

Final Report



2013

Florida Minority Occupant Protection Task Force

Final Report

Prepared for



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DISCLAIMER

The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily of the Florida Department of Transportation.

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Table of Contents

1. INTRODUCTION	8
2. SEAT BELT LAWS	9
3. SITE SELECTION	10
4. DATA COLLECTION	15
5. OUTREACH.....	16
6. STATISTICAL TEST.....	16
7. SURVEY RESULTS	20
Cumulative Observational Survey Results	22
8. CONCLUSIONS.....	26
9. REFERENCES	27
APPENDIX A – Observational Survey Results	28
APPENDIX B – Outreach Material	34
APPENDIX C – FMTFOP Members Contact Information	38

List of Figures

Figure 1 Hispanic Data Collection Sites.....	12
Figure 2 African-American Data Collection Sites	14
Figure 3 Observational Occupant Protection Use Survey Data Form.....	16
Figure 4 Examples of Educational Material.....	18
Figure 5 Pictures from Outreach Efforts.....	19
Figure 6 Seat Belt Use of Hispanics during Hispanic Focus Surveys.....	21
Figure 7 Seat Belt Use of African-Americans during African-American Focus Surveys ...	22
Figure 8 Summary of Seat Belt Use.....	23
Figure 9 Seat Belt Use by Race	24
Figure 10 Summary of Seat Belt Use by Occupant Position	25
Figure 11 Seat Belt Use by Gender.....	25

List of Tables

Table 1 Unrestrained Occupant Fatalities.....	8
Table 2 Florida Safety Belt Survey results	9
Table 3 Number of vehicles recorded during surveys	15
Table 4 Hypotheses tested	20
Table 5 Percent of Race groups during surveys.....	21
Table 6 Percent Increase in Seat Belt Use	24

1. INTRODUCTION

Every year, thousands of people die in motor vehicle crashes. According to the National Center for Injury Prevention and Control, motor vehicle crashes are the leading cause of death for people ages 5 to 34 in the United States. Yet African-Americans and Hispanics are more likely to die in a car crash than Caucasians. More specifically, among African-Americans, children ages 5 to 9 are three times more likely to get killed in a vehicle crash than Caucasian children and among Hispanics, children ages 5 to 12 have 72% higher death rate and teenagers are twice as likely to die in vehicle accidents as Caucasian of the same age groups, respectively (1). The National Highway Traffic Safety Administration (NHTSA) indicates that about 51% of the fatally injured passenger vehicle occupants killed in 2010 were unrestrained (2). Also, African-American kids are 50% less likely to wear a seat belt than Caucasian kids and Hispanic children are three times less likely to use child restraints and ride in the back seat of the vehicle (1).

The majority of the crash related fatalities can be prevented by using seat belts. Based on NHTSA, lap/shoulder belts, when properly used, reduce the risk of fatal injury to front-seat passenger car occupants by 45% and the risk of moderate-to-critical injury by 50%. For light truck occupants, safety belts reduce the risk of fatal injury by 60% and moderate-to-critical injury by 65% (3). Additionally, all vehicle occupants should wear safety belts at all times, even when riding in vehicles equipped with air bags. Air bags, when not used with safety belts, have a fatality-reducing effectiveness rate of only 12%. Safety belt usage saves society an estimated \$50 billion annually in medical care, lost productivity, and other injury-related costs. Conversely, safety belt nonuse results in significant economic costs to society. The needless deaths and injuries from safety belt nonuse account for an estimated \$265 billion in economic costs to society annually. The cost goes beyond the lost lives of unbuckled drivers and passengers – we all pay, in higher taxes and higher health care and insurance costs (4).

In Florida, motor vehicle fatalities with non-safety belt usage has decreased from 2005 through 2010; however, the number of motor vehicle fatalities with non-safety belt usage is still very high. During this period, the percentage of drivers and passengers killed due to safety belt nonuse remained above 53%. The trend of the percentage of the unrestrained occupant fatalities is shown in Table 1 (5).

Table 1 Unrestrained Occupant Fatalities

	2005	2006	2007	2008	2009	2010
Traffic Deaths in safety belt equipped vehicles	2325	2103	1972	1795	1555	1450
Traffic Deaths - non safety belt usage	1444	1301	1201	1085	917	777
% of those Traffic Deaths w/ SB nonuse	62.1%	61.9%	60.9%	60.4%	59.0%	53.6%

Annually, the Florida Department of Transportation (FDOT) contracts through an outside source to conduct a Statewide Safety Belt survey. Table 2 shares some results of this survey for the years 2007 through 2011.

Table 2 Florida Safety Belt Survey results

	2007	2008	2009	2010	2011
% of African-American Males w/safety belt use	63.30%	65.10%	76.10%	76.70%	78.80%
% of Hispanic Males w/safety belt use	71.10%	76.20%	84.20%	83.80%	85.20%

The Florida Minority Task Force on Occupant Protection (FMTFOP), a group of traffic safety experts and partners, was formed to promote seat belt and children safety seat usage among African-Americans and Hispanics in Florida. The FMTFOP is funded through an FDOT Occupant Protection Grant. During the 2013 fiscal year, the FMTFOP focused on increasing the seat belt usage in Jacksonville due to a high number of Hispanic and African-American populations in the area.

This report documents FMTFOP efforts to increase seat belt usage in the Jacksonville area. First, the selection of the specific areas within Jacksonville city targeted is described. Then, in order to identify the scale of the effort effects, data collection was conducted and the results were analyzed.

2. SEAT BELT LAWS

This section details the Florida seat belt laws.

The 2013 Florida Statute **316.614** describes the “Florida Safety Belt Law” as below:

It is unlawful for any person:

- (a) To operate a motor vehicle in this state unless each passenger and the operator of the vehicle under the age of 18 years are restrained by a safety belt or by a child restraint device pursuant to s. 316.613, if applicable; or
- (b) To operate a motor vehicle in this state unless the person is restrained by a safety belt.

The 2013 Florida Statute **316.613** states the “Child Restrain Requirements” as follows:

Every operator of a motor vehicle as defined in this section, while transporting a child in a motor vehicle operated on the roadways, streets, or highways of this state, shall, if the child is 5 years of age or younger, provide for protection of the child by properly using a crash-tested, federally approved child restraint device. For children aged through 3 years,

such restraint device must be a separate carrier or a vehicle manufacturer's integrated child seat. For children aged 4 through 5 years, a separate carrier, an integrated child seat, or a seat belt may be used.

The 2013 Florida Statute **316.614** defines "Motor Vehicle" as below:

A self-propelled vehicle not operated upon rails or guideway, but not including any bicycle, motorized scooter, electric personal assistive mobility device, swamp buggy, or moped.

