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Department of Transportation  
**National Highway Traffic Safety Administration**

# American Red Cross Occupant Protection Education Program

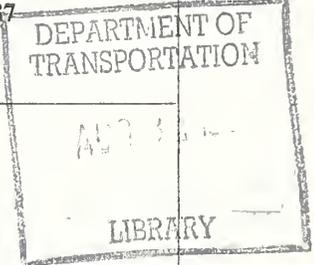
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### TECHNICAL SUMMARY

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| <b>CONTRACTOR</b><br>American Red Cross  | <b>CONTRACT NUMBER</b><br>DTNH22-85-Z-05804   |
| <b>REPORT TITLE</b><br>Occupant Protection Education Program   | <b>REPORT DATE</b><br>June 12, 1987   |
| <b>REPORT AUTHORS</b><br>Donna M. Feeley<br>Program Director   |  |
| <p>The Occupant Protection Education Program carried out by the American Red Cross under DOT-NHTSA grant funds was designed to promote local Red Cross Chapter activities aimed at increasing the awareness and acceptance of child safety seats, manual safety belts and automatic protection. The Program was carried out through minigrants of \$1,000 each to 102 Chapters in 22 states.</p> <p>Previous work carried out by the Red Cross in occupant protection identified the possibility of extending the reach of Red Cross educational efforts through "seed-money" grants, which could stimulate Chapter activities and in turn produce a substantial educational benefit.</p> <p>The overall effort was directed by staff at the National Headquarters of the Red Cross. A competitive process was employed to award 102 grants to local Chapters. The grants were intended to initiate or expand upon Chapter activities. These educational activities were generally appended to ongoing Chapter courses, or occupant protection activities such as the <u>Kids in Safety Seats</u> (KISS) loaner programs. Many Chapters used the minigrant to initiate a new occupant protection program, most of which will be continued after completion of the NHTSA grant.</p> <p>The most significant accomplishment of this grant Program was the substantial expansion and commitment of the American Red Cross to occupant protection education. Most Chapters engaged in this effort have indicated their intent to continue their work with Chapter funds, or through other grant funds. In excess of 2 million people were reached through these minigrants by direct contact or media efforts stimulated by the grants.</p> <p>This Program is expected to result in a substantial increase in the awareness and utilization of occupant protection devices by the public.</p> |   |



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## OCCUPANT PROTECTION EDUCATION PROGRAM

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### I. INTRODUCTION AND OVERVIEW

#### Background

The American Red Cross Occupant Protection Education Program represents the third phase of Red Cross' ongoing relationship with the National Highway Traffic Safety Administration (NHTSA) for the express purpose of promoting the use of occupant protection devices among its local constituents. Automobile accidents are the greatest killer of people under the age of 34. The use of safety belts and child safety seats has proven their life saving value both in real life situations and in test facilities. Yet as indicated by the current 39% driver usage rate, a large portion of the American public remains unconvinced that using safety belts can have a significant impact on their safety while traveling in an automobile.

Ideally, the passage of mandatory use laws, a response to the Secretary of Transportation's July 1984 rulemaking on automatic crash protection, would be expected to have a significant impact on the usage rates and practices. Even with laws in place in some states, the use of safety belts has not achieved total acceptance by the American public as reflected in the previously mentioned usage rates.

More than ever the development and implementation of community education and awareness

programs is critical if safety belt usage is to become universal.

In May 1982, through a contractual agreement, the American Red Cross joined with the Department of Transportation, National Highway Traffic Safety Administration (NHTSA), in a nationwide campaign to promote the use of safety belts and safety seats. The initial program served as an introduction to occupant protection for both National Headquarters and Chapters. During the first two years, audio/visual kits were made available to Chapters, technical assistance was provided, and surveys of existing occupant protection programs were conducted. In addition, a mandatory safety belt usage policy for volunteers and staff was adopted in February 1983, and a resolution on the original KISS (Keep Infants Seated Safely, now -Kids in Safety Seats-) program was passed at the Convention in May 1983. This type of program concept was new to Red Cross and Chapter participation was entirely optional.

Based on the progress that the American Red Cross demonstrated in its first year contract, NHTSA awarded a contract for 1983 and 1984 to continue to expand and reinforce the occupant protection initiative. NHTSA's intent was to help Red Cross institutionalize occupant protection throughout the organization. One of the primary tasks was to develop Red Cross materials, first on child passenger safety, and second on employee safety belt use. During that time, the two target groups of NHTSA's nationwide campaign were parents and employees.

An extensive review of existing materials in the field was conducted, prototypes were developed and tested in the field, and new materials assembled. The results yielded a comprehensive state of the art program development kit on child passenger safety: 1) KISS (Kids in Safety Seats) Kit, 2) Safety Belts at Work Kit, an introductory employee kit, and 3) two

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exhibits on occupant protection and drunk driving prevention.

Although still an optional program, by Spring 1985, over 600 ARC Chapters were actively involved in conducting a range of occupant protection activities. These included KISS, employee based programs, school programs, community outreach programs and a range of other related initiatives.

One of the significant results of the first two contracts was the development of the Motor Vehicle Accident Prevention Program (now known as the Transportation Program) under which all future contracts, agreements and initiatives relating to transportation would administratively be placed. The Transportation Program includes general occupant protection, the minigrant program, drunk driving prevention, and transportation for the elderly and handicapped. Since the minigrant program is an integral component of the National Occupant Protection Program, several efforts referred to in this report are a product of joint endeavors. References throughout to "National staff" are to be interpreted as Director of the Transportation Program (also Project Supervisor) and the Minigrant Program Project director.

### **Framework of the Minigrant Program**

Again, the progress and commitment exhibited by Red Cross initiated a third phase of Red Cross' formal involvement with NHTSA in occupant protection issues, with the "Occupant Protection Minigrant Program" in late Spring 1985. The Minigrant Program was placed within the broad based program component of occupant protection under the newly established Motor Vehicle Accident Prevention Program. The project's intent was twofold: 1) to assist a target group of 102 Chapters in 22 states conducting a range of program activities; 2) provide assistance to Chapters interested in pursuing programs within their communities; and, 3) to provide support to the broader based national occupant protection program.

The primary purpose of the minigrant program, beyond its immediate goal of educating the public about occupant protection issues, was to provide incentive monies to Chapters to conduct occupant

protection education programs within the community at large. The minigrant concept was a totally new approach for Red Cross. By providing monetary grants of up to \$1,000 to Chapters and supplementing those funds with American Red Cross and NHTSA materials, technical assistance and support, and networking contacts, the minigrant project made it possible for Chapters to initiate or expand safety belt activities within their communities. This type of program significantly strengthened the national and Chapter commitment to occupant protection issues.

### **Summary of Minigrant Accomplishments**

The ARC occupant protection minigrant program has achieved several major objectives since its inception. The overall program has reached over 2 million persons across the country with crucial information about the importance and benefits of using safety belts and child safety seats.

From the National Headquarters' perspective the primary objective was to provide the 102 Chapters with materials, information and technical assistance necessary for the implementation or expansion of occupant protection programs in local communities. This was achieved through a variety of means outlined and discussed under the task descriptions of this report. The minigrants also functioned to serve as support to the overall National Occupant Protection Program which deals with general promotion to all Red Cross Chapters.

The primary goals of the program from the local Chapter viewpoint were to develop and implement education and awareness programs and incorporate them within their Chapter programs on a long term basis. In many cases, this was actually achieved by Chapters integrating materials into standard Red Cross courses, such as CPR and Lifesaving or into regular activities such as health fairs, task forces, and school programs.

Reports by Chapters reveals that approximately 3,030 volunteers and 533 staff committed over 32,000 hours to reaching over 2,000,000 people through both direct (classroom programs, KISS loaner programs) and indirect means (health fair displays, appearances on radio talk shows).

Finally, approximately 90% of the 102 Chapters indicate their intent to continue this type of program through Chapter funding or other local funding sources.

## II. METHODS OF IMPLEMENTATION

### Task 1: Site Selection

The Department of Transportation and the Red Cross worked jointly to develop a site selection approach which would target funds within states of particular interest to DOT. DOT staff participated with Red Cross throughout the selection process and approved the final selection of Chapters.

The NHTSA grant specified that 100 grants would be made available to Chapters in ten prime states. Twenty-five states were designated by NHTSA as the potential locations from which these ten state groupings would come, based on NHTSA criteria, including the status of mandatory use laws in the state and the level of program activity and receptivity to such projects. Eventually, 102 grants were awarded to Chapters in 22 states. The site selection process followed the sequence of steps outlined below.

1. A grant announcement and an accompanying explanation of the grant objectives were mailed to Chapters during June 1985 (see Appendix B). The Red Cross Annual Convention in 1985 was also used as an opportunity to distribute grant announcements to interested Chapters.
2. In response to these grant solicitations, Chapters responded with grant proposals.
3. Criteria for evaluation of proposals had been developed by DOT and ARC prior to receipt of proposals and included the following elements:

- creativity of proposed program;

- ability of Chapters to coordinate state and local efforts;
- community support;
- continuation probability;
- evidence of Chapter capability to succeed;
- replicability of program;
- comprehensive nature of program; and,
- overall quality of proposal.

4. Initial proposals (88 proposals) were reviewed and rated jointly by Red Cross and NHTSA staff. The initial review produced three sets of decisions:

- a) 56 Chapters were approved for grants;
- b) 17 Chapters were conditionally approved, contingent on receipt of clarifying information; and,
- c) 15 Chapters were asked to reapply, to overcome a lack of information, or because they had proposed activities not permitted under the grant.

5. Totally, 56 grants were awarded to Chapters by September 1985. With a target of 100 grants, a second phase of the process was initiated with a new grant solicitation announcement. Chapters were requested to respond to National Headquarters by Nov. 15, 1985. By November 1, 1985, an additional ten Chapters which had been asked to resubmit applications, were awarded grants to bring the total to 66 grants.

6. During December 1985, Red Cross and NHTSA reviewed the new proposals, using the identical review criteria as in the first round. By January 31, 1986, the proposal review process was completed with grants awarded to 102 Chapters, 98 of which received grants of \$1,000 and 4 Chapters receiving grants of \$500 each.

7. ARC notified the Governor's Highway Safety Representatives of the grant awards to ARC Chapters in their states. Summaries of the grant

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proposals were prepared and submitted to DOT's National Occupant Restraint Information System (NORIS) in February 1986.

## **Task 2: Training**

Both NHTSA and the Red Cross National staff participated in training sessions both preceding and following the award of grants, throughout the country.

### 1. NHTSA Training Session: July 30-August 2, 1985

The National Highway Traffic Safety Administration sponsored a comprehensive training session for representatives from grant receiving organizations. The purpose of this training was to train "state" coordinators who in turn would be able to train other grant recipients in their state. Since Red Cross does not have a state level operating structure, in August 1985, eight Red Cross Chapters (all new recipients of minigrants) were selected to participate in this special training. The role of these Chapters was to serve as the coordinating Chapter for their state.

Diablo Chapter, Antioch, California

Pine Tree Chapter, Bangor, Maine

Dayton Area Chapter, Dayton, Ohio

Centex Chapter, Austin, Texas

Tulsa Area Chapter, Tulsa, Oklahoma

ARC of Massachusetts, Boston, Massachusetts

Kalamazoo County Chapter, Kalamazoo, Michigan

Lehigh County Chapter, Allentown, Pennsylvania

The training program included technical information on safety belts, child safety seats, passive restraints, guidelines and suggestions for effective program management, and networking opportunities at the state and local levels.

During the course of this workshop, extensive discussions were held with Project Directors from individual Chapters, covering Red Cross programs and materials, and the specific organizational requirements of grant recipients (reporting requirements, budget specifications). These eight Chapters agreed to assist in the dissemination of information and provide support to mini-grant Chapters participating in the program in their respective states, and where possible, in surrounding states. Their role, however, was not as comprehensive as that of the state coordinators from other organizations, because, in addition to coordination, these eight Chapters were also planning to conduct their own occupant protection programs.

### 2. Training Workshop for Minigrant Chapters in Illinois and Indiana: November 1985

A one-day training workshop was arranged by the National staff at the Mid-America Chapter in Chicago for other ARC minigrant recipients. The meeting was designed to give the Chapters an overview of the available resources in their states and to encourage networking between Red Cross and other organizations. Attending the session were ARC Chapter occupant protection project directors from:

Central Illinois Chapter, Peoria, Illinois

Elkhart County Chapter, Goshen, Indiana

Knox County Chapter, Galesburg, Illinois

Quad Cities Chapter, Rock Island, Illinois

Rock River Chapter, Rockford, Illinois

Mid-America Chapter Health and Safety staff also participated. The meeting included a discussion of the history and description of the occupant protection education minigrant program, the availability of materials, and descriptions of local programs by minigrant project directors.

A highlight of the session was a panel presentation by key individuals in the Illinois network, including representatives from Northwestern University Traffic Institute, American Academy of Pediatrics, Il-

Illinois Child Passenger Safety Association, NHTSA Regional Office, National Safety Council, and Cook County Traffic Court. All participants provided comprehensive overviews of their individual organization's involvement in Occupant Protection and offered themselves as resources to the Chapters.

Chapter representatives reported that they had been provided with an ideal opportunity to learn more about the occupant protection programs being pursued nationally, and were better prepared to conduct their own programs. Many Chapters subsequently contacted each other for additional information and support and continued to work with each other throughout the duration of their grants. Thus, the major networking objective of this meeting was accomplished quite successfully.

### 3. Occupant Protection Training Workshop: January 1986

National staff attended a training workshop in Austin, Texas, sponsored by the Texas Highway Safety Office, which was targeted at representatives from organizations with occupant protection programs. Nine of the eleven Red Cross minigrant Chapters in Texas participated.

Greater Amarillo Chapter, Amarillo, Texas

Galveston County Chapter, Galveston, Texas

Brazoria County Chapter, Angleton, Texas

Greater Houston Area, Houston, Texas

Centex Chapter, Austin, Texas

Bluebonnet Chapter, Killeen, Texas

Fort Hood Chapter, Fort Hood, Texas

Wichita County Chapter, Wichita Falls, Texas

Tarrant County Chapter, Fort Worth, Texas

Meetings were held with all of the minigrant project directors from the state to discuss their programs, problems they were encountering, material availability and network resources. Meetings with local project directors produced a useful exchange

of information about local efforts and supported the Chapter network.

### 4. 1986 Leadership Conference - CampLetts, Annapolis, Maryland: September, 1986

The National staff and NHTSA staff conducted a workshop on the occupant protection minigrant program. The session was attended by 13 ARC health and safety directors from Maryland, Virginia, and Pennsylvania.

The session had two foci, an overview of the minigrant program and activities being implemented by Chapters, and a discussion of child passenger safety, comprehensive community programs, and passive restraints.

### 5. State Highway Safety Office Sponsored Conferences

Information about other meetings and training opportunities taking place in their respective states was provided to appropriate Chapters. These included the Michigan Lifesavers Conference, a training workshop in Massachusetts, and the Illinois Child Passenger Safety Association meeting.

## **Task 3 - Networking and Coordination**

### Internal Networking

The ability to develop and access networks is one of the major advantages associated with a project which is managed by National Headquarters. National Headquarters can serve as an information hub. Chapters can transmit and receive information about each other's programs and about services and information internal to the Red Cross through the project directors. This information transfer takes place through formal settings, such as Red Cross National Conventions, to other less formal internal meetings at both Headquarters and Chapters.

#### 1. Second Annual Transportation Conference

In September 1985, the Second Annual Transportation Conference was held in Dayton, Ohio. The session included a special session on occupant protection, coordinated by the National staff. The session

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was attended by approximately 45 people. The presentation included an overview of occupant protection programs throughout the Red Cross.

In the first segment, the history and context of occupant protection programs in the American Red Cross was presented with a focus on the minigrant program. The session also provided information about availability of Red Cross, NHTSA and other agency materials.

## 2. Health and Safety Informational Meeting

On March 21, 1986, the National staff attended a one-day meeting on general health and safety issues, sponsored by the Sacramento Chapter and attended by 30 Chapter representatives from California Chapters, including representatives from the Sacramento, San Diego, Fresno and Palo Alto minigrant program. The session consisted of a panel of safety belt experts from California, who discussed their programs and the potential for support to Red Cross Chapters. The experts included representatives from the Sacramento Mayor's Office, California Office of Traffic Safety and the California Chapter of the American Public Health Association (APHA).

National staff presented information on the project and general activities of National and local Red Cross Chapters. Local Chapters in attendance presented information about their programs.

## 3. Hueston Woods Health Services Meeting

National staff participated in an ARC Regional Health Services meeting at Hueston Woods in Dayton, Ohio during April 15-18, 1986. The meeting provided an opportunity to meet with current minigrant program directors.

Among the minigrant Chapters participating in the informal meeting were the following:

Central Illinois Chapter, Peoria, Illinois

Columbus Area Chapter, Columbus, Ohio

Southeastern Michigan Chapter, Detroit Michigan

Jackson County Chapter, Jackson, Michigan

Clark County Chapter, Springfield, Ohio

Kalamazoo County Chapter, Kalamazoo, Michigan

Miami County Red Cross, Troy Ohio

Muskegon-Oceana Counties, Muskegon, Michigan

Monmouth County Chapter, Shewsbury, New Jersey

Lehigh County Chapter, Allentown, Pennsylvania

During the formal presentation before the 160 conference attendees, representatives from the Allentown, Pennsylvania, Springfield, Ohio, Dayton, Ohio, and Kalamazoo, Michigan Chapters described their programs in detail, including target audience and materials being developed. The presentations highlighted a number of high quality programs being carried out with small budgets, but with substantial creativity and community support.

Meetings were held by National staff with individual Chapters to discuss and resolve concerns of Chapters operating programs.

## External Networking

Throughout the period of the grant, National staff established and maintained contact with an extensive network external to the Red Cross.

### 1. Other Occupant Protection Programs

A substantial number of discussions were held through telephone contact with organizations connected with occupant protection programs. Organizations contacted during the grant period included:

American Academy of Pediatrics

American Public Health Association

American Dental Association

American Hospital Association

National Extension Homemakers Council  
Future Farmers of America  
Motor Vehicle Manufacturers Association  
National Passenger Safety Association  
National Council of Negro Women  
National PTA  
National Safety Council  
NHTSA Regional Offices  
Northwestern University Traffic Institute  
Ohio Highway Safety Office  
Sacramento Mayors Office  
San Diego State University  
Secretary of State (of Illinois)  
State of California Highway Safety Office  
Texas Department of Public Health  
Texas Highway Safety Office  
University of Illinois - School of Public Health  
Workers Institute for Safety and Health

These contacts enabled the National staff to remain current with trends and new directions in the field, to maintain the high visibility of Red Cross programs, and to ensure adequate sources of information assistance for local Chapters.

## 2. Attendance at Formal Meetings and Workshops.

During the grant period, the National staff attended and participated in a number of special events dealing with occupant protection. For example:

- Assisted NHTSA in staffing a booth at the Health Expo in August 1985 in Washington, DC.

- Met with members of the public health community working on NHTSA grants at the Occupant Protection session at the APHA annual meeting in October 1985. Several members were already working cooperatively with Red Cross Chapters on occupant protection programs.
- Attended a number of informational meetings convened by NHTSA. These included a general national organizations' network meeting on April 25, 1986 and a briefing on passive restraints on November 21, 1985.
- Attended a press conference at the White House, at which activities were announced for National Drunk and Drugged Driving Awareness week scheduled for December 1985. National staff distributed copies of suggested activities from the NHTSA NCADD Idea Sampler book to minigrant and other Chapters.
- Attended the National Child Passenger Safety Association's Press Conference in February 1986, announcing Child Passenger Safety Week.
- Attended the Safety Congress in October 1986, participating in a meeting of the Occupant Protection Highway Safety Committee, during which ARC materials on occupant protection were displayed.

## Task 4 - Information Coordination

Minigrant Chapters were provided with information about occupant protection throughout the term of the project. The network coordination task previously described resulted in a substantial transfer mechanism for getting information to participating Chapters. In addition, however, direct correspondence, newsmemos, and telephone contacts were also employed to provide such information.

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The following types of information were sent to Chapters:

- Notification of receipt of grant award with general description of grant requirements.
- A letter about "All American Buckle Up week" in November 1985, including attachments from the NHTSA Idea Sampler book.
- Letters about upcoming conferences.
- A newsmemo transmitting general information about the projects as well as highlights of their programs.
- Letters on availability of materials.
- Materials on "Belts on Buses" and passive restraints, including brochures and reports from the Insurance Institute for Highway Safety.

## Task 5 - Public Information and Education

### A. Materials Distributed

The previous Red Cross occupant protection grant made possible the development of new materials for use by Red Cross Chapters. These included the KISS (Kids in Safety Seats) program development kit, with posters and brochures, a "how-to" guide for conducting child safety seat loaner educational programs and the Safety Belts at Work kit, which provided guidelines for implementing a safety belt education and incentive program in the work place.

In addition to these integrated ARC information kits, brochures, curriculum packets, speaker's kits and other print and audio visual materials were made available to all Red Cross Chapters, through general meetings and in response to specific requests (see Appendix D). Curriculum packets developed by NHTSA for grades kindergarten

through 12 were particularly popular among Chapters with programs in schools.

A special information mailing was used to transmit a specially developed resource kit of selected Red Cross and NHTSA products to all minigrant Chapters.

Several Chapters used their grant funds to develop materials targeted at specific local population groups, such as the Hispanic community, blood donors, and parents of young children who might utilize their KISS programs.

The National staff actively promoted use of information about the subject through the following activities:

- All American Red Cross Chapters were notified of the availability of the NHTSA audiovisual Kit and other Red Cross materials in an article in Cue-In.
- Audiovisual Kits and other materials were sent to minigrant Chapters during March 1986. Totally, 950 AV kits have been distributed to Chapters throughout the country, with 190 still to be disseminated. The remainder will be distributed to interested Chapters within the year.
- Information on the kits and other material was made available at Red Cross meetings and workshop presentations.

### B. American Red Cross Convention

A series of information activities was developed and presented at the annual Red Cross National Convention, held in Indianapolis during June 1986. Occupant protection was a key issue at the convention.

- A two hour session on drunk driving and occupant protection programs, coordinated by National staff, was attended by approximately 100 people. The session consisted of an overview of all Red Cross involvement in occupant protection programs, including the minigrant

projects. Chapter representatives actively engaged in occupant protection and drunk driving prevention projects were featured speakers (see Appendix B). Evaluation of the session by Chapters and follow-up material and information requests indicated a high level of interest.

- An exhibit was displayed in the Convention Hall providing information materials on all aspects of transportation related programs, including safety belts and child safety seats, drunk driving prevention, and special transportation services for the elderly and handicapped.
- The "Convincer", crash simulation device, was demonstrated with the assistance of the Indiana State Police. Over 150 "riders" participated in the "Convincer" demonstration.
- Informal meetings were held with all minigrant project directors in attendance to discuss the status of their projects.
- A resolution developed by a Chapter on comprehensive safety belt programs (see Appendix F) was subsequently approved by the delegates. In subsequent follow-up actions to passage of the resolution, a Red Cross "Numbered Notice" was published and sent to Chapters, focusing on methods and materials available for broad based community occupant protection education programs

### C. Articles

The American Red Cross has several excellent publications which provide a link between the National Headquarters, the Chapters and the Operations offices: Red Cross News, Cue-In and Numbered Notices (see Appendix G).

