



Child Passenger Safety in the Air and in Automobiles

Make it a “Goes Without
Saying”

Applying Behavioral and
Social Science Theory

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December 9, 2010

BE SAFE

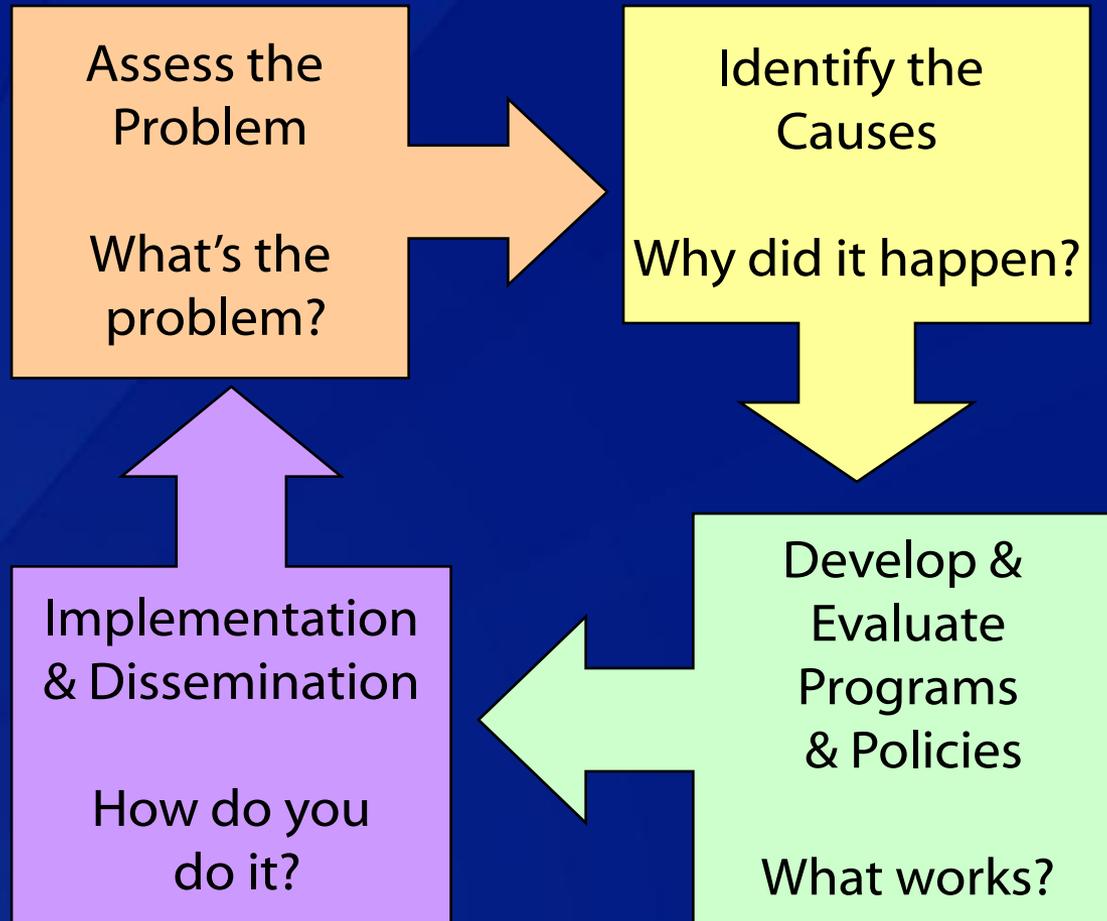
“If common sense were a reliable guide, we wouldn't need science.”



