

Safety Resource



These programs offered by the Utah Safety Council offer practical strategies to reduce collision related injuries and fatalities on Utah roadways.

HOW TO CONDUCT A SEAT BELT SURVEY

Surveys should be appropriate to the size and circumstances of your company/organization. The survey should be organized carefully, and a consistent method for collecting data should be used for every survey. The following components are recommended:

1. Give someone with good organizational skills overall responsibility for the operation.
2. Conduct a survey to establish a baseline number, so you can measure your progress and success. These surveys should be unannounced.
3. After a baseline survey, set a usage goal (over 95%) and communicate it extensively throughout the organization for several weeks prior to doing another survey. Reiterate the company or organization's seat belt use policy and why it is important. Education is a key component in reaching your seat belt usage goal.
4. Select locations for collecting data (for example, the entrances and exits to employee parking areas).
5. Decide exactly what data you will collect (i.e. company vehicles, personal cars). Remember, only the driver of the vehicle should be observed for belt use. Once you decide on your data collection, be consistent on all future surveys.
6. Determine the best times to collect data and how many observation sites are needed for a credible survey. Collecting data on different dates during the same time of day will ensure consistent data.
7. The Survey Observation Form is attached. Make sure to obtain clip boards, pens, signs, etc.
8. Recruit employees to serve as data collectors and instruct them on how to collect the data efficiently. Make sure their actions are passive and do not cause a traffic bottleneck that delays employee's arrivals and departures.
9. If you find that the vehicles are approaching too quickly for you to tabulate each one, you may want to scale back and tabulate every second or third vehicle. Again, be sure to be consistent.
10. Consider notifying your local law enforcement agency that you will be collecting data, especially if the process could affect traffic in the area because drivers often slow down and rubberneck if they see something going on.
11. Collect, tabulate and analyze data. To determine your organization's seat belt usage rate, divide the number of belted occupants by the total number surveyed.
12. Make sure to give kudos, or remedial reminders of seat belt use, as appropriate.