Red Cross News is a monthly publication for Chapters, which provides staff and volunteers with an

overview and update on national policies and programs.

During the course of the project, two articles were published in Red Cross News describing efforts in occupant protection. An initial article in the September/October 1985 issue, included general information about the project. A second illustrated article appeared in the June/July 1986 issue as a cover story presenting Red Cross occupant protection and drunk driving programs. Comprehensive Chapter traffic safety programs were highlighted.

Four articles appeared in Cue-In, the bi-weekly newsletter targeted to Chapter management. The first article informed all Red Cross managers of the availability of resource materials, including NHTSA films and the "CATS" child passenger safety Public Service Announcement. A second article announcing the reopening of grant applications appeared in the October 4 issue of Cue-In. A third article alerted Chapters to activities taking place during "All American Buckle Up Week", including the public service announcement by Barbara Mandrell. A fourth article announced the completion of the minigrant selection process and the awards of grants to 102 Chapters.

The Numbered Notice system allows different divisions at National Headquarters to communicate with select audiences within American Red Cross. This vehicle was used several times to provide Chapters with information about safety belt use, comprehensive programs and mandatory use laws.

### D. Local Efforts

Minigrant Chapters were encouraged to work with local radio, television, and newspapers to publicize their projects and promote the cause of occupant protection. Based on reports from Chapters, 65% of the minigrant Chapters established media contacts. (See Appendix A for minigrant summaries; Appendix E for Exemplary Projects.)

### III. OTHER AMERICAN RED CROSS TRANSPORTATION SAFETY INITIATIVES

#### General Occupant Protection

The General Red Cross Occupant Protection Program (under which the minigrant was originally placed) has been in existence since 1982. For the past five years, the program has continued to expand on both the national and the local levels. The Occupant Protection Program has been a unique experience for the Red Cross in that it was one of the first temporary "projects" to survive the reorganization in 1984 to become incorporated into the new program structure.

The emphasis on transportation in the new structure offered a broader spectrum of transportation related programs, including occupant protection, drunk driving prevention, transportation for the elderly and handicapped, and other issues such as support for 55 mile per hour speed limits. The role of occupant protection has been two fold: 1) development, through new grants from NHTSA, and; 2) operational, by maintaining, reinforcing, publicizing and liaison with other interested organizations.

Since 1982, Red Cross has demonstrated significant commitment through the adoption of several important policies:

- mandatory safety belt usage for all paid and volunteer staff, adopted in 1983;
- a resolution in support of the KISS program and all child passenger safety initiatives, passed in 1983; and,
- a resolution supporting state mandatory safety belt laws and comprehensive occupant protection programs, passed in 1986.

Chapter support is availed through technical assistance from the national level through publications and direct contact.

This service is expected to continue until there exists a system for such support in place at the Operations Headquarters. To date, 750-800 Chapters operate occupant protection initiatives and virtually every Red Cross Chapter promotes belt safety to some degree. The number of involved Chapters continues to grow, strengthening the organization's commitment.

#### Transportation for the Elderly and Handicapped

For the past year, a Specialized Transportation Committee, consisting of Headquarters and Chapter staff has been engaged in an effort to collect and assimilate information about the extensive network of transportation services to the elderly and handicapped. Part of this effort is focused on development of a manual which will be used to guide Chapters in development and operation of programs which are uniform in character, while still permitting extensive local designs to exist. This effort receives much of its impetus from the need to ensure consistent practices regarding safe operation. Driver training programs place special emphasis on safety belt practices by their drivers and passengers, with most Chapters adopting a "No Belt-No Ride" policy.

This effort is expected to produce increased attention throughout the network of Red Cross Chapters, many of which provide modest transportation services without identifying this service as a special initiative. Uniform safety practices will reduce the risk of unnecessary injury associated with this service substantially.

#### Drunk Driving Prevention

National attention to drunk driving prevention resulted from the occupant protection program. Drunk driving initiatives have been promoted along with the safety belt information as a strategy to communicate the importance of comprehensive

programming. Chapter efforts in anti-drunk driving began to develop in the early 1980s. To date, three programs have gained national recognition:

1. Double ID
2. Safe Rides
3. Alcohol/Accident Awareness-Mock Crash

The "Double ID" program was started by the Morris Area Chapter in Morristown, New Jersey as a program to deter the sale of alcohol to minors by requiring two forms of identification. This program now operates in 20 other states and has been endorsed by Mothers Against Drunk Driving (MADD).

The "Safe Rides" program was started in Greenwich, Connecticut as a joint effort of the Red Cross and the Boy Scouts. Its purpose is to provide a safe ride home to anyone who has consumed too much alcohol. The goal is to make the roads safer for everyone. This program operates in several states and continues to grow.

"Mock Crash" was developed by the Indiana City Chapter, in Indiana, Pennsylvania as a visual and emotional demonstration of what occurs during and after an alcohol related crash. On the national level, the Red Cross is developing a video tape for nationwide marketing with the Chapter. Several other Chapters are conducting a variety of different programs and several more are interested in becoming involved. According to a survey conducted by Red Cross in 1986, 250 Chapters were implementing alcohol related programs and 600 were interested in mounting such programs.

Beyond technical assistance to Chapters and promotional activities, Red Cross is also represented by its President, Mr. Richard Schubert, on the Board of the National Commission Against Drunk Driving. In 1984, Red Cross adopted a resolution in support of drunk driving prevention programs, and in 1985-86 exhibits and posters were developed. We plan to expand our efforts in the near future.

## IV. ANALYSIS OF MINIGRANT PROJECTS

The data reported by Chapters testifies to the substantial activity in support of this initiative generated through these modest grants (see Appendix C for minigrant project report form). The incorporation of information on safety belt, safety seat and passive restraints into existing Chapter classes and community educational and promotional programs attests to the acceptance of occupant protection as a significant public health and safety issue within the organization.

Figure 1 which follows summarizes by State the activity experienced by Red Cross Chapters in carrying out the various programs under their minigrant awards.

A considerable amount of the variation revealed in Figure 1 data is real and attributable to the different approaches taken by Chapters. Chapters, for ex-

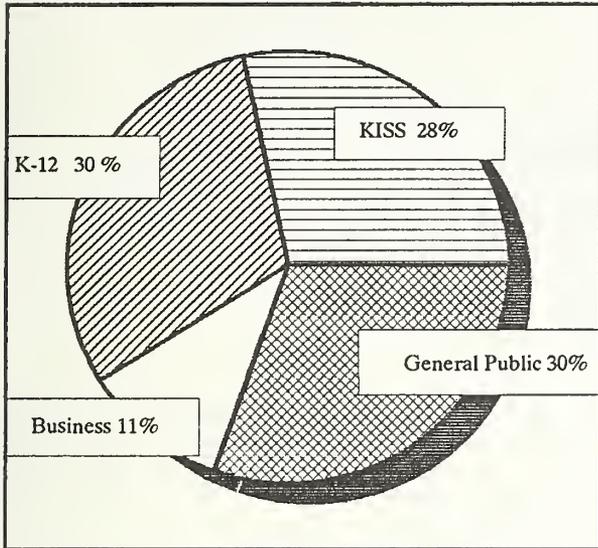
ample, which employed a heavy emphasis on broad media approaches reached very large audiences. Some of the variation in state data, of course, is explainable by incomplete reporting of data by a number of the Chapters, caused by the differences in grant periods covered by this report. (See section VI, Conclusions and Recommendations for a discussion of the effects on reported performance of the grant cycle.)

In Figure 2, the variety in target audiences selected by Chapters is illustrated. Although these figures capture something of the diversity, the aggregation itself masks the enormous variation which actually existed, since most Chapters reached a wider audience and used broader approaches than is suggested by the charts.

Figures 3, 4, and 5 illustrate the type and quantity of material distributed to the public by Red Cross Chapters during 1986. These materials were distributed to Chapters throughout the country as part of the general promotion of occupant protection and is not limited to minigrant Chapters.

1: Minigrant Summary Data

| State        | # Chapters | #People Reached  | # Vols       | # Vol Hours   | # Staff    | # Staff Hrs.  |
|--------------|------------|------------------|--------------|---------------|------------|---------------|
| AZ           | 1          | 175              | 16           | 35            | 4          | 280           |
| CA           | 5          | 25,900           | 828          | 829           | 90         | 392           |
| CT           | 2          | 50849            | 353          | 53            | 112        | 59            |
| DE           | 1          | 7,860            | 40           | 135           | 11         | 140           |
| FL           | 5          | 31,072           | 89           | 1,041         | 25         | 533           |
| IL           | 7          | 223,891          | 133          | 905           | 39         | 786           |
| IN           | 2          | 8,021            | 33           | 1,015         | 25         | 533           |
| LA           | 1          | 193              | 14           | 270           |            |               |
| ME           | 2          | 2,244            | 7            | 192           | 2          | 448           |
| MA           | 5          | 2,751            | 82           | 400           | 16         | 532           |
| MI           | 12         | 50,206           | 638          | 3,049         | 49         | 1,580         |
| MO           | 6          | 21,653           | 86           | 952           | 26         | 455           |
| NE           | 1          | 2,000            | 74           | 1,825         |            |               |
| NJ           | 5          | 13,891           | 45           | 836           | 8          | 461           |
| NM           | 1          | 101,772          | 25           | 650           | 5          | 220           |
| NY           | 3          | 7,489            | 14           | 247           | 13         | 223           |
| OH           | 10         | 69,729           | 213          | 3,402         | 42         | 1,447         |
| OK           | 5          | 4,069            | 24           | 600           | 8          | 180           |
| PA           | 6          | 3,766            | 33           | 473           | 11         | 317           |
| TX           | 11         | 1,439,611        | 124          | 1,026         | 38         | 1,826         |
| VA           | 4          | 14,882           | 47           | 66            | 9          | 98            |
| WA           | 7          | 224,818          | 11           | 3,874         | 13         | 335           |
| <b>TOTAL</b> | <b>102</b> | <b>2,306,842</b> | <b>3,030</b> | <b>21,875</b> | <b>546</b> | <b>10,845</b> |



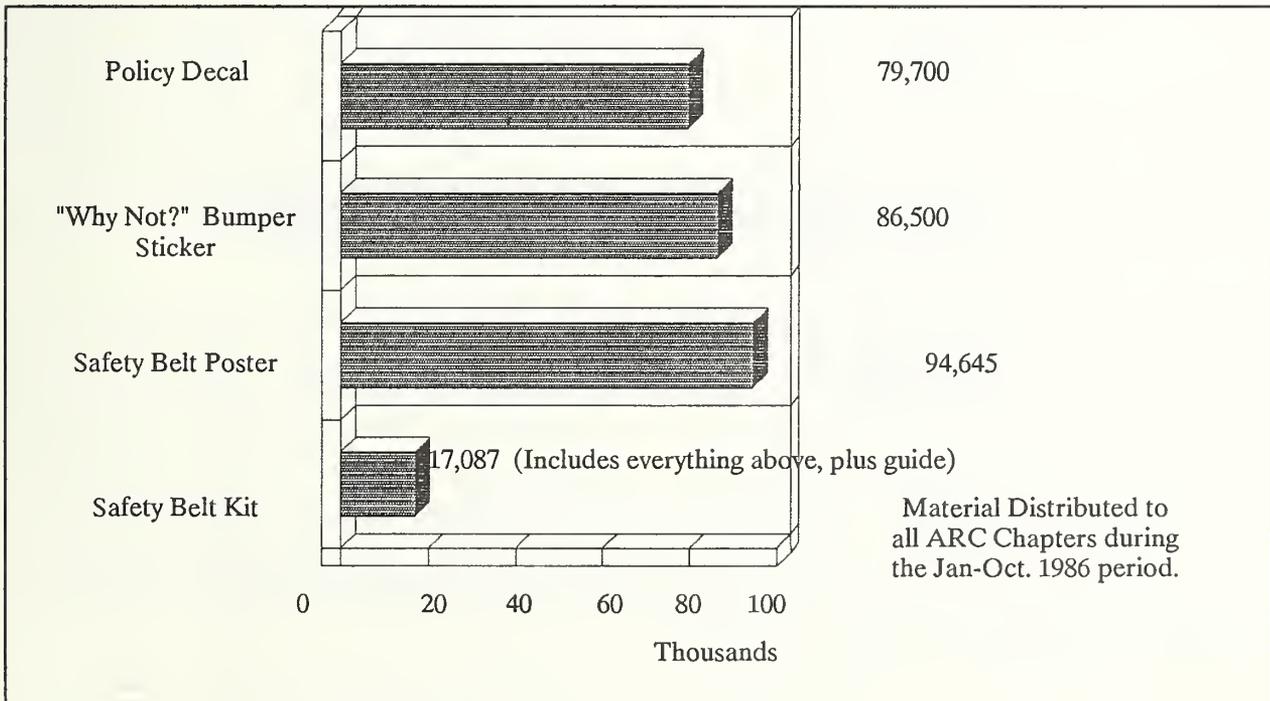
2: Types of Projects

Totally, over 500 Red Cross Chapter and SAF staff and over 3000 volunteers became involved in the migrant project, devoting in excess of 31,000 hours. In some regions of the country, Chapters focused much of their effort on reaching a substantial body of the public through various media campaigns. Most Chapters opted for a mix of direct contacts (ARC training courses, contacts with users of the KISS program) and broader efforts (radio spots, mall exhibits).

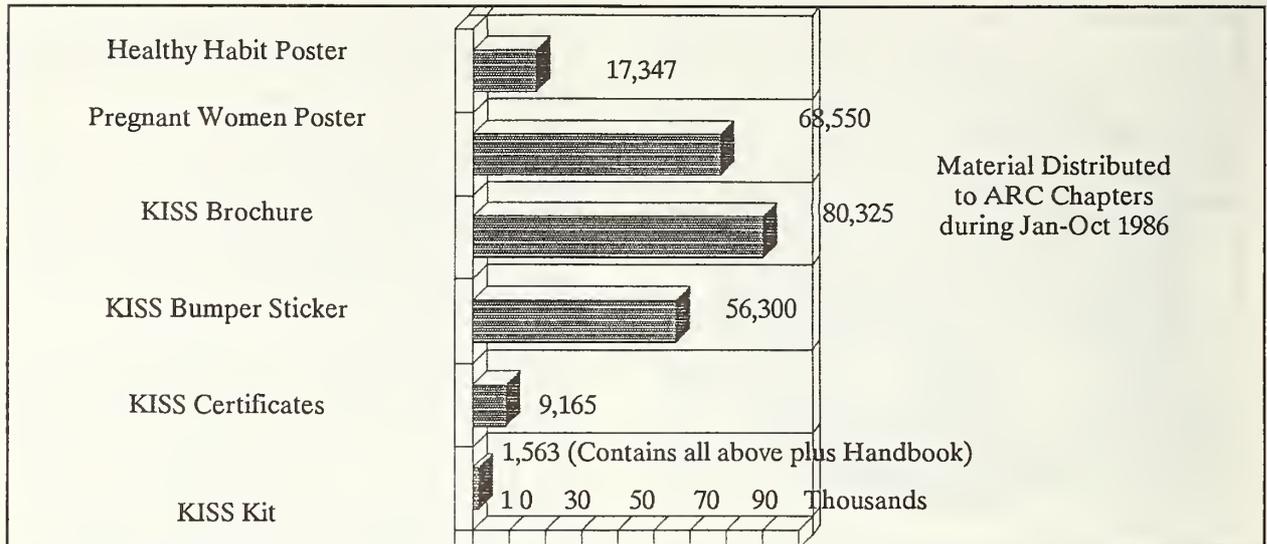
Most Chapters focused on a target audience, while continuing to beam their messages also at the public at large. School-based efforts and KISS programs predominated in terms of target audiences, with approximately 30% of the Chapters focusing on schools, and 28% focusing on KISS programs.

Approximately 30% of the Chapters considered the general public as their target audience and this group of Chapters employed mass media efforts to a relatively greater extent, thereby reaching a larger audience.

3: "Safety Belts at Work" Material



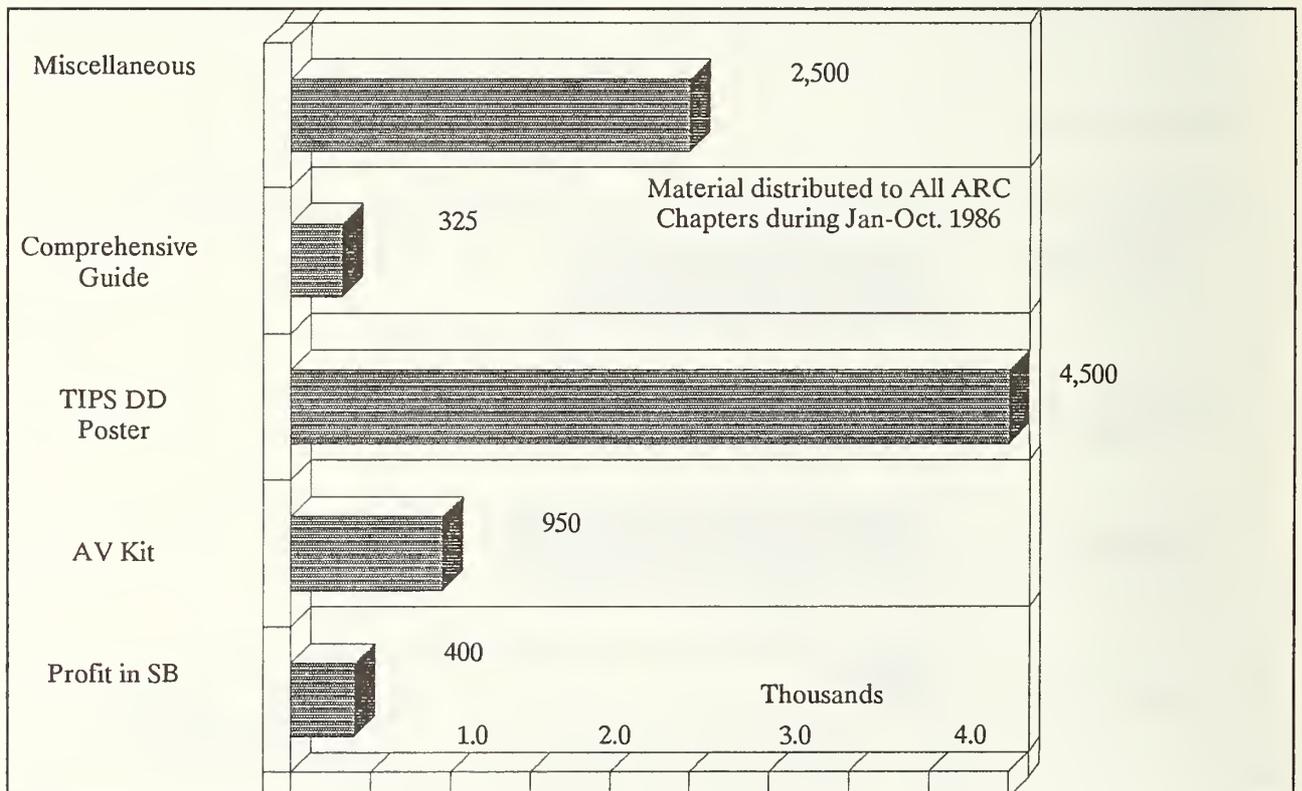
# Occupant Protection Program



4: "KISS Kit"s Distributed

A few Chapters (Spokane, Washington, Cleveland, Ohio) targeted on a teenage audience; several

focused on senior citizens (Rockford, Illinois, Springfield, Massachusetts). The Roanoke Chapter



5: Other Related Material

directed its efforts through its Blood Services program, by using its own staff and that of allied Chapters to promote the program through contacts with their blood donors. Many Chapters (11%) focused on corporations or adopted multiple audiences, with corporations among them, in conjunction with the ARC courses. Appendix A provides summaries of Chapter programs.

## VI. RECOMMENDATIONS FOR FUTURE PROJECTS

Future programs could benefit from the experience gained during the minigrant program. An important issue concerns the size and structure of the Red Cross. The original design of the grant by DOT was based on the assumption of an organization structure which does not match that operating within the Red Cross. Under the grant, funds were to be granted to 102 Chapters in 10 pre-selected states, under an assumption of hierarchy, i.e. the Chapters could be aggregated under the ten state structure. Since the Red Cross employs a regional (three Operations Headquarters regional offices) structure, the state structure could not assist in management of the program. As it turned out, the National staff was forced to maintain direct administrative control with all participating Chapters, because the regional structure does not provide administrative staffing for developmental programs such as this one.

An informal substructure was attempted, by using certain Chapters as "lead Chapters", specifically the Chapters which had attended the NHTSA Training Session (July - August, 1986) This informal structure provided some assistance in relieving the load on the National office. In Ohio, Pennsylvania, Texas and Massachusetts, the project directors provided support and information to Chapters in their respective states. This problem of span of control directly affected the amount of direct training and assistance which could be provided to participating Chapters.

A second problem concerned the staggered grant award process. The site selection process consumed over six months, leaving the implementation schedule staggered over that entire period. The grant structure had not fully accounted for this staggered implementation. For example, an attempt was made to standardize reporting dates for all Chapters, despite the variation in starting dates. Such uniform reporting appears to reveal unequal progress in implementation, whereas it may simply show the effects of different start dates.

A third problem revolved around the limited 25 state grant qualification criteria. These criteria ultimately reduced the number of potential applicants and directly led to the extended award process.

Two recommendations would ease such problems in future grants.

### 1. Reduce the Number of Grants

Future programs of this type would operate more effectively under a structure in which the number of grants was reduced, the individual amounts made larger, and the process opened to all states. The selection process would become far more competitive and the requirements placed on successful Chapters could be made more stringent.

### 2. Increase the Implementation Timetable

Sixteen months is a very short time frame in which to implement a project of this magnitude. A structured phase-in of larger and fewer grant sites over a two to three year period would allow for more effective administration, especially in areas such as the provision of technical assistance.

Lest the above observations of problems experienced in this program suggest a one-sided and negative evaluation, we need to mention here also the positive side of the program. The commitment to improving adult and child passenger safety and preventing needless injuries and deaths is deep within Red Cross. Many participating Chapters reported that their grant funds were being used as seed money for new programs, and others used the

## Occupant Protection Program

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funds as a means of expanding initiatives already underway in occupant protection. In the vast majority of cases, the projects have been institutionalized within local Chapter activities and courses. The grants also functioned as a means of building a stronger network of Chapters interested in occupant protection. The network itself is a useful mechanism for supporting program activities among the Chapters.

As an initial test of the minigrant approach, despite the problems cited, this program provided a vehicle for both expanded National support to Chapters and data collection and monitoring of Chapter program activity. Finally, the program stimulated a significant amount of activity and community support for occupant protection, increasing the visibility and value to the community of occupant protection activities.

Implicit in these observations is the assumption of value to ongoing public education programs through "minigrant" projects. This method is especially effective when focusing on a relatively small group of Chapters who are focused on educational efforts to a broader segment of the public.

Other effective means have been demonstrated for reaching large numbers of people with information and guidance. One such method is the development of "How-to" manuals. The KISS handbook is a prime example of solid documentation aimed at a specific target audience which is involved in developing or managing a program. Comprehensive occupant protection programs in particular could benefit from such an approach. The most useful and immediate next step would be to mount such a comprehensive program.

