

TOGETHER FOR LIFE

Social Media Toolkit *for Community Coordinators*

A pilot project to increase seat belt
use in Utah's rural communities



www.togetherforlifeutah.org

TOGETHER FOR LIFE *Social Media*

RECOMMENDED COMMUNICATIONS CHANNELS

Utah's rural communities can use multiple communication channels to create awareness and interest in the Together for Life project. The following Social Media Guide provides sample communication messages and ideas for social media, blogs, website marketing, and email, and provides a foundation on which to build additional messages.

Social Media

Facebook and Twitter can be used to share effective online messages that encourage seat belt advocacy and use. Sample messages are included in this guide that pertain to each level of the social ecology (adults, law enforcement, workplaces, key leaders, and students) and align with existing media.

Blogs

Regularly updated webpages, also known as blogs, are effective online mediums to share in-depth information about seat belt use. Sample blog posts are available in this guide for reference.

Website Marketing

Website banners and badges can be used to drive viewers to the Together for Life website. Downloadable website banners and badges are available on the website. The banners and badges promote the unifying values found in the Together for Life project.

Email

Email can be used as a direct way of engaging a focus audience. Provided in this guide are samples that show ways to communicate through email to promote the Together for Life website.

SOCIAL MEDIA

Social media is an efficient and easy way to spread messages for the Together for Life project. Posting interesting or prominent messages and statistics that are relevant to the audience can generate engagement. This guide provides sample messages for Facebook and Twitter; however, the messages are interchangeable between other social media platforms. Hashtags, images, and graphics can be included when using social media to help increase views.

Hashtags

Social media uses the hashtag (#) as a promotion and advertisement tool. It is most effective to use one or two relevant hashtags in social media posts. Hashtags reinforce the messages and create a memorable brand. Use #TogetherforLife along with relevant social media images and graphics in social media posts.

Social Media Graphics

Graphics should be used to attract attention. They help promote seat belt use and can be designed to reach a variety of audiences. Graphics can either supplement the sample messages in this guide or can be used individually. Downloadable graphics can be found on the Together for Life website under Cache County in each audience's Print and Online Media section: <https://togetherforlifeutah.org/#Cache/>.

Twitter



Twitter allows for 280 characters for each tweet, therefore, the language and how it is framed is imperative to draw in an audience.

Tips for Tweeting

To save time on Twitter throughout the week, tools like Bufferapp or HootSuite are available to schedule tweets.¹

- Suggested best time to post:²
 - 11 AM-1PM
 - 4PM-7PM
- Suggested best days to post:³
 - For business-to-business engagement: Weekdays
 - For business-to-consumer engagement: Saturday, Sunday, and Wednesday



Sample Messages

For Adults:

Adult messages should seek to get more adults to always wear a seat belt, get more adults to ask others to always wear a seat belt, and get more families to have rules about always wearing a seat belt.

- 96% of Cache County adults agree they should always wear a seat belt.
- Most Cache County adults always wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 92% of Cache County drivers agree being comfortable asking others to wear their seat belts.¹ #TogetherForLife togetherforlifeutah.org
- 86% of Cache County drivers are asking others to wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 76% of Cache County passengers agree being comfortable asking others to wear their seat belts.¹ #TogetherForLife togetherforlifeutah.org
- 79% of Cache County families have a rule about always wearing a seat belt.¹ #TogetherForLife togetherforlifeutah.org

For Law Enforcement:

Law enforcement messages should seek to increase seat belt use by law enforcement officers, promote consistent enforcement of seat belt laws, and increase public education about seat belt use.

- 96% of Cache County officers agree they should always wear a seat belt.² #TogetherForLife togetherforlifeutah.org
- 91% of Cache County adults support enforcement of Utah seat belt laws.¹ #TogetherForLife togetherforlifeutah.org
- 94% of Cache County officers support enforcement of Utah seat belt laws.² #TogetherForLife togetherforlifeutah.org

For Workplaces:

Workplace messages should seek to increase the number of workplaces that implement a workplace policy about always wearing a seat belt, implement driver agreements to get more adults to always wear a seat belt, and get more adults to ask others to always wear a seat belt.

- 92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹
- 92% of Cache County drivers agree being comfortable asking others to wear their seat belt.¹
- 86% of Cache County drivers are asking others to wear a seat belt.¹
- 76% of Cache County passengers agree being comfortable asking others to wear a seat belt.³

For Key Leaders:

Key Leader messages should seek to get more key leaders to always wear a seat belt and advocate for seat belt use among the general public.