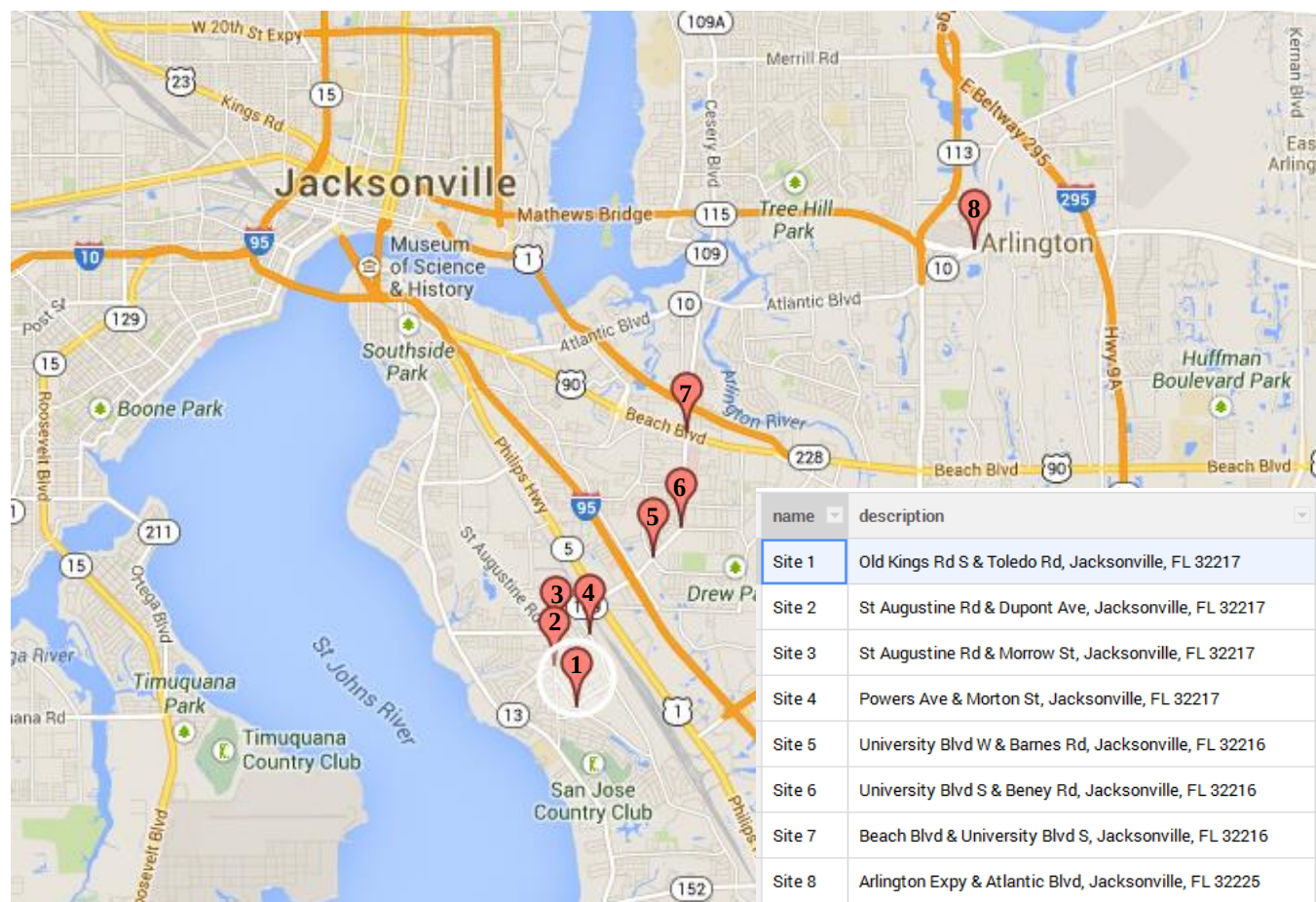
3. SITE SELECTION

At the beginning of the grant year, FMTFOP members selected the specific locations for the outreach and data collection efforts for both the Hispanic and African-American groups. As part of the location selection, the FMTFOP team met at the FDOT District 2 Office in Jacksonville with representatives from the Mayor's Hispanic advisory board, office of the Sheriff, City of Jacksonville, International Affairs Unit, Mayor's assistants, Norsan Media, and Jax Radio Group, to discuss the campaign. Discussions focused on tentative dates and possible optimal locations for community outreach, as well as data collection efforts and information about neighborhood characteristics. The FMTFOP Co-Chairs also participated at a meeting with additional community leaders and the Mayor to further cement community buy-in and answer any additional questions.

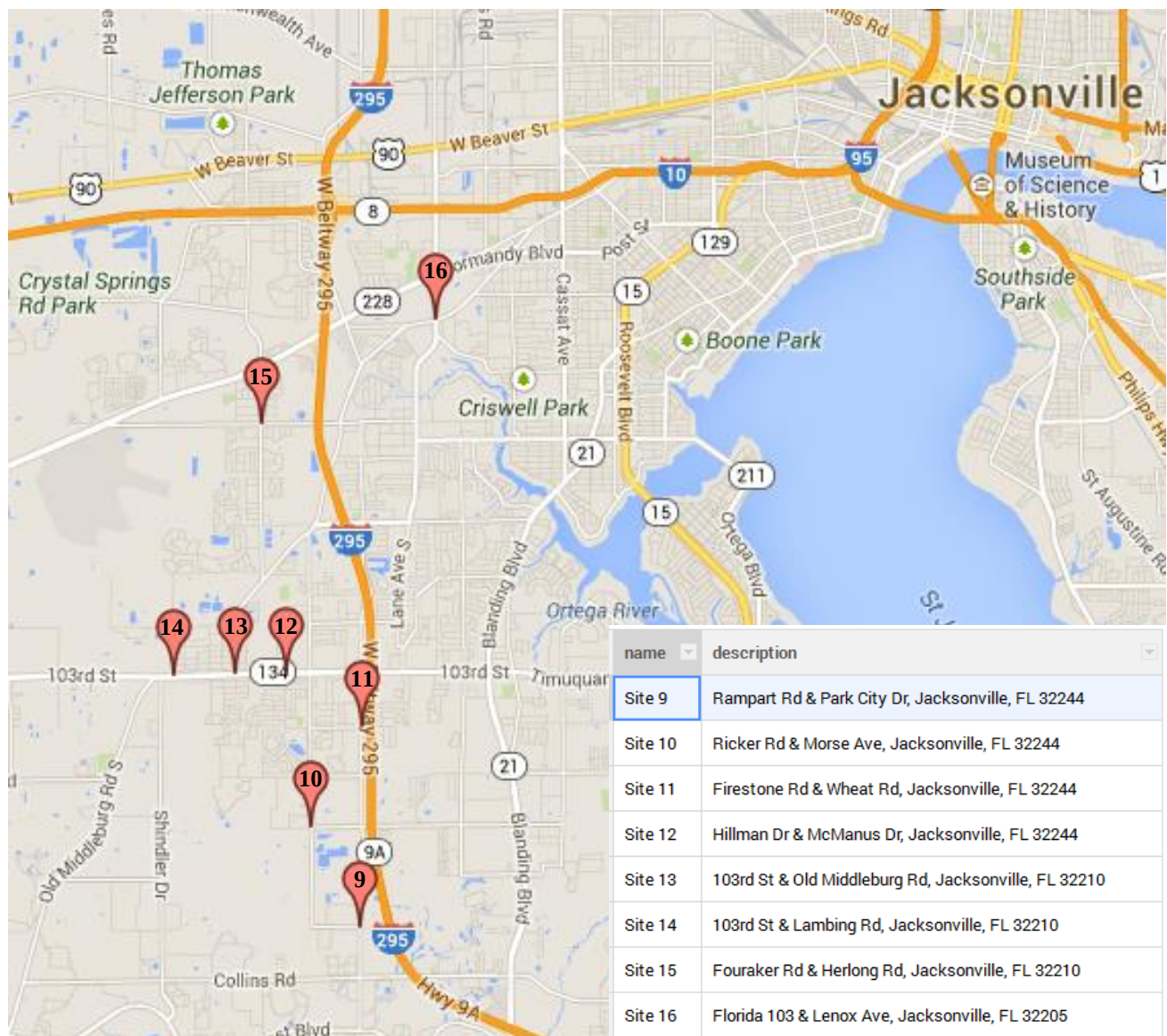
After FMTFOP members obtained considerable information about the characteristics of the neighborhoods in Jacksonville, it selected the Hispanic sites by looking for Hispanic churches, daycares, restaurants, grocery stores, and any stores and offices with signs in Spanish. Additional efforts that helped to identify appropriate areas for surveying included visiting different neighborhoods, asking convenient store clerks if they have Hispanic customers or know of any Hispanic activities in their area, and working closely with the International Affairs Unit of the Jacksonville Sheriff's Office (JSO). JSO officers helped greatly in identifying Hispanic populations in the county as they informed the FMTFOP team of the locations where most 911 calls from Hispanics originated, and discussed several upcoming Hispanic events organized by the Sheriff's office. Next, the areas identified from the 911 calls were correlated with the Hispanic stores and the other information previously collected. Members of the FMTFOP team, along with the FDOT District II Safety Engineer and the Community Traffic Safety Teams (CTST) Coordinator, visited neighborhoods to confirm locations and assess the safety of the sites, as college students were going to be there collecting data. After all of these steps were completed, a number of intersections was identified for possible data collection sites, which were then revisited to confirm there were Hispanic populations present. Finally, 16 different

intersections were selected (chosen by east or west of the river) for data collection. All sites are presented in Figure 1, (A) and (B).

The identification of the African-American sites followed a similar procedure as used for selecting the Hispanic sites. In this case, FMTFOP members identified the locations catering to African-Americans such as churches and hair salons. The team noticed that those populations were not as concentrated as the Hispanic population but, after much deliberation, another 16 sites were selected for the African-American surveys. Those sites are shown in Figure 2, (A) and (B).