**APPENDIX A:**

**MINIGRANT CHAPTER SUMMARIES**



**CHAPTER NAME:** *Central Arizona Chapter*

**LOCATION:** *1510 East Flower Street*

*Phoenix, Arizona 85014*

**PROJECT DIRECTOR:** *Cynthia Vlasich*

**TARGET AUDIENCE:** *General Public*

**ESTIMATED NUMBER OF PEOPLE REACHED:** *Not reported*

**PROJECT DESCRIPTION:** *Principal focus of Chapter's program is public education. Mini-grant funds used to develop and purchase safety belt decals, "Safe Passage" slides and "Buckle Up" stickers, all to be used in the Chapter's broad program of public information through Speaker's Bureau presentations, Health Fair displays and exhibits and use of NHTSA "tag" films to be added to multimedia First Aid Courses.*

**COOPERATING GROUPS:** *State and County Seat Belt Safety Coalition/Organizations, Maricopa Medical Center Auxiliary's "First Ride-Safe Ride" Program, Augona Child Restraint Steering Committee.*

**PROJECT OUTCOME:** *Occupant Protection program has become a standard part of Chapter's Health Services department programs, greater awareness within target population on need for vehicle restraints.*

**CONTINUATION PLANS:** *Chapter has adopted Occupant Protection as part of its varied training courses and plans to continue the public education courses and other information approaches.*

**CHAPTER NAME:** *Diablo*

**LOCATION:** *1300 Alberta Way*

*Antioch, California 94521*

**PROJECT DIRECTOR:** *Lisa Smith*

**TARGET AUDIENCE:** *Kindergarten through sixth grade*

**NUMBER OF PEOPLE REACHED:** *175 (incomplete reporting)*

**PROJECT DESCRIPTION:** *Program focuses on providing information through films and other age-group appropriate material to pre-school and young children through the sixth grade. Some general community awareness work was completed, including the distribution of the "Safety belts at Work" pamphlets to a number of local businesses.*

**COOPERATING GROUPS:** *AAA, Community Centers, Head Start, Local Safety Council, Seat Belt Safety Committee, Vehicular Safety Committee, Senior Citizens Groups, Centers, Solano Passenger Safety Association.*

**PROJECT OUTCOME:** *Principal outcome is expected to be greater awareness on part of young children of the need to be safety conscious and to use seat belts without being reminded by adults.*

**CONTINUATION PLANS:** *Chapter plans to continue this educational program with its own funds after mini-grant funds are completely spent.*

## Appendix A:2

|  |  |
|--|--|
| <b>CHAPTER NAME:</b> <i>Fresno-Madeira Counties Chapter</i>  | <b>CHAPTER NAME:</b> <i>Palo Alto</i>  |
| <b>LOCATION:</b> <i>1841 Fulton Street<br/>Fresno, California 93721</i>  | <b>LOCATION:</b> <i>400 Mitchell Lane<br/>Palo Alto, California 94301</i>  |
| <b>PROJECT DIRECTOR:</b> <i>Kris Torres</i>  | <b>PROJECT DIRECTOR:</b> <i>Debbie Cranston</i>  |
| <b>TARGET AUDIENCE:</b> <i>Business Community, Schools</i>   | <b>TARGET AUDIENCE:</b> <i>Corporations, young school aged children, general public.</i>   |
| <b>NUMBER OF PEOPLE REACHED:</b> <i>10,895 people</i>  | <b>NUMBER OF PEOPLE REACHED:</b> <i>1,159</i>  |
| <b>PROJECT DESCRIPTION:</b> <i>The chapter focused on the business community, as well as school age groups through high schools within its area. The business community was reached through the chapter's business and community courses.</i><br><i>Highlights included:</i> <ul style="list-style-type: none"><li>● <i>Special programs were included in its CPR and First Aid courses;</i></li><li>● <i>Distribution of free material at local health and other fairs;</i></li><li>● <i>Educational programs held with girl scout troops;</i></li><li>● <i>Special seat belt training through rural schools.</i></li></ul> | <b>PROJECT DESCRIPTION:</b> <i>Occupant Protection has become an integral part of the Chapter's many programs. The use of safety belts is now incorporated into all First Aid, CPR, and Super Sitter classes. The Chapter participated in local health fairs and programs with youth organizations, where they distributed safety belt materials. Discussion sessions were held with employee groups and elementary school students.</i> |
| <b>COOPERATING GROUPS:</b> <i>Older Americans Association, Fresno Unifield Schools, Canal Safety Task Force</i>  | <b>COOPERATING GROUPS:</b> <i>Palo Alto Police department</i>  |
| <b>PROJECT OUTCOME:</b> <i>Principal outcome is greater awareness within community at large and some of the rural, isolated communities in particular.</i>   | <b>PROJECT OUTCOME:</b> <i>Occupant Protection now incorporated into main Chapter training programs. Substantial public awareness increase as a result of the project.</i>   |
| <b>CONTINUATION PLANS:</b> <i>Uncertain at this time.</i>  | <b>CONTINUATION PLANS:</b> <i>Chapter plans to continue distributing material and to provide further discussion sessions when possible.</i>  |

**CHAPTER NAME:** *Sacramento Area*

**LOCATION:** *2001 21st Street*

*P.O. Box 160167*

*Sacramento, California 95816*

**PROJECT DIRECTOR:** *Vinnie Biberdorf*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *13,415*

**PROJECT DESCRIPTION:** *Seat belt material and information were introduced into all Chapter First Aid, CPR and baby sitting courses and course instructors have been trained in use of the material in their courses. Further, the material has been introduced into other organizations such as school nurse groups and scout groups. Seat belt materials were introduced into the CPR Saturday sessions, which reached 10,000 people.*

**COOPERATING GROUPS:** *Sacramento mayor's Seat Belt Program, Sacramento School Nurses*

**PROJECT OUTCOME:** *Incorporation of seat belt material in Chapter main courses, substantial public awareness change.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *San Diego & Imperial Counties*

**LOCATION:** *3650 Fifth Avenue*

*San Diego, California 92103*

**PROJECT DIRECTOR:** *Carol Sikorski*

**TARGET AUDIENCE:** *KISS and Hispanic community*

**NUMBER OF PEOPLE REACHED:** *431*

**PROJECT DESCRIPTION:** *The Chapter developed a series of brochures and a poster in Spanish to reach the Hispanic community with information on child safety seats, in connection with its KISS program. They now have a complete set of Spanish language materials for the Chapter's KISS program (the translation is of the unique San Diego program material).*

**COOPERATING GROUPS:** *San Diego Coalition for Children's Car Safety*

**PROJECT OUTCOME:** *Development of a capability to reach the Hispanic community with information about safety belts and occupant protection, especially for children.*

**CONTINUATION PLANS:** *Chapter plans to continue their work with the Hispanic community with Chapter funds.*

## Appendix A:4

**CHAPTER NAME:** *Greenwich*

**LOCATION:** *231 East Putnam Ave.*

*Greenwich, Connecticut 06830*

**PROJECT DIRECTOR:** *J. Hopper*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *Not Reported*

**PROJECT DESCRIPTION:** *The Chapter undertook a one-week public education blitz between March 30 and April 5, 1986. Highlights of the program included:*

- *Distribution throughout Greenwich of safety belt flyers, key rings, and litter bags provided by the Connecticut Safety Belt Coalition.*
- *Feature article in the Greenwich Time newspaper.*
- *Placement of Red Cross "buckle-up" stickers on all town-owned vehicles.*
- *Distribution of safety belt materials to nursery schools, day care centers and well baby clinics.*
- *Inclusion of "buckle-up" stickers in a Red Cross mailing to 15,000 people.*
- *Recording and airing of PSAs on a local radio station.*

**COOPERATING GROUPS:** *Police department, Department of Health, Insurance Center of Greenwich, EMS Director, Connecticut safety Belt Coalition.*

**PROJECT OUTCOME:** *Marked increase in public awareness of safety belt use.*

**CONTINUATION PLANS:** *Chapter plans to continue.*

**CHAPTER NAME:** *South Central Connecticut*

**LOCATION:** *703 Whitney Avenue*

*New Haven, Connecticut 06511*

**PROJECT DIRECTOR:** *Janet Kowal*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *50,849*

**PROJECT DESCRIPTION:** *The Chapter devoted its program activities to educating children and parents about importance of safety belt use. Conducted car seat installation clinics, distributed material to Head Start and nursery school programs, showed safety belt films at a 3-day RV and camping show, distributed material at Youth Education Subcommittee meetings and employed PSAs through radio and television and press releases to local newspaper.*

**COOPERATING GROUPS:** *Head Start, nursery school and day care centers, local Congregational Church, Connecticut Safety Belt Coalition, Connecticut Department of Public Safety, Office of Safety Education, Connecticut Department of Transportation.*

**PROJECT OUTCOME:** *Increase in public awareness.*

**CONTINUATION PLANS:** *Uncertain at this time.*

**CHAPTER NAME:** Delaware

**LOCATION:** 910 Gilpin

*Wilmington, Delaware 19899*

**PROJECT DIRECTOR:** Frank Ianni

**TARGET AUDIENCE:** Corporations, parents, children

**NUMBER OF PEOPLE REACHED:** 7,860

**PROJECT DESCRIPTION:** *The Delaware Chapter produced an automobile litter bag which it distributed through a variety of promotional programs and included flyers on occupant protection. The material was distributed to United Way Campaign exhibits and in local schools. The project also included development and display of a "buckle-up" sign on the median strip at Delaware Avenue and I-95 in May 1986. Over 38,000 vehicles pass that point daily.*

**COOPERATING GROUPS:** *Office of Highway Safety, Wilmington Parks and Recreation Department*

**PROJECT OUTCOME:** *Increased public awareness*

**CONTINUATION PLANS:** *Chapter plans to continue their efforts with Chapter funds.*

**CHAPTER NAME:** Upper Pinellas

**LOCATION:** 624 Court Street

*Clearwater, Florida 33516*

**PROJECT DIRECTOR:** Miriam Pace

**TARGET AUDIENCE:** KISS

**NUMBER OF PEOPLE REACHED:** 3,100

**PROJECT DESCRIPTION:** *The program has focused its efforts on a KISS program, including rental of car seats to grandparents, whose children are visiting them. Over 400 car seats had been rented over a five month period. The Chapter distributed car seat material to auto rental agencies and hotels in the area, showed films and slides several times monthly at the Pinellas County Health Department, included car seat information in its prenatal courses and plan to take the program and material into local hospitals.*

**COOPERATING GROUPS:** *AAA, Pinellas County Health Department, Police Department, local home for unwed mothers, local physicians.*

**PROJECT OUTCOME:** *Substantial increase in public awareness and adoption of child car seats.*

**CONTINUATION PLANS:** *Chapter plans to expand its efforts, using Chapter funds.*

## Appendix A:6

**CHAPTER NAME:** Broward County

**LOCATION:** 2120 W. Broward Boulevard

Ft. Lauderdale, Florida 33312

**PROJECT DIRECTOR:** Aloha Bishop

**TARGET AUDIENCE:** KISS, General Public

**NUMBER OF PEOPLE REACHED:** 5,972

**PROJECT DESCRIPTION:** The Chapter carried out the following activities:

1. Printed 18,000 motor vehicle safety brochures and distributed them to local hospitals, obstetricians and pediatricians.
2. Participated in local fairs and mall displays at which they distributed materials and demonstrated the proper use of safety seats.
3. Presented material on safety seats at meetings of several adult groups.
4. Handed out material on safety seats at a Chapter sponsored road rally.
5. Mailed advertising material on Chapter's car seat loaner program to 400 condo associations.

**COOPERATING GROUPS:** South Florida Automobile Driver's Association, local police and fire departments, local hospitals and physician groups, Beta Sigma Phi Society

**PROJECT OUTCOME:** Substantial increase in public awareness.

**CONTINUATION PLANS:** Chapter plans to continue the program with its own funds.

**CHAPTER NAME:** Greater Miami

**LOCATION:** 5020 Biscayne Boulevard

P.O. Box 370968, Buena Vista Station

Miami, Florida 33137

**PROJECT DIRECTOR:** June Beck

**TARGET AUDIENCE:** General Public, Hispanic, Creole

**NUMBER OF PEOPLE REACHED:** 18,450

**PROJECT DESCRIPTION:** The Chapter focused its efforts under the grant on development of a brochure on occupant protection in several languages. Because of the ethnic diversity in the greater Miami area, the brochure was developed in English, Spanish, and Haitian Creole. The brochures were distributed through health fairs during Red Cross Month and at other fairs subsequent to the Red Cross fairs. The Chapter also distributed brochures and made presentations at various shopping malls in the greater Miami area.

**COOPERATING GROUPS:** Florida Highway Patrol, Dade County Public Schools, Mercy Hospital, Dade County Ad Hoc Committee on Traffic Safety.

**PROJECT OUTCOME:** Greater public awareness, especially among the area's Hispanic and Creole speaking communities.

**CONTINUATION PLANS:** Chapter plans to continue the work with Chapter funds.

**CHAPTER NAME:** *Central Florida*

**LOCATION:** *Five North Bumby Avenue*

*P.O.Box 6726*

*Orlando, Florida 32803*

**PROJECT DIRECTOR:** *Barbara Armbrust*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *3,550*

**PROJECT DESCRIPTION:** *Since 1982, the Chapter has had an active KISS program, having rented almost 14,000 car seats in that time period. The Osceola city was targeted as part of the Chapter's expansion efforts because of the growth in that community. The Chapter contacted all OB-GYN physicians in Osceola and obtained permission to put their KISS brochures in the physicians' offices. They worked with Lamaze classes in local hospitals to demonstrate the use of car seats. The Chapter has managed to double its KISS car seat rentals and they have plans to expand further through other clinics and appropriate settings.*

**COOPERATING GROUPS:** *Sheriff's Department, local hospitals, local physicians.*

**PROJECT OUTCOME:** *Substantial increase in awareness and adoption of safe use of car seats.*

**CONTINUATION PLANS:** *Chapter plans to continue and to expand its program with Chapter funds*

**CHAPTER NAME:** *South Pinellas County*

**LOCATION:** *P.O. Box 12138*

*St. Petersburg Florida 33733*

**PROJECT DIRECTOR:** *Gerald Schweitzer*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *Not Reported*

**PROJECT DESCRIPTION:** *The Chapter developed a large public display for use in schools, businesses and public places. They employed the display in as many locations as possible and used it in connection with their KISS program.*

**COOPERATING GROUPS:** *National Safety Council*

**PROJECT OUTCOME:** *Increased exposure of the public.*

**CONTINUATION PLANS:** *Chapter plans to continue to display the exhibit as frequently as possible with their own funds*

## Appendix A:8

**CHAPTER NAME:** *McLean County*

**LOCATION:** *709 East Douglas*

*Bloomington, Illinois 61701*

**PROJECT DIRECTOR:** *Linda Spencer*

**TARGET AUDIENCE:** *Children K-6*

**NUMBER OF PEOPLE REACHED:** *204*

**PROJECT DESCRIPTION:** *The Chapter focused on elementary school children and assembled and distributed packets of occupant protection materials to teachers in the local school districts. They complemented these materials with films that had been transferred to video. They also received substantial interest from junior high school and high school teachers at a state AHPER conference.*

**COOPERATING GROUPS:** *Regional Office of Education, Medical Society Auxiliary, Junior Woman's Club.*

**PROJECT OUTCOME:** *Established ongoing capability within the school system to teach occupant protection, since material is reusable.*

**CONTINUATION PLANS:** *Chapter plans to continue to work with the school system.*

**CHAPTER NAME:** *Macon County*

**LOCATION:** *500 East Lake Shore Drive*

*Decatur, Illinois 62521*

**PROJECT DIRECTOR:** *John Merli*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *382*

**PROJECT DESCRIPTION:** *The Chapter focuses on augmenting its car seat loaner program. It has participated in a Hardee sponsored National Child Passenger Safety Week Incentive program, made presentations at local malls and worked with the Recreation Department using displays and presentations. The Chapter also worked with two local hospitals and obtained the cooperation of local newspapers, with articles on their program.*

**COOPERATING GROUPS:** *Local hospitals, four local newspapers, Recreation Department, Hardees, Hickory Point Mall.*

**PROJECT OUTCOME:** *The program has been well received in the area, with substantial increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with it's own funds.*

**CHAPTER NAME:** *Saline County*

**LOCATION:** *Route 3 Box 90-A*

*Eldorado, Illinois 62930*

**PROJECT DIRECTOR:** *Allen Kelly*

**TARGET AUDIENCE:** *WIC*

**NUMBER OF PEOPLE REACHED:** *1,315*

**PROJECT DESCRIPTION:** *The project was targeted on the Women, Infants and Children (WIC) program run out of the Egyptian Health Department. Participants received current materials describing the need for and proper use of car safety seats. In addition, car safety seats and safety belt posters were placed in key spots in the clinic. Chapter staff worked with young children who came to the clinic, encouraging them to wear belts and to encourage parents to do so.*

**COOPERATING GROUPS:** *Egyptian Health Department*

**PROJECT OUTCOME:** *Increased awareness of WIC participants*

**CONTINUATION PLANS:** *Uncertain at this time*

**CHAPTER NAME:** *Knox County*

**LOCATION:** *1640 North Henderson Street*

*Galesburg, Illinois 61401*

**PROJECT DIRECTOR:** *Louis Hebenstriet*

**TARGET AUDIENCE:** *School children K-6*

**NUMBER OF PEOPLE REACHED:** *2,626*

**PROJECT DESCRIPTION:** *The Chapter focused on elementary school aged children, employing a "Seat Belt Lady", a Chapter staff person who visited local schools and gave talks and demonstrations in classrooms on the need for and proper use of safety belts. The Chapter also displayed material on occupant protection at the *PrairieLand Association for the Education of Young Children's* fair for young children.*

**COOPERATING GROUPS:** *PrairieLand Association for the Education of Young Children, local schools, PTO of Cooke School, the Knox County Fair Association*

**PROJECT OUTCOME:** *Greater awareness among young school children about need for proper use of seat belts.*

**CONTINUATION PLANS:** *Chapter plans to continue the program and has received additional grant funds to assist in its expansion*

## Appendix A:10

|  |   |
|--|---|
| <b>CHAPTER NAME:</b> <i>Central Illinois</i>   | <b>CHAPTER NAME:</b> <i>Quad Cities</i>   |
| <b>LOCATION:</b> <i>1224 North Berkeley Avenue<br/>Peoria, Illinois 61603</i>  | <b>LOCATION:</b> <i>400 16th Street<br/>P.O. Box 1881<br/>Rock Island, Illinois 61204</i>   |
| <b>PROJECT DIRECTOR:</b> <i>Ferne Bachman</i>  | <b>PROJECT DIRECTOR:</b> <i>Tia Watson</i>  |
| <b>TARGET AUDIENCE:</b> <i>General Public</i>  | <b>TARGET AUDIENCE:</b> <i>KISS, Senior Citizens</i>  |
| <b>NUMBER OF PEOPLE REACHED:</b> <i>193,821</i>  | <b>NUMBER OF PEOPLE REACHED:</b> <i>685</i>   |
| <b>PROJECT DESCRIPTION:</b> <i>The Central Illinois Chapter created an extensive community-based project. The Chapter worked with many community groups in their efforts to educate the public about intelligent use of seat belts. Some project highlights include:</i> <ul style="list-style-type: none"><li>● <i>"Buckle-up Bear", who appeared at Steamboat Days to thank children for buckling up, rewarding them with buttons, suckers, tags and flash cards;</i></li><li>● <i>Assisting the Central Illinois Light Company acquire a safety belt film and providing key chains in their incentive program;</i></li><li>● <i>Producing displays at the local Civic Center and Mall Health Fair; and,</i></li><li>● <i>Participating in the Caravan for Survivors, sponsored by the National Coalition for Safety Belt Use.</i></li></ul> | <b>PROJECT DESCRIPTION:</b> <i>The Chapter focused most of its effort on development of a car seat loaner program, "Tote-a-Toddler" and on marketing its program to parents and grandparents. The Chapter developed a pamphlet promoting its program and took its material to schools, community groups, health fairs and a number of senior citizen organizations.</i> |
| <b>COOPERATING GROUPS:</b> <i>Illinois Coalition for Safety Belt Use, Committee for Child Passenger Safety, Illinois State Police, Illinois Child-Parent Education Association, Peoria Public Schools, Peoria Police Department</i>  | <b>COOPERATING GROUPS:</b> <i>Welcome Wagon, Birth Associates, Davenport Medical Center</i>   |
| <b>PROJECT OUTCOME:</b> <i>Surveys indicate increasing numbers (now 50%) of people using safety belts.</i>   | <b>PROJECT OUTCOME:</b> <i>The program has been slow, but has begun to achieve recognition and status within the community.</i>   |
| <b>CONTINUATION PLANS:</b> <i>Chapter has obtained a State grant project.</i>  | <b>CONTINUATION PLANS:</b> <i>The Chapter plans to continue the effort with Chapter funds.</i>  |

**CHAPTER NAME:** *Rock River*

**LOCATION:** *727 North Church Street*

*Rockford, Illinois 61103*

**PROJECT DIRECTOR:** *Deb Burnell*

**TARGET AUDIENCE:** *Senior Citizens, General Public*

**NUMBER OF PEOPLE REACHED:** *25,000*

**PROJECT DESCRIPTION:** *The Chapter used its mini-grant funds to supplement activity under an existing comprehensive community program which was being funded by several local and state organizational materials and developed a comprehensive guide for use exclusively with senior citizens, addressing such issues as restraining grandchildren. Stickers ("Buckle up for Grandma/Grandpa") were purchased and used and bumper stickers were employed. Newsletters and other broad media distribution methods were used to publicize the seat belt campaign. Many presentations to senior groups were given.*

**COOPERATING GROUPS:** *Northwestern University Traffic Institute, State of Illinois, AARP, Northern Illinois AAA.*

**PROJECT OUTCOME:** *Increase in awareness among senior citizens.*

**CONTINUATION PLANS:** *Chapter plans to continue the comprehensive program and its new focus on senior citizens.*

**CHAPTER NAME:** *Elkhart County*

**LOCATION:** *306 West High Street*

*Elkhart, Indiana 46514*

**PROJECT DIRECTOR:** *Lisa Skirvin*

**TARGET AUDIENCE:** *KISS, Children K-6 and parents*

**NUMBER OF PEOPLE REACHED:** *7,734*

**PROJECT DESCRIPTION:** *The Chapter focused its efforts on children and parents. A film on "Belman", a superhero character was shown in first grade classes. In addition to viewing the film, children received other material, such as stickers, coloring pages and follow-up letters to parents. "Belman" appeared in person at 29 elementary schools in six different school systems. The Chapter also participated in the "Circus of Health" and in a mini-lifesavers conference in Indianapolis, where they received a "Protect Little Hoosiers" award for their educational efforts. The Chapter also has an ongoing KISS program*