- 94% of Cache County key leaders agree they should always wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- Most Cache County adults always wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 92% of Cache County drivers agree being comfortable asking others to wear their seat belts.¹ #TogetherForLife togetherforlifeutah.org
- 86% of Cache County drivers are asking others to wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 79% of Cache County families have a rule about always wearing a seat belt.¹ #TogetherForLife togetherforlifeutah.org
- 76% of Cache County passengers agree being comfortable asking others to wear a seat belt.¹ #TogetherForLife togetherforlifeutah.org

For Students:

Student messages should seek to increase the number of schools that clarify school district norms about seat belt use and increase communication to Cache County parents and the community about seat belt use.

- Most Cache County students wear a seat belt.⁴ #TogetherForLife togetherforlifeutah.org
- Most Cache County students want people they care about to always wear a seat belt.⁴ #TogetherForLife togetherforlifeutah.org
- Most Cache County students agree that if a friend is not wearing a seat belt, they should ask them to wear one.⁴ #TogetherForLife togetherforlifeutah.org
- Most Cache County students would likely ask a friend to wear a seat belt.⁴ #TogetherForLife togetherforlifeutah.org

Twitter Sample Messages References

1. Center for Health and Safety Culture. (2016). Utah community survey of adults on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=487; CR n=406; SE n=526; TO n=413)
2. Center for Health and Safety Culture (2017). Utah law enforcement survey of officers on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (N=214)
3. Center for Health and Safety Culture (2017). Utah key leader survey on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=38; CR n=6; SE n=6; TO n=53)
4. Center for Health and Safety Culture (2015). Utah student questions (added to SHARP Survey 2015). Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; BE n=1,522; SP n=818)

Facebook



Facebook posts should be introduced with relevant and interesting messages, to promote users to click on a website link.

Tips for Facebook Posts

Utilize Facebook audience targeting to distribute messages to a particular group. Facebook Post Scheduler is a good tool to use to plan posts for the coming week. This tool can be found in the Business Manager section of Facebook's settings by selecting "Audiences" in the top-right menu. Facebook highlights content that is quick and easy to read, so, we recommend keeping your posts clear and concise.¹

- Suggested best time to post:²
 - 1PM-4PM
- Suggested best days to post:³
 - Thursday, Friday, Saturday, and Sunday



Sample Messages

For Adults:

Adult messages should seek to get more adults to always wear a seat belt, get more adults to ask others to always wear a seat belt, and get more families to have rules about always wearing a seat belt.

- Research shows that unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ 96% of Cache County adults agree, however, that they should always wear a seat belt.¹ Adults are responsible for making sure to always wear a seat belt. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- 92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹ Making sure others always wear a seat belt is an important role for all drivers. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- 76% of Cache County vehicle passengers agree being comfortable asking others to wear their seat belts.¹ Encouraging those in a vehicle to always wear a seat belt is an important role for vehicle passengers. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- Most Cache County adults always wear a seat belt.¹ It is important that all adults wear a seat belt to protect themselves and serve as a role model for others. For more about seat belt use in Cache County, visit togetherforlifeutah.org.

For Law Enforcement:

Law enforcement messages should seek to increase seat belt use by law enforcement officers, promote consistent enforcement of seat belt laws, and increase public education about seat belt use.

- In 2013 alone, 23 United States' law enforcement officers were killed in automobile crashes.⁵ Most Cache County officers, however, believe it's important to protect themselves by always wearing a seat belt.² Law enforcement play a critical role in influencing seat belt use behaviors. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- Not wearing a seat belt is a decision that officers sometimes make, and unfortunately this decision can be costly. Increasing seat belt use among all Cache County law enforcement staff and officers is important for protection. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- 91% Cache County adults support county law enforcement of Utah seat belt laws.¹ Promoting consistent, strong enforcement of seat belt laws is important to help save lives. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- 94% of law enforcement officers support enforcement of Utah seat belt laws.² It is important that all officers support enforcement of Utah seat belt laws and advocate for seat belt use in the general public to help save lives. For more about seat belt use in Cache County, visit togetherforlifeutah.org.

For Workplaces:

Workplace messages should seek to increase the number of workplaces that implement a workplace policy about always wearing a seat belt, and implement driver agreements to get more adults to always wear a seat belt, and get more adults to ask others to always wear a seat belt.