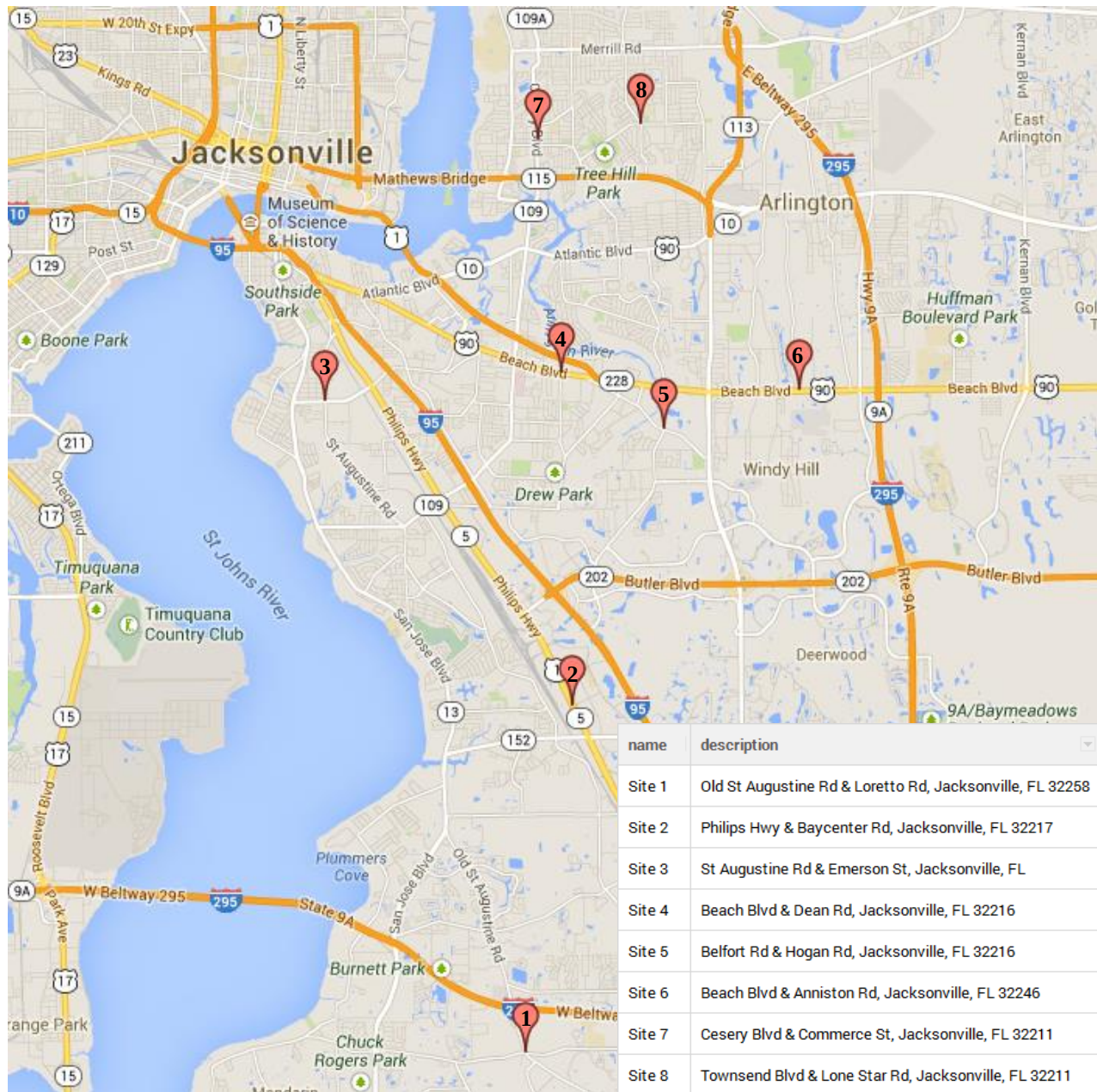


(A)

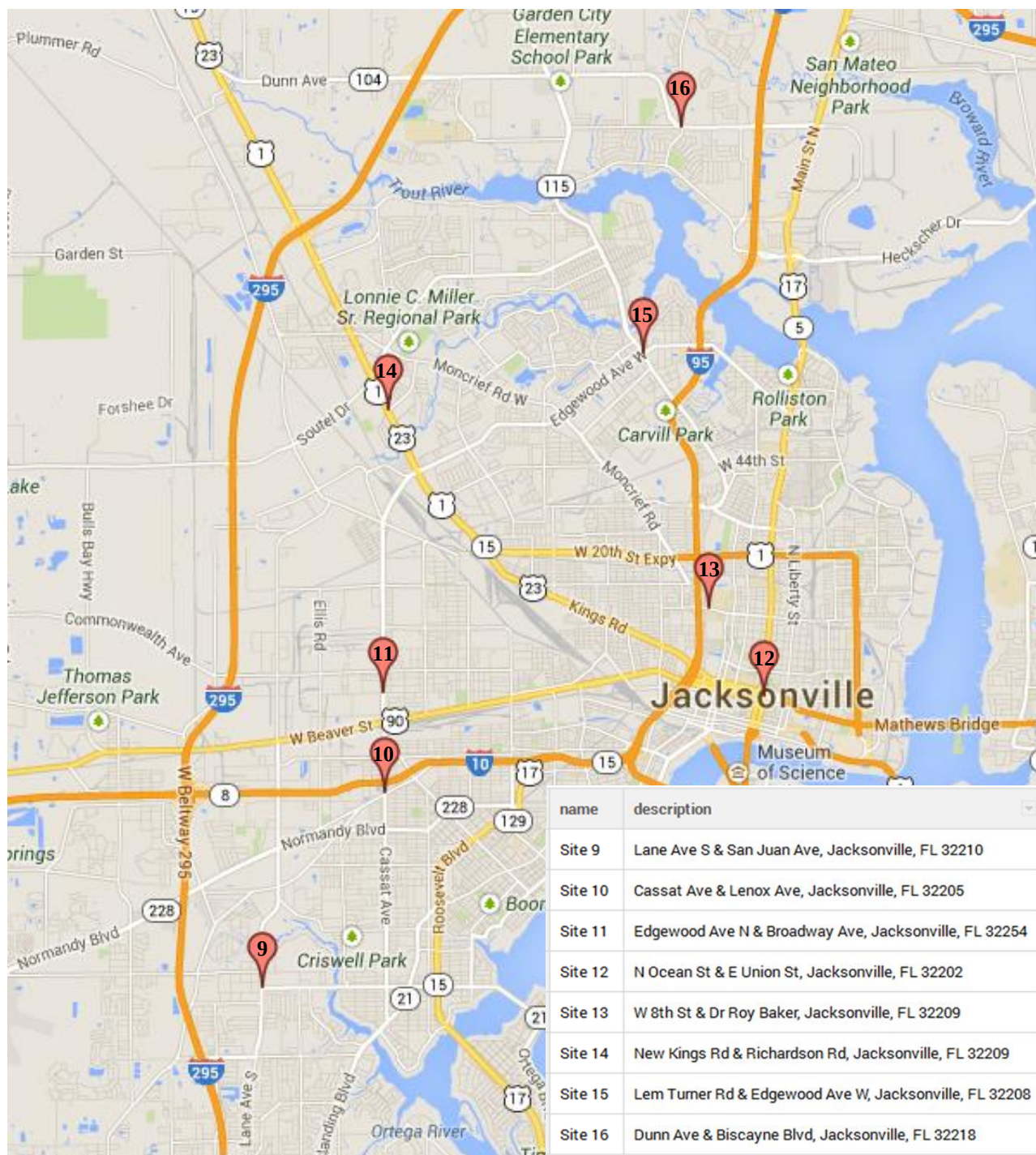


(B)

Figure 1 Hispanic Data Collection Sites



(A)



(B)

Figure 2 African-American Data Collection Sites

4. DATA COLLECTION

The goal of this project was to increase seat belt use among minority groups in the Jacksonville area. In order to achieve this goal, FMTFOP members conducted an extensive outreach by distributing educational material promoting seat belt usage and child safety, participating in events, and engaging in educational discussions with the locals. To test the effectiveness of these efforts, observational studies regarding seat belt usage were conducted before and after each outreach effort. During the observational studies, team members observed vehicles crossing through the selected intersections to check if the driver and passengers were using seat belts, and if kids under 12 years old were secured in a child safety seat. More specifically, the data collected included vehicle type, occupant ethnicity and gender, passenger position, seat belt use, and presence of children under 12.

In total, two pre-surveys and two post-surveys took place. The Hispanic seat belt pre-survey was conducted on February 5, 2013, from 7:00 am to 9:00 am and from 4:00 pm to 6:00 pm in the 16 locations shown in Figure 1. Fifteen UF students (OPS assistants) and one volunteer participated in the effort. The Hispanic seat belt post-survey was conducted on March 12, 2013, from 7:00 am to 9:00 am and from 4:00 pm to 6:00 pm using the same locations where the pre-survey was conducted. Sixteen students (OPS assistants) participated in that effort. The Hispanic pre- and post-surveys were as identical as possible to eliminate any bias during the data collection. The African-American seat belt pre-survey was conducted on March 23, 2013, from 7:30 am to 9:30 am and from 4:00 pm to 6:00 pm on 16 different locations. Fourteen students (OPS assistants) and two volunteers participated in that effort. The time for the morning data collection was shifted a half hour later due to time change. The African-American post-survey was conducted on April 8, 2013 from 7:30 am to 9:30 am and from 4:00 pm to 6:00 pm using the same locations where the pre survey was conducted. Sixteen students (OPS assistants) participated. Prior to each survey, students and volunteers were trained on how to record data using the data collection form illustrated in Figure 3. First, the observers were to mark the vehicle type, then the information about the driver, and finally, the information about the front and rear passengers.

The number of vehicles and occupants recorded during each survey is presented in Table 3.

Table 3 Number of vehicles recorded during surveys

	Number of Vehicles	Number of Occupants
Hispanic Pre seat belt survey	7789	9842
Hispanic Post seat belt survey	6988	8483
African-American Pre seat belt survey	10335	12033
African-American Post seat belt survey	12852	15361
Total	37964	45719

Florida Minority Task Force on Occupant Protection																				Date: _____		Time: _____	
Observational Occupant Protection Use Survey Data Form																				Location: _____		Weather: _____	
Observed by: _____																							
ID	Vehicle Type	Driver			Front Passenger				Rear Passenger Outboard				Rear Passenger Center				Rear Passenger Outboard						
		Race	Gender	Belt	Race	Gender	Belt	Kid	Race	Gender	Belt	Kid	Race	Gender	Belt	Kid	Race	Gender	Belt	Kid			
	C V S T	H AA W O	M F	R U	H AA W O	M F	R U	Mi	H AA W O	M F	R U	Mi	H AA W O	M F	R U	Mi	H AA W O	M F	R U	Mi			
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Vehicle	Race	Gender	Belt	Kid
C Car	H Hispanic	M Male	R Restrained	Mi Child 8 years or under
V Van	AA African American	F Female	U Unrestrained	
S SUV	W White			
T Truck	O Other			

Figure 3 Observational Occupant Protection Use Survey Data Form

5. OUTREACH

The FMTFOP team conducted an extensive outreach by distributing educational material promoting seat belt usage and child safety, participating in events, and engaging in educational discussions with the locals. The FMTFOP was split into groups of two to four people who visited all identified areas along the intersections where the data collection took place, covering a very large area overall. The targeted locations included retail/grocery stores, restaurants, barber shops, aesthetic/beauty centers, churches, daycares, insurance providers, and schools. As part of the outreach, many educational materials were ordered and distributed, such as posters, love me/buckle up bilingual flyers, activity books, tip cards, and gadget grips. To increase the effectiveness of the outreach, many of the outreach/promotional materials were provided in both English and Spanish. Examples of educational material are illustrated in Figure 4. See Appendix

B for additional examples of the materials. The outreach took place one or two weeks after the pre-surveys and focused on both Hispanic and African-American communities. During the outreach, the FMTFOP teams entered businesses, explained their goal of encouraging seat belt use for all occupants in all vehicles, and asked permission to hang posters and distribute materials to costumers. When possible, extra materials were left in the stores for future costumers, in order to reach more people about the benefits of wearing a seat belt or using a child safety seat. In addition, FMTFOP members reached out to churches and had the opportunity to discuss its mission and the importance of using seat belts.