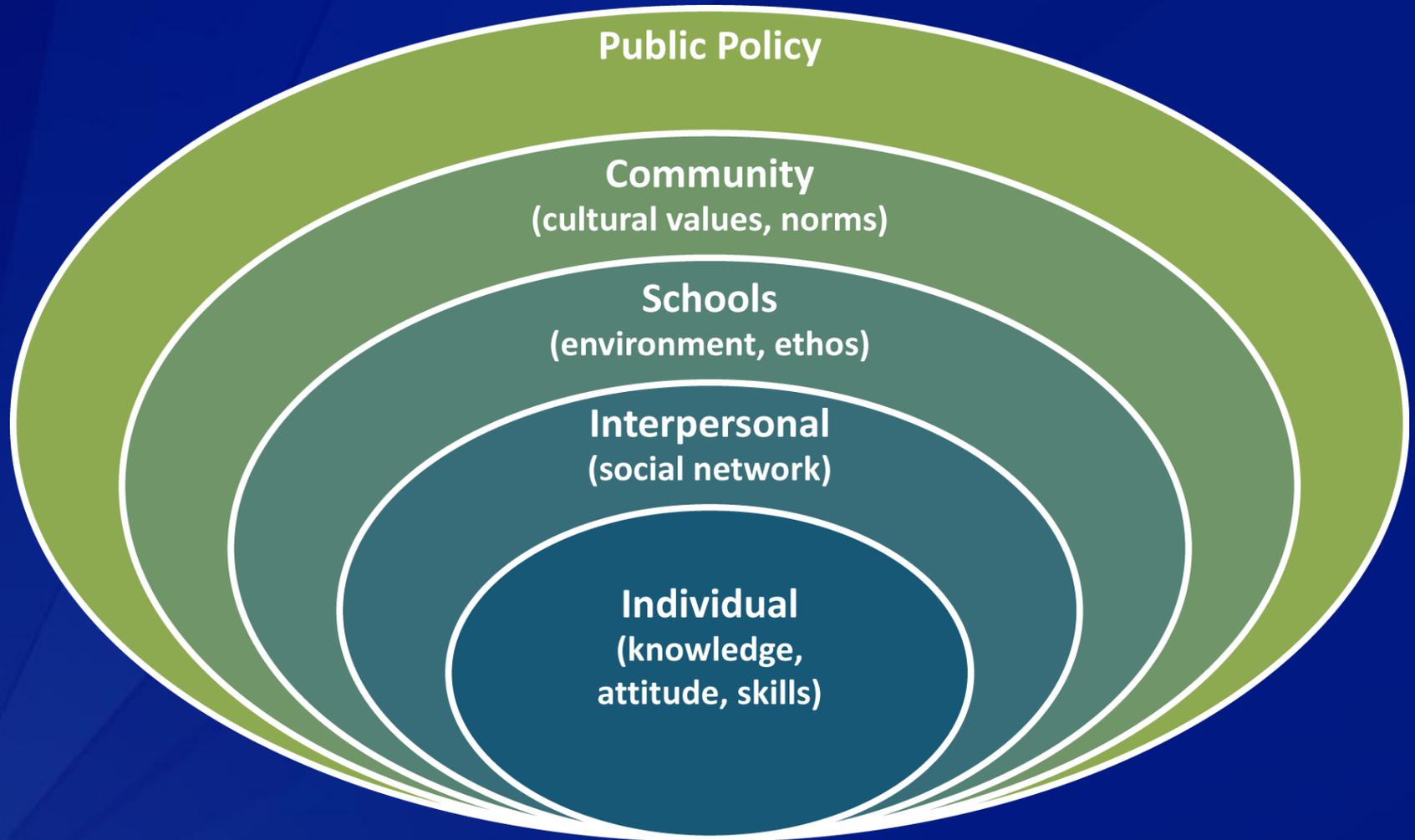
Amanda Gefter
Journalist

Delta Flight Attendant – Katherine Lee

The Public Health Approach to Prevention



Ecological Levels



Source: University of Victoria

ISSUE REPORT

F as in Fat:

