

## Occupant Protection

### Occupant Protection – An Overview

#### Safety Belts

Safety belt use clearly saves lives and prevents injuries. Yet our observational research (NOPUS, 2004) indicates that 20 percent of all U.S. drivers choose not to wear their belts.

We estimate that 15,000 deaths were prevented in 2003 through belt use.

In saving lives and preventing injuries, belt use saves an estimated \$50 billion annually in costs to society (medical costs, lost productivity, and other injury-related costs).

An estimated 5,700 more lives could be saved and 143,000 needless injuries could be prevented each year if all Americans wore their belts on every highway trip.

Approximately 60 percent of those killed in highway crashes each year are not wearing their belts. The percentages are even higher for teenage victims (64%) and young adults (68%).

We estimate that 1,400 more lives could be saved each year if all 50 states had primary safety belt laws.

#### Child Passenger Safety

Just as importantly, there is still much work to do in ensuring the safety of America's children in our motor vehicles.

Although 94 percent of infants and toddlers up to age 4 are now riding restrained in child safety seats, less than 10 percent of kids age 4-8 – who should be riding in booster seats – are in them.

A 2002 study in six states reports that nearly 12% of children under 80 pounds were not restrained by either a Child Restraint System (CRS) or adult safety belt.<sup>6</sup>

Even when CRSs are used, the number of young child passengers in vehicles who are improperly placed/restrained in a CRS is at an alarmingly high rate of 72.6 percent.

CRS misuse or moving a child from a CRS into an adult safety belt prematurely exposes the young passenger to higher risk of serious injury in the event of a vehicle crash.

Young children (who are not large enough to wear an adult seat belt) are 3.5 times more likely to sustain a significant injury – and 4.2 times more likely to sustain a significant head injury – than children using child safety seats or booster seats.<sup>7</sup>

As children get older, the rate of CRS use drops. Furthermore, older children do not necessarily “graduate” to use of a safety belt, as many as 19% of children ages 8 to 15 travel unrestrained.

Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars. In light trucks, the corresponding reductions are 58 percent for infants and 59 percent for toddlers.

In 2002, the lives of an estimated 376 children under age 5 were saved as a result of child restraint use. If 100 percent of motor vehicle occupants under 5 years old had been protected by child safety seats, an estimated 485 lives could have been saved.

Continual communication with the target market is necessary due to a perpetual supply of new parents responsible for protecting child passengers. Further, such communication continuity is needed because of ongoing upgrades and design changes to CRS models (such as LATCH systems) and changes to occupant protection laws in states.

But what is clear is that child safety and booster seats are essential. In 2001, 84 percent of infants involved in a fatal crash who were restrained in a child safety seat survived; only 42 percent of those who were unrestrained lived.

### Strategic Summary – Occupant Protection

During 2005, we will implement a marketing program to deliver a year-round series of important occupant protection messages.

## Occupant Protection

The cornerstone of the program will, of course, be the national “Click It or Ticket” enforcement mobilization during the Memorial Day period, supported by paid national media advertising and national earned media activities. Interspersed around the mobilization will be a series of calendar-driven marketing events that will promote our core occupant protection messages year-round.

### Understanding the Target Audiences

#### Safety Belts

##### *Primary Audience During the Enforcement Mobilization*

During the “Click It or Ticket” enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18 to 34, which includes those who typically don’t wear safety belts, as well as part-time users. Assessment of past mobilization efforts have shown that targeting this demographic group for paid-media buys resulted in favorable outcomes.<sup>8</sup>

##### *Target Audiences During Non-Mobilization Periods*

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

Segment #1 – 18-34 year-old rural males who drive pickup trucks

Segment #2 – Teens

Segment #3 – Tweens

Segment #4 – Hispanics

Segment #5 – Blacks

A brief profile follows on each of these to help us better understand who they are, how to reach them and preferred approaches in motivating them.