It is worth mentioning that the reception from everyone who had the chance to receive information was wonderful. Everyone was very appreciative that the state and the FMTFOP demonstrated genuine concern for them and their loved ones. Figure 5 shows some pictures taken during the outreach efforts.

In order to expand the FMTFOP efforts on establishing seat belt and child passenger safety awareness and increase usage numbers, it is critical that the initiative be self-sustaining. Once the FMTFOP leaves the community, building on the efforts begun by the task force to increase neighborhood participation and awareness of the importance of traffic safety issues will ensure that the fatality and injury numbers will continue to decrease, which is the long-term goal of the State of Florida.

Therefore, in conjunction with the community outreach, the FMTFOP participated in several meetings and other activities such as the Jacksonville Community Traffic Safety Team Meeting, the Regional Community Traffic Safety Team Meeting, and a Child Passenger Safety Technicians Training Class. Team members also participated in Car Seat Inspection events with JSO at the following locations: Hispanic Church Group, 5520 University Blvd.; University Christian School; Hispanic Group at the Portside Trailer Park, 14001 Beach Blvd.; Ministerio Apostlico, 6651 Crestline Drive; Iglesia Bautista Fuente De Lux, 7928 Rampart Road; and Eureka Gardens Apartments, 1214 Labelle Street.

Furthermore, in order to promote and market the opportunity to become a member of the FMTFOP and/or to become involved at the community level, a website on the FMTFOP was created. The website, fmtfop.ce.ufl.edu, includes information about the FMTFOP efforts, and downloadable resources such as promotional flyers, news, photos, and contact information. The website will be regularly updated and more information including personnel responsibilities, guidelines for the various events related to the FMTFOP, final reports, and other items will be added.

You love me? Buckle up and watch me grow!

Buckling up is the single most effective thing you can do to protect yourself in a car crash. Both African American and Hispanics are dying twice as many in car crashes than Caucasians but travel half as many miles each year.

Air bags are designed to work with seat belts, not replace them. In fact, if you don't wear your seat belt, you could be thrown into a rapidly opening frontal air bag; a movement of such force could injure or even kill you. Have all children ages 12 and under sit in the back seat—regardless of their size or weight.

How to buckle up safely? The lap belt and shoulder belt should be secured across the pelvis and rib cage, which are more able to withstand crash forces than other parts of your body.

How can you protect your child in a car crash? Buckle them up properly. Four out of five children are not properly restrained in their child safety seat. For questions regarding child safety car seat installations, please contact your local Child Passenger Safety Technician or visit www.safekids.org or the Florida Department of Transportation www.dot.state.fl.us.

In response to the over representation of African Americans and Hispanics in traffic fatalities, the Florida Minority Task Force on Occupant Protection was established for community outreach to reduce the number of injury and fatalities. For more information, please contact the Florida Department of Transportation Safety Office (850) 245-1500.

Florida Minority Task Force on Occupant Protection
Florida Department of Transportation



Tú me quieres? Abróchate el cinturón de seguridad para verme crecer!

Abrocharse el cinturón de seguridad es la forma más efectiva para protegerse en caso de un accidente de tráfico. Se ha encontrado que los afroamericanos y los hispanos viajan menos millas por año que los caucásicos, y aun así son dos veces más propensos a morir en accidentes de tráfico.

Las bolsas de aire están diseñadas para trabajar con los cinturones de seguridad, no para reemplazarlos. ¿Cuál es la forma correcta de utilizar el cinturón de seguridad? El cinturón de seguridad debe ser utilizado de forma tal que la correa del cinturón quede a través de la pelvis y las costillas. Estas partes del cuerpo son más aptas para resistir las fuerzas producidas en un accidente de tráfico.

¿Cómo puede proteger a su hijo(a) en un accidente de tráfico? Asegúrese que su niño(a) esté utilizando debidamente el cinturón de seguridad o asiento protector para niños, de acuerdo a su edad y estatura. Todo menor de 12 años debe sentarse en el asiento posterior del vehículo, independientemente de su peso o tamaño. Para preguntas relacionadas con la seguridad de su niño y de cómo instalar correctamente el asiento de seguridad o para que sea inspeccionado por un técnico, comuníquese con la agencia local de seguridad para niños pasajeros (Child Passenger Safety) más cercana o visite www.safekids.org o www.dot.state.fl.us.

En respuesta a la alta representación de afroamericanos e hispanos fallecidos en accidentes de tráfico, se ha establecido un Grupo de Trabajo para la Protección de Pasajeros Minoritarios de la Florida con el fin de orientar y promover el uso del cinturón de seguridad. Para obtener más información, comuníquese con la Oficina de Seguridad del Departamento de Transportación de la Florida al (850) 245-1500.

Grupo de Trabajo para la Protección de Pasajeros Minoritarios de la Florida
Departamento de Transportación de la Florida



Figure 4 Examples of Educational Material



Figure 5 Pictures from Outreach Efforts

6. STATISTICAL TEST

After the data analysis, a statistical test was performed to determine the effectiveness of the community outreach promoting seat belt use within the minority populations. The statistical test provides a mechanism to examine if the data obtained were enough to prove there was a significant difference of the results, i.e., the seat belt usage in this case. A test for differences between proportions was chosen to determine if the FMTFOP outreach increased seat belt/child safety seat usage. The most appropriate statistical test in this case is the two-proportion z-test, because the survey method for each population was random sampling with independent observations (the data collected for a specific vehicle did not affect the data collected for any other vehicle). The test consists of four steps: state the hypotheses, formulate an analysis plan, analyze sample data, and interpret results. To analyze the results, three hypotheses were tested to conclude if there was a significant difference in the number of belted occupants after the outreach was conducted. Table 4 displays the hypotheses tested. Each hypothesis states the potential difference between two observational surveys, before and after outreach efforts. With

these hypotheses, the objective was to determine if a change in seat belt use occurred (restrain) during the post-survey period.

Table 4 Hypotheses tested

	Null Hypothesis	Alternative Hypothesis	Number of tails
1	Before $\neq$ After	Before = After	2
2	Before $\leq$ After	Before < After	1
3	Before $\geq$ After	Before > After	1

If the statistical analysis showed that there was a significant change, the next step was to determine if the change was positive or negative, that is, if there was an increase or decrease in seat belt use. The significance level selected was 0.05 (95% significant level). During the analysis, the following equations were used:

Pooled sample proportion:

$$p = \frac{\# \text{ restrained before} + \# \text{ restrained after}}{\text{Total \# of observations before} + \text{Total \# of observations after}}$$

Standard error:

$$SE = \sqrt{p * (1 - p) * [(1/\text{Total\#of observations before}) + (1/\text{Total\#of observations after})]}$$

$$Z_c = \frac{\frac{\# \text{ restrained before}}{\text{Total \# of observations before}} - \frac{\# \text{ restrained after}}{\text{Total \# of observations after}}}{SE}$$

After obtaining the Z value, the p-value was obtained and compared with the significance level of 0.05. The p-value is the probability of the statistic test being at least as extreme as the one observed, given that the null hypothesis is true. A small p-value indicates that the null hypothesis is false. The statistical test was performed for every reported result to conclude if the results are statistically significant.

7. SURVEY RESULTS

As aforementioned in the data collection section, two major observational surveys and two major outreach efforts were conducted in the Jacksonville, FL area. The first focused on the Hispanic population and the second focused on the African-American population. The seat belt use change for the Hispanics and African-Americans are computed separately for each effort. However, both efforts had a significant percentage of both minority groups (please refer to Table 5 for exact percentages). Therefore, the results are presented according to seat belt use, race/ethnicity, occupant position, and gender for the cumulative data (both efforts together).

Table 5 Percent of Race groups during surveys

	% Whites	% Hispanics	% African-Americans	% Others
Hispanic Pre seat belt survey	39.37	18.59	33.36	8.71
Hispanic Post seat belt survey	42.00	16.48	34.20	7.32
African-American Pre seat belt survey	44.24	9.96	40.57	5.23
African-American Post seat belt survey	48.33	5.90	40.73	5.05

The seat belt usage among Hispanics, during the Hispanic focus observational surveys, increased by 9.64% as shown in Figure 6. This increase is much higher than the targeted increase of 3% stated in the project proposal, and demonstrates the effectiveness of the extensive educational outreach. Figure 7 presents the seat belt usage among African-Americans during the African-American focus observational surveys. The seat belt usage increase in that case was 6.72%, again higher than the 3.5% targeted increase.