**COOPERATING GROUPS:** *Local hospitals, school systems*

**PROJECT OUTCOME:** *Substantial increase in awareness and understanding of safety belt use among young children.*

**CONTINUATION PLANS:** *Chapter plans to continue its program with Chapter funds.*

## Appendix A:12

**CHAPTER NAME:** *St. Joseph County*

**LOCATION:** *3220 East Jefferson Boulevard*

*South Bend, Indiana 46615*

**PROJECT DIRECTOR:** *Lori Jacob*

**TARGET AUDIENCE:** *Children K-6, Parents*

**NUMBER OF PEOPLE REACHED:** *287*

**PROJECT DESCRIPTION:** *Using material from NHTSA and Red Cross, the Chapter developed its "3 Seconds to Safety" program, focusing its initial efforts on Boy Scout units. The Chapter established a resource file on occupant protection and child safety seats, presented programs at local elementary schools and participated in the South Bend Community Health Center Safety Circus.*

**COOPERATING GROUPS:** *South Bend Community Health Center, Boy Scout Troops, AARP, local school system*

**PROJECT OUTCOME:** *Expanding awareness and interest among scout troops and school age children in general.*

**CONTINUATION PLANS:** *Chapter plans to continue its efforts with Chapter funds.*

**CHAPTER NAME:** *Lincoln Parish*

**LOCATION:** *P.O.Box 1056*

*Ruston, Louisiana 71273*

**PROJECT DIRECTOR:** *Nancy Darland*

**TARGET AUDIENCE:** *KISS, School Children*

**NUMBER OF PEOPLE REACHED:** *193*

**PROJECT DESCRIPTION:** *The Chapter initiated a KISS program. Nurses from the Lincoln Parent Health Unit helped to publicize the program to their clients. Red Cross volunteers, who were also faculty of the Division of Nursing at Louisiana Tech University conducted parent education classes. The Chapter also participated in various school and community civic group affairs, presenting information on occupant protection.*

**COOPERATING GROUPS:** *Louisiana Tech University, Lincoln Parish Health Unity, Louisiana State Police, Lincoln General Hospital*

**PROJECT OUTCOME:** *Substantial acceptance of the KISS program, general increase in awareness of seat belt utility.*

**CONTINUATION PLANS:** *Chapter plans to continue its KISS program.*

**CHAPTER NAME:** *Massachusetts Bay*

**LOCATION:** *99 Brookline Avenue*

*Boston, Massachusetts 02215*

**PROJECT DIRECTOR:** *Nelly Gutierrez*

**TARGET AUDIENCE:** *Hispanic community/KISS*

**NUMBER OF PEOPLE REACHED:** *25*

**PROJECT DESCRIPTION:** *The Chapter established a KISS program, including both long term and short term loans of car seats. Although the principal focus of the effort was the Hispanic community, through an Hispanic community center, El Centro, the program is also available to the general public.*

*In addition to the loaner program, the Chapter has established a training program for drivers who transport infants to and from El Centro. The Chapter has also assisted other Chapters in the region.*

**COOPERATING GROUPS:** *El Centro community center, Massachusetts Highway Safety Office*

**PROJECT OUTCOME:** *The program has established an educational outlet for the Hispanic community, increasing awareness about the need for child transportation safety.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Cape Cod*

**LOCATION:** *286 South Street*

*Hyannis, Massachusetts 02601*

**PROJECT DIRECTOR:** *Philip Moynihan*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *412*

**PROJECT DESCRIPTION:***The program concentrated on educational efforts aimed at the general public, in support of the state's new seat belt law. The Chapter employed a variety of Red Cross and NHTSA materials in support of their project, and gave away "buckle-up" promotional materials such as lollipops, and key chains. Wherever possible, they brought to their sessions, someone who had been in an accident without a seat belt, which they felt worked better than showing films.*

**COOPERATING GROUPS:** *State Police, Governor's Commission on Highway Safety, Massachusetts Safety Belt Coalition.*

**PROJECT OUTCOME:** *Increased awareness of the facts surrounding the issue of seat belt use.*

**CONTINUATION PLANS:** *Chapter to continue the program with Chapter funds, focusing on high school students who have recently received their licenses.*

## Appendix A:14

**CHAPTER NAME:** *Greater Lawrence*

**LOCATION:** *430 North Canal Street*

*Lawrence, Massachusetts 01840*

**PROJECT DIRECTOR:** *Kathy Cronin*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *566*

**PROJECT DESCRIPTION:** *The Chapter established a KISS loaner program and then actively promoted its use through an extensive campaign. The Chapter:*

- *placed brochures in patient material used in several pediatric clinics;*
- *included material in Red Cross training programs;*
- *participated in local "Baby Fair";*
- *provided material to local pediatricians; placed promotional material in local Boy Scout newsletter, the local AAAA newsletter and local radio and cable TV PSAs.*
- *developed an occupant safety segment for use in the Chapter's safety programs.*

**COOPERATING GROUPS:** *Police Departments in seven surrounding townships, the Massachusetts Passenger Safety Program, and the Governor's Highway Safety program.*

**PROJECT OUTCOME:** *Substantial increase in awareness among high priority groups, such as new parents. Excellent cooperation from local media.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with own funds.*

**CHAPTER NAME:** *Berkshire County*

**LOCATION:** *P.O.Box 644*

*Pittsfield, Massachusetts 01202*

**PROJECT DIRECTOR:** *Kimberly Baldwin*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *668*

**PROJECT DESCRIPTION:** *In general, the program has had an educational objective. The Chapter focused its effort on a six hour Speaker's Bureau training program, which they regarded as successful. They employed a "Bucklebear" slide presentation show at area pre-schools and nursery schools, a "Safety Belt Bear" who tells kids about buckling up at children's fairs, and a new safety belt patch for a local brownie troop. They were successful in gaining access to the radio stations for PSAs.*

**COOPERATING GROUPS:** *First Agricultural Bank, MADD, local schools, Girl Scouts, Massachusetts Passenger Safety Program, Massachusetts Safety Belt Coalition.*

**PROJECT OUTCOME:** *Substantial local interest and increased awareness of safety belt usage.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with own funds.*

**CHAPTER NAME:** *Pioneer Valley*

**LOCATION:** *235 Chestnut Street*

*Springfield, Massachusetts 01103*

**PROJECT DIRECTOR:** *Mary Jenewin-Caplin*

**TARGET AUDIENCE:** *Senior citizens*

**NUMBER OF PEOPLE REACHED:** *1080*

**PROJECT DESCRIPTION:** *The initial stages of the project focused on establishment of safety belt programs at several senior centers and to use the senior centers as training staff for programs given by the centers.*

**COOPERATING GROUPS:** *Western Massachusetts Safety Council, Hamden County Medical Auxiliary*

**PROJECT OUTCOME:** *The project's outcomes are still uncertain, as a number of problems afflicted the initial effort, including some legal issues within the Chapter concerning the establishment of KISS loaner programs at the centers.*

**CONTINUATION PLANS:** *The Chapter has restaffed the effort and plans to continue its work after resolving outstanding issues.*

**CHAPTER NAME:** *Androscoggin Valley*

**LOCATION:** *2 Turner Street*

*P.O.Box 70*

*Auburn, Maine 04210*

**PROJECT DIRECTOR:** *Vincent Hargreaves*

**TARGET AUDIENCE:** *Head Start*

**NUMBER OF PEOPLE REACHED:** *249*

**PROJECT DESCRIPTION:** *The Chapter focused on educational efforts within local Head Start programs. Both parents and children were encouraged to use safety belts through educational programs given by Chapter staff and volunteers. The program was so successful that the Head Start programs have requested budget to continue this effort as an ongoing part of their programs.*

**COOPERATING GROUPS:** *Androscoggin County Head Start, Marine Seat Belt Coalition*

**PROJECT OUTCOME:** *Direct changes in habits of participants, with immediate change in 31% of parents and family members.*

**CONTINUATION PLANS:** *Chapters plans to continue and Head Start programs will fund their efforts.*

## Appendix A:16

**CHAPTER NAME:** *Pine Tree*

**LOCATION:** *12 Stillwater Street*

*Bangor, Maine 04401*

**PROJECT DIRECTOR:** *Pamela Norton*

**TARGET AUDIENCE:** *Young school aged children and parents*

**NUMBER OF PEOPLE REACHED:** *1,995*

**PROJECT DESCRIPTION:** *The Chapter developed an educational program aimed at young school aged children, because of statistics showing that seat belt usage drops at this age. Working with the local school system, police departments and the Maine Highway Safety Committee, the Chapter presented training programs in local elementary schools, and passed out material for children to pass on to parents.*

**COOPERATING GROUPS:** *Maine Highway Safety Committee, police departments, school system*

**PROJECT OUTCOME:** *Chapter has received substantial positive feedback from parents and from school system on the value of the material and the educational message.*

**CONTINUATION PLANS:** *The Chapter plans to continue its effort and to expand into the work place.*

**CHAPTER NAME:** *Grainat County*

**LOCATION:** *205 East Superior*

*Alma, Michigan 48801*

**PROJECT DIRECTOR:** *Charlene Van Haften*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *955*

**PROJECT DESCRIPTION:** *The Chapter focused its effort on an educational program. Highlights of their program include:*

- *Participation in Highland Festival, a county fair, and other agricultural expositions where litter bags, key chains and other promotional material was distributed;*
- *Presentation of safety belt material at senior citizen centers through nutrition programs;*
- *inclusion of safety belt material in Chapter First Aid and other safety programs; and,*
- *promotion of safety belt use through local newspaper and radio PSAs.*

**COOPERATING GROUPS:** *Local businesses, County Health Department, local schools.*

**PROJECT OUTCOME:** *General increase in awareness among population.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with own funds.*

**CHAPTER NAME:** *Washtenaw County*

**LOCATION:** *2729 Packard*

*Ann Arbor, Michigan 48104*

**PROJECT DIRECTOR:** *Barbara Wood*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *Not reported*

**PROJECT DESCRIPTION:** *The Chapter focused its effort on development of public information auto safety materials. They developed a poster and a brochure. The brochure features Steve Frasier, 1984 olympic gold medal winner promoting auto safety. The poster and brochure have been mailed to all county day care centers, nursery schools, pediatricians' offices, and certain medical clinics. The Chapter also investigated the possibility of developing a low income voucher approach for use with local car seat rental agencies, but dropped the idea because of lack of time.*

**COOPERATING GROUPS:** *Buckle-Up Steering Committee, Police Department, Chrysler Corporation, General Motors Hydramatic plant, University of Michigan EMS Department and School of Public Health.*

**PROJECT OUTCOME:** *Increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program.*

**CHAPTER NAME:** *Calhoun County*

**LOCATION:** *162 West Van Buren*

*Battle Creek, Michigan 49017*

**PROJECT DIRECTOR:** *Charles Hines*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *29,823*

**PROJECT DESCRIPTION:** *The Chapter, working with the State Farm Insurance Company, produced 25,000 litter bags with safety belt message and distributed these to the public using over 800 State Farm agents. The campaign began with a special children's presentation by McGruff the Crime Prevention Dog. Finally, the Chapter produced place mats with a safety belt message for use by local truck stops and restaurants.*

**COOPERATING GROUPS:** *State Farm Insurance, Battle Creek Community Hospital, Police Department, County Sheriff's Department*

**PROJECT OUTCOME:** *Substantial increased awareness among local community; Chapter is now recognized as the leading safety belt advocate in region.*

**CONTINUATION PLANS:** *Chapter received a \$14,000 grant from State of Michigan Highway Safety Program for an employer safety belt program.*

## Appendix A:18

**CHAPTER NAME:** *Southeastern Michigan*

**LOCATION:** *100 East Mack Avenue*

*P.O.Box 351*

*Detroit, Michigan 48232*

**PROJECT DIRECTOR:** *Diane Callow*

**TARGET AUDIENCE:** *High School Students*

**NUMBER OF PEOPLE REACHED:** *2100*

**PROJECT DESCRIPTION:** *The Chapter targeted its program on high school driver education classes. The instructors were trained and provided with safety belt information for use in their classes. In addition, the film, Room to Live was obtained and has been incorporated into the classroom instruction. Chapter staff also appeared on a Detroit radio station show, "People Who Care About Kids".*

**COOPERATING GROUPS:** *Public School System Driver Education program*

**PROJECT OUTCOME:** *Safety Belt material now incorporated into Driver education in Detroit school system.*

**CONTINUATION PLANS:** *Uncertain*

**CHAPTER NAME:** *Clare County*

**LOCATION:** *910 Byfield Street*

*Harrison, Michigan 48625-0000*

**PROJECT DIRECTOR:** *Joan Roberts*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *83*

**PROJECT DESCRIPTION:** *The grant was used to implement a KISS program in the Chapter, which will supported by community support funds in the future. The Chapter developed its own brochure and other hand out material, based on Red Cross KISS material. The Chapter promoted its program through local newspapers, pamphlets distributed through local health department, social service department, and Sheriff's department.*

**COOPERATING GROUPS:** *Library, Hospitals, Sheriff's Department, Health department*

**PROJECT OUTCOME:** *A successful KISS program.*

**CONTINUATION PLANS:** *Chapter plans to continue program.*

**CHAPTER NAME:** Jackson County

**LOCATION:** 729 West Michigan Avenue

*Jackson, Michigan 49201*

**PROJECT DIRECTOR:** Laureen Dowling

**TARGET AUDIENCE:** Business, School Aged Children

**NUMBER OF PEOPLE REACHED:** 4,134

**PROJECT DESCRIPTION:** The Chapter engaged both in general public information awareness by participating in various shopping mall displays, presentations at local health fairs, and information provided to local blood drives. In addition, they succeeded in getting promotional material to several businesses ("Seat Belts at Work"), and made presentations about safety belts usage in local elementary schools. Further, safety belt material has been introduced into all Red Cross First Aid classes.

**COOPERATING GROUPS:** Jackson County Seat Belt Task Force, County Health department, School System, AAA

**PROJECT OUTCOME:** General increase in awareness regarding the necessity to use safety belts.

**CONTINUATION PLANS:** The Chapter plans to use its own funds to continue the program.

**CHAPTER NAME:** Kalamazoo County

**LOCATION:** 530 W. South Street

*Kalamazoo, Michigan 49007*

**PROJECT DIRECTOR:** Jari Foster Puiford

**TARGET AUDIENCE:** General Public

**NUMBER OF PEOPLE REACHED:** 8,380

**PROJECT DESCRIPTION:** The Chapter engaged in a comprehensive program aimed at reaching large groups of the public. The Chapter:

- Built a "miniconvincer" for use in Chapter demonstrations;
- formed a high school committee;
- carried out observation surveys at a county fair and at local high schools;
- developed and distributed physician prescription pads and physician information packets.

**COOPERATING GROUPS:** American business Women's Association, local hospitals, high schools, local corporations, Western Michigan University, Police Department

**PROJECT OUTCOME:** General increase in public awareness.

**CONTINUATION PLANS:** The Chapter plans to continue its program with Chapter funds.

## Appendix A:20

**CHAPTER NAME:** *Mid-Michigan*

**LOCATION:** *P.O.Box 30101*

*1800 East Grand River Avenue*

*Lansing Michigan 48909*

**PROJECT DIRECTOR:** *Mary Gray*

**TARGET AUDIENCE:** *School Children*

**NUMBER OF PEOPLE REACHED:** *2,085*

**PROJECT DESCRIPTION:** *The primary thrust of the program was to educate young children through an educational effort given in local schools. The Chapter also participated in a local "Health Test" where information was provided to a broad segment of the community.*

**COOPERATING GROUPS:** *Local schools*

**PROJECT OUTCOME:** *Increased awareness among school age children in particular.*

**CONTINUATION PLANS:** *Uncertain*

**CHAPTER NAME:** *Marquette County*

**LOCATION:** *213 North front Street*

*Marquette, Michigan 49855*

**PROJECT DIRECTOR:** *Karen Teichman*

**TARGET AUDIENCE:** *General public*

**NUMBER OF PEOPLE REACHED:** *225*

**PROJECT DESCRIPTION:** *The Chapter initiated its program with a General public focus, its program gradually shifted to a K-6 school focus. The Chapter participated in a number of public information activities, a press conference at Holiday Inn using "Buckle-Up Bear" education materials, distribution of materials through MacDonalds, participation in a local car show and distribution of material to local corporations. Its attention shifted to school age children with programs aimed at girl scouts and local schools and day care centers.*

**COOPERATING GROUPS:** *Cub Scouts, Day Care, local School system, City Parks and Recreation*

**PROJECT OUTCOME:** *Increased awareness among school age children in particular.*

**CONTINUATION PLANS:** *Uncertain*

**CHAPTER NAME:** Muskegon-Oceana

**LOCATION:** 313 West Webster

*Muskegon, Michigan 49440*

**PROJECT DIRECTOR:** Diane Aarnodt

**TARGET AUDIENCE:** General Public

**NUMBER OF PEOPLE REACHED:** 4,397

**PROJECT DESCRIPTION:** *The Chapter engaged in a comprehensive program of education and awareness. The program was partly funded by the State Highway Safety Program. The Chapter received extensive media attention, obtaining coverage in local newspapers of events in local schools, hospitals and a full page spread featuring the Chapter's "I want to live" campaign theme. The campaign included an incentive component in which a 1986 donated Oldsmobile was given away, many presentations at schools, businesses, and shopping centers and use of a "persuader" constructed by a high school physics class to demonstrate the effect of a crash on a small dummy.*

**COOPERATING GROUPS:** *Police and Sheriff, West Michigan Head Injury Alliance, local schools, local businesses*

**PROJECT OUTCOME:** *Substantial public awareness increase.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** Roscommon County

**LOCATION:** 1202 Esther Court

*Roscommon, Michigan 48629*

**PROJECT DIRECTOR:** Gayle Willett

**TARGET AUDIENCE:** KISS/General Public

**NUMBER OF PEOPLE REACHED:** 200

**PROJECT DESCRIPTION:** *The Chapter developed a KISS safety seat rental program, and made a number of presentations at various community groups, service organizations and special programs for senior citizens.*

**COOPERATING GROUPS:** *Zonta, Roscommon Rotary, Health department, Northern Michigan Health Services, community centers.*

**PROJECT OUTCOME:** *General increase in public awareness.*

**CONTINUATION PLANS:** *The Chapter plans to continue its program with its own funds.*

## Appendix A:22

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| <b>CHAPTER NAME:</b> <i>Saginaw County</i>   | <b>CHAPTER NAME:</b> <i>Ft. Leonard Wood</i>   |
| <b>LOCATION:</b> <i>3535 State Street</i>  | <b>LOCATION:</b> <i>P.O. Box 65</i>  |
| <i>Saginaw, Michigan 48602</i>   | <i>Ft. Leonard Wood, Missouri 65473</i>  |
| <b>PROJECT DIRECTOR:</b> <i>John Jenkins</i>   | <b>PROJECT DIRECTOR:</b> <i>Adam Sadowski</i>  |
| <b>TARGET AUDIENCE:</b> <i>General Public</i>  | <b>TARGET AUDIENCE:</b> <i>KISS</i>  |
| <b>NUMBER OF PEOPLE REACHED:</b> <i>Not reported</i>   | <b>NUMBER OF PEOPLE REACHED:</b> <i>231</i>  |
| <b>PROJECT DESCRIPTION:</b> <i>The Chapter developed a general safety belt education program as its primary approach to occupant protection. They developed safety reminder buttons, with a Red Cross logo, a "Buckle up for them" theme, and a photo of a family group, prepared on the spot, as a take-away memento which would serve as a continuous reminder to use seat belts. Presentations were made at various community groups, such as PTAs, Lion's club, Kiwanis.</i> | <b>PROJECT DESCRIPTION:</b> <i>The Station developed a safety seat loaner program on the military base. Accompanying the loaner program, the Chapter developed an incentive program, offering to redeem discount tickets to safety classes, in an attempt to generate interest in the safety seat program.</i> |
| <b>COOPERATING GROUPS:</b> <i>Highway Safety Office, REACT-a local CB group, AAA, Saginaw Valley Safety Belt Coalition, local police, health departments, Medical Society</i>  | <b>COOPERATING GROUPS:</b> <i>Local clinic and hospital</i>  |
| <b>PROJECT OUTCOME:</b> <i>General increase in public awareness.</i>   | <b>PROJECT OUTCOME:</b> <i>Increase in use of safety belts on base, gradual increase in use of Chapter's loaner safety seats.</i>  |
| <b>CONTINUATION PLANS:</b> <i>Chapter plans to continue with its own funds.</i>  | <b>CONTINUATION PLANS:</b> <i>Station plans to continue the program with its own funds.</i>  |

**CHAPTER NAME:** *Capital Area*

**LOCATION:** *817 East High*

*Jefferson City, Missouri 65101*

**PROJECT DIRECTOR:** *Vivian Smith*

**TARGET AUDIENCE:** *KISS, Employees, General Public*

**NUMBER OF PEOPLE REACHED:** *7,681*

**PROJECT DESCRIPTION:** *The Chapter developed and distributed a variety of promotional materials, including special napkins used in all Red Cross functions, including the blood donor program, sweat shirts for use by summer swim program participants. The Chapter also obtained corporate support through Coca Cola and Pepsi Cola. The Chapter provided material on "Awareness Tips on Safety Belts" to local companies.*

**COOPERATING GROUPS:** *Missouri Coalition for Safety Belt Use, Head Injury Group, MADD, Missouri Safety Council, State Highway Patrol, local police and safety council, high school driver's education program*

**PROJECT OUTCOME:** *Increase in general public awareness.*

**CONTINUATION PLANS:** *The Chapter plans to continue the effort with its own funds.*

**CHAPTER NAME:** *Greater Kansas City*

**LOCATION:** *3521 Broadway*

*Kansas City, Missouri 64111*

**PROJECT DIRECTOR:** *Debra McDaniel*

**TARGET AUDIENCE:** *Hispanic Community, KISS*

**NUMBER OF PEOPLE REACHED:** *9,936*

**PROJECT DESCRIPTION:** *The Chapter focused its efforts on development of a program for parents of toddlers in the Hispanic community. They developed and printed a flyer to promote the program, sent out press releases and PSAs in Spanish and attracted substantial attention in the Spanish-language press and radio. Material was distributed to over 9600 school children in 22 schools. The Chapter received the Service Recognition Award from the Missouri State Highway Safety Office.*

**COOPERATING GROUPS:** *Sacred Heart Church, Maddie Rhodes Health Agency, Guadalupe Center, Inc., Richard Cabot Center, City Health Department, libraries, police and hospitals.*

**PROJECT OUTCOME:** *Substantial increase in public awareness and in use of safety seats leased by the Chapter.*

**CONTINUATION PLANS:** *Chapter plans to continue this effort with its own funds.*

**CHAPTER NAME:** *Adair*

**LOCATION:** *P.O.Box 257*

*Kirksville, Missouri 63501*

**PROJECT DIRECTOR:** *Valerie Sloka*

**TARGET AUDIENCE:** *KISS, General Public*

**NUMBER OF PEOPLE REACHED:** *805*

**PROJECT DESCRIPTION:** *The Chapter developed a video tape promoting the use of safety belts and used the tape. Working with the Northeast Missouri Osteopathic Auxiliary Committee for child passenger safety, the Chapter showed the tape in an effort to promote safety belt use and to promote its safety seat loaner program. The tape was shown at various community functions.*

**COOPERATING GROUPS:** *Kirksville College of Osteopathic Medicine, local television stations, Highway Patrol*

**PROJECT OUTCOME:** *General increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue to promote the program with its own funds.*

**CHAPTER NAME:** *Springfield*

**LOCATION:** *1730 E. Portland,*

*Springfield, Missouri 65804*

**PROJECT DIRECTOR:** *C. Welton*

**TARGET AUDIENCE:** *Employee, General Public*

**NUMBER OF PEOPLE REACHED:** *3,200*

**PROJECT DESCRIPTION:** *The Chapter broadcast information about safety belt use through a variety of media. They employed talks, demonstrations and mall displays, TV and radio broadcasts and newspaper and newsletter articles. Posters and information packets were used during talks and demonstrations to reinforce the message.*

**COOPERATING GROUPS:** *State Highway Safety, Safety Council of the Ozarks, St. John's hospital, Cox Hospital*

**PROJECT OUTCOME:** *General increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *St. Louis Bi-State*

**LOCATION:** *4050 Lindrnell Blvd.*

*St. Louis, Missouri 63108*

**PROJECT DIRECTOR:** *Margaret Wichard*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *3,000*

**PROJECT DESCRIPTION:** *The Chapter developed information flyers on occupant protection, which were distributed to participants in Red Cross courses. The flyers were also made available to churches, schools and community groups.*

**COOPERATING GROUPS:** *Local businesses, schools and community agencies*

**PROJECT OUTCOME:** *General increase in community awareness*

**CONTINUATION PLANS:** *Chapter plans to continue the information program with its own funds.*

**CHAPTER NAME:** *North Platte Valley*

**LOCATION:** *1721 Broadway*

*Scottsbluff, Nebraska 69361*

**PROJECT DIRECTOR:** *Janice Van Newkirk*

**TARGET AUDIENCE:** *Schools, general public*

**NUMBER OF PEOPLE REACHED:** *2,000*

**PROJECT DESCRIPTION:** *The Chapter developed a multifaceted approach, including:*

- *Participation in community health fairs and county fairs;*
- *provision of training and materials to a sorority for their use in a car safety seat program;*
- *working with local girl scouts, Junior High School Educational Coordinator; and*
- *Serving on a local task force.*

**COOPERATING GROUPS:** *Alliance Sorority Group, Girl Scouts, Highway patrol, Police, school system, libraries*

**PROJECT OUTCOME:** *Substantial media attention and increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** Camden County

**LOCATION:** 312 Cooper Street

Camden, New Jersey 08101

**PROJECT DIRECTOR:** John Lavell

**TARGET AUDIENCE:** School aged children (K-College)

**NUMBER OF PEOPLE REACHED:** 1200

**PROJECT DESCRIPTION:** The Chapter focused its attention primarily on school-aged children. Using "Beltman" and "Beltwoman" plus NHTSA films, the Chapter provided educational programs for school children. Safety belt information was integrated into several Red Cross courses. Additional exposure to safety belt issues was provided through health fairs and mall presentations. The Chapter also appeared on a local radio station with a listening audience extending to Philadelphia.