# Occupant Protection

## SEGMENT #1 – 18-34 YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS

## PRIMARY SEGMENT #2 – TEENS

### Demographics

- Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations

### Demographics

- Teenage drivers, ages 16-20

### Lifestyle and social characteristics that lead to problem behavior

- Compared to non pickup truck drivers, more likely to not wear belts because they “don’t like being told what to do.”
- May consider belts as an abridgement of their sense of freedom
- Compared to non pickup truck drivers, they cite more reasons (i.e., excuses) for not wearing belts
- Generally engage in riskier behaviors, compared to most other adults
- Other factors that likely lead to non-use or only occasional use of belts:
  - Sense of invincibility
  - Less chance of being ticketed (especially in rural areas)- Physical size of truck leads to belief that it’s safe
  - Not in habit of wearing belt

### Lifestyle and social characteristics that lead to problem behavior

- The “most important reason” for non-use of belts is “I forgot to put it on”; the second and third ranked reasons (respectively) are “I’m driving only a short distance” and “The belt is uncomfortable.”
- Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts
- Males, in particular, generally engage in riskier behaviors, compared to most other adults
- Significantly more likely than older drivers to agree with these statements:
  - “Seat belts are just as likely to harm you as help you.”
  - “Putting on a seat belt makes me worry more about being in an accident.”
  - “An accident close to home is usually not as serious as an accident farther away.”
  - “I would feel self-conscious around my friends if I wore my seat belt and they did not.”

### Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information), particularly among wealthier and/or more highly educated sub-segments
- Enjoy watching major sports and NASCAR
- Enjoy participating in outdoor sports and recreational activities, such as hunting and fishing
- Computer game and video game enthusiasts

### Selected media and lifestyle preferences

- Television is the primary medium for entertainment, news and other information
- Frequent use of the Internet (also for entertainment and information)
- View themselves as part of the MTV generation; not likely to be offended by messages that are off-beat, daring or politically incorrect
- Computer game and video game enthusiasts
- Comfortable with and skilled at using advanced telecommunications technology

### What we should say or show about part-time belt usage that resonates with them

- Expense of paying a fine
- Hassles and costs related to being injured in an accident
- Possibility of job loss (and therefore, his and family’s primary source of income) due to injury in an accident; “wear it for your family”
- Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group)
- Connote belt use as a smart thing to do, rather than something that’s required

### What we should say or show about part-time belt usage that resonates with them

- Threat of having to pay a fine
- Threat of accident/injury caused by “the other driver”
- Reward or incentive program for wearing belts
- Peer “pressure” and promotion (including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims)
- Possibility of loss of job skills or educational advancement, due to injury in an accident
- Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

## Introduction and Overview

SEGMENT #3 – TWEENS	SEGMENT #4 – HISPANICS
<p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>Boys and girls ages 8 to 15 who, due to age and/or size, no longer are required to sit in child safety seats or booster seats</li> </ul>	<p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share of the Hispanic population: California, Florida, New York, Texas</li> </ul>
<p><b>Lifestyle and social characteristics that lead to problem behavior</b></p> <ul style="list-style-type: none"> <li>Safety belts are uncomfortable</li> <li>If parents don't always wear their safety belts, their children also are less likely to wear belts</li> <li>Self-conscious about wearing belt if other passengers (especially peers) aren't using belts</li> <li>Safety belts aren't "cool"</li> <li>Belief that restraint is not necessary for "short trips"</li> <li>Forgetfulness (on the part of the driver and/or the tween passenger)</li> <li>If tween passenger is in the back seat, perception that belts aren't really necessary in the back seat (i.e., no threat of windshield or dashboard injury)</li> </ul>	<p><b>Lifestyle and social characteristics that lead to problem behavior</b></p> <ul style="list-style-type: none"> <li>Unfamiliar with safety belt laws</li> <li>More likely than non-Hispanics to not use belts because of belief that "probability of being in a crash is too low"</li> <li>Significantly more likely than non-Hispanic drivers to agree with these statements: <ul style="list-style-type: none"> <li>"Seat belts are just as likely to harm you as help you."</li> <li>"Putting on a seat belt makes me worry more about being in an accident."</li> <li>"An accident close to home is usually not as serious as an accident farther away."</li> <li>"I would feel self-conscious around my friends if I wore my seat belt and they did not."</li> <li>"If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the same attitude statements of the Blacks segment)</li> </ul> </li> <li>Some indication that Hispanic men perceive belts as "not macho" and that wearing belts make them look paranoid</li> <li>For some, the safety belts in their vehicles are damaged and inoperable</li> </ul>
<p><b>Selected media and lifestyle preferences</b></p> <ul style="list-style-type: none"> <li>Depending on age, TV viewership ranges from Cartoon Network to MTV and VH1. Also attracted to comedy-type shows, as well as cable TV's Comedy Central.</li> <li>Music enthusiasts, with a repertoire of music preferences that includes rock, urban, Hispanic, contemporary hits and alternative.</li> <li>Computer game and video game enthusiasts</li> <li>Parents highly involved in the child's activities, ranging from youth sports to performing arts</li> </ul>	<p><b>Selected media and lifestyle preferences</b></p> <ul style="list-style-type: none"> <li>TV networks with highest ratings of Hispanic viewers: Univision and Telemundo</li> <li>Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer</li> <li>Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hit radio</li> </ul>
<p><b>What we should say or show about part-time belt usage that resonates with them</b></p> <ul style="list-style-type: none"> <li>Threat of injury that will interrupt participation in sports, music, dance, and various other quality-of-life activities</li> <li>School-based information/education programs and literature (for both children and parents)</li> <li>Facts about types of injuries, numbers of fatalities, etc.</li> <li>Reward or incentive program for wearing belts</li> <li>Peer "pressure" and promotion (including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims)</li> <li>Leverage parents' longings and drives to "do the right thing," to be "good/smart parents," and to be protectors of their children</li> </ul>	<p><b>What we should say or show about part-time belt usage that resonates with them</b></p> <ul style="list-style-type: none"> <li>Threat of being stopped by police and getting a ticket</li> <li>Educational/informational based programs implemented via faith-based organizations</li> <li>Use Spanish in all communication vehicles; include relevant Spanish images</li> <li>Present real stories of how safety belts saved Hispanic drivers/passengers from injuries</li> <li>Threat of job-ending injury</li> </ul>

