

Occupant Protection Survey

Michael Binder

Public Opinion Research Lab
at the University of North Florida

Florida Occupant Protection Coalition
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Research Facility

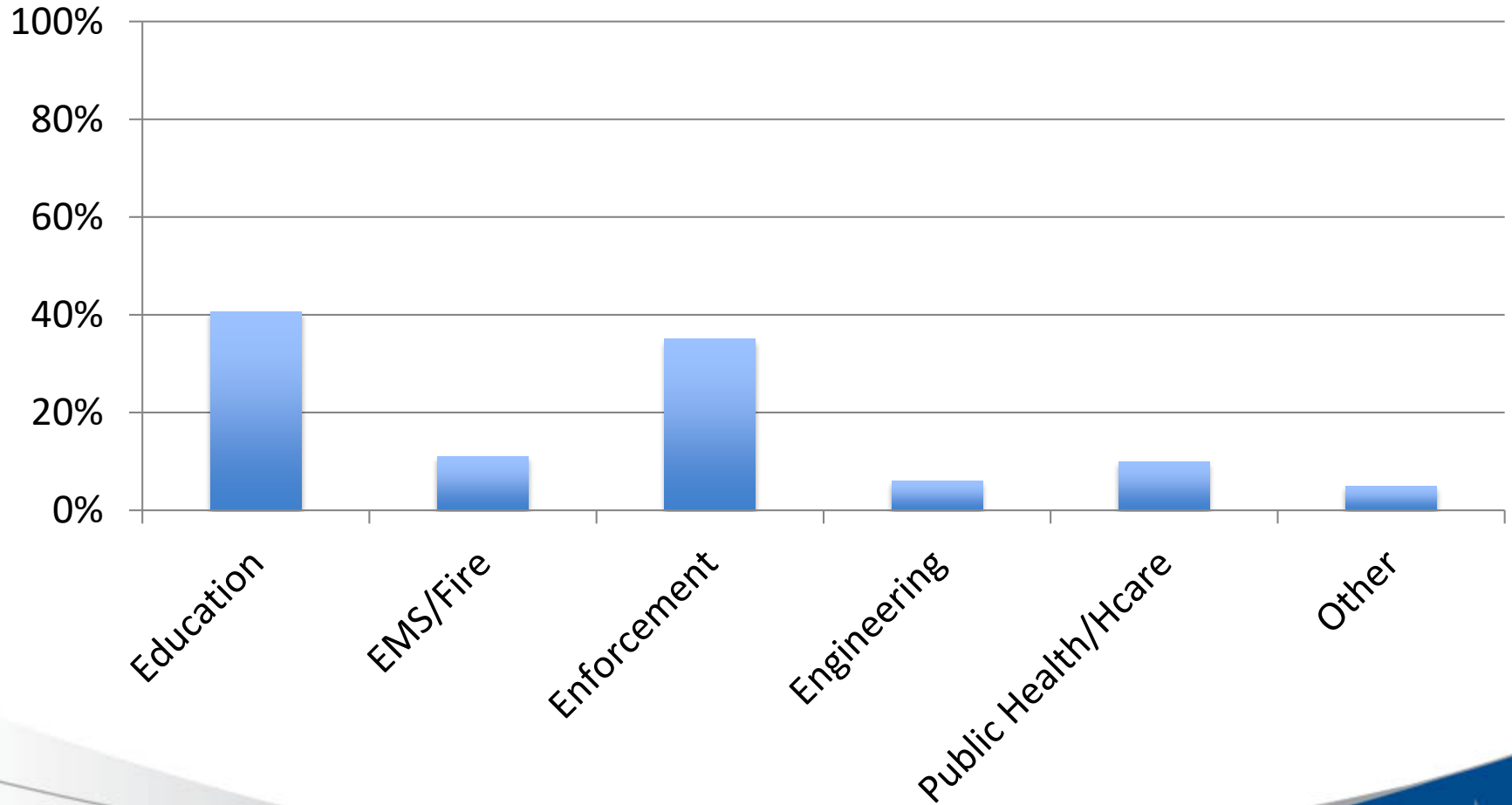
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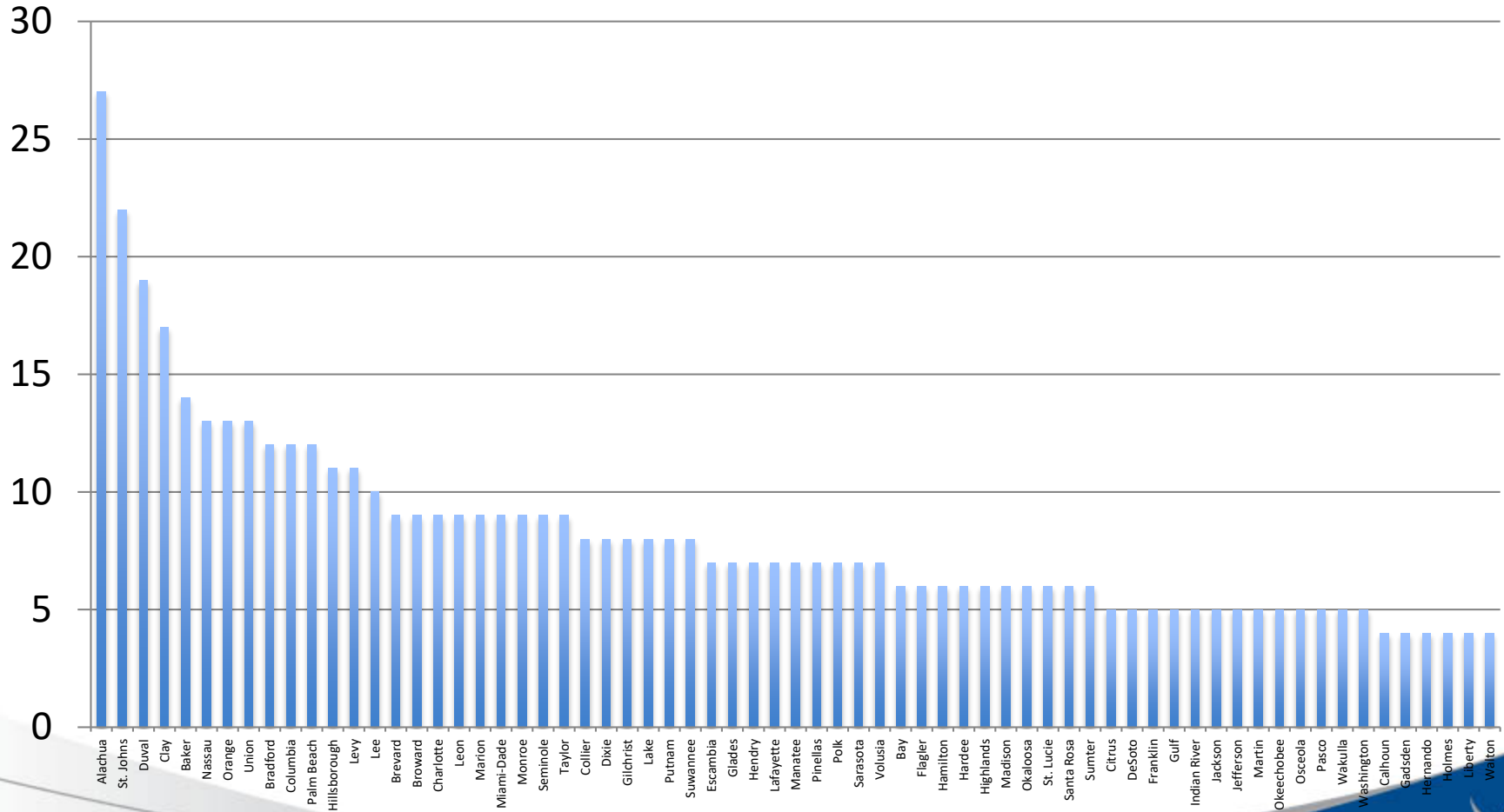
Methods