- Establishing and enforcing a workplace policy about always wearing a seat belt can help reduce injuries and fatal car crashes. For more about safety through workplace seat belt advocacy in Cache County, visit togetherforlifeutah.org.
- 86% of Cache County drivers are asking others to wear a seat belt.¹ It is important that all drivers make sure everyone is always wearing a seat belt. For more about seat belt use Cache County, visit togetherforlifeutah.org.
- 92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹ Requiring drivers to make sure everyone is always wearing a seat belt is an important role for workplaces. For more about seat belt use in Cache County, visit togetherforlifeutah.org.

For Key Leaders:

Key Leader messages should seek to get more key leaders to always wear a seat belt and advocate for seat belt use among the general public.

- Not wearing a seat belt is a serious concern in Utah. Key leaders play an important role in Cache County seat belt use and advocacy. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ Advocating for seat belt use in Cache County can help reduce injuries and fatal car crashes. For more about how key leaders can help to increase seat belt use in Cache County, visit togetherforlifeutah.org.
- 79% of Cache County families have a rule about always wearing a seat belt.¹ Advocating for a family rule among the general public to always wear a seat belt is an important role for Cache County key leaders. For more about how key leaders can help to increase seat belt use in Cache County, visit togetherforlifeutah.org.

For Students:

Student messages should seek to increase the number of schools that clarify school district norms about seat belt use and increase communication to parents/community about seat belt use.

- Most students want people they care about to always wear a seat belt.⁴ It is important that students ask friends and family to always wear a seat belt. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- Most students agree that if a friend is not wearing a seat belt, they should ask them to wear one.⁴ It is important that all students ask friends to wear a seat belt for protection. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- Most students wear a seat belt.⁴ Enforcing school district policies on always wearing a seat belt is important to reduce student injuries and fatal car crashes. For more about seat belt use in Cache County, visit togetherforlifeutah.org.
- Most students would likely ask a friend to wear a seat belt.⁴ It is important that Cache County schools encourage this among all students with seat belt education and advocacy programs. For more about seat belt use in Cache County, visit togetherforlifeutah.org.

Facebook Sample Messages References

1. Center for Health and Safety Culture. (2016). Utah community survey of adults on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=487; CR n=406; SE n=526; TO n=413)
2. Center for Health and Safety Culture (2017). Utah law enforcement survey of officers on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (N=214)
3. Center for Health and Safety Culture (2017). Utah key leader survey on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=38; CR n=6; SE n=6; TO n=53)
4. Center for Health and Safety Culture (2015). Utah student questions (added to SHARP Survey 2015). Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; BE n=1,522; SP n=818)
5. Federal Bureau of Investigation (2013). Uniform Crime Reports: 2013 law enforcement killed and assaulted. Washington DC: Criminal Justice Information Services Division. Retrieved from: http://www.fbi.gov/about-us/cjis/ucr/leoka/2013/officers-accidentally-killed/accidental_topic_page_2013