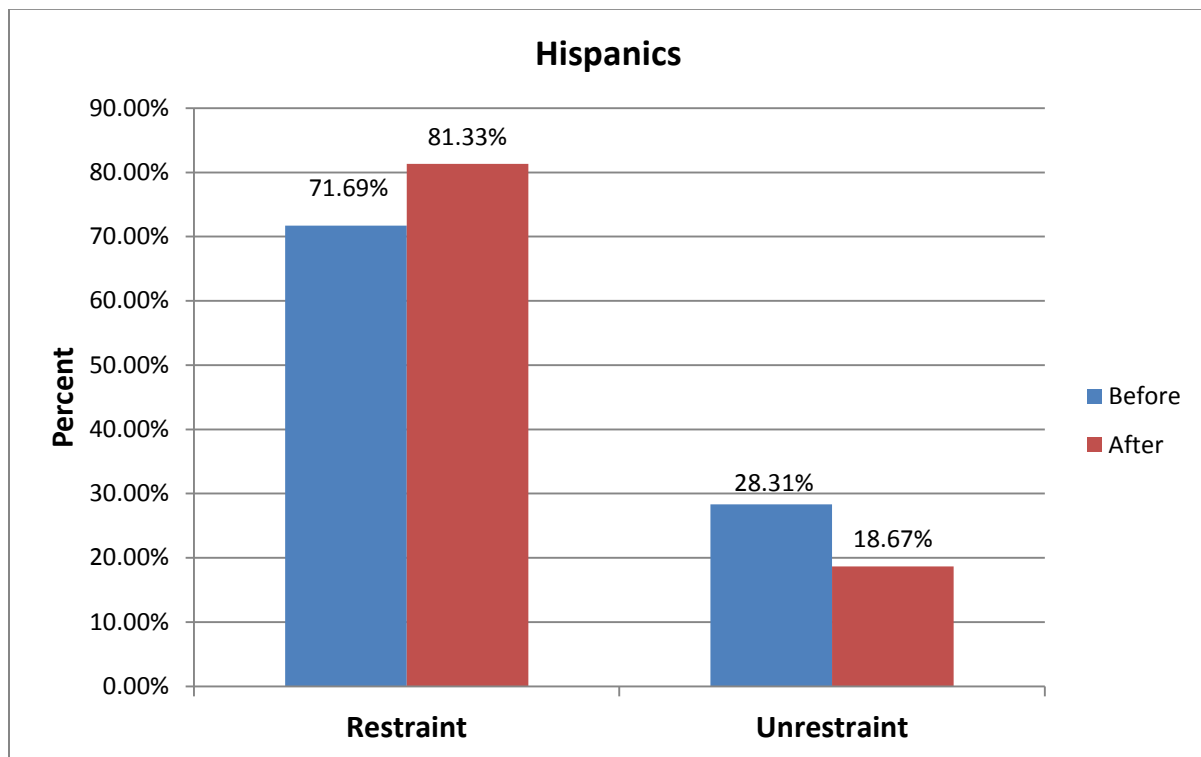


Figure 6 Seat Belt Use of Hispanics during Hispanic Focus Surveys

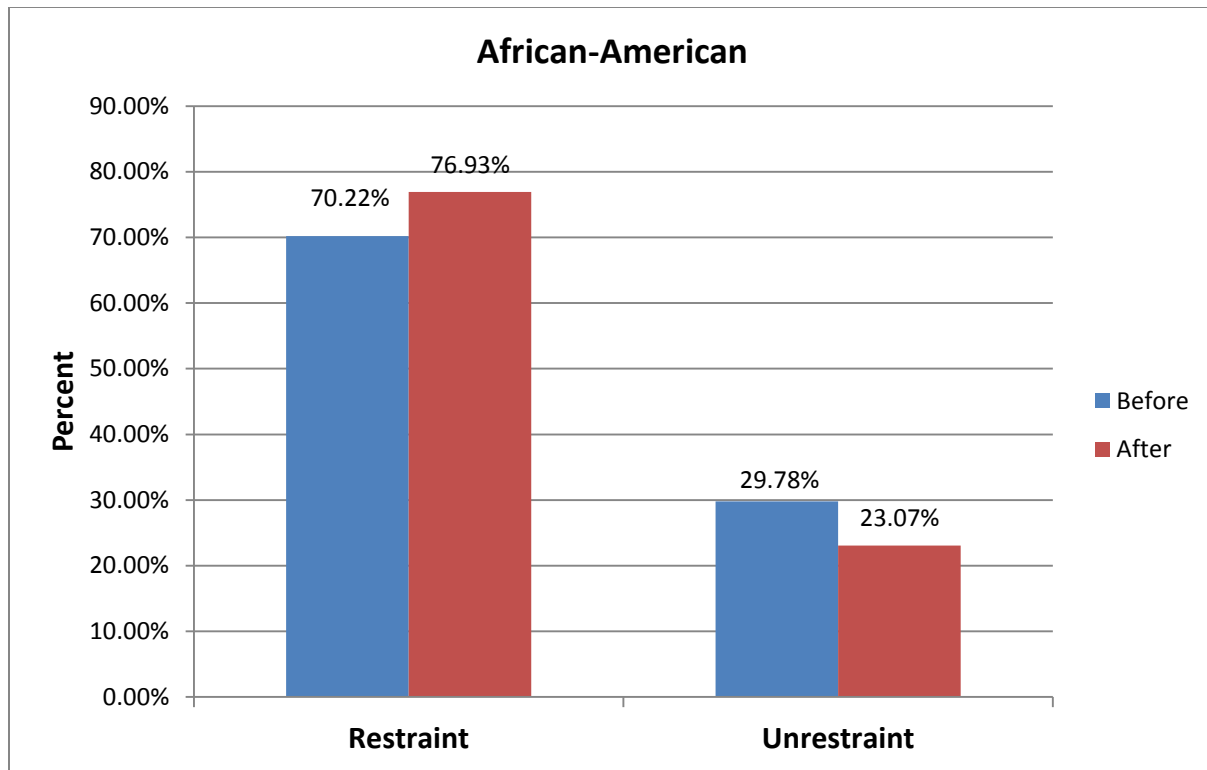


Figure 7 Seat Belt Use of African-Americans during African-American Focus Surveys

Cumulative Observational Survey Results

During the pre- and post-surveys, a total of 37,964 vehicles (45,719 occupants) were observed. During the pre-survey, a total of 18,124 vehicles (21,875 occupants) were recorded, while a total of 19,840 vehicles (23,844 occupants) were recorded in the post-survey. Figure 8 presents the summary of overall seat belt use (restraint vs. unrestraint). The graphs clearly depict that about 76% of all occupants recorded in the pre-survey were wearing their seat belt, while 81% of all occupants were recorded as restrained during the post-survey, which shows an increase of about 5% in seat belt usage. The increase was found to be statistically significant at 0.05 significance level with a p-value of approximately zero.