## Introduction and Overview

### SEGMENT #5 - BLACKS

#### Demographics

- African-American adults, with emphasis among men ages 18-34

#### Lifestyle and social characteristics that lead to problem behavior

- Some consider that buckling a safety belt is a statement of no confidence in the driver's abilities, whether the driver is oneself or another
- Significantly more likely than White drivers to agree with these statements:
  - "Seat belts are just as likely to harm you as help you."
  - "Putting on a seat belt makes me worry more about being in an accident."
  - "An accident close to home is usually not as serious as an accident farther away."
  - "I would feel self-conscious around my friends if I wore my seat belt and they did not."
  - "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt."
  - (Comment: These mirror the same attitude statements of the Hispanics segment)
- Some indication that young Black men perceive belts as "not cool" among their peers
- Generally, Blacks have many of the same reasons for non-use as the general population, including driving only a short distance, forgetfulness, discomfort, and concern about wrinkling clothes.

#### Selected media and lifestyle preferences

- Avid fans of televised professional and college basketball and football. Also watch professional wrestling and boxing.
- Enjoy music (particularly urban, rap and R&B styles) offered via radio, CDs, downloads and live concerts
- Although not motorsports fans, high interest in enhancing their own vehicles (including motorcycles)

#### What we should say or show about part-time belt usage that resonates with them

- Reminder messages that "it's the law." Also, implication of threat of being stopped by police and getting a ticket.
- Emphasis on the unpreventable and unpredictable risks involved when drivers don't buckle up
- Educational/informational based programs implemented via faith-based organizations, community religious leaders, local health and medical providers, and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted
- Use culturally relevant themes, images, and media vehicles. Including Black people in the messages is important.
- If enforcement is portrayed, use Black officers so as to not reinforce Blacks' concerns about racial profiling

## Occupant Protection

### Child Safety Seats

In addition, two other target audiences have been identified for our marketing efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1 – Parents and grandparents of infants and toddlers

Segment #2 – Parents and grandparents of children old/large enough for booster seats

Again, a brief profile and description of each of these two target audiences follows:

# Occupant Protection

## SEGMENT #1- PARENTS & GRANDPARENTS OF INFANTS AND TODDLERS

### Demographics

- Adults; ages 18-34 (parents) and 50+ (grandparents); child(ren) ages 0 to 4; emphasis on residents in rural areas and on people in lower income brackets;

### Lifestyle and social characteristics that lead to problem behavior

- Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly; for example:
    - Loose and/or poorly attached straps
    - Damaged straps, seat shells and other parts
    - Retainer clip misuse
    - Positioned in front seat
    - Facing the wrong direction
  - In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc.
  - Economic constraints
  - General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Among parents of toddlers, perception that a regular safety belt is sufficient

### Selected media and lifestyle preferences

- Highly attentive to information, topics, how-to's and tips on raising children

### What we should say or show about non-use and/or misuse of child safety seats that would change behavior

- Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety
- Present proper use of safety seats as a serious, life-or-death matter
- Explain how misuse of a safety seat can be as dangerous as non-use
- Via a variety of community outreach programs and venues (e.g., faith-based organizations, public health centers, medical providers, major media) inform and educate people about the importance of proper use and how to ensure proper use
- Enlist support from health insurance and auto insurance companies to remind policy holders of the importance of proper use
- Provide facts about the types and numbers of injuries associated with non-use and misuse

