Action for Child Transportation Safety, Bothell, WA
 - Comprehensive child restraint information packet, display kit, community guide on how to run a loan-a-seat program, and comments on all currently available dynamically-tested child restraints.
- o American Hospital Association, Chicago, IL
 - Consumer health information kit including information on model child restraint programs.
- o American Seat Belt Council, Washington, D.C.
Contact: Kris Heine (202) 393-1300
 - "Blueprint for Safety - A Guide to State Safety Belt Campaigns"
- o Michigan Office of Highway Safety Planning, Lansing, MI
Contact: (517) 322-1942
 - "Program Implementation Guides for Health Care Professionals"
 - "Loan a Seat for Safety (renting and selling child seats)"
- o National Safety Council, Chicago, IL
Contact: Dianne Imhulse (312) 527-4800
 - "Childsafe." Brochures accompany a slide/cassette presentation.

Program Guides and Displays

- o **New Jersey Health Research and Educational Trust, Princeton, NJ**
Contact: Charlene Hess (609) 452-9280
 - Guide prepared for hospitals, health workers and auxiliaries.
- o **Tennessee Child Passenger Safety Program, Knoxville, TN**
Contact: (615) 974-5255
 - Documents and planning aids.
- o **University of North Carolina, Highway Safety Research Center, Chapel Hill, N.C.**
Contact: Bill Hall (919) 933-2202
 - Printed materials available on crash tests of restraint devices.
- o **Virginia Association of Women Highway Safety Leaders, Inc., Danville, VA**
 - Promotional aids including a guide to running a local program to increase child restraint use, posters, bumper strips, placemats, etc.

PART V

Films and Audiovisuals

Films are available to purchase from producing organizations. Most are also available for loan from Clara Hardee, National Highway Traffic Safety Administration, Technical Reference Branch telephone: [(202) 426-2768], or from Ann Grimm of the Highway Safety Research Center telephone: [(313) 764-2171].

Safety Belts

- o AAA Foundation for Traffic Safety, Falls Church, VA
 - Otto the Auto - Series E - Buckle Up. 16mm film, color/sound, 4 minutes, child audiences, \$15.
 - Uses space travel to encourage children to use safety belts.
- o American Seat Belt Council, Washington, D.C.
 - Where Have All the People Gone? 16mm film, color/sound, 20 minutes, general audiences, \$250.
 - Shows importance of wearing seat belts. Narrated by Richard Basehart.
- o Chrysler Corporation, Detroit, MI
 - Seat Belts Save Lives. 16mm film color/sound, 2½ minutes, general audiences, limited quantities available free of charge.
 - Presents crash dynamics featuring restrained and unrestrained dummies.
- o Film House, Toronto, Ontario
 - Dice in a Box. 16 mm film, color/sound, 22 minutes, adult audiences, \$95.
 - Discusses operation and use of belts, canadian child restraints, and why pregnant women should wear belts.
- o Film Loops, Inc., Princeton, NJ
 - Adventures of Beltman. Filmstrips/cassette, color/sound, 8 and 15 minutes, kindergarten through third grade audiences, \$95. (complete curriculum materials)
 - Teaches use of belts, other in-car behavior and pedestrian safety.
 - Do You Buckle Up? 16mm film, color/sound, 8 minutes, grades 4-9, \$85.
 - Refutes, with humor, excuses for not wearing belts. Teaching guide and filmstrip included.

Films and Audiovisuals

- Are You Convinced? 16mm film, color/sound, 5 minutes, high school/adult audiences, \$75.

Teaches importance of belt use and refutes excuses for non-use of safety belts. Uses safety belt convincer to demonstrate benefits of belt use. Leader's guide and four posters included.

o Ford Motor Company, Dearborn, MI

- Safety Belts - Before and After. 16mm film, color/sound, 10 minutes, general audiences.

Features actual crash test sequences with anthropomorphic dummies - - with and without safety belts - - that show the value of belts.

o General Motors Corporation, Detroit, MI

- UFO-Unrestrained Flying Objects. 16mm film, color/sound, 15 minutes, general audiences, free loan from GM or \$50 for purchase.