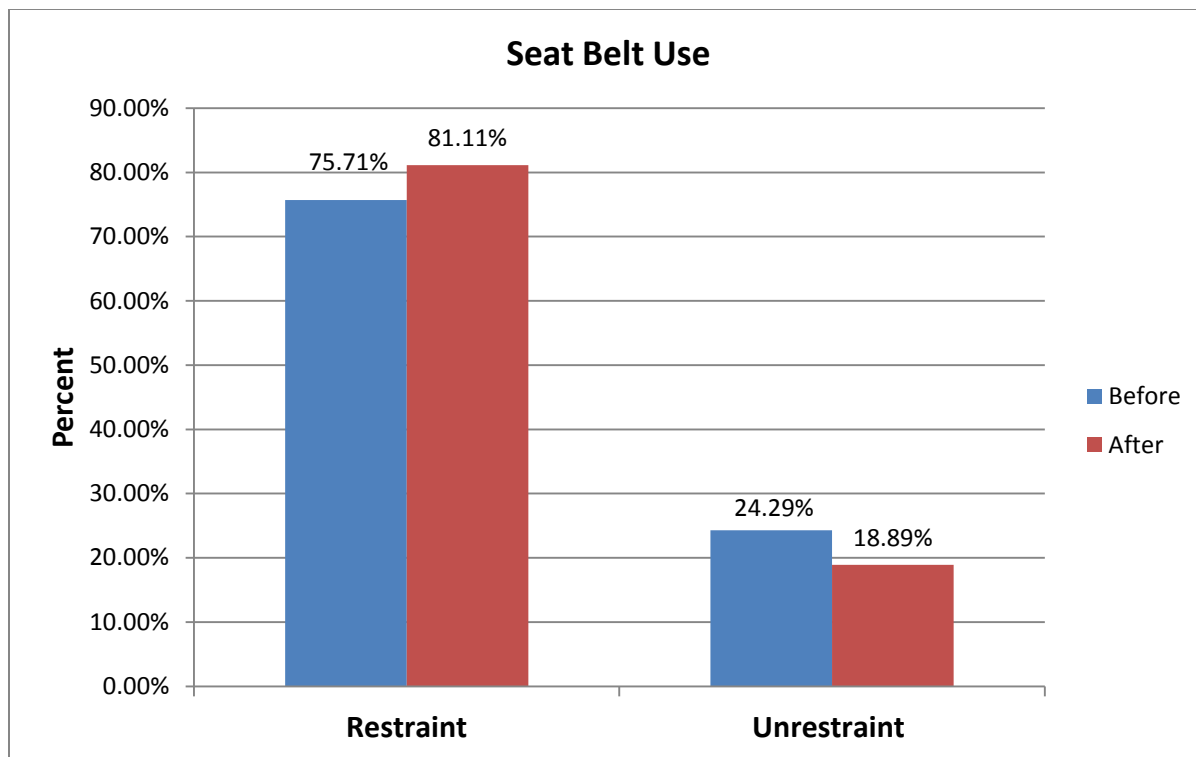


Figure 8 Summary of Seat Belt Use

Figure 9 shows the restrained vehicle occupants by race/ethnicity groups and

Table 6 the percent increase in seat belt use for each race. The results demonstrate that there was a significant increase in seat belt use among all the races. More specifically, there was an increase of 4.74%, 7.89%, 6.05%, and 4.89% among Whites, Hispanics, African-American, and others, respectively. Others included all occupants that did not belong in any of the other race categories recorded. For instance, Asian occupants were marked as others. These results are very important because they demonstrate that the FMTFOP efforts may have produced positive results in other race categories, as well. In addition, these results confirm that Hispanics and African-Americans do not use their seat belts as much as other population groups. For example, only about 70% of African-Americans were using seat belts, while about 80% of whites were restrained, a difference of about 10%.

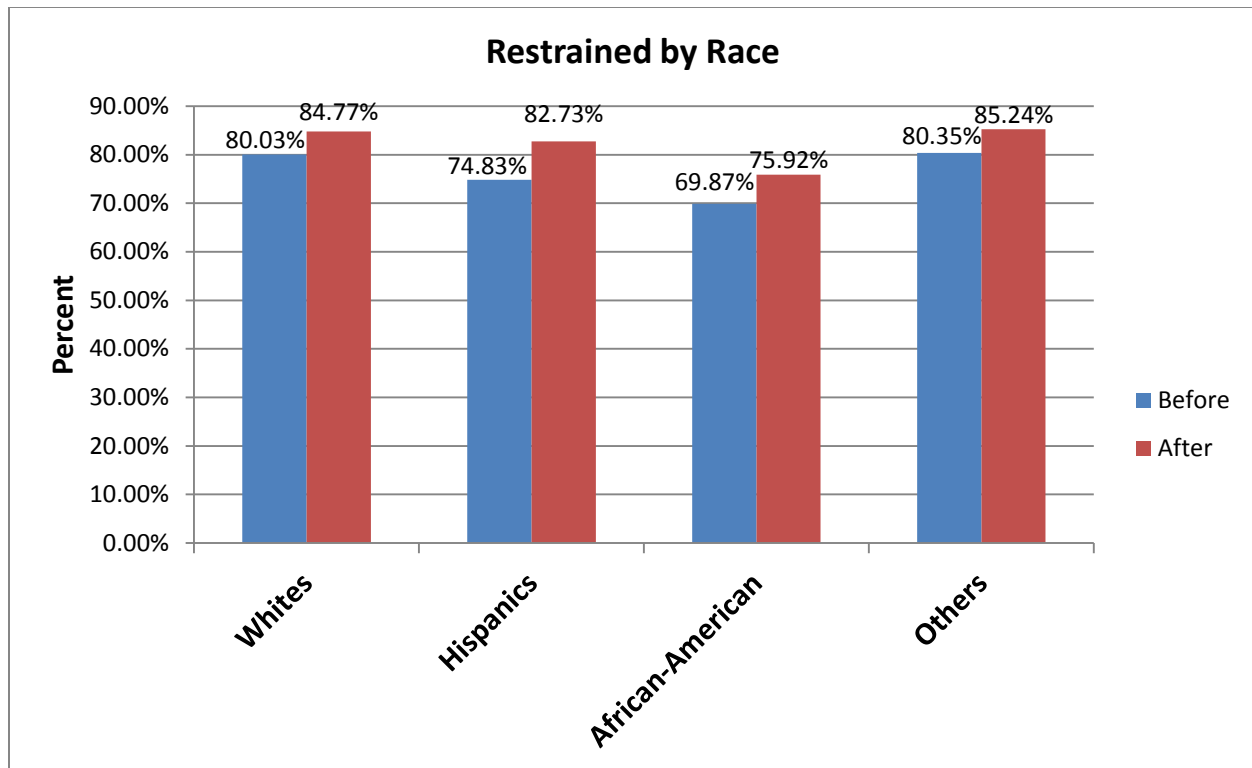


Figure 9 Seat Belt Use by Race

Table 6 Percent Increase in Seat Belt Use

	% Increase in Seat Belt Use
% Whites	4.74
% Hispanics	7.89
% African-Americans	6.05
% Others	4.89

During the data collection, drivers were recorded separately from front and rear passengers. Data analysis results indicate that there was an increase of 4.44% and 9.86% in seat belt usage for drivers and passengers, respectively (Figure 10). The observed differences proved to be statistically significant.

In terms of restraint use by gender, a 5.26% and a 5.44% increase was observed among males and females respectively (Figure 11). Moreover, it is clear that males have lower rates of restraint use than females. The same trend was shown at the 2010 and 2011 Seat Belt Use in Florida report.