BLOGS

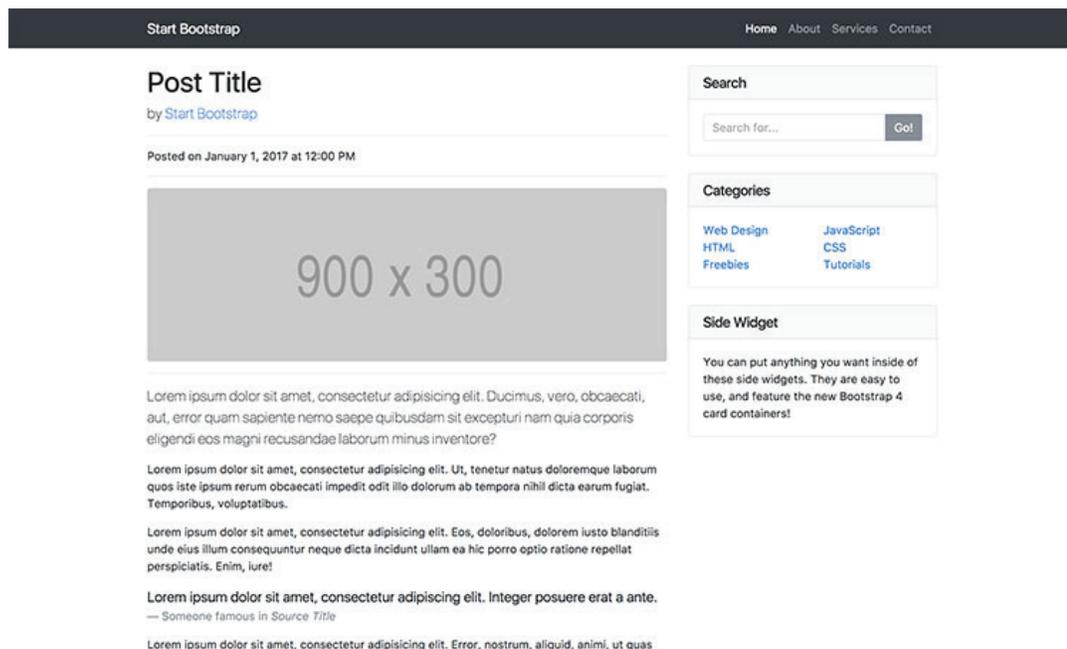


Blogs are a productive way of helping promote traffic to websites and earn followers on social media networks. Blogs can provide in-depth information and excerpts from the Together for Life project. Blogs can also serve as repositories for the social media network posts that do not allow much room for information (e.g., Twitter). A sample blog post for each audience is included.

Tips for Posting Blog Content

Connecting social media networks and websites to blog posts can create a flow for readers from all communication channels. Readers online during popular hours are more likely to skim through posts or simply skip them so, it is recommended to post during non-popular hours.¹

- Suggested best time to post: ⁴
 - 9AM-10AM
- Suggested best days to post: ⁴
 - Monday and Thursday



Sample Messages

For Adults:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

- A motor vehicle crash occurs approximately every 9 minutes.⁵
- A person is injured in a crash every 23 minutes.⁵
- Over the past 10 years, 35% of crash deaths involved unrestrained occupants.⁵
- Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵
- Approximately \$1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.⁵
- Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵

96% of Cache County adults agree that they should always wear their seat belt.¹ 92% of Cache adults believe it is their responsibility to make sure others wear a seat belt.¹

All individuals and families in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Law Enforcement:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

- A motor vehicle crash occurs approximately every 9 minutes.⁵
- A person is injured in a crash every 23 minutes.⁵
- Over the past 10 years, 35% of crash deaths involved unrestrained occupants.⁵
- Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵
- Approximately \$1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.⁵
- Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵

96% of Cache County officers agree that they should always wear their seat belt.²

91% of Cache County adults support enforcement of Utah seat belt laws.¹

All law enforcement staff in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Workplace:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

- A motor vehicle crash occurs approximately every 9 minutes.⁵
- A person is injured in a crash every 23 minutes.⁵
- Over the past 10 years, 35% of crash deaths involved unrestrained occupants.⁵
- Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵
- Approximately \$1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.⁵
- Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵

92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹

92% of Cache County drivers agree being comfortable asking others to wear their seat belts.¹

Workplaces play an important role in Cache County for seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Key Leaders:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

- A motor vehicle crash occurs approximately every 9 minutes.⁵
- A person is injured in a crash every 23 minutes.⁵
- Over the past 10 years, 35% of crash deaths involved unrestrained occupants.⁵
- Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵
- Approximately \$1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.⁵
- Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵

94% of Cache County key leaders agree they should always wear a seat belt.¹

86% of Cache County drivers are asking others to wear a seat belt.¹

All Cache County key leaders play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

For Students:

Not wearing a seat belt remains a leading risk factor for death and serious injury in Utah. Unfortunately, seat belts are used less frequently in rural areas of Utah than in urban areas. Rates of not using a seat belt are *three times* higher in some rural areas compared to urban areas of the state. **In Utah:**

- A motor vehicle crash occurs approximately every 9 minutes.⁵
- A person is injured in a crash every 23 minutes.⁵
- Over the past 10 years, 35% of crash deaths involved unrestrained occupants.⁵
- Unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵
- Approximately \$1.54 billion dollars was estimated to be the economic loss statewide due to motor vehicle crashes.⁵
- Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵

Most students agree that if a friend is not wearing a seat belt, they should ask them to wear one.⁴

Most students want people they care about to always wear a seat belt.⁴

All students in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Blog Sample Messages References