Refutes most common excuses for not using restraint system and shows effectiveness of belts and other restraints. Released 1979.

o National Highway Traffic Safety Administration, Washington, D.C.

- Safety Belts: Fact or Fiction? 35mm slides/cassette, color/sound, 10 minutes, general audiences, \$15.

Presents case for wearing safety belts and explores the myths and misconceptions about belt use.

o Quinn Film Labs, Ontario, Canada

- Citizen Seat Belt. 16mm film, color/sound, 13 minutes, elementary school, \$44.

Describes how and why to wear safety belts. Animated.

- Human Collision. 16mm film, color/sound, 20 minutes, adult audiences, \$89.

Presents bio-mechanical and bio-medical aspects of crashes, function of belts and dispels myths associated with safety belt use. Documentary.

Child Restraints

o Crawley Films, Ottawa, Ontario

- Secure Your Child's Future. 16mm film, color/sound, 14 minutes, adult audiences, \$102.

Discusses types and proper use of child restraints for children.

Films and Audiovisuals

- o Film Loops, Inc., Princeton, NJ
 - Do You Care Enough. Filmstrip/cassette or 16mm, color/sound, 7 minutes, general audiences, filmstrip/cassette - \$15, 16mm film - \$80.
 - Explains to expectant parents why children need restraints and how to select infant car seats. Posters available.
- o Insurance Institute for Highway Safety, Washington, D.C.
 - Children and Infants in Car Crashes: Restrained and Unrestrained. 16mm film, color/silent, 10 minutes, general audiences, \$90.
 - Silent crash test footage shows how fatalities and injuries occur in crashes and how restrained children are protected.
- o National Safety Council, Chicago, IL
 - Childsafe. 35mm slide/cassette, color/sound, general audiences, \$40-45.
 - Shows need for child restraints and outlines programs for promoting their use.
- o Physicians for Automotive Safety, Rye, NY
 - Car Safety: Don't Risk Your Child's Life. 16mm film video and super-8 cassette, color/sound, 12 minutes, general audiences, \$150.
 - Demonstrates to parents need for child restraints, safety belts for older children, and how to use them properly.

Passive Restraints

- o Allstate Insurance Companies, Northbrook, IL
 - Contact: Jack E. Martens (312) 291-6020
 - Don Costa (312) 291-5091
 - Passive Restraints - - Ready When You Are. 16mm film, color/sound, 20 minutes, general audiences, \$90, free loan from Allstate Home Office (Martens) or Regional Office Public Affairs Departments.
 - Uses animation, live volunteer crash-testing, real-world crashes and survivors to explain how air cushion safety systems are saving lives on the highways. (Coordinates with booklet of same title described on page 7.)
 - Ridin' the Edge. 16mm film, color/sound, 11 minutes, general audiences, \$60, free loan from Allstate as film above.
 - National award-winning dramatic documentary of a thrill show and Hollywood movie stunt driver who walks away from a 32 mph impact after crashing into a concrete wall in an air cushion auto.

Films and Audiovisuals

o Insurance Institute for Highway Safety, Washington, D.C.

- Crashes That Need Not Kill. 16mm film, color/sound, 28 minutes, general audiences, \$200, free loan from Association Films.

Uses interviews and crash tests to explain how air bags protect people in crashes.

- The Automatic Answer. 16mm film, color/sound, 10 minutes, general audiences, \$90, free loan.

Demonstrates how automatic restraints - - air bags and passive seat belts - - prevent injury to adults and children in motor vehicle crashes.

o Liberty Mutual Insurance Company, Boston, MA

- Cushion Against Death. Slide/cassette, color/sound, 12½ minutes, community business leader audiences, free loan from Liberty Mutual.

Describes air bag history, operation and effectiveness. Discusses the future of air bag systems.

o National Highway Traffic Safety Administration, Washington, D.C.

- DOT Passive Restraints: Short Version. 16mm film, color/sound, 10 minutes, general audiences, \$7.

Reviews passive restraint mandate, passive belts and air bags. Presents testimonials of persons involved in air bag crashes.