## SEGMENT #2 – PARENTS & GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS

### Demographics

- Adults; ages 25-39 (parents) and 50+ (grandparents); child(ren) ages 5 to 8 (approximately 40 to 80 pounds in weight); emphasis on residents in rural areas and on people in lower income brackets;

### Lifestyle and social characteristics that lead to problem behavior

- Economic constraints
- Booster seat not needed for "short trips"
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Perception that a regular safety belt is sufficient
- Extra passengers in vehicle, limiting available space for the booster seat
- Child knows how to "escape" from seat
- Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")

### Selected media and lifestyle preferences

- Highly attentive and interested in information, topics, how-to's and tips on raising children
- Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.

### What we should say or show about booster seat non-use that would change behavior

- Threat of having to pay a fine
- Threat of accident/injury caused by "the other driver"
- Reward or incentive program for wearing belts
- Peer "pressure" and promotion (including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims)
- Possibility of loss of job skills or educational advancement, due to injury in an accident
- Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety

## Occupant Protection

### The National Mobilization

The cornerstone of our national communications program will, of course, be the national "Click It or Ticket" enforcement mobilization during the Memorial Day period supported by paid national media advertising and national earned media activities.

2005 National Mobilization – "Click It or Ticket"

- Earned Media Period: 5/13 – 6/5
- Advertising Paid Media: 5/16 – 29
- Enforcement Period: 5/23 – 6/5

While specific details for the 2005 mobilization are still to be determined, it should closely resemble the activities surrounding the 2004 National "Click It or Ticket" mobilization, which mobilized state and local law enforcement agencies across the country for a two-week enforcement blitz targeting individuals who were not wearing their safety belts. The mobilization was supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement period.

As noted above, the primary target audience for the mobilization period was men ages 18-34, skewed towards young men who drive pickup trucks. In addition, for this campaign newly-arrived male Latino immigrants and African American men were considered secondary and tertiary targets respectively. Assessments of past

mobilization efforts have shown that targeting these high-risk demographic groups with paid media buys for enforcement campaigns has resulted in increased safety belt use.

For reference, a summary of the 2004 "Click It or Ticket" National Paid Media Plan is included in the Appendix of this plan under Exhibit 2, page A-6.

### Bridging the Mobilizations

Our efforts for 2005 will also feature a series of calendar-specific marketing events that help us deliver our core occupant protection messages year-round. These calendar-specific marketing events are outlined in more detail beginning on page 44.

Over the course of the year, specific events and messages will address a number of different target-audience segments. For safety belts, five segments will be targeted including 18 to 34 year-old rural males who drive pickup trucks, teens, tweens, Hispanics and blacks. For child passenger safety emphasis, two additional segments will be targeted: parents and grandparents of infants and toddlers, and parents/grandparents of children old/large enough for booster seats.

### Core Campaign Messages

Throughout these activities, we will utilize several different creative taglines to promote our core occupant protection messages to different audiences.



## Occupant Protection

Listed below are our core campaign messages, along with rationale behind their use. For examples of when these messages might be used throughout the year, and for examples of how they might be executed, please refer to the Proposed Calendar of Year-Round Marketing Activities beginning on page 44.

PLATFORM	RATIONALE	AUDIENCE	TAGLINE
<b>Enforcement/Criminal Justice</b>	Anchored in enforcement efforts and should only be used during mobilizations. Communicates a strong, straightforward message: If you don't wear a safety belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message could become diluted, especially in states with only secondary safety belt laws.	Males, ages 18-34	"Click It or Ticket"
<b>Social norming</b>	Soft-sell message that does not mention enforcement. Includes both safety belts and child passenger safety seats, so it has more a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females ages 25-54)	Buckle Up America. Every Trip. Every Time.
<b>Social norming</b>	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help prevent their children from injury or death.	Families with children ages birth to eight.	4 Steps for Kids
<b>Social norming</b>	This is designed to educate parents of young children who have outgrown their toddler seat that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages 4-8	NHTSA-Ad Council booster seat campaign

Detailed event mini-planners or toolkits will be made available to our partners on [www.buckleupamerica.org](http://www.buckleupamerica.org) three months prior to the beginning of the event in order to give our partners time to initiate their own planning activities. The mini-planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program.

In many cases, the mini-planners will also outline guerrilla marketing and nontraditional media ideas that will make the programs more effective at minimal cost to our partners, as well as corporate and sports marketing partnerships to be explored for additional promotional support. These promotional partnerships will be announced or included in the mini-planners as appropriate.