- Get a better understanding of the various OP programs/needs throughout the state
- Web link of survey in Qualtrics emailed to several OP groups throughout the state
- Dates in the Field: April 11th through May 16th
- Responses: 202

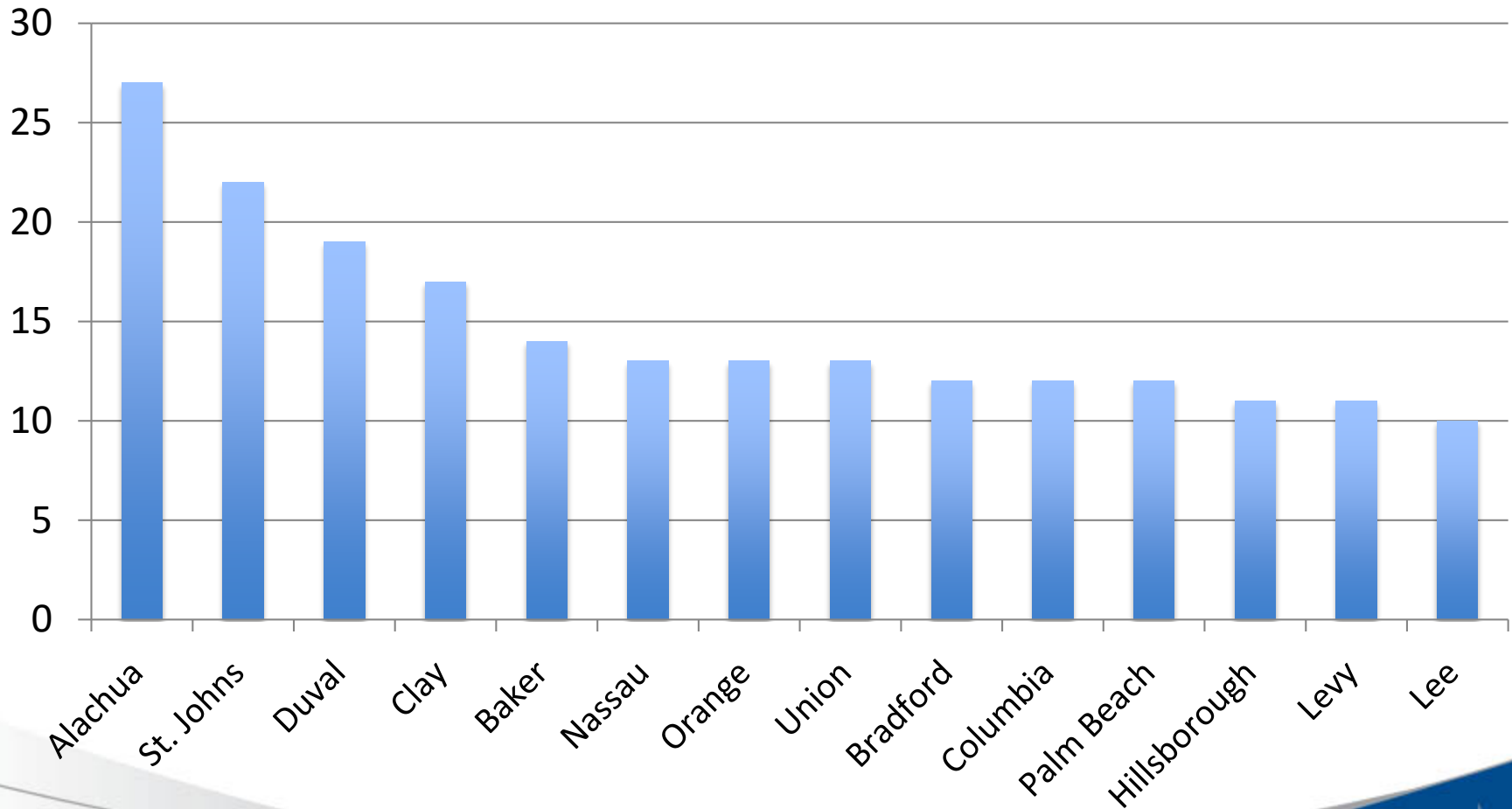
What we do



Where we do it



Where we do it



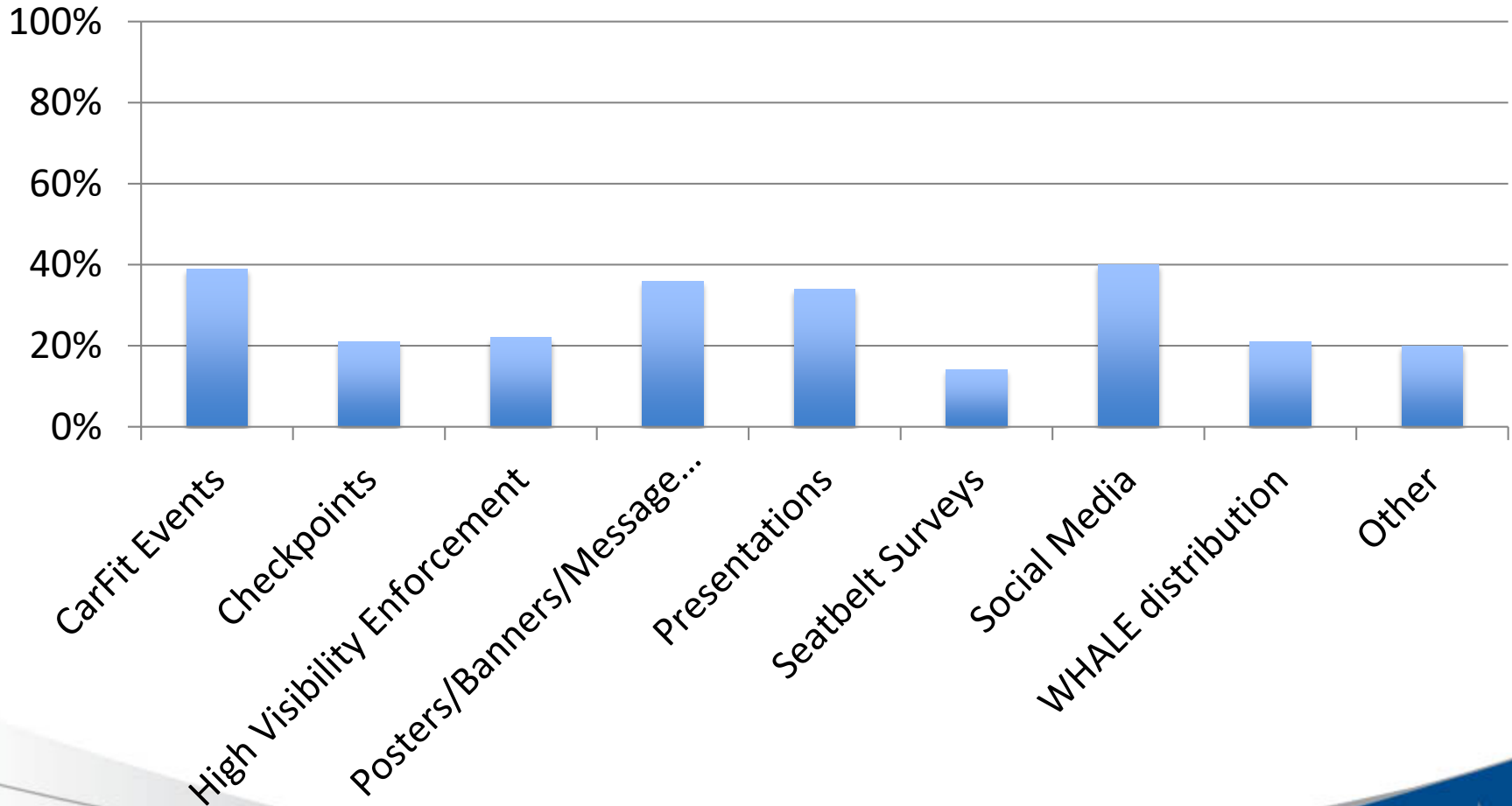
Do you participate on any coalition, team or task force to promote occupant protection in your area and/or in the State of Florida?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	65.8	70.0	70.0
	No	57	28.2	30.0	100.0
	Total	190	94.1	100.0	
Missing	System	12	5.9		
Total		202	100.0		

Most common coalitions:

Safe Kids, FOPC, Healthy Start,
CTST, Teen Safe Driving

How do we promote or participate in OP?