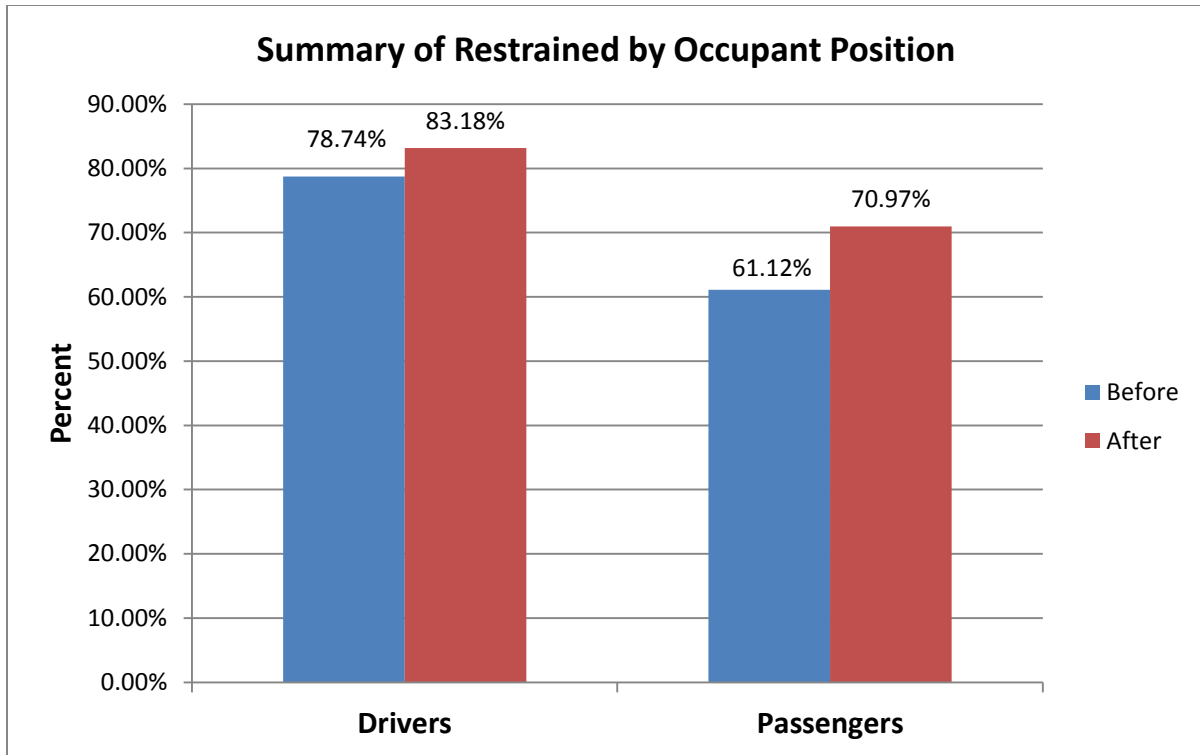


Figure 10 Summary of Seat Belt Use by Occupant Position

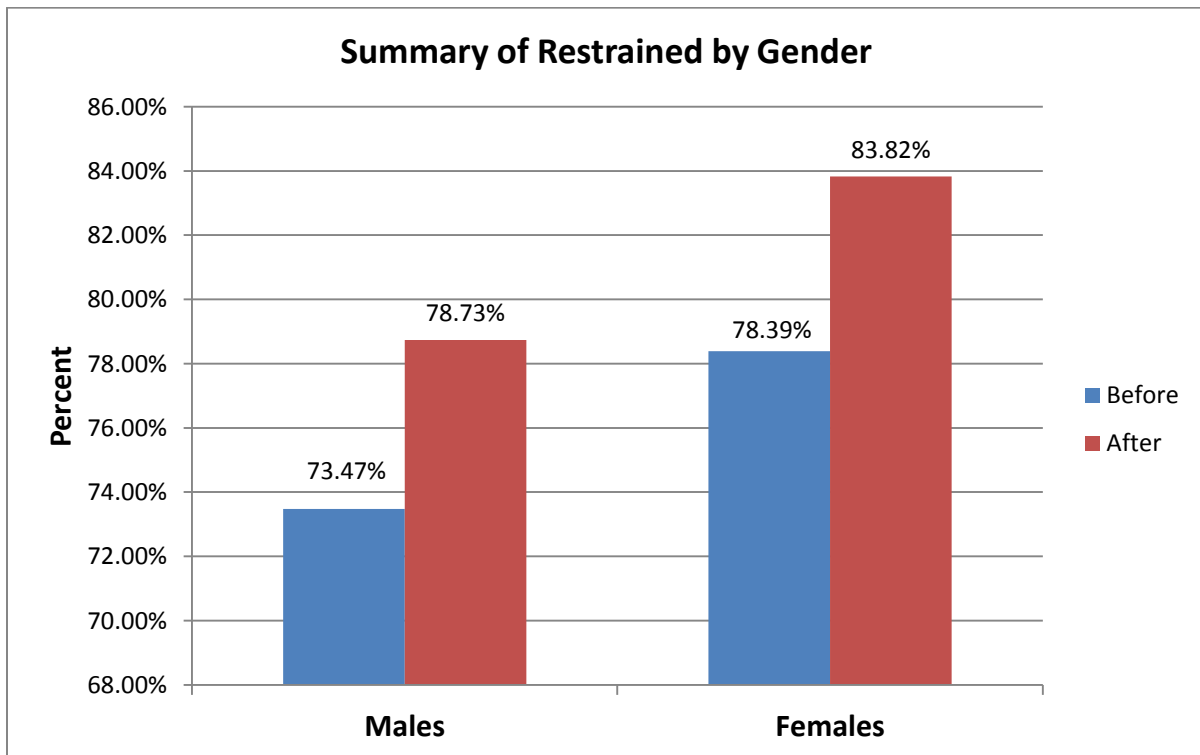


Figure 11 Seat Belt Use by Gender

This section presents the observational survey results by seat belt use, race, occupant position, and gender. For more information and more detailed results with respect to restraint use correlated to vehicle type, race and occupant position, and gender and occupant position, please refer to Appendix A.

8. CONCLUSIONS

This year, the FMTFOP team selected the Jacksonville area to conduct seat belt outreach for the Hispanic and African-American communities. The outreach covered a very broad area within Jacksonville and a total of 32 locations were selected for the observational surveys. After outreach efforts were conducted, a significant increase of seat belt use among not only Hispanics and African-Americans but also whites and others, indicating the effectiveness of the outreach efforts. In addition, among all races, Hispanics seem to exhibit the lowest percentage of restraint use, followed by African-Americans. This fact demonstrates the importance of the FMTFOP mission.

Overall, the FMTFOP team met their goal of increasing the seat belt usage among Hispanics and African-Americans. Also, the feedback from the communities reached was very positive, encouraging additional efforts of this nature in the future. It should be mentioned that FMTFOP continues to look for new members that can contribute and support its mission and carry forward the very important calling of saving lives.

9. REFERENCES

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APPENDIX A – Observational Survey Results

Overall Restraint Use							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	16561	5314	21875	75.71%	24.29%		
After	19339	4505	23844	81.11%	18.89%	5.40%	Yes
Drivers as Occupants							
Before	14260	3850	18110	78.74%	21.26%		
After	16466	3330	19796	83.18%	16.82%	4.44%	Yes
Passengers as Occupants							
Before	2301	1464	3765	61.12%	38.88%		
After	2873	1175	4048	70.97%	29.03%	9.86%	Yes
Front Seat Passengers as Occupants							
Before	1929	1074	3003	64.24%	35.76%		
After	2390	893	3283	72.80%	27.20%	8.56%	Yes
Rear Seat Passengers as Occupants							
Before	372	390	762	48.82%	51.18%		
After	483	282	765	63.14%	36.86%	14.32%	Yes

Restraint Use by Race: Hispanics							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	2266	762	3028	74.83%	25.17%		
After	1906	398	2304	82.73%	17.27%	7.89%	Yes
Drivers as Occupants							
Before	1991	556	2547	78.17%	21.83%		
After	1667	321	1988	83.85%	16.15%	5.68%	Yes
Passengers as Occupants							
Before	275	206	481	57.17%	42.83%		
After	239	77	316	75.63%	24.37%	18.46%	Yes
Front Seat Passengers as Occupants							
Before	232	154	386	60.10%	39.90%		
After	211	64	275	76.73%	23.27%	16.62%	Yes
Rear Seat Passengers as Occupants							
Before	43	52	95	45.26%	54.74%		
After	28	13	41	68.29%	31.71%	23.03%	Yes

Restraint Use by Race: African-Americans							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	5705	2460	8165	69.87%	30.13%		
After	6952	2205	9157	75.92%	24.08%	6.05%	Yes
Drivers as Occupants							
Before	4837	1757	6594	73.35%	26.65%		
After	5789	1561	7350	78.76%	21.24%	5.41%	Yes
Passengers as Occupants							
Before	868	703	1571	55.25%	44.75%		
After	1163	644	1807	64.36%	35.64%	9.11%	Yes
Front Seat Passengers as Occupants							
Before	709	495	1204	58.89%	41.11%		
After	953	468	1421	67.07%	32.93%	8.18%	Yes
Rear Seat Passengers as Occupants							
Before	159	208	367	43.32%	56.68%		
After	210	176	386	54.40%	45.60%	11.08%	Yes

Restraint Use by Race: Whites							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	7362	1837	9199	80.03%	19.97%		
After	9314	1673	10987	84.77%	15.23%	4.74%	Yes
Drivers as Occupants							
Before	6382	1386	7768	82.16%	17.84%		
After	8006	1283	9289	86.19%	13.81%	4.03%	Yes
Passengers as Occupants							
Before	980	451	1431	68.48%	31.52%		
After	1308	390	1698	77.03%	22.97%	8.55%	Yes
Front Seat Passengers as Occupants							
Before	846	358	1204	70.27%	29.73%		
After	1103	312	1415	77.95%	22.05%	7.68%	Yes
Rear Seat Passengers as Occupants							
Before	134	93	227	59.03%	40.97%		
After	205	78	283	72.44%	27.56%	13.41%	Yes

Restraint Use by Race: Others							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	1194	292	1486	80.35%	19.65%		
After	1190	206	1396	85.24%	14.76%	4.89%	Yes
Drivers as Occupants							
Before	1040	213	1253	83.00%	17.00%		
After	1008	150	1158	87.05%	12.95%	4.05%	Yes
Passengers as Occupants							
Before	154	79	233	66.09%	33.91%		
After	182	56	238	76.47%	23.53%	10.38%	Yes
Front Seat Passengers as Occupants							
Before	131	56	187	70.05%	29.95%		
After	152	44	196	77.55%	22.45%	7.50%	Yes
Rear Seat Passengers as Occupants							
Before	23	23	46	50.00%	50.00%		
After	30	12	42	71.43%	28.57%	21.43%	Yes

Restraint Use by Gender: Males							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	8464	3056	11520	73.47%	26.53%		
After	9588	2590	12178	78.73%	21.27%	5.26%	Yes
Drivers as Occupants							
Before	7534	2370	9904	76.07%	23.93%		
After	8269	2019	10288	80.38%	19.62%	4.30%	Yes
Passengers as Occupants							
Before	930	686	1616	57.55%	42.45%		
After	1319	571	1890	69.79%	30.21%	12.24%	Yes
Front Seat Passengers as Occupants							
Before	775	503	1278	60.64%	39.36%		
After	1060	418	1478	71.72%	28.28%	11.08%	Yes
Rear Seat Passengers as Occupants							
Before	155	183	338	45.86%	54.14%		
After	259	153	412	62.86%	37.14%	17.01%	Yes

Restraint Use by Gender: Females							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	8117	2238	10355	78.39%	21.61%		
After	9779	1887	11666	83.82%	16.18%	5.44%	Yes
Drivers as Occupants							
Before	6839	1559	8398	81.44%	18.56%		
After	8251	1309	9560	86.31%	13.69%	4.87%	Yes
Passengers as Occupants							
Before	1278	679	1957	65.30%	34.70%		
After	1528	578	2106	72.55%	27.45%	7.25%	Yes
Front Seat Passengers as Occupants							
Before	1105	519	1624	68.04%	31.96%		
After	1346	459	1805	74.57%	25.43%	6.53%	Yes
Rear Seat Passengers as Occupants							
Before	173	160	333	51.95%	48.05%		
After	182	119	301	60.47%	39.53%	8.51%	Yes

Restraint Use by Vehicle Type: Car							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	9115	2786	11901	76.59%	23.41%		
After	10233	2462	12695	80.61%	19.39%	4.02%	Yes
Drivers as Occupants							
Before	7898	1958	9856	80.13%	19.87%		
After	8767	1783	10550	83.10%	16.90%	2.97%	Yes
Passengers as Occupants							
Before	1174	790	1964	59.78%	40.22%		
After	1505	679	2184	68.91%	31.09%	9.13%	Yes
Front Seat Passengers as Occupants							
Before	998	591	1589	62.81%	37.19%		
After	1183	479	1662	71.18%	28.82%	8.37%	Yes
Rear Seat Passengers as Occupants							
Before	219	237	456	48.03%	51.97%		
After	283	200	483	58.59%	41.41%	10.57%	Yes