**COOPERATING GROUPS:** New Jersey Office of Highway Safety, New Jersey Committee for Safety Belt Use.

**PROJECT OUTCOME:** Substantial increase in awareness among school children

**CONTINUATION PLANS:** Uncertain

**CHAPTER NAME:** Plainfield

**LOCATION:** 332 W. Front Street

Plainfield, New Jersey 07060

**PROJECT DIRECTOR:** Ruth Keuler

**TARGET AUDIENCE:** General Public

**NUMBER OF PEOPLE REACHED:** 2,307

**PROJECT DESCRIPTION:** The Chapter focused its effort on a promotional campaign, including PSAs, special presentations at local schools, working at local health fairs and placement of posters.

**COOPERATING GROUPS:** Volunteer Rescue Squad, Girl Scouts, Boy Scouts, local schools

**PROJECT OUTCOME:** Substantial increase in awareness and increase in safety belt use, verified through surveys.

**CONTINUATION PLANS:** Chapter plans to continue the program with its own funds.

**CHAPTER NAME:** *Monmouth County*

**LOCATION:** *830 Broad Street*

*Shrewsbury, New Jersey 07701*

**PROJECT DIRECTOR:** *Kay Ham*

**TARGET AUDIENCE:** *General Public, Schools*

**NUMBER OF PEOPLE REACHED:** *10,000*

**PROJECT DESCRIPTION:** *In addition to the Red Cross min-grant funds, the Chapter received a \$15,000 grant from the N.J. Highway Safety Office. They developed promotional material including bumper stickers and mugs for use in their presentations. The Chapter participated in local health fairs, a 4H fair, and made presentations at local schools where they offered demonstrations of the "convincer".*

**COOPERATING GROUPS:** *Boy Scouts, police department, local schools, Howell Township*

**PROJECT OUTCOME:** *General increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Ramapo Valley*

**LOCATION:** *145 Franklin Turnpike*

*Ramsey, New Jersey 07466*

**PROJECT DIRECTOR:** *Janis Meriuzzo*

**TARGET AUDIENCE:** *Young Children*

**NUMBER OF PEOPLE REACHED:** *Not reported*

**PROJECT DESCRIPTION:** *The Chapter developed a safety belt workbook for use in classrooms and other groups of young children.*

**COOPERATING GROUPS:** *Girl Scouts, Boy Scouts, PTA, 4H clubs, Mahwah police, New Jersey DOT, Cooperative Extension Service, local schools and district nurses.*

**PROJECT OUTCOME:** *Workbook completed and distribution will be made.*

**CONTINUATION PLANS:** *Chapter plans to obtain other community funds to purchase additional copies of the workbook.*

**CHAPTER NAME:** *Sussex County*

**LOCATION:** *19 Church Street*

*Newton, New Jersey 07860*

**PROJECT DIRECTOR:** *H. DeGroat*

**TARGET AUDIENCE:** *KISS, General Public*

**NUMBER OF PEOPLE REACHED:** *384*

**PROJECT DESCRIPTION:** *The Chapter focused its program on a "Buckle Up Babes" safety seat loaner program targeted on indigent mothers. Its program was implemented through the hospital auxiliary. Outside activities included presentations to PTAs, participation in a local health fair, a presentation to the town council.*

**COOPERATING GROUPS:** *Newton Memorial Hospital, Welfare Department*

**PROJECT OUTCOME:** *An ongoing and successful safety seat loaner program.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Dona Ana County*

**LOCATION:** *1301 East Griggs Avenue*

*Las Cruces, New Mexico 88001*

**PROJECT DIRECTOR:** *Richard Stark*

**TARGET AUDIENCE:** *KISS, Toddlers, Parents, General Public*

**NUMBER OF PEOPLE REACHED:** *101,772*

**PROJECT DESCRIPTION:** *The Chapter focused on a broad educational and promotional program, in which many demonstrations were given at events which maximized the public exposure to the campaign. They employed the "Convincer" in many of the demonstrations. In one fair alone, it was estimated that 100,000 people watched an estimated 250 people ride the "convincer" and listen to the presentations. The Chapter also incorporated a KISS loaner program into its overall occupant protection effort.*

**COOPERATING GROUPS:** *Health Department, Optimist Club, MADD, Boy Scouts, Girl Scouts, Junior Women's club*

**PROJECT OUTCOME:** *Substantial increase in public awareness and considerable media attention.*

**CONTINUATION PLANS:** *Chapter plans to continue its efforts with its own funds.*

**CHAPTER NAME:** Albany Area

**LOCATION:** Hackett Boulevard

*Albany, New York 12208*

**PROJECT DIRECTOR:** John Wagner

**TARGET AUDIENCE:** School children

**NUMBER OF PEOPLE REACHED:** Not reported

**PROJECT DESCRIPTION:** The Chapter developed a video tape to educate and promote use of safety belts. The tape was distributed to local TV stations and is included in all Chapter sponsored training programs having to do with safety. The tape was shown in local schools.

**COOPERATING GROUPS:** State Department of Education, County Traffic Safety Commission.

**PROJECT OUTCOME:** General increase in public awareness.

**CONTINUATION PLANS:** Chapter plans to continue to show the film at its own courses.

**CHAPTER NAME:** Chemung County

**LOCATION:** 462 W. Church Street

*Elmira, New York 14901*

**PROJECT DIRECTOR:** Linda Swift

**TARGET AUDIENCE:** School Children/Parents

**NUMBER OF PEOPLE REACHED:** 2,450

**PROJECT DESCRIPTION:** The Chapter sponsored an "I Buckle Up" contest in which 280 students from 8 elementary schools developed theme designs. Using student interns, presentations were made to students throughout the county. The "I Buckle Up" brochures were distributed to parents, teachers, and various parent support groups. The Chapter participated in "Summer Cohesion", a county sponsored recreation and enrichment program and the "Strong Kids, Safe Kids" day in August. Safety belt information was included in all Chapter safety courses.

**COOPERATING GROUPS:** Task Force on Children and Families, police, local businesses, school system

**PROJECT OUTCOME:** Substantial increase in awareness.

**CONTINUATION PLANS:** Chapter plans to continue the program with its own funds.

**CHAPTER NAME:** *Eastern Niagara County*

**LOCATION:** *178 East Avenue*

*Lockport, New York 14094*

**PROJECT DIRECTOR:** *Esther Bevers*

**TARGET AUDIENCE:** *KISS, School Children*

**NUMBER OF PEOPLE REACHED:** *5,039*

**PROJECT DESCRIPTION:** *The Chapter developed a KISS loaner program, which included seats purchased as well as donated from local merchants. The Chapter also presented safety seat material at local schools and distributed material at various shopping malls. Safety seat information has also been introduced into the Chapter's health and safety courses.*

**COOPERATING GROUPS:** *Head Start, Catholic Charities, AAA, school system*

**PROJECT OUTCOME:** *Increase in public awareness, an ongoing KISS program.*

**CONTINUATION PLANS:** *Chapter plans to continue both its educational efforts, as well as its KISS program.*

**CHAPTER NAME:** *Summit County*

**LOCATION:** *501 West Market Street*

*Akron, Ohio 44303*

**PROJECT DIRECTOR:** *Anita Vamer*

**TARGET AUDIENCE:** *School children*

**NUMBER OF PEOPLE REACHED:** *9,800*

**PROJECT DESCRIPTION:** *The Chapter developed an educational program targeted on young children. Using a "mini-car", the Chapter made numerous presentations at local schools and were asked to give their presentations to several hearing-handicapped classes at the University of Akron's program for handicapped children. The Chapter also delivered educational programs using "Buckleman". "PM Magazine" asked the Chapter to present its program, thus increasing the media coverage substantially.*

**COOPERATING GROUPS:** *Fire department, Police department*

**PROJECT OUTCOME:** *Substantial media coverage, and general increase in awareness among young children.*

**CONTINUATION PLANS:** *Uncertain*

**CHAPTER NAME:** Cincinnati Area

**LOCATION:** 720 Sycamore Street

Cincinnati, Ohio 45202

**PROJECT DIRECTOR:** Steve Moeggenberg

**TARGET AUDIENCE:** Employees

**NUMBER OF PEOPLE REACHED:** 3,000

**PROJECT DESCRIPTION:** The Chapter focused its initial efforts on development of a training program for use with its Workplace Health Services programs. This effort proved successful and Chapter was asked to expand into the school system.

**COOPERATING GROUPS:** Fire Department, Children's Hospital, St. Elizabeth's Hospital, Ohio DOT, Ohio Safety Belt Coalition

**PROJECT OUTCOME:** Increase in awareness and substantial demand for Chapter presentations.

**CONTINUATION PLANS:** Chapter plans to expand its program to a greater number of schools and other community groups.

**CHAPTER NAME:** Greater Cleveland

**LOCATION:** 1227 Prospect Avenue

Cleveland, Ohio 44115

**PROJECT DIRECTOR:** M. Curley

**TARGET AUDIENCE:** School Children, Infants, General Public

**NUMBER OF PEOPLE REACHED:** 1,800

**PROJECT DESCRIPTION:** In cooperation with the Greater Cleveland Safety Council, the Chapter helped form the North Coast safety Belt Campaign. This campaign formed a coalition of business and community leaders for promotion of safety seat use. With the assistance of high school interns, surveys were conducted, articles prepared and presentations were given at school assemblies.

**COOPERATING GROUPS:** Ohio Safety Belt Coalition, Greater Cleveland Safety Council, Advisory Committee of North Coast Safety Belt campaign

**PROJECT OUTCOME:** Increase in awareness among both public at large and school children.

**CONTINUATION PLANS:** Chapter plans to continue the program.

**CHAPTER NAME:** Columbus Area

**LOCATION:** 995 East Broad Street

                  Columbus, Ohio 43205

**PROJECT DIRECTOR:** Tom Stafford

**TARGET AUDIENCE:** Preschool and K-6

**NUMBER OF PEOPLE REACHED:** 500

**PROJECT DESCRIPTION:** The Chapter developed substantial promotional material, including special reliance on "Snappy the Dragon", a character developed by the Ohio Highway Safety department. A costume was created for the character and appearances were made at a United Way Campaign Kickoff which received local TV coverage. Using model care donated by the Department of Transportation, the Chapter planned to make presentations to local schools.

**COOPERATING GROUPS:** Ohio Highway Safety Department, Health Department, school system

**PROJECT OUTCOME:** Increase in awareness of school children.

**CONTINUATION PLANS:** Chapter plans to expand its efforts in local schools.

**CHAPTER NAME:** Dayton Area

**LOCATION:** 370 West First Street

                  Dayton, Ohio 45402

**PROJECT DIRECTOR:** Greg John

**TARGET AUDIENCE:** General public/KISS

**NUMBER OF PEOPLE REACHED:** 9,391

**PROJECT DESCRIPTION:** The Chapter developed a brochure on occupant protection for use at local fairs, malls, and Red Cross training courses. Using mock accidents, the Chapter demonstrated the results of mixing alcohol and driving at local schools. They also formed an advisory committee to guide their efforts. A KISS program was initiated.

**COOPERATING GROUPS:** Dayton police, Huber Heights Police/EMS, Montgomery County Coroner, AFL/CIO, AAA and Board of education

**PROJECT OUTCOME:** Increase in public awareness, gradual increase in safety seat demand.

**CONTINUATION PLANS:** Chapter plans to continue the program with its own funds.

**CHAPTER NAME:** *Fairfield County*

**LOCATION:** *121 West Mulberry*

*Lancaster, Ohio 43130*

**PROJECT DIRECTOR:** *Verna Seger*

**TARGET AUDIENCE:** *School children*

**NUMBER OF PEOPLE REACHED:** *1,300*

**PROJECT DESCRIPTION:** *The Chapter met with city and county schools to implement an educational program aimed at middle school level. They initiated a slogan contest among 5th graders, with winning students having their slogans made into bumper stickers. Films were shown and accompanied by talks provided by the local police and sheriff's office. The Chapter enjoyed good media cooperation.*

**COOPERATING GROUPS:** *Police and Sheriff's departments, school system, County Health Department, Automobile Dealer's Association.*

**PROJECT OUTCOME:** *Increase in awareness of school children.*

**CONTINUATION PLANS:** *The Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Licking County*

**LOCATION:** *196 South Fifth Street*

*Newark, Ohio 43055*

**PROJECT DIRECTOR:** *Brian Bolton*

**TARGET AUDIENCE:** *Children K-6, Parents*

**NUMBER OF PEOPLE REACHED:** *1,405*

**PROJECT DESCRIPTION:** *The Chapter included a special safety belt section into its two-week "Safety City" program which is aimed at 4 and 5 year old children. Teen instructors are trained by Red Cross and used in the program. Attitudinal surveys and discussions with families are a regular part of this program.*

**COOPERATING GROUPS:** *Newark and Heath schools, Licking County Joint Vocational School, Sheriffs and Police departments, Ohio Highway Safety Department, Children's hospital, child care centers, local banks and pharmacies*

**PROJECT OUTCOME:** *Substantial increase in awareness among young children given this two-week program.*

**CONTINUATION PLANS:** *Chapter plans to expand this program.*

**CHAPTER NAME:** *Clark County*

**LOCATION:** *1830 N. Limestone*

*Springfield, Ohio 45503*

**PROJECT DIRECTOR:** *Chuck Bustetter*

**TARGET AUDIENCE:** *Children*

**NUMBER OF PEOPLE REACHED:** *Over 20,000*

**PROJECT DESCRIPTION:** *The Chapter focused its effort on "Safety Village", an educational program aimed at young children. The program was designed to teach basic safety concepts and inculcate good practices. A centerpiece was a section on auto safety, which included information on safety belt use. The program directly educated young children and the Chapter employed various radio and TV announcements to extend the reach of this educational effort. Many community organizations contributed to the program. In addition, the Chapter incorporated safety belt information in all of its training courses.*

**COOPERATING GROUPS:** *Clark County Farm Bureau, Zonta club, Junior Service League, Sheriff's office, Clark Technical college, Union college*

**PROJECT OUTCOME:** *Substantial attention and increasing demand for the Safety Village program.*

**CONTINUATION PLANS:** *The Chapter plans to continue and expand the program.*

**CHAPTER NAME:** *Miami County*

**LOCATION:** *997 North Market Street*

*Troy, Ohio 45373*

**PROJECT DIRECTOR:** *Sondra Christian*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *Not reported*

**PROJECT DESCRIPTION:** *The Chapter established and promoted a KISS loaner program, focusing on indigent families. Radio and newspaper articles provided enhanced public awareness.*

**COOPERATING GROUPS:** *Well child clinic, WTC, welfare department, Head Start, police department*

**PROJECT OUTCOME:** *A successfully operating KISS program.*

**CONTINUATION PLANS:** *Chapter plans to continue with its own funds.*

**CHAPTER NAME:** Mahoning County

**LOCATION:** 266 West Wood Street

Youngstown, Ohio 44502

**PROJECT DIRECTOR:** T. Kiouisis

**TARGET AUDIENCE:** High school students

**NUMBER OF PEOPLE REACHED:** 4,000

**PROJECT DESCRIPTION:** The Chapter developed a 15-minute film on safety belt use, using Tom Martino, a champion stock car driver as adviser. Three different PSAs drawn from segments of the film were shown on local TV stations. In addition, Tom Martino made personal appearances at area high schools to talk at assemblies on occupant protection.

**COOPERATING GROUPS:** Coors Beer, Pharmore drug stores, Channel 21, Ohio Highway Safety Office, Highway Patrol, school system

**PROJECT OUTCOME:** Substantial interest and good media cooperation. Increase in awareness of school students.

**CONTINUATION PLANS:** Chapter plans to continue the program and has the continued cooperation of Tom Martino.

**CHAPTER NAME:** Western Kay County

**LOCATION:** 1313 West Ferguson Street

Blackwell, Oklahoma 74631

**PROJECT DIRECTOR:** Sharon Johnston

**TARGET AUDIENCE:** KISS

**NUMBER OF PEOPLE REACHED:** 250

**PROJECT DESCRIPTION:** The Chapter focused its efforts on bringing films, and other educational materials to local school systems to promote the use of occupant protection. They plan on continuing this effort and adding to their stock of car seats for an expanded KISS program.

**COOPERATING GROUPS:** School system, police department, local hospitals and physicians' offices

**PROJECT OUTCOME:** Increase in awareness of local school children.

**CONTINUATION PLANS:** Chapter plans to continue and to expand its KISS program.

**CHAPTER NAME:** *Garfield County*

**LOCATION:** *323 West Cherokee, Suite A*

*Enid, Oklahoma 73701*

**PROJECT DIRECTOR:** *Judy Halstead*

**TARGET AUDIENCE:** *Infants, School Children, General Public*

**NUMBER OF PEOPLE REACHED:** *2,569*

**PROJECT DESCRIPTION:** *The Chapter had a car safety seat loaner program originally funded by the Oklahoma Highway Safety Office and they planned to use the mini-grant to promote their program. They actively promoted their program and occupant protection in general through:*

- *participation in "All American Buckle Up Week";*
- *demonstrations and exhibits at the Children's Fun Fair;*
- *participation in a radio talk show;*
- *displays of safety belt information in stores, churches and banks.*

**COOPERATING GROUPS:** *Home Extension groups, WIC, Girl Scouts*

**PROJECT OUTCOME:** *Active interest within the school system, general increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue its program with Chapter funds.*

**CHAPTER NAME:** *Texas County*

**LOCATION:** *Box 1262*

*318 North Roosevelt*

*Guymon, Oklahoma 73492*

**PROJECT DIRECTOR:** *Shirley Mahan*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *100*

**PROJECT DESCRIPTION:** *The primary objective of the Chapter's effort was to make safety seats available to new parents on a loan basis through a cooperative program with the local hospital. Parent's received information about the state's safety belt law and the availability of safety seats through the Chapter's program.*

**COOPERATING GROUPS:** *4H groups, Hospital prenatal classes, police department*

**PROJECT OUTCOME:** *An established safety seat loaner program.*

**CONTINUATION PLANS:** *Chapter plans to continue its program with Chapter funds.*

**CHAPTER NAME:** Muskogee County

**LOCATION:** 113 S. 3rd Street

*Muskogee, Oklahoma 74401*

**PROJECT DIRECTOR:** Lana Mayhall

**TARGET AUDIENCE:** KISS, school children

**NUMBER OF PEOPLE REACHED:** 1,400

**PROJECT DESCRIPTION:** Building on the state's new safety belt law the Chapter mounted an extensive educational and promotional program, using blood center drives and shopping centers as opportunities to distribute educational material. The Chapter also participated in local health fairs.

**COOPERATING GROUPS:** Local schools, newspaper, police department, board of directors of the Fair

**PROJECT OUTCOME:** Increased awareness among the public.

**CONTINUATION PLANS:** Chapter plans to continue the program with its own funds.

**CHAPTER NAME:** Tulsa Area

**LOCATION:** 10151 East 11th

*Tulsa, Oklahoma 74128*

**PROJECT DIRECTOR:** Katie Mitchell

**TARGET AUDIENCE:** General public

**NUMBER OF PEOPLE REACHED:** Not reported

**PROJECT DESCRIPTION:** The Chapter mounted a comprehensive program, becoming a major proponent of safety belt use in the region. The Chapter programs included participation in "Safety Saves", corporate employee workshops, school aged educational efforts, and dissemination of educational material to hospitals and physicians' offices.