HOW OBESITY THREATENS AMERICA'S FUTURE

2010



 **Trust for
America's Health**
WWW.HEALTHYAMERICANS.ORG



Robert Wood Johnson Foundation

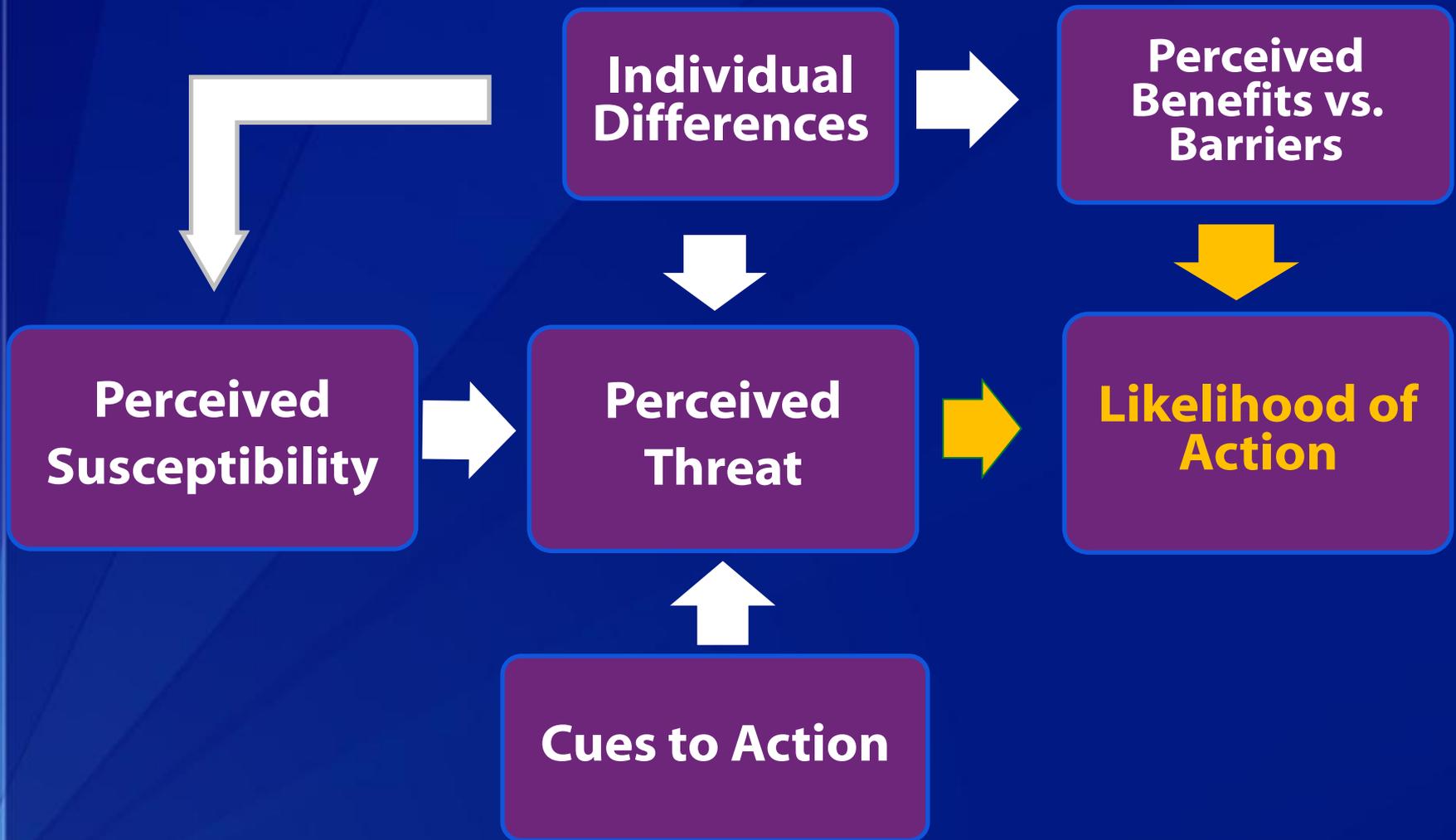
JUNE 2010

PREVENTING EPIDEMICS.
PROTECTING PEOPLE.

Ecological Levels

| <i>Concept</i> | <i>Definition</i> |
|---|---|
| Intrapersonal Level | Individual characteristics that influence behavior, such as knowledge, attitudes, beliefs, and personality traits |
| Interpersonal Level | Interpersonal processes and primary groups, including family, friends, and peers that provide social identity, support, and role definition |
| Community Level Institutional Factors | Rules, regulations, policies, and informal structures, which may constrain or promote recommended behaviors |
| Community Factors | Social networks and norms, or standards, which exist as formal or informal among individuals, groups, and organizations |
| Public Policy | Local, state, and federal policies and laws that regulate or support healthy actions and practices for disease prevention, early detection, control, and management |

