

Safety Fact Sheet



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

INCENTIVES WORK: IDEAS THAT ENCOURAGE SEAT BELT USE

- Design a seat belt pledge card and distribute one to each employee to sign.
- Offer rewards for the division or team that first returns the most signed pledge cards.
- Use signed pledge cards for weekly prize drawings for movie tickets, meals at local restaurants, amusement park tickets, etc. Encourage local merchants to donate prizes in the interest of promoting community safety and goodwill. Have a grand prize that builds enthusiasm.
- Reward employees for positively responding to your seat belt initiative with incentives such as key chains, t-shirts, mouse pads, etc. Research shows that employees respond favorably to incentives.
- Present child safety seats as baby gifts to employees who are expecting a child. Encourage them to make an appointment with a Certified Child Passenger Safety Technician to ensure that they are using it correctly.
- Post your company seat belt policy prominently in a public area.
- Make seat belt use, and non-use, a discussion item during performance reviews and reward those who buckle up.
- Encourage employees to promote seat belt (and child safety seat) use in their social, civic and religious activities and recognize those that do so.