**COOPERATING GROUPS:** AAA, Tulsa Area Safety Council, County extension Homemakers, Bundle Every Little Tot (BELTS), health departments, police and Highway Patrol

**PROJECT OUTCOME:** Greater public awareness of safety belt use.

**CONTINUATION PLANS:** Chapter plans to continue this comprehensive educational program.

**CHAPTER NAME:** *Lehigh County*

**LOCATION:** *1244 Hamilton Street*

*Allentown, Pennsylvania 18102*

**PROJECT DIRECTOR:** *Cynthia Sherly*

**TARGET AUDIENCE:** *KISS, General Public*

**NUMBER OF PEOPLE REACHED:** *2,938*

**PROJECT DESCRIPTION:** *The Chapter developed a multi-pronged program with one part aimed at educating school aged children and a second part aimed at a car safety seat program. The Chapter employed a variety of NHTSA and locally developed material, making presentations to 4-6th grade children. They also adopted a "Try Before You Buy" car safety seat loaner program with the cooperation of local businesses.*

**COOPERATING GROUPS:** *Allentown Health Bureau, Bethlehem Health Bureau, several local corporations.*

**PROJECT OUTCOME:** *Chapter achieved substantial media coverage and developed considerable public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue its effort with its own funds.*

**CHAPTER NAME:** *Bethlehem Area*

**LOCATION:** *241 East Market Street*

*Bethlehem, Pennsylvania 18018*

**PROJECT DIRECTOR:** *Karen Huettner*

**TARGET AUDIENCE:** *School children*

**NUMBER OF PEOPLE REACHED:** *240*

**PROJECT DESCRIPTION:** *Although the Chapter built its program around school children generally, it developed special segments, for example a 4th grader seat belt segment was developed and presented as a 45 minute lesson. Packets of material were developed and given to each classroom teacher, providing preliminary information and survey forms to be employed with the students. In addition, a "Dear Parent" letter was provided to create a link into the home. Media coverage was available with local newspaper articles.*

**COOPERATING GROUPS:** *school system, public library, Lehigh Northampton County Safety Belt Project*

**PROJECT OUTCOME:** *Considerable interest within the school system.*

**CONTINUATION PLANS:** *Chapter will continue its program.*

**CHAPTER NAME:** *Hanover*

**LOCATION:** *529 Carlisle Street*

*Hanover, Pennsylvania 17331*

**PROJECT DIRECTOR:** *Wanda Shaffer*

**TARGET AUDIENCE:** *KISS, Preschool children*

**NUMBER OF PEOPLE REACHED:** *328*

**PROJECT DESCRIPTION:** *The Chapter split its program into two segments, a KISS loaner effort and an educational program aimed at school and preschool aged children. They developed a "Buckle Up Bear" program, in which children received pledge certificates, enabling them to participate in the program. They participated in the 1986 Health Fair, which included an Occupant Protection Workshop put on by NHTSA and Red Cross National.*

**COOPERATING GROUPS:** *Police department, high school, Hanover Hospital Auxiliary*

**PROJECT OUTCOME:** *An ongoing KISS program, coupled with considerably increased awareness among young children.*

**CONTINUATION PLANS:** *Chapter plans to continue this program.*

**CHAPTER NAME:** *Keystone*

**LOCATION:** *307 Vine Street*

*P.O. Box 1000*

*Johnstown, Pennsylvania 15907*

**PROJECT DIRECTOR:** *Barbara Demuth*

**TARGET AUDIENCE:** *School children*

**NUMBER OF PEOPLE REACHED:** *50*

**PROJECT DESCRIPTION:** *The Chapter worked collaboratively with AAA to develop a computer assisted instructional package concerning seat belt usage. The program was aimed at 3,4 and 5th graders.*

**COOPERATING GROUPS:** *School system, AAA*

**PROJECT OUTCOME:** *A small but significant start at educating elementary school children.*

**CONTINUATION PLANS:** *Chapter plans to continue this program.*

**CHAPTER NAME:** *Monroe County*

**LOCATION:** *P. O. Box 492*

*Tannersville, Pennsylvania 18372*

**PROJECT DIRECTOR:** *M LaBas*

**TARGET AUDIENCE:** *Preschool children*

**NUMBER OF PEOPLE REACHED:** *85*

**PROJECT DESCRIPTION:** *The Chapter developed an educational program aimed at elementary school and preschool aged children.*

**COOPERATING GROUPS:** *Local school system*

**PROJECT OUTCOME:** *Beginning at increasing awareness among young children.*

**CONTINUATION PLANS:** *Chapter plans to continue the program.*

**CHAPTER NAME:** *Wyoming County*

**LOCATION:** *Court House*

*Tunkhannock, Pennsylvania 18657*

**PROJECT DIRECTOR:** *Karen Lord*

**TARGET AUDIENCE:** *KISS, School children*

**NUMBER OF PEOPLE REACHED:** *125 (incomplete Report)*

**PROJECT DESCRIPTION:** *The Chapter developed both a KISS loaner program and a program of educational and promotional material for school and nursery school aged children. They are in process of expanding through various civic groups and PTAs. Materials have been distributed to bloodmobiles.*

**COOPERATING GROUPS:** *Police department, PTOs, Hospital, local dentist, Children and Youth Director*

**PROJECT OUTCOME:** *The project has expanded from its original focus and is now covering a broad segment of the community.*

**CONTINUATION PLANS:** *Chapter plans to continue its program with Chapter funds.*

**CHAPTER NAME:** *Greater Amarillo*

**LOCATION:** *1800 South Harrison Street*

*Amarillo, Texas 79102*

**PROJECT DIRECTOR:** *K. Fairweather*

**TARGET AUDIENCE:** *School children*

**NUMBER OF PEOPLE REACHED:** *400*

**PROJECT DESCRIPTION:** *The Chapter devoted considerable time and resources to development of an audiovisual package which includes both slides and a coloring book, dealing with the Bear family and their approach to auto safety.*

*The package has been used in local schools. In addition, the Chapter plans to initiate demonstrations with its community emergency medical service to dramatize the effects of using safety belts. This program will be aimed at high school and junior high school students.*

**COOPERATING GROUPS:** *Amarillo school system, Department of Public Safety, Youth Committee*

**PROJECT OUTCOME:** *Increased awareness among school aged children.*

**CONTINUATION PLANS:** *Chapter plans to continue its program with its own funds.*

**CHAPTER NAME:** *Brazonia*

**LOCATION:** *720 N. Velasco*

*Angleton, Texas 77515*

**PROJECT DIRECTOR:** *Kim Infinger*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *100*

**PROJECT DESCRIPTION:** *The Chapter focused its efforts on development of a KISS program and on development of an educational and promotional program. They participated in two health fairs, at which "Dusty Dillo", the Texas Safety Belt mascot, promoted safety belt usage. The Chapter incorporated the University of Texas videotapes targeted at young Hispanic parents, into their KISS program and used it additionally at health fairs. During National Child Passenger Safety Week, they obtained media coverage, which included preparing a response to an anti-safety belt letter which appeared in the local press.*

**COOPERATING GROUPS:** *Sheriff's office, Brazonia County Medical Society Auxiliary, local hospitals, health Center (Alves Community Health Endeavor)*

**PROJECT OUTCOME:** *Greater public awareness of safety belt use.*

**CONTINUATION PLANS:** *Chapter plans to continue its program of KISS and safety belt promotion.*

**CHAPTER NAME:** *Centex*

**LOCATION:** *2218 Pershing Drive*

*Austin, Texas 78723*

**PROJECT DIRECTOR:** *Robert Montgomery*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *111,941*

**PROJECT DESCRIPTION:** *The Chapter worked actively with a local task force to promote safety belt usage throughout Austin. They presented discussions and handed out informational material at local corporations, at a local Youth Fair and City of Austin Safety Safari, with considerable media coverage. They are working with Delta airlines in an attempt to get pilots to make a buckle-up message and to have an advertisement placed in the in-flight magazine. They are also targeting school students for both safety seat and anti-drunk driving themes.*

**COOPERATING GROUPS:** *Police department, AAA, Cars Task Force, Dell Valley schools, Girl Scouts, Lion's Club, Department of Health*

**PROJECT OUTCOME:** *Substantial media coverage and considerable interest in safety belt usage.*

**CONTINUATION PLANS:** *Chapter plans to expand the program in the future.*

**CHAPTER NAME:** *Hutchinson County*

**LOCATION:** *P.O. Box 1325*

*Borger, Texas 79008*

**PROJECT DIRECTOR:** *Diana Downey*

**TARGET AUDIENCE:** *KISS*

**NUMBER OF PEOPLE REACHED:** *5,000*

**PROJECT DESCRIPTION:** *The Chapter developed a KISS program which focused its attention on foster parents and their children. Grandparents have also taken advantage of the service. They have also included safety belt information in the Chapter's main health and safety classes.*

**COOPERATING GROUPS:** *Borger Department of Human Services*

**PROJECT OUTCOME:** *An ongoing KISS program*

**CONTINUATION PLANS:** *The Chapter plans to continue its program.*

**CHAPTER NAME:** *Fort Hood*

**LOCATION:** *Fort Hood, Texas 76544*

**PROJECT DIRECTOR:** *B. Stuart*

**TARGET AUDIENCE:** *KISS/Military families*

**NUMBER OF PEOPLE REACHED:** *860*

**PROJECT DESCRIPTION:** *The Station developed a KISS loaner program for military families and for grandparents, working with local hospitals.*

**COOPERATING GROUPS:** *Damell Army Command Hospital*

**PROJECT OUTCOME:** *An ongoing KISS program serving the needs of military families.*

**CONTINUATION PLANS:** *The Station plans to continue this program.*

**CHAPTER NAME:** *Tarrant County*

**LOCATION:** *6640 Camp Bowie Boulevard*

*Fort Worth, Texas 76116*

**PROJECT DIRECTOR:** *P. Frable*

**TARGET AUDIENCE:** *Employees, KISS, Public*

**NUMBER OF PEOPLE REACHED:** *928,176*

**PROJECT DESCRIPTION:** *The Chapter has developed a comprehensive occupant protection program under state auspices which is targeted at corporations, government agencies, schools and youth organizations and the community at large. They employed a safety seat loaner program, a full range of media promotional messages, educational programs and other presentations. Highlights of the program include a workshop on "Profit in Safety Belts", cohosted with businesses; Safeway bag displays; Governor's and Mayor's proclamations; and, TV and radio appearances.*

*The Chapter views this effort as an ongoing part of the Chapter's many programs and it involves extensive volunteer commitment, substantial collaboration with other community groups, and full integration of occupant protection activities into the Red Cross complex of programs.*

**COOPERATING GROUPS:** *Traffic Safety Task Force of Tarrant County, City courts, police departments, Safety Council, Health Department, Texas PTA, Public Health Regional Office, Arlington Organization of Parent Education.*

**PROJECT OUTCOME:** *This Chapter has produced a substantial public education and awareness campaign.*

**CONTINUATION PLANS:** *The program is fully integrated into the Chapter and will continue.*

## Appendix A:44

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|--|---|
| <b>CHAPTER NAME:</b> Galveston County  | <b>CHAPTER NAME:</b> Greater Houston Area   |
| <b>LOCATION:</b> 5301 Ave. S.<br>P.O. Box 2180<br>Galveston, Texas 77553   | <b>LOCATION:</b> P.O. Box 397<br>2708 Southwest Freeway<br>Houston, Texas 77001   |
| <b>PROJECT DIRECTOR:</b> G.R.Willis  | <b>PROJECT DIRECTOR:</b> Teresa Recio   |
| <b>TARGET AUDIENCE:</b> KISS   | <b>TARGET AUDIENCE:</b> Hispanic Community  |
| <b>NUMBER OF PEOPLE REACHED:</b> Not Reported  | <b>NUMBER OF PEOPLE REACHED:</b> Not Reported   |
| <b>PROJECT DESCRIPTION:</b> The Chapter developed a KISS safety seat loaner program. The program focused its efforts on indigent families. | <b>PROJECT DESCRIPTION:</b> The Chapter developed a KISS program aimed at Hispanic families. The Chapter focused its effort heavily on overcoming cultural barriers which inhibit the use of safety seats. Video materials prepared by the University of Texas ("It's a Lifesaver") were shown to Hispanic families and a flyer ("Es La Ley" and Los Ninosa y Los Carros") were distributed to parents. |
| <b>COOPERATING GROUPS:</b> Texas Health department, St.John's Hospital, Marian_Christopher Foundation                                      | <b>COOPERATING GROUPS:</b> Advisory Council, Health Clinic, police department, Texas DOT  |
| <b>PROJECT OUTCOME:</b> Operating KISS program.  | <b>PROJECT OUTCOME:</b> Chapter now has an ongoing KISS program.  |
| <b>CONTINUATION PLANS:</b> Chapter plans to continue the KISS program.   | <b>CONTINUATION PLANS:</b> Chapter plans to continue the program with its own funds.  |

**CHAPTER NAME:** *Bluebonnet*

**LOCATION:** *P.O. Box 218*

*Temple, Texas 76541*

**PROJECT DIRECTOR:** *Bertie Sworn*

**TARGET AUDIENCE:** *KISS, General Public*

**NUMBER OF PEOPLE REACHED:** *18,380*

**PROJECT DESCRIPTION:** *The Chapter organized a Community Safety Belt Coalition and established a KISS program. Educational and promotional efforts included participation in community health fairs, television appearances, radio and newspaper coverage.*

**COOPERATING GROUPS:** *Texas Department of Health, Kiwanis Club, Texas Extension Homemakers Association, Agricultural Extension Service, DWI Task Force*

**PROJECT OUTCOME:** *The Chapter has promoted considerable community awareness, as well as creating an ongoing KISS loaner program.*

**CONTINUATION PLANS:** *The Chapter plans to continue the KISS program.*

**CHAPTER NAME:** *Collin County*

**LOCATION:** *2036 Highway 380 W*

*McKinney, Texas 75069*

**PROJECT DIRECTOR:** *William Larson*

**TARGET AUDIENCE:** *KISS, School children, Employees*

**NUMBER OF PEOPLE REACHED:** *4,753*

**PROJECT DESCRIPTION:** *The Chapter's program included a substantial educational effort aimed at a large segment of the community. In cooperation with the local school district, the Chapter issued a challenge to high school students during April's "Seat Belt Challenge Month" to establish who had the best seat belt usage. They toured the area, giving "convincer" demonstrations and made presentations to several local businesses, in addition to establishing its KISS program.*

**COOPERATING GROUPS:** *Dillard's Department Store, GTE, county police, McKinney Independent School District, Dooly PTO, Texas Department of Health*

**PROJECT OUTCOME:** *The project established substantial increase in awareness, despite some initial problems in establishing the type of contacts desired. Considerable community interest and response.*

**CONTINUATION PLANS:** *The Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Wichita County*

**LOCATION:** *1809 Fifth Street*

*Wichita Falls, Texas 76301-2198*

**PROJECT DIRECTOR:** *Gloria Ripperger*

**TARGET AUDIENCE:** *General Public, industry*

**NUMBER OF PEOPLE REACHED:** *375,000*

**PROJECT DESCRIPTION:** *The Chapter targeted its effort on schools and local industry. It made presentations at community service groups and schools, including a Teen Pregnancy Group, the school district and several social service agencies. Linking with the Sheriff's office and the "McGruff" program, the Chapter reached thousands of children with safety belt information. The Chapter is now extending its work to local businesses. The Chapter's KISS program also serves as an outlet for information about safety belt use.*

**COOPERATING GROUPS:** *McGruff Program, Wichita County Sheriff's Office, AARP, Foster Parent's Association*

**PROJECT OUTCOME:** *The project managed to reach thousands of people with its community education and promotional effort.*

**CONTINUATION PLANS:** *The Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Prince William*

**LOCATION:** *9317 West Street*

*Manassas, Virginia 22110*

**PROJECT DIRECTOR:** *Phyllis Jackson*

**TARGET AUDIENCE:** *KISS, Parents, Grandparents*

**NUMBER OF PEOPLE REACHED:** *156 (incomplete report)*

**PROJECT DESCRIPTION:** *The Chapter focused its program on providing educational materials to parents about safety belt use and child safety seats in particular. The Chapter used a local school's "convincer" at several demonstrations, employed AV materials at a number of community functions and made presentations at various school assemblies.*

**COOPERATING GROUPS:** *Potomac Hospital, Prince William County Social Services, Bel Aire Women's Club, Virginia Tech University Extension, PWC Health Department, Office of Consumer Affairs.*

**PROJECT OUTCOME:** *Increased public awareness about safety seat use.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** Tidewater

**LOCATION:** P.O. Box 1836

Norfolk, Virginia 23501

**PROJECT DIRECTOR:** Sarah Winlock

**TARGET AUDIENCE:** General Public

**NUMBER OF PEOPLE REACHED:** 10,250

**PROJECT DESCRIPTION:** The Chapter devoted the major part of its attention to development and presentation of general education and promotional activities. They were heavily involved in Virginia Beach's Safety Belt Month activities during the Spring of 1986. Flyers were prepared and distributed to employees of Virginia Beach. The Chapter cooperated with local Emergency Medical Services personnel to deliver formal safety belt education programs to community groups. Chapter health services instructors were present to discuss safety belt use and to show NHTSA films. The also incorporated safety belt information into a school education project as a normal part of the Chapter's program.

**COOPERATING GROUPS:** City of Virginia Beach, Harbor Test Norfolk, EMS of Chesapeake, Virginia Polytechnic Institute, Beverly Enterprises, Naval Center

**PROJECT OUTCOME:** Substantial increase in public awareness.

**CONTINUATION PLANS:** Chapter plans to continue this effort with its own funds.

**CHAPTER NAME:** Roanoke Valley

**LOCATION:** 352 Church Ave SW

Roanoke, Virginia 24016

**PROJECT DIRECTOR:** Nancy Mowry

**TARGET AUDIENCE:** Blood Donors

**NUMBER OF PEOPLE REACHED:** 7,300

**PROJECT DESCRIPTION:** The focus of the project was an educational effort coupled with a survey of safety belt usage, aimed at blood donors, carried out over three 56-day periods. A brochure and sticker were developed and coupled with a survey of participants. The program was carried out by Red Cross volunteers. The survey was designed to measure seat belt use and any change over time.

**COOPERATING GROUPS:** Roanoke Valley Safety Council

**PROJECT OUTCOME:** The effort resulted in a measured increase in safety belt use among the participating group.

**CONTINUATION PLANS:** The Chapter plans to continue to work with the Safety Council on promoting safety belt use.

## Appendix A:48

|  |   |
|--|---|
| <b>CHAPTER NAME:</b> Winchester County   | <b>CHAPTER NAME:</b> Snohomish Island County  |
| <b>LOCATION:</b> 436 North Braddock Street<br>Winchester, Virginia 22601   | <b>LOCATION:</b> 1925 26th Street<br>P.O. Box 1466<br>Everett, Washington 98206   |
| <b>PROJECT DIRECTOR:</b> B. Shumar   | <b>PROJECT DIRECTOR:</b> Becky Martin   |
| <b>TARGET AUDIENCE:</b> Parents, school children   | <b>TARGET AUDIENCE:</b> Employees, School children  |
| <b>NUMBER OF PEOPLE REACHED:</b> Not reported  | <b>NUMBER OF PEOPLE REACHED:</b> 130,500  |
| <b>PROJECT DESCRIPTION:</b> The Chapter initially focused its effort on young children, but ultimately reached a broader audience. Working with the Virginia Homemakers Extension, they introduced the "Buckle Up Bear" to over 1000 city and county kindergarten children. They made substantial educational and promotional material available to parents through material distributed to local hospitals, physicians' offices, social service agencies. | <b>PROJECT DESCRIPTION:</b> The Chapter focused on development of an effective community education, which it delivered through fairs, the elementary school system, United Way functions and other community social functions. The material has also been incorporated into the Chapter's main health and safety courses. |
| <b>COOPERATING GROUPS:</b> Virginia Homemakers Extension, Winchester Medical Center, Health department   | <b>COOPERATING GROUPS:</b> Washington Traffic Safety Commission, school system, PTA, local businesses   |
| <b>PROJECT OUTCOME:</b> Substantial audience of children and parents made aware of safety belt information.  | <b>PROJECT OUTCOME:</b> Substantial increase in public awareness of safety belt use.  |
| <b>CONTINUATION PLANS:</b> Chapter plans to continue the program.  | <b>CONTINUATION PLANS:</b> Chapter plans to continue its program.   |

**CHAPTER NAME:** *Cowlitz County*

**LOCATION:** *1308 Twelfth Avenue*

*Longview, Washington 98632*

**PROJECT DIRECTOR:** *G. Reeds*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *3,808*

**PROJECT DESCRIPTION:** *The Chapter developed a public education campaign. They participated: in the Cowlitz County Fair, sponsoring a "Buckle Up" booth with balloons, lollipops and the "convincer"; in a "Health Affair"; at the Cowlitz Labor Day celebration; at a fire department event; and they distributed materials to day care and senior centers.*

**COOPERATING GROUPS:** *Longview Chamber of Commerce, Cowlitz County Fair, EMS*

**PROJECT OUTCOME:** *Substantial increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue this educational effort.*

**CHAPTER NAME:** *Wahkiakum*

**LOCATION:** *P.O.Box 308*

*Cathlamet, Washington 98612*

**PROJECT DIRECTOR:** *J. Garner*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *526*

**PROJECT DESCRIPTION:** *This project was essentially a duplicate of the Cowlitz County program, with the addition of a child safety seat inspection program at which seats were checked by Chapter staff for safety.*

**COOPERATING GROUPS:** *Cowlitz/Wahkiakum Labor Council, Sheriff's department*

**PROJECT OUTCOME:** *Increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program.*

**CHAPTER NAME:** *Thurston/Mason County*

**LOCATION:** *2618 12th Ct. SW*

*Olympia, Washington 98507*

**PROJECT DIRECTOR:** *Clifford Gossetlin*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *70,000*

**PROJECT DESCRIPTION:** *The Chapter was involved in a broad community educational program. They sponsored a "Buckle Up Mobile Contest" in cooperation with a local radio station, incorporated seat belt information into all Chapter health and safety courses, and made presentations at community social events. They have developed a safety belt promotional piece which has been included in an Olympia area map.*

**COOPERATING GROUPS:** *KGY Radio, Red Cross FAST team*

**PROJECT OUTCOME:** *General increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue this educational program.*

**CHAPTER NAME:** *Pacific County*

**LOCATION:** *312 6th Street*

*Raymond, Washington 98577*

**PROJECT DIRECTOR:** *Patti Hazen*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *19,326*

**PROJECT DESCRIPTION:** *The Chapter became involved in the HEARTS (Help Everyone Arrive Restrained Totally Safe) program in conjunction with a number of other community agencies. A major activity was a car safety seat loaner program for low income families. The Chapter made educational presentations to local service groups, Boy Scouts and at area elementary schools. "Buckle Up" pledge cards were distributed by law enforcement agencies.*

**COOPERATING GROUPS:** *Elementary school system, Boy Scouts, Head Start, Day Care, Pre-schools, Kiwanis, Group Harbor Community Action Council*

**PROJECT OUTCOME:** *Substantial increase in public awareness.*

**CONTINUATION PLANS:** *The Chapter plans to continue the program.*

**CHAPTER NAME:** *Inland Empire*

**LOCATION:** *West 315 Nora*

*P.O. Box 5130A*

*Spokane, Washington 99205*

**PROJECT DIRECTOR:** *L. Pritchard*

**TARGET AUDIENCE:** *16-26 year olds, Older Adults*

**NUMBER OF PEOPLE REACHED:** *108,500*

**PROJECT DESCRIPTION:** *Contacts were made with the Washington Safety Belt Coordinator, the Washington Association of Women Highway Safety Leaders and MADD. Handouts from the State Highway Safety Committee were printed and distributed to participants at health fairs, the Interstate Regional fair. Speaking engagements were made at service clubs, schools and senior centers. PSAs and newspaper articles were prepared and received good coverage.*

**COOPERATING GROUPS:** *State police, MADD, Washington Association of Women, Highway Safety Leadership*

**PROJECT OUTCOME:** *Substantial increase in public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue the program with its own funds.*

**CHAPTER NAME:** *Stevens County*

**LOCATION:** *P.O. Box 204*

*Cobville, Washington 99114*

**PROJECT DIRECTOR:** *Mona Wegis*

**TARGET AUDIENCE:** *General Public*

**NUMBER OF PEOPLE REACHED:** *658*

**PROJECT DESCRIPTION:** *Initially targeting on young children and families, the Chapter expanded its focus to include all age groups, with special attention to senior citizens. They participated in local health fairs, trained new instructors for the "Getting There Safely" driver refresher program and made presentations to teenagers and school bus drivers.*

**COOPERATING GROUPS:** *NE Tri-County Health Districts, Cobville Lady Jaycee's, senior centers, department of Licensing, all hospitals in 3 county area, Head Start and preschools and Extension Service*

**PROJECT OUTCOME:** *Increased public awareness.*

**CONTINUATION PLANS:** *Chapter plans to continue this program.*



**APPENDIX B:**

**SOLICITATION PACKAGE FOR  
MINIGRANT APPLICATIONS**



# Occupant Protection Education

## Mini Grant Program

### Introduction

The National Headquarters of American Red Cross, Emergency & Community Services Division of Research, Development and Marketing is conducting a mini-grant program to encourage chapters to carry out motor vehicle occupant protection (safety belt, safety seat, air cushion education and promotion) activities in their communities and state. This project is supported by the U.S. Department of Transportation, National Highway Traffic Safety Administration, Office of Occupant Protection.