PART VI

Stickers, Games and Posters

Safety Belts

Dashboard Stickers

- o American Automobile Association, Falls Church, VA
 - "Safety Belt Use Requested in This Vehicle"
- o Michigan State Office of Highway Safety Planning, Lansing, MI
 - "Safety Belt Use Required in This Vehicle"
- o National Safety Council, Chicago, IL
 - "Fasten safety belt"
 - "Seat belt fastened?"
- o Travelers Insurance Companies, Hartford, CT
 - "Fasten Seat Belt" (order number C-13479)
- o Wisconsin Office of Highway Safety, Madison, WI
 - "Safety Belt Use Required in This Vehicle"

Games

- o National Highway Traffic Safety Administration, Washington, D.C.
 - "The Safety Belt Game"

Single copies or negatives available free.

Posters

- o National Safety Council, Chicago, IL
 - "Before you start, buckle your safety belts"
 - "Belt Yourself. Stay Alive."
 - "A good belt for the road"
 - "I'm okay. . . had my seat belt buckled"
 - "Now You're Clicking"
 - "Seat belts may be needed just once! But which once?"
 - "When safety speaks - - I fasten my safety belt"
 - "You can live with it"
- o Travelers Insurance Companies, Hartford, CT
 - "Buckle up for safety" (order number C-18529)
 - "Remember to wear your. . . safety belt" (order number C-19226)

Limited copies available. May be reprinted.

Stickers, Games and Posters

Child Restraints

Posters

- o **Action for Child Transportation Safety, Bothell, WA**
 - "You can always buy a new car, but your children are one-of-a-kind. Protect them."

Available at modest cost.
- o **Film Loops, Inc., Princeton, NJ**
 - "Your Baby is Breakable. . . Use a Safe Infant Car Seat"
 - "A Shot and a Seat. . . Care Enough to Give 'em Both"
- o **University of North Carolina, Chapel Hill, N.C.**
 - "It's Your Child's Life. . . But It's Your Decision."

Series of four posters. Up to three copies of each available free.

**PART VII
ORGANIZATIONS**

**Action for Child Transportation
Safety
P.O. Box 266
Bothell, WA 98011 (206) 488-8860**

**Allstate Insurance Companies
Allstate Plaza
Northbrook, IL 60062
Contact: Jack Martens (312) 291-6020**

**American Medical Association
535 N. Dearborn Street
Chicago, IL 60610
Contact: Elaine Petrucelli (312) 751-6000**

**American Association of Oral
and Maxillofacial Surgeons
211 East Chicago Avenue
Chicago, IL 60611
Contact: Barbara Moles (312) 642-6466**

**AAA Foundation for Traffic Safety
8111 Gatehouse Road
Falls Church, VA 22042
Contact: Mr. Sam Yaksich (703) 222-6891**

**American Automobile Association
Contact your local AAA Club**

**American Hospital Association
Division of Public Affairs
840 N. Lake Shore Drive
Chicago, IL 60611
Contact: Michael Guerin (312) 280-6350**

**American Seat Belt Council
1730 Pennsylvania Ave., NW
Suite 460
Washington, DC 20006
Contact: Kristine Heine (202) 393-1300**

**Association Films
600 Grand Ave.
Ridgefield, NJ 07657
Contact: (201) 943-8200**

**Canada Ministry of Transport
Transport Canada Building
Floor 27 B, Place DeVille
Ottawa, Ontario
Canada K1A 0N5
Contact: (613) 992-0077**

Channing L. Bete Co., Inc.
45 Federal St.
Greenfield, MA 01301
Contact: (413) 774-2301

Chrysler Corporation
Automotive Safety Relations
P.O. Box 1919
Detroit, MI 48288
Contact: C. M. Kennedy (313) 956-3953

Citizens for Highway Safety
1000 16th Street, NW
Suite 701
Washington DC 20036
Contact: Barbara McClure (202) 872-0650

Crawley Films
19 Fairmont Ave.
Ottawa, Ontario, Canada K1Y, 3B5
Contact: (613) 728-3513

Don D. Sheets Productions
Route 3, Box 212
Nashville, IN 47448
Contact: Don Sheets (812) 988-2000

