



## MICHIGAN

# Buckle Up Detroit/Neighborhood City Halls Campaign

### ► AT-A-GLANCE

► **Project Characteristics**  
Community-Based Effort to Encourage Safety Belt Use

► **Program Areas**  
Occupant Protection

► **Targeted Populations**  
Detroit-area Communities with Low Rates of Safety Belt Use

► **Type of Jurisdiction**  
Metropolitan Area

► **Jurisdiction Size**  
950,000 Residents across 143 Square Miles

► **Funding**  
Section 405: \$106,310  
Section 402: \$65,000

► **Contact**  
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## Problem Identification

Safety belt use has increased steadily across Michigan over the past several years. However, surveys show that rates of safety belt use in Wayne County have historically been lower than the statewide average. Since Detroit covers much of the county, belt use in this densely populated area is an ongoing concern for the state highway safety office.

Recognizing the importance of a program designed by Detroiters for Detroiters, a special grant project brought together Detroit's Neighborhood City Halls (NCH) in a coordinated effort to encourage safety belt use. The Buckle Up Detroit campaign spanned four months in the summer of 2004 and targeted low-user groups, including African-American, Arab-American, and Hispanic communities.

## Goals and Objectives

The goal of Buckle Up Detroit was to increase rates of safety belt use in Detroit from 68 percent to 73 percent. (Local observation surveys were conducted to determine safety belt use before and after the campaign.)

The multi-lingual campaign focused primarily on young males, families, and child passenger safety. Messages promoting safety belt use were communicated through the following venues:

- Community festivals and rallies
- Churches
- State and local governments
- Print and electronic media

## Strategies and Activities

Project partners helping the Buckle Up Detroit campaign included AAA Michigan, Baptist Pastors, Detroit Medical Center, three branches of law enforcement, the Office of Highway Safety Planning (OHSP), Safe Community Coalitions, and State Farm Insurance.

The Buckle Up Detroit campaign spread its message through a variety of strategies and community-focused activities:

- An advisory committee consisting of law enforcement, insurance, business, healthcare, the faith community, and city and state government representatives provided guidance for organizing and staging the campaign. Their expertise was shared with three ethnic communities via ten Neighborhood City Halls (NCH) within the city.



- Three public service announcements were produced and aired on local radio, including Arabic and Spanish language stations
- Outreach to local churches included two presentations to 30 church pastors to pass along the campaign message to parishioners via church bulletins and handouts, and to encourage participation in a campaign march. In addition, 30 Detroit buses encouraged vehicle occupants to use safety belts with the message "Heaven Can Wait, Buckle Up."
- Campaign volunteers attended community and youth festivals throughout July, August and September and distributed literature promoting belt use.
- Each of the 10 Neighborhood City Halls distributed 500 door hangers with safety belt awareness information, key chains, and local city announcements. The City Halls also received Buckle Up Detroit yard signs to distribute in their jurisdictions.
- Radio station WQBH staged neighborhood rallies in various Detroit City Hall communities, in which hip-hop gospel artists and other speakers promoted safety belt use among young people. Two child safety seat inspections were held in conjunction with the rallies.
- As the final event of the Buckle Up Detroit campaign, a 2-mile march was held from Comerica Park to the African-American Historical Museum with marchers wearing T-shirts promoting safety belt usage. Participants included campaign committee members, representatives from the ten Neighborhood City Halls, the Detroit High School band, and members of Detroit-area churches.

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## Results

In a before-and-after survey conducted to evaluate the success of the Buckle Up Detroit campaign, a 9.1 percentage point increase in belt use was observed, from 68.2 percent to 77.3 percent over the four-month period.