### Background

Automobile occupant fatalities claim over 30,000 lives and hundreds of thousands of injuries annually. More than half of these fatalities and injuries could be prevented with the proper use of occupant protection devices such as manual or automatic safety belts, child safety seats, and air cushions. The positive impact of increased occupant protection use on the reduction of death, disability and medical expenditures resulting from motor vehicle crashes is well documented. Preceded only by heart disease, cancer and stroke, motor vehicle trauma is the 4th leading cause of death and one of the most formidable public health problems this nation faces today. In addition, contrary to most attitudes, the most prevalent behavioral risk factor for death in the U.S. is not smoking, alcohol, or obesity -- it is lack of occupant protection use.

For the past three years, the American Red Cross has actively supported occupant protection education and promotion as a major thrust of the accident and injury prevention initiative. The interest, enthusiasm and support for this effort has generated a number of chapter programs such as KISS (Kids in Safety Seats), worksite, and community outreach activities throughout the country. The impact and effectiveness of these programs has gained Red Cross considerable visibility and recognition. As a result, Red Cross has been selected as one of three national organizations with ongoing occupant protection programs to receive funding from the U.S. Department of Transportation to expand our educational efforts in this area. The other organizations participating in a similar grant program are the American Public Health Association and the National Extension Homemakers Council of the U.S. Department of Agriculture.

### Purpose

The purpose of this grant is to encourage chapters to promote activities in their state and communities that will increase public awareness and acceptance of child safety seats, manual and automatic safety belts, and air cushions. The focus is to sensi-

tize the community about the cost effectiveness and efficiency of occupant protection programs as a major risk reduction and accident and injury prevention measure. In addition, the purpose of the grant is to include occupant protection as an integral component of health promotion programs currently offered by the American Red Cross.

### Incentive Grants Program

The National Highway Traffic Safety Administration (NHTSA) has identified 25 states that are eligible to receive funds (See Attachment 1). As chapters from one of these states, we are encouraging you to submit a proposal for one of the grants. Review of the applications will result in 100 chapters receiving \$1,000 a piece across 10 or more states.

The objectives of these mini-grants for chapters are to:

- o Save lives and prevent injuries and disability;
- o Increase public awareness about the benefits of occupant protection;
- o Increase awareness of belt use laws; and
- o Increase understanding and use of automatic protection devices (air cushions and automatic belts).

The following are examples of activities that could be supported through these awards:

- o Developing, designing and utilizing occupant protection materials.
- o Augmenting existing ARC courses or programs with these and other materials.
- o Coordinating activities with other ARC chapters to promote similar programs.
- o Developing programs for schools, business, industry, community and other settings.
- o Collaborating with existing and planned comprehensive model community programs. (Find out from the office of Governors Highway Safety if a model community program exists in your area).

Creative and innovative ideas are solicited.

### Timeline

Proposals are due by September 2, 1985. Those who submit their proposals before July 19th, will receive special consideration for a national training program conducted by NHTSA and other groups at the National 4-H Center in Washington, DC. July 31 through August 2, 1985 (See Attachment 2) with expenses paid. To qualify for this training, additional requirements for the grant proposal are necessary. The requirements are listed below under "Terms of the Grant." Those applicants qualifying for training will be notified immediately upon receipt of their proposal. All other awardees will be notified by September 15, 1985.

## Terms of the Grant

Each mini-grant site must designate a local project director who will have responsibility for the day to day management and implementation of their project. They, in addition, will represent American Red Cross, network with other groups, collaborate and coordinate activities with the National ARC project director, and the Governor's Highway Safety Representatives in the state. Other activities include: participate in a local training session as designated by the national ARC project director, track progress, quarterly progress updates, evaluate the project efforts, and write a final report.

For those who wish to qualify for the national training program July 31 through August 2, 1985, you must, in addition to the above, keep well informed of all other ARC safety belt activities in your state; act as the state ARC spokesperson to the Governor's Office of Highway Safety Representatives; and serve as the liaison between the Office of Highway Safety and the Red Cross participating chapters for information exchange. Only 10 chapters in 10 different states can qualify for this training. Chapters interested in this training must submit their grant proposals by July 19, 1985.

All applicants must inform the State Safety Belt Coordinator in the Governor's Highway Safety Office (See Attachment 3) of their plan and have them endorse the proposal prior to submission to the NHQ project director. The purpose is to coordinate planned activities with ongoing or planned occupant protection programs in the State.

## Application and Project Proposal

Applications and Project Proposal forms are attached. Both of these must be submitted together on or before September 2, 1985 to Donna Feeley. Any additional information needed for this grant may be obtained from Donna Feeley, Emergency & Community Services, 1730 E Street, N.W., 2nd Floor, Washington, DC 20006, (202) 639-3086 or 639-3071.

### Application Form

Fill in the necessary information. Include your project title and a summary on what the project is about. Make sure you have the forms endorsed by the Governor's Highway Safety Representative before you submit it to national headquarters.

### Proposal Form

This is a brief description of the type of information needed on the proposal form.

1. Background - Describe any past or present protection education activities. What kinds of results have been

- produced?
2. Problem Statement - What are the current problems that can be addressed in your community? What needs are not being met?
  3. Goals and Objectives - Identify the overall goal of the project i.e., the information, knowledge, attitude changes and products you expect to accomplish with the project.
  4. Project Work Plan - Describe the proposed project in detail. Include a time line that will exhibit progress and accomplishment from start to finish. Give expected dates of major activities.
  5. Target Audience - Who do you want to focus your activities on?
  6. Methods for Evaluation - How will you measure the progress of your project? How many people will you reach and how? How will you determine positive attitude change toward air cushions, safety belts etc? How will you measure increased usage rates?
  7. Budget - Include postage, telephone, materials, events, publicity, etc.. (Money cannot be used for food or entertainment).

Occupant Protection Education

Application for Mini-Grant

Date \_\_\_/\_\_\_/\_\_\_

Chapter \_\_\_\_\_

Project Director \_\_\_\_\_

Address \_\_\_\_\_

Title \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

Endorsed by:

(name) \_\_\_\_\_  
Governor Highway Safety Office Representative

Signature \_\_\_\_\_

ABSTRACT

Project Title:

Summary Statement: (200 words or less)

PROPOSAL

Background:

Problem Statement:

Goals & Objectives:

Project Work Plan:

Target Audience:

Expected Results:

Methods for Evaluation:

Budget Requested:  
(not to exceed \$1,000)

|    | Item | Amount |
|----|------|--------|
| 1. |      |        |
| 2. |      |        |
| 3. |      |        |
| 4. |      |        |
| 5. |      |        |
| 6. |      |        |

Applications should be postmarked  
on or before September 2, 1985,  
and submitted to:

Donna M. Feeley, Director  
Occupant Protection Program  
Emergency & Community Services  
American Red Cross  
1730 E Street, NW, 2nd Floor  
Washington, DC 20006

Additional information may be attached.

LIST OF STATES FOR  
AMERICAN RED CROSS  
AMERICAN PUBLIC HEALTH ASSOCIATION  
NATIONAL EXTENSION HOMEMAKERS COUNCIL  
GRANTS' MINI-GRANTS

Arizona  
California  
Connecticut  
Delaware  
Florida  
Hawaii  
Illinois  
Indiana  
Louisiana  
Maine  
Massachusetts  
Michigan  
Minnesota

Missouri  
Nebraska  
New Jersey  
New Mexico  
New York  
Ohio  
Oklahoma  
Pennsylvania  
Rhode Island  
Texas  
Virginia  
Washington

CRITERIA USED FOR SELECTION OF PRIORITY GROUPS

- Passage of Mandatory Usage Laws
- State Level of Interest
- Population
- Number of Population Centers
- Promotion Potential (Media Coverage)
- Geographical Location

## National Organizations Program

Training Conference Agenda  
July 31-August 2, 1985  
 4-H Center

Wednesday, July 31, 1985

|                    |   |  |
|--------------------|---|--|
| 8:30 - 9:00 a.m.   | Welcome and Introduction -----  | George L. Reagle, Associate Administrator, Traffic Safety Programs |
| 9:00 - 9:15 a.m.   | Workshop Overview -----   | Marilena Amoni, Chief, Nation Organizations Division               |
| 9:15 - 10:00 a.m.  | National Program Overview -----   | Michael B. Brownlee, Director Office of Occupant Protection        |
| 10:30 - 12:00 p.m. | Occupant Protection Issues -----<br><ul style="list-style-type: none"> <li>● The Problem</li> <li>● Effectiveness Issues</li> <li>● Safety Belts</li> <li>● Automatic Protection Devices</li> <li>● Child Passenger Safety</li> </ul> | James L. Nichols, Chief, Planning and Evaluation Suppo Division    |
| 12:00 - 1:00 p.m.  | LUNCH   |  |
| 1:15 - 2:30 p.m.   | Occupant Protection Issues (continued)  |  |
| 3:00 - 4:30 p.m.   | Programs of the Office of Occupant Protection -   | Marilena Amoni   |
|                    | <ul style="list-style-type: none"> <li>● National Organizations</li> <li>● State and Community Programs</li> <li>● Corporate Programs</li> </ul>  |  |

Thursday, August 1, 1985

|                    |  |  |
|--------------------|--|--|
| 8:30 - 10:00 a.m.  | Program Evaluation - James L. Nichols  |  |
|                    | <ul style="list-style-type: none"> <li>● Administrative Evaluation</li> <li>● NORIS</li> <li>● Observation Surveys</li> <li>● Volunteer Hours</li> </ul>                                 |  |
|                    | OMB Regulation A-122 - Kathy DeMeter, Office of Chief Counsel  |  |
| 10:30 - 12:00 p.m. | National Organizations' Breakouts  |  |
|                    | <ul style="list-style-type: none"> <li>● APHA - Joseph de la Puente</li> <li>● NEHC - Fayola Muchow/Jeanne Priester</li> <li>● ARC - Donna Feeley</li> </ul>                             |  |
| 12:00 - 1:00 p.m.  | LUNCH  |  |
| 1:15 - 2:45 p.m.   | National Organizations' Breakouts (continued)  |  |
| 3:00 - 4:30 p.m.   | State Breakouts  |  |
|                    | <ul style="list-style-type: none"> <li>● Statewide and 402 Programs</li> <li>● State Materials</li> <li>● Coordination of State Programs</li> <li>● State Program Development</li> </ul> |  |

Friday, August 2, 1985

|                    |  |
|--------------------|--|
| 8:30 - 10:00 a.m.  | Reports from the National Organizations and States/Problem Resolutio |
| 10:15 - 11:40 a.m. | Conference Keynote Address - Diane K. Steed, NHTSA Administrator     |

**APPENDIX C:**

**MINIGRANT PROJECT REPORT  
FORM**



Project Reporting Period:

From \_\_\_\_\_ To \_\_\_\_\_

MINI-GRANT PROJECT REPORT FORM

Chapter Name: \_\_\_\_\_ Location: \_\_\_\_\_

Chapter Proj. Dir. \_\_\_\_\_ name \_\_\_\_\_ Chap. Manager \_\_\_\_\_ name \_\_\_\_\_

\_\_\_\_\_ signature

\_\_\_\_\_ signature

I Program Administration

A) Key Accomplishments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B) Problem Areas:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

C) Unplanned Opportunities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D) Plans for next quarter:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

II Program Promotion

A) Groups worked with (business, schools, police etc.):

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B) Media exposure (newsclippings, radio talk shows, TV appearances, etc.):

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C) Coalitions/Taskforces:

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D) Educational activities relating to legislation:

---

---

---

---

E) Other:

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---

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---

III Program Evaluation

A) Time Spent

- |                               |   |
|-------------------------------|---|
| 1. number of volunteers _____ | Number of hours spent on project activities _____ |
| 2. number of paid staff _____ | Number of hours spent on project activities _____ |





**APPENDIX D:**

**CONTENTS OF PRINT RESOURCE  
KITS**



AMERICAN RED CROSS

CONTENTS OF PRINT RESOURCE KITS FOR  
OCCUPANT PROTECTION MINIGRANT PROJECTS

| <u>Source</u>                                      | <u>Title</u>   |
|--|--|
| NATIONAL<br>HIGHWAY<br>TRAFFIC<br>SAFETY<br>ADMIN. | The Safety Belt Proponent's Guide  |
|  | How To Conduct An Observational Survey   |
|  | How To Plan A Comprehensive Community Occupant Protection Program  |
|  | The Profit In Safety Belts -- An Introduction To An Employer's Program   |
|  | Five curriculums for the classroom:<br>We Love You -- Buckle Up! (Preschool)<br>A Safer Way For Everyday (Kindergarten - Grade 3)<br>3 Seconds To Safety (Grades 3 - 6)<br>Restrain Yourself (Driver Education, Grades 10 - 12)<br>Beating The Odds (Health Education, Grades 10 - 12) |
|  | Safe Rides For Long Lives Leader's Guide and Availability Information Sheet  |
|  | Guide to Audiovisual and Print Materials on Safety Belts and Child Car Safety Seats  |
|  | Child Restraint Misuse Research Note   |
|  | The Automobile Safety Belt Fact Book   |
|  | How Many Of These Fairy Tales Have You Told?   |
|  | Buckle Up For Safety -- A Coloring & Activities Book   |
| AMERICAN<br>RED<br>CROSS                           | KISS Kit (Manual, poster, brochure, dashboard sticker, course certification card)  |
|  | Safety Belts At Work Employer's Kit (Manual, poster, bumper sticker)   |
| INSURANCE<br>INSTITUTE<br>FOR HIGHWAY<br>SAFETY    | All About Air Cushions   |



## **APPENDIX E:**

# **EXAMPLES OF EXEMPLARY MINI-GRANT PROJECTS**

**Central Florida Chapter, Orlando, Florida**

**Kalamazoo County Chapter, Kalamazoo, Michigan**

**Muskegon-Oceana Chapter, Muskegon, Michigan**

**Mahoning Chapter, Youngstown, Ohio**

**Roanoke Valley Chapter, Roanoke, Virginia**



# “K.I.S.S.”

Keep Infants Seated Safely



An Infant Car Seat  
Safety Project

of the

**Central Florida Chapter**

of the



**American Red Cross**

## The “K.I.S.S.” Program

- Initiated in 1982.
- Safety seats loaned through hospitals and county offices.

## Resources:

- \$ 2,000 start-up money
- \$23,000 DOT grant money
- \$ 1,000 National Occupant Protection Mini-grant Program

## Results:

- 12,528 infant and toddler seats loaned out to date
- 71% decrease in infant and child trauma in Florida since 1982





June 1, 1986

**Contact Person:** Connie O'Neill/Jari Pulford  
Kalamazoo County Chapter  
516 W. South Street  
Kalamazoo, Michigan 49007  
(616) 382-6382

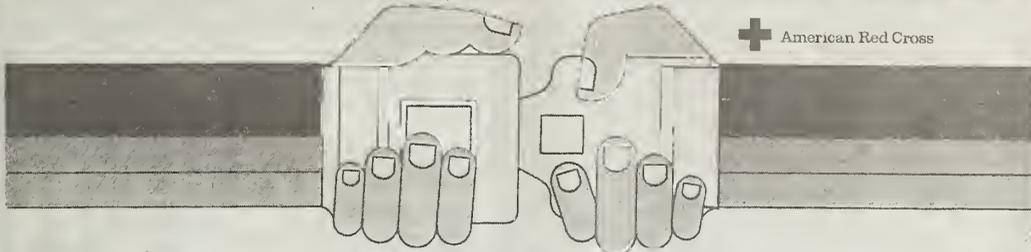
**The Program:** Kalamazoo County Safety Belt Task Force

**The Approach:** The chapter has been involved in a comprehensive community program which has included some of the following key activities: 1) a community incentive program in which safety belt usage was promoted through local media and prizes were awarded for safety belt usage; 2) a corporate program provided materials and support for corporate education programs geared at safety belt usage; 3) the chapter also worked with the medical community to provide them with information on safety belt usage; and 4) an educational program, during which information was provided at school parents' night.

**The Resources:** In 1983, the Chapter received a \$70,000 2 year grant, from the Michigan Office of Highway Safety, to establish a model community project focussing on the issue of occupant protection. The Task Force, a volunteer committee of the chapter, was formed at that time to work on the community's safety belt education efforts. The Task Force is comprised of representatives from such groups as the Michigan State Police, the Sheriff's Department, State Department of Transportation, the school district, and local hospitals. The chapter has also received a \$1,000 grant through the National Occupant Protection Mini-Grant Program. They have used this money to continue their project and some of the activities of the Task Force.

**The Results:** Through its involvement in the Task Force, the Chapter's efforts have played a significant role in the increased usage of safety belts. Based on data collected from observation surveys, the usage of safety belts in Kalamazoo County has increased from 17% in August of 1983 to 30% in May 1985 and most recently to 54%. The last figure represents data collected after the passage of the mandatory safety belt usage law in Michigan which went into effect July 1, 1985. Recent statistics compiled on accident reports also indicates a usage rate of 51% in Kalamazoo County which is the highest reported rate in the area.





# I Want to Live



Olds Calais to be used by contest winners.

## 'I Want to Live' seeks to save lives

It's time to save lives. It's time for Muskegonites to work together to prevent injuries from car accidents, the number one cause of premature death for people 44 and younger in the Muskegon area.

That notion is what banded health care professionals, businessmen, educators, and law enforcement officials into a Task Force for Occupant Protection. The Task Force to save lives and prevent injuries. Funded by a one-year grant from the Michigan Office of Highway Safety Planning through the Muskegon Area Chapter of the American Red Cross, the project I WANT TO LIVE was born. The program is an educational one designed to increase safety awareness and seat belt usage, consistent with the National Red Cross commitment to combat this problem. Car accidents were targeted as one of the ten most crucial health hazards to the nation.

The figures are stark. One out of three Muskegon residents will be in a life-threatening accident. Almost half of those who are not belted will receive injuries that will require medical treatment. Fifty to eighty percent of these injuries could be prevented if occupants did one simple thing: buckle up.

I WANT TO LIVE clicks in with a new car give-away. Matson Oldsmobile Cadillac Nissan is donating the use of a new Olds Calais as an incentive to buckle up. "Our business exists because of this community. This is one way we can repay the people of Muskegon. We support the I WANT TO LIVE program and encourage others to take part in every way possible," said manager Carl Schilleman.

The first I WANT TO LIVE incentive is being promoted on the air waves by WAXX. 98.3 FM. Manager Dave Myers helped design the format to reach the greatest number of area residents. To win the use of the new Olds Calais, dubbed SAFETY ONE, registered drivers are asked to sign a pledge card, to use safety belts, display an I WANT TO LIVE bumper sticker, and be spotted belted by the roving Red Cross volunteer spotter. Five winners daily will be announced Monday through Saturday, although spotting will continue every day. Tune in at 7:20 a.m. Monday through Saturday to find out how and when winners will be named. Daily winners are eligible to win the new Calais that will be awarded June 9 at 7 p.m. in the Muskegon Mall. Details are available on the pledge cards at the following locations: Matson Olds, the Red Cross, WAVX radio, Muskegon Sheriff's Dept. Records Dept in the County Building and the Roosevelt Park Police Dept. Be sure to have your license number with you.

Safety One will be on display at Matson Olds, 1144 Third Street, April 7 through 19. The car can be seen at the Muskegon Mall during the rest of the promotion. Look for the Red Cross booth near Thee Wishes and MC Sporting Goods from April 21 to June 9.

## The Bottom Line: Lives, Injuries and Money Saved

SAFETY BELT OFF SAFETY BELT ON



| Driver: Female                   | Driver: Male                     |
|----------------------------------|----------------------------------|
| Occupant: Driver                 | Occupant: Engineering specialist |
| Vehicle: Compact car             | Vehicle: Compact car             |
| Accident: Driving 45 mph         | Accident: Driving 45 mph         |
| Rollled down embankment          | Rollled down embankment          |
| Driver ejected                   | Driver ejected                   |
| Time Off Work: 100 days          | Time Off Work: None              |
| Employer Costs: \$17,899.75      | Employer Costs: \$0              |
| Medical/Hospital: \$27,936       | Medical/Hospital: \$0            |
| Rehabilitation: \$14,840.92      | Rehabilitation: \$0              |
| Salary Continuation: \$13,897.50 | Salary Continuation: \$0         |
| Indirect Estimate: \$88,736.18   | Indirect Estimate: \$0           |
| Direct & Indirect: \$145,474.35  | Direct & Indirect: \$0           |

\* Benefits for permanently disabled.

SOURCE: National Highway Traffic Safety Administration.

Statistics show that motor fatalities can be reduced approximately 50 percent and the number of serious injuries by approximately 25 percent.

When a driver is wearing a seat belt, the severity of injury by some degree. The case study above shows the injuries to two employees — one who buckled up and one who didn't.

## Safety belt use declining

Muskegon County residents buckle up less than 30 percent of the time. That's what 11-year-old Tamara Wallace discovered in a personal safety belt survey.

The University of Michigan found an even lower rate, 23.4 percent usage, a figure which places Muskegon with the lowest safety belt use rate in the state. After a December 1984 rating of 14.2 percent, usage jumped to 53.9 percent in July 1985 when the safety belt law went into effect. Since then, compliance has plunged to 23.4 percent placing Muskegon last in safety belt use.

As safety belt use declines, injuries increase. Currently almost half of the non-belted drivers and occupants involved in

accidents are injured seriously enough to require medical treatment. In addition non-belted drivers pay four times as much for medical care, are five times more apt to die in a crash, and in Muskegon are four times more apt to be injured.

These figures aren't a surprise to Tamara, daughter of Mr. and Mrs. Les Wallace, 1982 Albert. For two months she has kept track of safety belt use and non-use on her way to piano lessons. The Wallace family, including older sister Shandra, have their own safety belt rule. So only a pinch of curiosity was needed for Tamara to see what others were doing.

When asked what slogan she would give drivers and occupants, the Marquette School student responded with candor: "Be real sure to buckle up." "It just might save your butt." "Out of the mouths of babes."