Epilepsy Foundation of America
1828 L St. NW
Washington DC 20036
Contact: Peter Van Haverbeke (202) 293-2930

Film House
22 Front St. West
Toronto, Ontario, Canada
Contact: (416) 363-4321

Film Loops, Inc.
P.O. Box 2233
Princeton, NJ 08540
Contact: Diane Menice (404) 977-2882
Grey Jones (609) 921-2020

Ford Motor Company
For "Ford Safety Seats"
Ford Parts and Service Division
3000 Schaefer Road
P.O. Box 1902
Dearborn, MI 48121
Contact: Cliff Kelly

For "Safety Belts - Before and After" Film
Ford Motor Company Film Library
The American Road
Dearborn, MI 48121
Contact: (313) 322-0010

General Motors Corporation
For "Protect Your Child With Love"
GM Love Seats Department
400 Renaissance Center
Detroit, MI 48243
Contact: Robert E. Walker

For "UFO" Film
General Motors Corporation
Public Relations Film Library
Detroit, MI
Tel. (313) 556-2072

For General Information
Transportation Affairs Section
Suite 501
1660 L St. N.W.
Washington, D.C. 20036
Tel. (202) 537-5056

Health Education & Welfare Department
Office of Human Development
Administration for Children, Youth & Families
P.O. Box 1182
Washington, D.C. 20013
Contact: Harold Eidlin (202) 755-7724

Highway Users Federation
1776 Massachusetts Avenue, NW
Washington, DC 20036
Contact: Kevin Kruke (202) 857-1235

Insurance Information Institute
110 William
New York, NY 10038
Contact: Ed O'Hare (212) 233-7650

Insurance Institute for Highway
Safety
Communications Dept.
Watergate Six Hundred
Washington, DC 20037
Contact: Debbie Davison (202) 333-0770

Liberty Mutual Insurance Company
175 Berkley St.
Boston, MA 02117
Contact: Beatrice Geraghty (617) 357-9500

Michigan Office of Highway Safety Planning
7150 Harris Drive
General Office Building
Lansing, MI 48913
Contact: (517) 322-1942

**Transportation Center
University of Tennessee
Knoxville, TN 37916
Contact: (615) 974-5255**

**The Travelers Insurance Companies
One Tower Square
Hartford, CT 06115
Contact: Charles R. Harris (203) 277-5362**

**University of North Carolina
Highway Safety Research Center
Craigie Trailor Park
197-A
Chapel Hill, NC 27514**

**Virginia Association of
Women Highway Safety Leaders
P.O. Box 31
Danville, VA 24541**

**Wisconsin Hospital Association
P.O. Box 4387
Madison, WI 53711**

**Wisconsin Office of Highway Safety
Suite 803
131 West Wilson St.
Madison, WI 53702
Contact: Joan Fernan (608) 266-0402**

Minnesota Safety Council
145 Hamm Building
St. Paul, MN 55102

**National Highway Traffic Safety
Administration**
Occupant Restraint Materials
NTS-14
400 7th St. S.W.
Washington, DC 20590
Contact: William Foulis (202) 426-2180

National Safety Council
444 North Michigan Ave.
Chicago, IL 60611
Contact: Diane Imhulse/Dick Tippie (312) 527-4800

New Jersey Health Research & Educational Trust
Infant Safety Car Seat Program
760 Alexander Road
Princeton, NJ 08540
Contact: Charlene Hess (609) 452-9280

New York State Department of Motor Vehicles
Building - Empire State Plaza
Albany, NY 12228
Contact: (518) 474-5777

Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, OH 43205
Contact: (614) 466-5247

Oklahoma Highway Safety Office
Jim Thorpe Building
Oklahoma City, OK 73105
(405) 521-3314

Planned Communications Services
12 E 46th Street
New York, NY 10017
Contact: Jerry Multer (212) 697-2765

Physicians for Automotive Safety
Communications Department
5 Eve Lane
Rye, NY 10580
Contact: Annemarie Shelness (914) 967-8448

Quinn Film Labs
380 Adelaide Street West
Toronto, Ontario
Canada

South Dakota Department of Highway Safety
118 West Capitol Avenue
Pierre, SD
(605) 224-3546