

Speaking Points



These speaking points are a tool to engage in meaningful conversations within the community. They are designed to set a positive tone for the Together for Life Project and to connect county residents based on their common values toward caring, health, and safety. Having community conversations will draw attention to the concern about seat belt use, and raise hope to increase seat belt use in rural communities.

Revealing Concern about Seat Belt Use

- A motor vehicle crash occurs approximately every 9 minutes in Utah.¹
- A person is injured in a crash every 23 minutes in Utah.¹
- Over the past 10 years, 35% of crash deaths in Utah involved unrestrained occupants.¹
- Unrestrained crash occupants were over 30 times more likely to be killed than restrained crash occupants.¹
- Approximately **\$1.54 billion** dollars was estimated statewide to be the economic loss due to motor vehicle crashes in Utah.¹
- Hospital and emergency department charges for the treatment of Utah residents in motor vehicle crashes were **\$163 million**.¹

Why Together for Life?

Most Utah adults believe it is important to always wear a seat belt.² Most Utah adults want people they care about to always wear a seat belt, and most Utah adults support enforcement of Utah seat belt laws.² However, despite these protective beliefs, not wearing a seat belt remains a leading risk factor for death and serious injury in Utah.¹ Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas.¹ Rates of not using a seat belt are three times higher in some rural areas compared to urban areas of the state.¹ The Together for Life Project is a multi-year pilot project to increase seat belt use by offering multiple toolkits that build on the strengths and resources that already

exist. Each toolkit is intended to guide conversations about seat belt use and close gaps in perceptions. The toolkits are designed to balance two goals: 1. Confront the seriousness of not wearing a seat belt; and 2. Build hope that communities can work together to reduce risk and create positive change.

Gaps in Perception

Box Elder County ($n=482$)

- MOST adults in Box Elder County, 74%, report always wearing their seat belt.
 - However, 95% perceive that most other adults in their county do NOT always wear their seat belt.²
- MOST adults in Box Elder, 81%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 84% perceive that most other adults in their county do NOT strongly agree.²
- MOST adults in Box Elder, 75%, indicate they were extremely likely to wear their seat belt every time they are in a vehicle.
 - However, 93% perceive that most other adults in their county are NOT extremely likely to do the same.²

San Juan County ($n=374$)

- MOST adults in San Juan County, 54%, report always wearing their seat belt.
 - However, 94% perceive that most other adults in their county did NOT always wear their seat belt.²
- MOST adults in San Juan County, 72%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 79% perceive that most other adults in their county do NOT strongly agree.²
- MOST adults in San Juan County, 50%, indicate they were extremely likely to wear their seat belt every time they are in a vehicle.
 - However, 92% perceive that most other adults in their county are NOT extremely likely to do the same.²

Sanpete County ($n =482$)

- MOST adults in Sanpete County, 58%, report always wearing their seat belt.
 - However, 98% perceive that most other adults in their county do NOT always wear their seat belt.²
- MOST adults in Sanpete County, 74%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 89% perceive that most other adults in their county do NOT strongly agree.²
- MOST adults in Sanpete County, 61%, indicate they were extremely likely to wear their seat belt every time they are in a vehicle.
 - However, 97% perceive that most other adults in their county are NOT extremely likely to do the same.²

Cache County (*n* =487)

- MOST adults in Cache County, 81%, report always wearing their seat belt.
 - However, 94% perceive that most other adults in their country do NOT always wear their seat belt. ²
- MOST adults in Cache County, 87%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 81% perceive that most other adults in their county do NOT strongly agree. ²
- MOST adults in Cache County, 80%, indicate they were extremely likely to wear their seat belts every time they are in a vehicle.
 - However, 94% perceive that most other adults in their county are not extremely likely to do the same.²

Carbon County (*n* =406)

- MOST adults in Carbon County, 75% , report always wearing their seat belt.
 - However, 94% perceive that most other adults in their country do NOT always wear their seat belt. ²
- MOST adults in Carbon County, 83%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 84% perceive that most other adults in their county do NOT strongly agree. ²
- MOST adults in Carbon County, 76%, indicate they were extremely likely to wear their seat belts every time they are in a vehicle.
 - However, 92% perceive that most other adults in their county are not extremely likely to do the same.²

Sevier County (*n* =526)

- MOST adults in Sevier County, 62%, report always wearing their seat belt.
 - However, 96% perceive that most other adults in their country do NOT always wear their seat belt. ²
- MOST adults in Sevier County, 78%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 82% perceive that most other adults in their county do NOT strongly agree. ²
- MOST adults in Sevier County, 66%, indicate they were extremely likely to wear their seat belts every time they are in a vehicle.
 - However, 95% perceive that most other adults in their county are not extremely likely to do the same.²

Tooele County (*n* =413)

- MOST adults in Tooele County, 81%, report always wearing their seat belt.
 - However, 94% perceive that most other adults in their country do NOT always wear their seat belt. ²
- MOST adults in Tooele County, 89%, strongly agree that “it is important to protect myself by always wearing a seat belt.”
 - However, 93% perceive that most other adults in their county do NOT strongly agree. ²
- MOST adults in Tooele County, 83%, indicate they were extremely likely to wear their seat belts every time they are in a vehicle.
 - However, 93% perceive that most other adults in their county are not extremely likely to do the same.

References

1. Utah Department of Public Safety, Highway Safety Office. (2013). *Utah Crash Summaries*. Salt Lake City, UT. Utah Department of Public Safety. Retrieved from: <http://highwaysafety.utah.gov/crash-data/utah-crash-summaries/>
2. Center for Health and Safety Culture. (2013, 2016). *Utah community survey of adults on seat belt use*. Montana State University, Bozeman, Montana. (N=1338, N=1831)