Wallace

## Medical community unites

Muskegon's medical community is rallying to promote safety belt use. As professionals who daily see the damaging effect of not wearing belts, they have a special interest in lessening suffering and death.

Hackley Hospital is so committed to safety belt promotion that it ran a 48-hour education marathon for its employees. The goal was to get 100 percent pledging to use safety belts. Nearly 600 staff members took part in the project.

Mercy Hospital and Muskegon General both are planning similar campaigns. In addition, Mercy Hospital is working with Dr. Youssif Hamati, an area orthopedic surgeon, to produce a traveling exhibit showing damage and injury from not wearing safety belts.

Hamati explains, "There is a class of injuries which are identifiable distinctly as resulting from not wearing safety belts. Most of these are preventable. The American Academy of Orthopaedic Surgeons has long been a supporter and promoter of safety belt use. The Red Cross theme sums it up. I want people to live."



Hamati

## Saved by the belt

On Valentine's Day, 1986, while driving to Big Rapids, Michigan, the unexpected happened to Phil Weintraut. Weintraut,

director of marketing for Muskegon Cable Television, was driving a Cable truck on US 131 when it hit an icy patch at about 55 mph. "The truck spun out, whirled around in the road, hit the shoulder and rolled into the ditch," said Weintraut. "It was sort of like a carnival ride," he added. And then he felt the blood running down his face. His head had hit the ceiling of the truck. "When the truck stopped rolling it was sitting upright on its wheels and steam was coming out of the engine," said Weintraut. He then shut the truck off and unspun his safety belt. An unmarked police car that was traveling behind him pulled over and had Weintraut get inside the cruiser while a tow truck came. It was then that Weintraut discovered that he was not bleeding. What he had thought was blood was actually coffee that had spilled out of a cup he was drinking from during the drive.



The only injuries that he suffered from were a bump on his head from the roof of the truck, a bruised shoulder from the shoulder harness catching his fall. "And I'd much rather have a bruise than a broken neck," said Weintraut. The Muskegon Cable truck was not totaled, but was left with a dented roof and a smashed quarter panel. "I think it was lucky there was snow on the ground to cushion the truck, and the safety belt to keep me from being thrown around the cab and seriously injured," he added.

Putting on a safety belt is the first thing that Weintraut does when he gets into a vehicle. "I always put it on as the driver, though sometimes as a passenger it's less of a habit and I forget to buckle up. When I moved here from Illinois last May the Safety Belt law was in effect there, so I was used to putting it on by the time the law was passed here," said Weintraut.

## The PERSUADER

How do you simulate the forces active in a car accident so people can see crash dynamics in a table-top model?

That was the challenge accepted by Gregg Zalator's third hour physics class at Reeb's-Puffer High School. Their answer was the Persuader, a small-scale sled and rider that crash into a barrier at approximately 20 mph. The occupant of the sled, a small model of a man, demonstrated how lap and shoulder restraints can keep a person from being injured. Without his safety belts, the little man tumbled into and sometimes through the windshield. Students Brent Kellin and Adam Lackner designed the sled and rail unit along with other physics class engineers. The Reeb's-Puffer woods and metals classes helped with construction, while Michigan Spring Co. provided the custom spring. The Persuader is gaining recognition in safety circles and has already traveled to Detroit to be shown.

The Persuader can be seen at the Muskegon Mall display April 13 to June 7.

SPONSORED BY:

- Friendly Motors
- Matson Olds - Cadillac - Nissan
- Muskegon Area State Farm Agents
- Dodge - Chrysler - Plymouth
- McCarthy - Cooper Agency, Inc.
- Muskegon General Hospital
- Geo. K. Herman
- Mercy Hospital
- Performance Chevrolet
- Chevrolet - Buick
- Mana Shores Toyota
- William Sabaurin
- Great Lakes Ford
- Insurance Agency, Inc.





Struthers High School was chosen as the site for the premier, because Tom is an Alumnus. It was a good middle ground high school with a broad of residents and the principal supported the project. Our set back on that day was the lack of availability of the race car. The concept proved to be tremendous.

### SEAT BELT PROJECT - MAHONING CHAPTER

The Mahoning Chapter felt strongly about the idea of people being killed each year in auto accidents. In fact, the Chapter targeted the young driver sixteen to twenty-five, as its audience.

The Chapter had as a volunteer a 15 year veteran of auto racing, who is a three time World Record Holder in the Super Gas Class, and a 15 year volunteer in Safety Services, Tom Martino. A marketing scheme was developed around the idea of a video presentation to graphically garner the attention of the kids.

A speaker, Tom Martino, young, good looking, personable, a bit of a ham, the message, "Tell someone you love why you don't buckle up", and the grabber, Tino's Toy, Tom's racing car, a modified Dodge Dart which is white and red and gold and sounds awesome.

The Director of Public Relations, April Vosch, worked with the 3 Network Affiliates with the idea of shooting the video. Finally Channel 21, WFMJ, the NBC Affiliate agreed to shoot the video. This was not accomplished until well into the summer.

Coordination of the script presentation, the race car, a local track, volunteers and the availability of Tim Stanley, the WFMJ cameraman, proved to be a task. It took all day to get the footage desired, the race sequence, and the sound. The ever present threat of rain caused havoc with the plan.

After viewing the "roughs", a plan for editing was developed. It was decided to shoot some cutaways in the studio since our drive/volunteer was wearing his racing gear and not Red Cross attire. We also did a voice over the entire script. We felt that our sequence at the track was not catchy enough, so the opening sequence became that of a spectacular auto crash at the Hot Rod Nationals. Another item to deal with, permission to use that sequence from the copywriter holders in California. Jim Terry, the production manager of WFMJ and Tim Stanley, the Commercial Photographer cannot be thanked enough for advise, knowledge and expertise they contributed.

Once past the crash, the tape shows the car and its safety features. Then, Tom Martino takes a group of Chapter volunteers through the equipment, to the five buckle seat belt, a long segment is around seat belts and then the whole piece ends with the Mahoning Chapter Slogan, "Tell someone you love why you don't buckle up".

The format decided upon, was high school assemblies, brief, into the video then Tom Martino talking about vehicle restraints, racing, street driving, and since one of his car sponsors is Coor's Beer, driving & drinking.

After classes. We knew the group. Martino next seat belts. His presentation was magic.

BN, and WYTV, broadcasted the video. Request came in from WYTV. We were invited back to Struthers

High School, a national Safety Department scheduled to be featured at a number of schools. Stickers were distributed.

Just the sixteen to twenty-five age group and up. Figuring that the seeds for success were sown. WFMJ, which passed a

package, they were over 37 fatalities in Mahoning County which is in the top 10 states of traffic deaths which represents 47% of the deaths. In the past five years, in Mahoning County we have had less than 20

copies for the tapes, We anticipate some

copies in Ohio. Our hope is to have more.



# BLOOD DONORS BUCKLE UP



American  
Red Cross



## BLOOD DONORS BUCKLE UP

BLOOD DONORS . . . BUCKLE UP

### Directions on How to Conduct Safety Belt Survey

Roanoke Valley Chapter of the American Red Cross is concerned about the safety of our blood donors. For the next several months we will be emphasizing the importance of wearing safety belts through a promotional campaign. We will also be surveying blood donors to determine how many actually wear safety belts.

PLEASE HELP US IMPLEMENT THIS PROGRAM BY FOLLOWING THE STEPS LISTED BELOW.

1. Tell blood donors that the Red Cross is conducting a survey and ask if they would answer one question.

Ask the question: DID YOU WEAR A SAFETY BELT ON THE WAY TO RED CROSS TODAY?

Record their answer on the survey form in the column marked Yes, No, N/A. (Check N/A if the donor walked, rode the bus, or rode a bike to the center.)

When the blood donors answer Yes to the question, please put a "Blood Donor Buckle Up" sticker on their person.

Give all blood donors a brochure.

Thank the blood donors for their participation in the survey.

If you need another survey form, please ask the head nurse.

Thank you for your help. Please call Ramona Schaeffer, Assistant Director of Health Services, at 985-3577 if you have any problems or concerns.

 **American  
Red Cross**  
Community Health Education

Roanoke Valley Chapter  
352 Church Avenue, S.W.  
Roanoke, Virginia 24016  
(703) 985-3550



SAFETY COUNCIL OF  
SOUTHWEST VIRGINIA, INC.



# BLOOD DONORS BUCKLE UP

## SAFETY BELT SURVEY

Interviewer's Name \_\_\_\_\_ Date \_\_\_\_\_

The American Red Cross, Roanoke Valley Chapter, is conducting a survey on safety belt usage. Please answer the following question: DID YOU WEAR YOUR SAFETY BELT ON THE WAY TO RED CROSS TODAY?

| Blood Donor | YES | NO | N/A |
|-------------|-----|----|-----|
| 1           |     |    |     |
| 2           |     |    |     |
| 3           |     |    |     |
| 4           |     |    |     |
| 5           |     |    |     |
| 6           |     |    |     |
| 7           |     |    |     |
| 8           |     |    |     |
| 9           |     |    |     |
| 10          |     |    |     |
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| 15          |     |    |     |
| 16          |     |    |     |
| 17          |     |    |     |
| 18          |     |    |     |
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| 21          |     |    |     |
| 22          |     |    |     |
| 23          |     |    |     |
| 24          |     |    |     |
| 25          |     |    |     |

| Blood Donor | YES | NO | N/A |
|-------------|-----|----|-----|
| 26          |     |    |     |
| 27          |     |    |     |
| 28          |     |    |     |
| 29          |     |    |     |
| 30          |     |    |     |
| 31          |     |    |     |
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| 49          |     |    |     |
| 50          |     |    |     |



**APPENDIX F:**

**CONVENTION RESOLUTION ON  
SAFETY BELTS**



Resolution No. 8  
Rock River Chapter  
Group II  
Rockford, Illinois

SUBJECT: SAFETY BELTS

WHEREAS, motor vehicle crashes are the leading cause of violent deaths for people between the ages of six and 50 in the United States -- more than 50,000 in 1980, and 44,241 in 1984; and

WHEREAS, motor vehicle crashes account for ten times more fatalities than all other forms of transportation combined; and

WHEREAS, safety belts could prevent 40 to 50 percent of the traffic fatalities and reduce the number of serious injuries by 45 to 55 percent; and

WHEREAS, the use of seatbelts and child safety seats are known to be the best defense against drunk and drugged drivers; and

WHEREAS, the current nationwide economic losses resulting from traffic crashes exceed \$65 billion each year; and

WHEREAS, the American Red Cross has a current seatbelt usage policy for all employees and volunteers operating or riding in Red Cross vehicles; and

WHEREAS, the American Red Cross has developed a K.I.S.S. (Kids In Safety Seats) program; and

WHEREAS, the American Red Cross is the nation's most highly regarded health and safety organization, and has traditionally been in the forefront of developments to prevent injuries and promote safety; and

NOW, THEREFORE, BE IT RESOLVED, that the American Red Cross develop model comprehensive programs regarding occupant protection and make these programs available for replication in all chapters throughout the United States.

BE IT FURTHER RESOLVED, that the American Red Cross firmly commit itself to legislative support for mandatory safety belt and child safety restraints at the national level and throughout the states, as a necessary means of saving lives and preventing injuries, in accordance with the mission statement of the American Red Cross.

(Adopted by voting delegates at American Red Cross National Convention, June 4, 1986.)



## **APPENDIX G:**

### **PUBLISHED ARTICLES**

Cue-In, Vol. 16, No. 20, August 9, 1985

Cue-In, Vol. 16, No. 24, October 4, 1985

Cue-In, Vol. 16, No. 29, November 15, 1985

Cue-In, Vol. 17, No.5, February 2, 1986

Red Cross News, Vol.1, No.8, March/April, 1986

Red Cross News, Vol. 1, No.10, July/August, 1986

Numbered Notice 4, July 2, 1986

Numbered Notice 8, January 15, 1987

Numbered Notice 15, February 12, 1987



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National Headquarters  
Washington, D.C. 20006

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# Cue-In

Vol. 16, No. 20

August 9, 1985

## NEWS SUMMARY

### RED CROSS GETS GRANT FROM U.S. DEPARTMENT OF TRANSPORTATION

The American Red Cross has received a major grant from the U.S. Department of Transportation to promote the benefits of safety belts, safety seats, and other occupant protection devices such as air cushions and automatic belt systems.

The grant includes \$100,000 for chapters to conduct projects activities that promote awareness and use of these devices. Mini grants of \$1,000 each will be available to 100 Red Cross chapters only 25 states, however, are eligible to receive the monies.

The 25 states eligible are: Arizona, California, Connecticut, Delaware, Florida, Hawaii, Illinois, Indiana, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, Virginia, and Washington.

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# Cue-In

Vol. 16, No. 24

October 4, 1985

## NEWS SUMMARY

Special Feature . . . . . 2

### GRANTS REOPENED TO PROMOTE AUTOMOBILE OCCUPANT SAFETY

The National Highway Traffic Safety Administration (NHTSA) has awarded a major grant to the Emergency and Community Services Division of Research, Development, and Marketing at national headquarters. The grant is intended to promote the use and importance of occupant protection devices (such as manual and automatic safety belts, child safety seats, and air cushions) among the general public. This grant includes \$100,000 for chapters to conduct projects and activities that will promote the awareness and use of these devices.

NHTSA has preselected states eligible for the grants. Chapters from the following states only should consider applying: Arizona, California, Connecticut, Delaware, Florida, Hawaii, Illinois, Indiana, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, Texas, Virginia, and Washington.

An initial grant solicitation in late June produced an excellent response from chapters across the country. These applications were recently reviewed and minigrants of \$1,000 each were awarded to approximately 75 chapters. Because \$25,000 remains to be distributed, grant solicitation is being reopened to those states that would like to develop and implement these programs.

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# Cue-In

Vol. 16, No. 29

November 15, 1985

## NEWS SUMMARY

### NATIONAL CAMPAIGN TO PROMOTE USE OF SAFETY BELTS

The National Highway Traffic Safety Administration of the U.S. Department of Transportation has designated November 24-30 as "All American Buckle Up Week." Using the theme "Start a Habit for Life," safety belt advocates across the country plan to remind everyone that wearing a safety belt is a lifesaving habit that everyone should adopt.

A public service announcement featuring singer Barbara Mandrell, honorary chairman of "All American Buckle Up Week," will serve as one of many promotional efforts by media, community groups, organizations, and businesses across the country.

Red Cross chapters are encouraged to actively promote safety belts and safety seat use through chapter programs and activities and the distribution of Red Cross promotional materials. If you would like assistance planning special observances for that week, contact Doris Feeley, special projects associate at national headquarters, at (202) 639-3086, or Susan Mond, project director, Occupant Protection Mini-Grant Program at national headquarters at (202) 639-3103.

International Youth Year Posters Now Available . . . . .

Information on Endowment Funds . . . . .

- Congressional Update . . . . .
- Red Cross Official Testifies at Hearing on Funding of New Research Facilities
- Congress Urges HHS Action on Organ Procurement Transplantation Network

- Speech . . . . .
- President Schubert Announces Board Approval of AIDS Public Education Program, Cites Threat of 'Runaway Fear'

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# Cue-In

VOL. 17, NO. 5

FEBRUARY 28, 1986

SUPPORT THE  
EMERGENCY DISASTER  
RELIEF CAMPAIGN

## NEWS SUMMARY

Special Feature . . . . . 2

### OCCUPANT PROTECTION GRANTS MADE TO 102 CHAPTERS

Occupant protection programs in 102 Red Cross chapters in 22 states will get a boost with grants of up to \$1,000 from the National Highway Traffic Safety Administration (NHTSA). A total of \$100,000 in grant money was awarded to support innovative safety belt and safety seat education and awareness programs.

The chapters, chosen after an intensive application process, are implementing some of the best projects being developed in local communities. Programs range from the KISS (Kids in Safety Seats) car safety seat loaner programs to education and awareness programs for older Americans. Using materials made available by Red Cross national headquarters, NHTSA, and state agencies, as well as materials developed locally under the grants, the chapters are working with other concerned organizations to promote automobile passenger safety.

National High Blood Pressure Month: A Good Time to Promote Red Cross Blood Pressure Programs . . . . . 9

International Red Cross Youth Exchange Program Launches Search for Delegates . . . . . 9

Americans Donate Almost \$4 Million to Colombian Volcano Victims Through the Red Cross . . . . . 10

Financial Development Software Package Chosen . . . . . 10

- Congressional Update . . . . . 11
- Tax Deductions for Charitable Gifts of Appreciated Property
- Tax Bill May Jeopardize Benefits of Tax-Sheltered Annuities

Personnel Actions . . . . . 13

- Speech . . . . . 14
- Dr. Katz Speaks of "Compact" Between Donor and Blood Center



## Safety

Continued from page 1



Chapters conducting Red Cross CPR classes.

Deb Burnett, director for the Risk Riser Chapter in Rockford, Illinois, who helped draft the resolution. In 1982, the issue was on children, with

parents. Although all 50 states have passed mandatory child safety seats, studies indicate that approximately 65 percent of child safety seats are improperly used. The tragedy of alcohol-related fatalities highlights the crying need for enlightened activities on another front.

**Youth create accident prevention programs**  
Mark Mellor, 16, was to pitch for his high school's varsity football team on Sunday.

Chapter supplies two chapters, the chapter house and its two-way radio system, as well as first aid and radio communications training.

"No matter how many hours we put in, it's worth it," says high school senior Ken Garnier, vice president of Greenwood Safe Routes.

Despite all the effort, says Sally Zellen, Indiana County Chapter director and others in her community, were occasionally fatalities caused by drunk driving.

3



"I decided to hit the road in my eyes with a two-by-four," says Zellen.

In 1981, the chapter began staging extremely realistic mock accidents. Four times a year, volunteer firefighters hit a wrecked car and students hand-picked in advance are used to simulate fatal iterations. These injuries are dramatized by

2

### Annual convention gears up

Indianapolis  
A Winter Weekend... A Winning Season... A Winning Team... are the main calls for this year's American Red Cross national convention, which runs from 1989 October and June 1-4.

Indiana's the home of convention and first-aid, excepting the renowned American Children's Museum. At the convention, the Chairman Center will also convene the other Red Cross national activities will be held. Red Cross National Chapter 1, Mosby, Virginia, is the State of the Red Cross.

Washington, D.C.  
As the state's press mandated, the American Red Cross is preparing to open its doors to the public.

She is a grant recipient of a grant to carry out projects in various communities. Among them are KISS (Kids

Safety... groups... awareness... program...

### Puppets teach children first aid

Puppets Carry Quick Checks... Michael M.A. are used to... The popular puppet...

Chapters... first aid... program...

Chapters... first aid... program...

# Red Cross NEWS

1st Anniversary Issue



American Red Cross

## Chapters push for occupant safety

Convention endorses safety belt legislation

After 10 years, Car of Pompeii... "I could think of at the time... South Central Connecticut Chapter... Despite the collision's force, Penn... survived the crash with only minor injuries.

Last year, 45,000 people were killed and two million injured... quarter of these fatalities could be prevented if alcohol-related accidents... could be eliminated and passengers... could be persuaded to wear safety belts, according to the Department of Traffic, Safety Administration (NHTSA).

In 1982, NHTSA embarked on a national campaign to create safety belt programs. The agency gives the American Red Cross a grant to introduce the concept of occupant protection at the chapter and national levels.

At the recent Red Cross convention, delegates passed a resolution endorsing legislation for mandatory seat belts and child safety seats. This fall, the Board of Governors...

"Our ultimate aim is to establish occupant protection as a Red Cross core program with state, national and first aid courses have...

Continued on page 1



Photo by [unreadable]



# Notice

Date: July 2, 1986  
Number: 4  
Originating Department: Emergency & Community Services  
Intended Audience: All Volunteer and Paid Staff  
Subject: Safety Belt Use in the United States

To date, 26 states and the District of Columbia have passed mandatory safety belt use laws. All 50 states now require mandatory use of child safety seats. The recent shift of safety consciousness is promoting research in the effectiveness of usage laws and education in reducing death and injury. The following is based on a recent Morbidity and Mortality Weekly Report

6% of the U.S. adult safety belts (i.e., never). The percentages were similar, but for people who were placed fewer years of after adjusting for the 1). The percentage of varied widely by state, as: King, binge

# Notice

Date: January 15, 1987  
Number: 8  
Originating Department: Emergency & Community Services  
Intended Audience: All Volunteer & Paid Staff  
Subject: Safety Belt Resolution Comprehensive Occupant Protection Programs

At the Convention last May, a resolution was passed on the support of mandatory safety belt usage laws and comprehensive community occupant protection programs. In response to the resolution and promotion of comprehensive programs, we are making available a number of materials that can be used for program planning and design.

Comprehensive programs are based on a wholistic approach. The main thrust of comprehensive programing is to utilize a coordinated network of groups and agencies who can combine efforts to maximize the number of people and sites reached. The purpose is to involve as many participants within the community as possible as a means of building investment in the program. Participants come from a wide spectrum of agencies and affiliations such as state and local health and transportation departments, hospitals, medical societies and auxiliaries, businesses, schools and others. The methodologies for implementation include a coordinated approach of: education and training; information and awareness campaigns; media; economic regards and incentives; legislation and enforcement. These efforts are targeted across the board to different groups and sites. Comprehensive programs also extend into other highway safety areas such as drunk driving prevention and the 55 MPH national speed limit.

A guide published by the U.S. Department of Transportation National Highway Traffic Safety Administration "How to Plan a Comprehensive Community Occupant Protection Program" is available to chapters interested in planning or expanding a community occupant protection program. A copy of the guide may be obtained from Donna Feeley, Special Projects Associate, Emergency & Community Services, National Headquarters, Washington, D.C. 20006.

# Notice

Date: February 12, 1987  
Number: 15  
Originating Department: Health Services Product and Service Promotion  
Intended Audience: Field Management  
Subject: Mandatory Safety Belt and Child Safety Restraint Laws

legates to the 1986 National Convention last May passed a resolution calling for ongoing American Red Cross organizational support in two key areas: (1) the endorsement of mandatory safety belt and child safety restraint use laws; and (2) the development and promotion of guidelines for comprehensive occupant protection programs. In support of this resolution, American Red Cross endorses the passage of mandatory safety belt and child safety restraint use laws and the development of comprehensive occupant protection programs. Chapters have been provided information to assist them in their activities relating to the development of comprehensive occupant protection programs (Numbered Notice #8, Emergency & Community Services, January 15, 1987). The present numbered notice contains information on mandatory safety belt and child safety restraint laws.

Vehicle crashes are the leading cause of death for Americans age to thirty-five years of age, claiming between forty to fifty thousand deaths per year. Alcohol is a factor in about fifty percent of all fatal crashes. Motor vehicle crashes account for two million serious injuries each year. It is the leading cause of adult on-set epilepsy, quadriplegia, spinal cord and lacerations. These accidents are further responsible for the most of the hospital admissions for injuries to the chest, liver, spleen and many injuries to the head, kidney, distal femur, pelvis and patella.

Virtually unanimous agreement that occupant protection programs (manual lap and shoulder), air bags and



TL 242 .F45 1

Feeley, Donna

American Red  
Protection

**Form DOT F 1720**  
FORMERLY FORM DO

DOT HS 807 134  
September 1987