Restraint Use by Vehicle Type: SUV							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	3963	1093	5056	78.38%	21.62%		
After	4966	968	5934	83.69%	16.31%	5.31%	Yes
Drivers as Occupants							
Before	3373	806	4179	80.71%	19.29%		
After	4247	737	4984	85.21%	14.79%	4.50%	Yes
Passengers as Occupants							
Before	590	287	877	67.27%	32.73%		
After	719	231	950	75.68%	24.32%	8.41%	Yes
Front Seat Passengers as Occupants							
Before	511	232	743	68.78%	31.22%		
After	623	194	817	76.25%	23.75%	7.48%	Yes
Rear Seat Passengers as Occupants							
Before	79	55	134	58.96%	41.04%		
After	96	37	133	72.18%	27.82%	13.23%	Yes

Restraint Use by Vehicle Type: Van							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	1464	476	1940	75.46%	24.54%		
After	1750	356	2106	83.10%	16.90%	7.63%	Yes
Drivers as Occupants							
Before	1241	351	1592	77.95%	22.05%		
After	1423	254	1677	84.85%	15.15%	6.90%	Yes
Passengers as Occupants							
Before	223	125	348	64.08%	35.92%		
After	327	102	429	76.22%	23.78%	12.14%	Yes
Front Seat Passengers as Occupants							
Before	186	83	269	69.14%	30.86%		
After	253	82	335	75.52%	24.48%	6.38%	Yes
Rear Seat Passengers as Occupants							
Before	37	42	79	46.84%	53.16%		
After	74	20	94	78.72%	21.28%	31.89%	Yes

Restraint Use by Vehicle Type: Truck							
				Percent		Restraint Difference	Significance Is After > Before?
	Restraint	Unrestraint	Total	Restraint	Unrestraint		
General Occupants							
Before	2061	917	2978	69.21%	30.79%		
After	2392	717	3109	76.94%	23.06%	7.73%	Yes
Drivers as Occupants							
Before	1784	699	2483	71.85%	28.15%		
After	2032	553	2585	78.61%	21.39%	6.76%	Yes
Passengers as Occupants							
Before	277	218	495	55.96%	44.04%		
After	360	164	524	68.70%	31.30%	12.74%	Yes
Front Seat Passengers as Occupants							
Before	253	186	439	57.63%	42.37%		
After	334	138	472	70.76%	29.24%	13.13%	Yes
Rear Seat Passengers as Occupants							
Before	24	32	56	42.86%	57.14%		
After	26	26	52	50.00%	50.00%	7.14%	Yes

APPENDIX B – Outreach Material

FMTFOP Mission Statement



WHO ARE WE?

The Florida Minority Task Force on Occupant Protection (FMTFOP) is a group of traffic safety experts and partners formed to promote seat belt and children safety seat usage among Blacks and Hispanics in Florida. The Florida Minority Task Force on Occupant Protection is funded through a Florida Department of Transportation Occupant Protection Grant.

WHAT ARE WE DOING?

Working To Save Lives!!! The Florida Minority Task Force on Occupant Protection will be distributing occupant protection, seat belt safety and educational materials in your area and we need your help.

WHAT CAN YOU DO TO HELP?

Business Owners and Churches:

- Display the poster and flyer in your business
- Encourage individuals to wear their seat belts
- Encourage individuals to restrain their children in car seats or booster seats
- Distribute the Florida Minority Task Force on Occupant Protection (FMTFOP) materials to your customers

Day Care Centers:

- Encourage parents to buckle-up
- Encourage parents to restrain their children in car seats or booster seats
- Read the Child Passenger Safety book to kids in your center
- Distribute flyers to parents

Florida Minority Task Force on Occupant Protection

Reggie Belle, Chairman
MS #17, 605 Suwannee Street
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(321) 302-6283 or FDOT (850) 245-1500

Funded by
Florida Department of Transportation

"CLICK IT FOR LIFE"

Tip Card



Banner

Spanish

Tú me quieres?
Abróchate el cinturón de seguridad para verme crecer

Grupo de Trabajo para la Protección de Pasajeros Minoritarios de la Florida

GRUPO DE TRABAJO PARA LA PROTECCIÓN DE PASAJEROS MINORITARIOS DE LA FLORIDA

STATE OF FLORIDA - DEPARTMENT OF TRANSPORTATION

Departamento de Transportación de la Florida.

English

You love me?
BUCKLE UP
and watch me grow

FLORIDA MINORITY TASK FORCE ON OCCUPANT PROTECTION

FLORIDA MINORITY TASK FORCE ON OCCUPANT PROTECTION

STATE OF FLORIDA - DEPARTMENT OF TRANSPORTATION

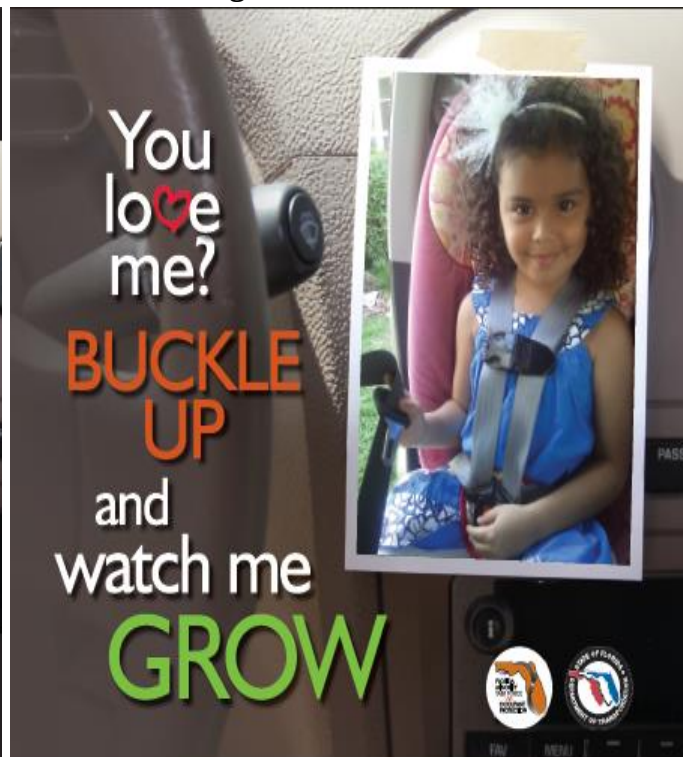
FLORIDA DEPARTMENT OF TRANSPORTATION

Poster

Spanish



English

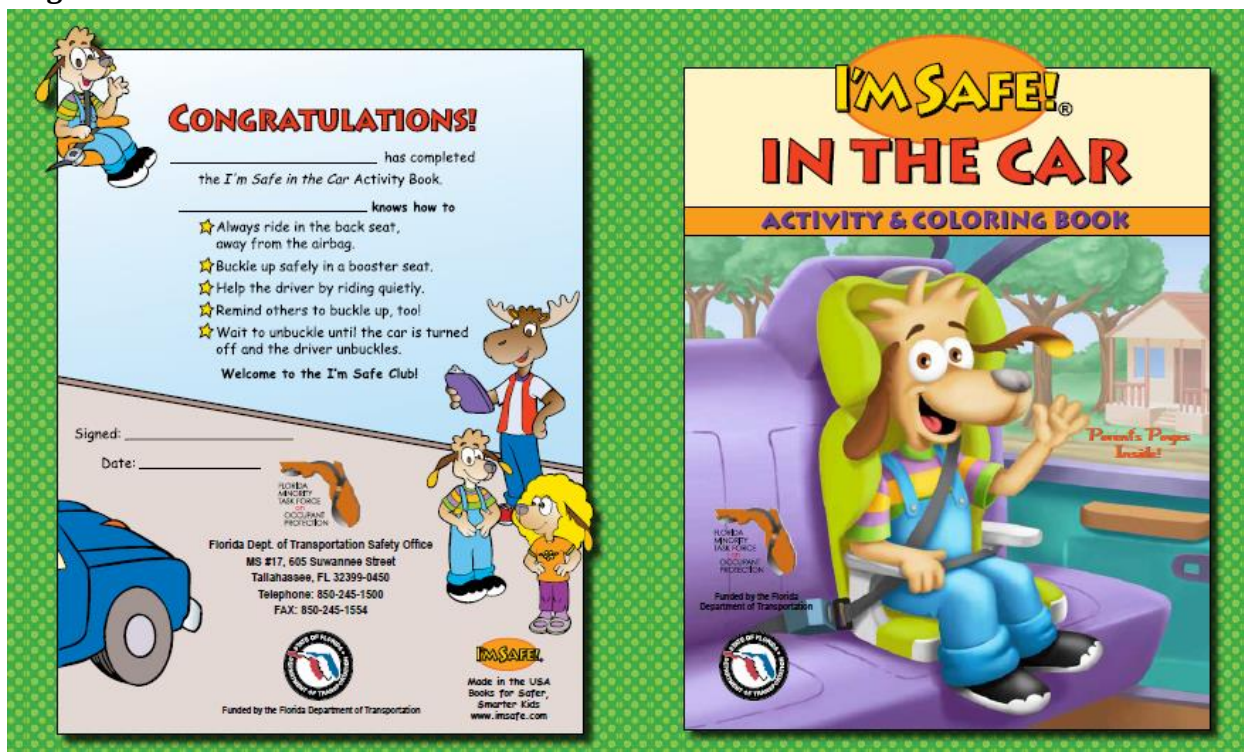


Color and Activity Books

Spanish



English



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