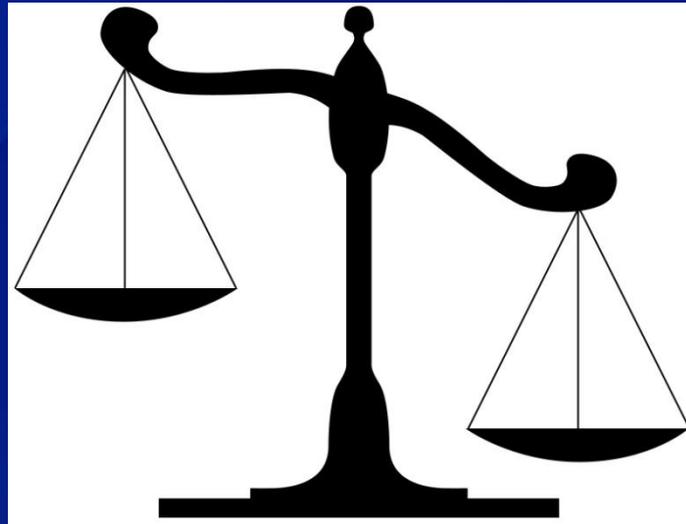
Health Belief Model



What could tip the scales toward increased use of car seats on airplanes?

Perceived
Benefits

Safety
Comfort
Child Behavior



Perceived
Barriers

Cost
Inconvenience
Social Norms
Not mandated

Other Relevant Theoretical Constructs

A photograph of an airplane wing in flight, viewed from a passenger's perspective. The wing is white with dark grey accents and is set against a clear blue sky with scattered white clouds. The wing extends from the left side of the frame towards the right.

Outcome Expectations

- My child will do better if he/she is in a car seat.

Outcome Expectancies

- It is important to protect my child.

Ten Things to Increase Likelihood of Behavior Change



- **TAILOR/TARGET:** Tailor messages for unique audiences;
- **CULTURALLY APPROPRIATE:** Create culturally sensitive messages.
- **LIMIT FEAR APPEALS:** Fear appeals rarely work for sustained change.
- **MULTI-CHANNEL:** Use a wide range of communication channels .
- **MULTI-LEVELS:** Attend to multiple levels of the social ecology.

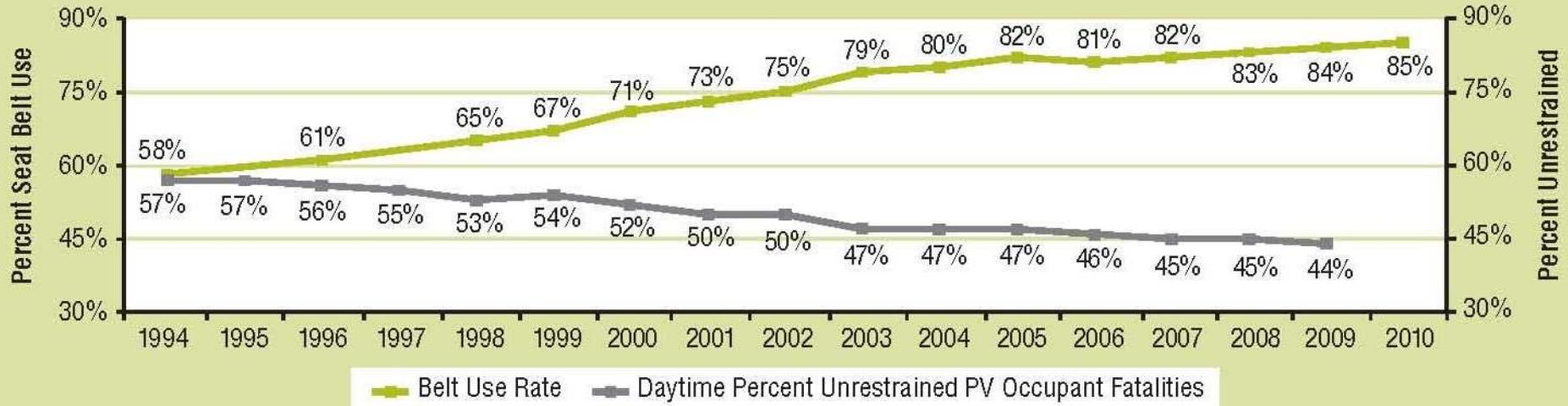


Ten Things to Increase Likelihood of Behavior Change

- **THEORY:** Use theory to inform message design;
- **EVALUATE:** Evaluate before, during , and after. Modify as necessary.
- **NEEDS ASSESSMENT:** Start where people are. Address core values.
- **SIMPLICITY AND LATENCY :** Keep messages simple. Expect change to take time. Expect setbacks.
- **KNOWLEDGE NOT ENOUGH:** Knowledge is necessary but not sufficient for behavior change (and may not be necessary).