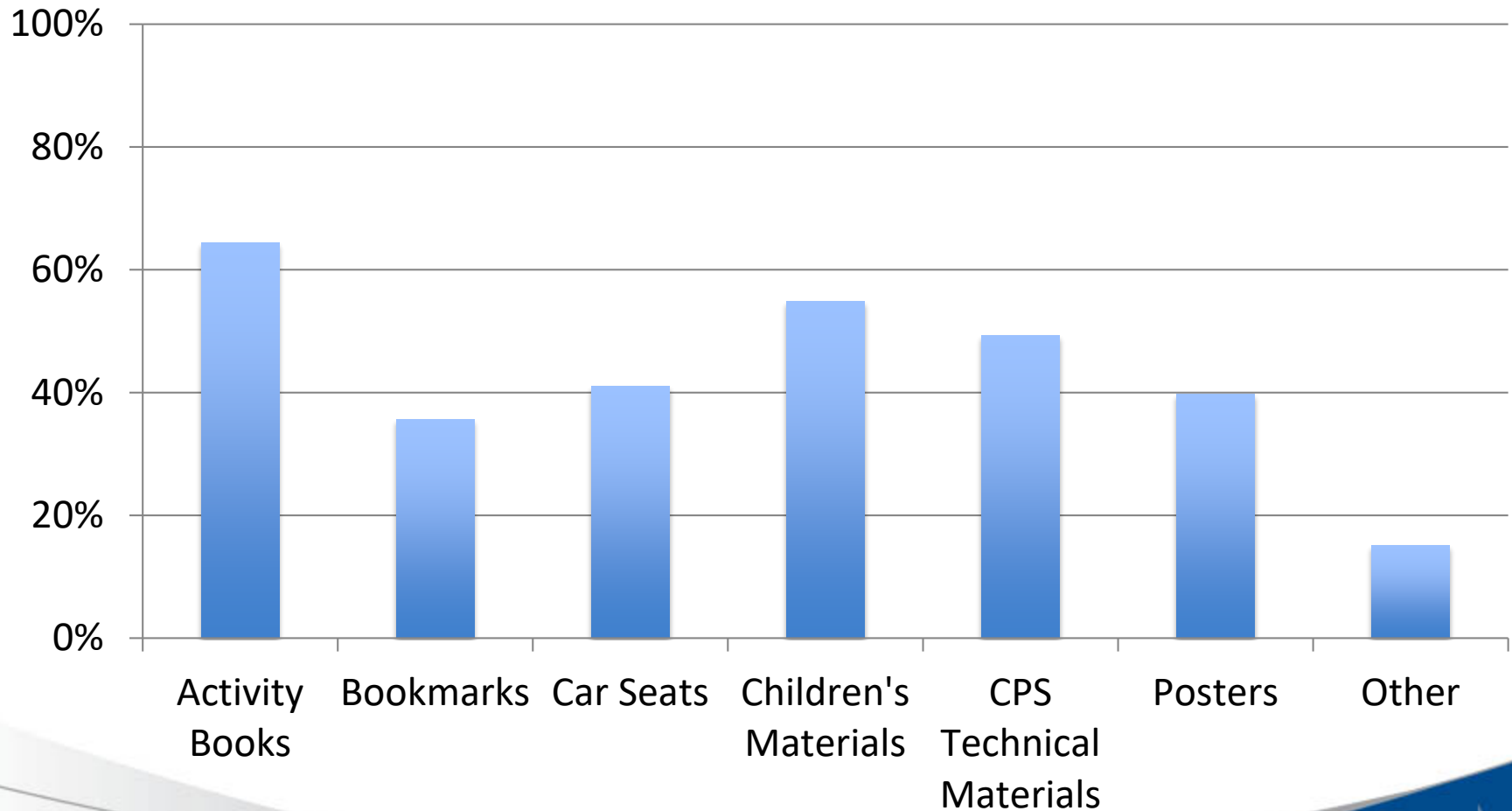


Have you ordered material through the FOPC website?

Have you ordered materials or resources through the Florida Occupant Protection Resource Center website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	36.1	43.7	43.7
	No	94	46.5	56.3	100.0
	Total	167	82.7	100.0	
Missing	System	35	17.3		
Total		202	100.0		

Of those that have ordered material – What materials have you ordered?



Creative Strategies to promote OP

- Safety Fairs, Information stations at events, monthly seat checks
- Set up tables at expo's in our community with information on child seat and seatbelt safety and promote it through our Healthy Start program
- We offer a monthly training called train the trainer.

Creative Strategies to promote OP

- We work with outreach staff from various agencies that are in economically disadvantage communities. They learn safety messages, resources, campaigns and where to get help and then they spread the message in their communities. This is hitting our hard to reach communities such as Haitian, Guatemalan, African American, Migrant Communities and Hispanic.

Creative Strategies to promote OP

- I have a small blow up pool that I use for events. I use small rubber ducks and number them at the bottom. When a child comes to my table. I have them pick a duck, tell me the number, and then I ask a question that the number belongs to. For example, if the duck they pick has a 3 at the bottom and question #3 is Should you wear dark, dull clothing riding a bike or should you wear bright, colorful clothing? Then they answer the question. Surprisingly, the majority of kids answer that question wrong and it give me an opportunity to talk to them about visibility, etc.

Thank You

m.binder@unf.edu

andrew.hopkins@unf.edu