

## Press Release



**The Together for Life Project aims to increase seat belt use in rural Utah communities.**

Contact:

Date:

The Utah Department of Public Safety has partnered with rural Utah counties to increase seat belt use. Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah.<sup>1</sup> Unfortunately, seat belts are used less frequently in rural areas of Utah, than the statewide average in urban areas.<sup>2</sup> The Together for Life Project is designed to confront the seriousness of not wearing a seat belt and build hope that communities can work together to reduce risk and create positive change.

The Together for Life Project promotes and builds on positive themes, and aims to correct negative misperceptions. According to surveys conducted by the Center for Health and Safety Culture, many people believe it is important to always wear a seat belt, and many people want people they care about to always wear a seat belt.<sup>3</sup> The Utah Department of Public Safety wants to promote this common, healthy behavior (known as a “positive norm”), in order to produce a cultural shift in which people are more likely to wear their seat belts. This positive oriented approach will engage a variety of stakeholders including adults, law enforcement, workplaces, key leaders, and school/ students.

To learn about the Together for Life Project, visit: [togetherforlifeutah.org](http://togetherforlifeutah.org).

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### References

1. Utah Department of Public Safety, Highway Safety Office. (2015). *Utah Crash Summaries*. Salt Lake City, UT. Utah Department of Public Safety. Retrieved from: <http://highwaysafety.utah.gov/crash-data/utah-crash-summaries/>
2. Perkins MPH, Ron. (2016). *Utah observational surveys of seat belt use*
3. Center for Health and Safety Culture. (2013, 2016). *Utah community survey of adults on seat belt use in Box Elder, San Juan And Sanpete Counties*. Montana State University, Bozeman, Montana. (N=1338, N=1831).