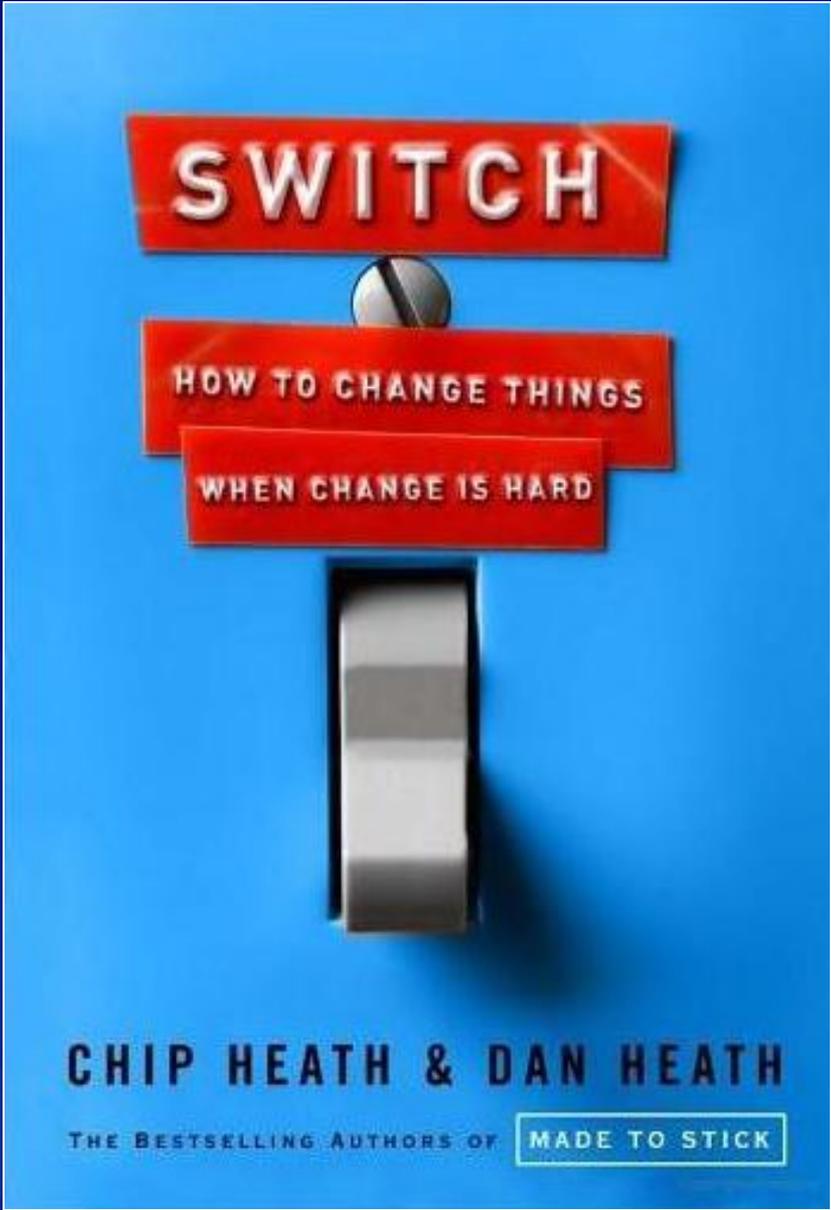


Seat Belt Use in United States – Changing a Norm



(Source: NIPUS and FARS)

- Seat belt use rose from 15% in 1984 to 85% in 2010 in the United States.
- One of the U.S. States – Michigan has a current belt use rate of 97%.
- Create a “goes without saying” mentality.



SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF

MADE TO STICK

The Way Forward

- Script the Critical Moves
- Focus on Bright Spots
- Tweak the Environment
- Rally the Herd



“A habit cannot be tossed out the window; it must be coaxed down the stairs a step at a time.”



adapted from
Mark Twain



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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Injury Prevention and Control

Division of Unintentional Injury Prevention