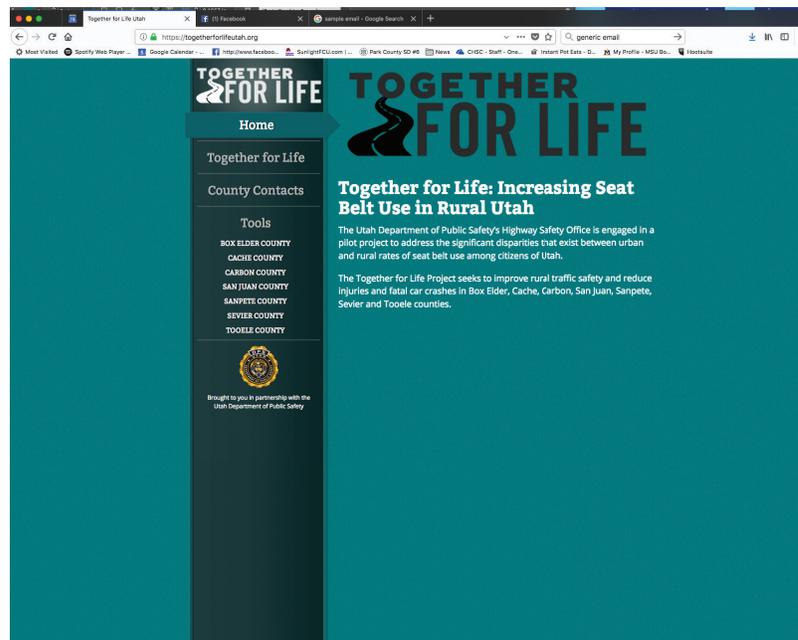
1. Center for Health and Safety Culture. (2016). Utah community survey of adults on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=487; CR n=406; SE n=526; TO n=413)
2. Center for Health and Safety Culture (2017). Utah law enforcement survey of officers on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (N=214)
3. Center for Health and Safety Culture (2017). Utah key leader survey on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=38; CR n=6; SE n=6; TO n=53)
4. Center for Health and Safety Culture (2015). Utah student questions (added to SHARP Survey 2015). Montana State University, Bozeman, Montana. (Grades 6, 8, 10, and 12; BE n=1,522; SP n=818)
5. Federal Bureau of Investigation (2013). Uniform Crime Reports: 2013 law enforcement killed and assaulted. Washington DC: Criminal Justice Information Services Division. Retrieved from: http://www.fbi.gov/about-us/cjis/ucr/leoka/2013/officers-accidentally-killed/accidental_topic_page_2013

WEBSITE MARKETING



The Together for Life project can be promoted using a webpage. Utilizing graphics as website banners or badges to advertise the project can catch the attention of your site visitors immediately. The following sample graphics illustrate bold and direct messages that can be used to draw in focus audiences. Downloadable website banners and badges can be found on the Together for Life website under Cache County's Tools section:

<https://togetherforlifeutah.org/#Cache>.



EMAIL

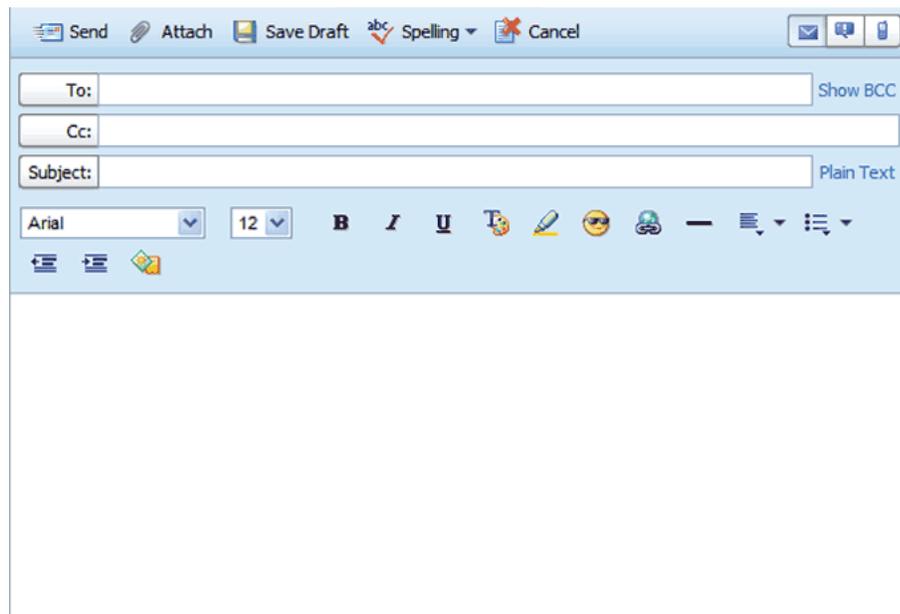


Emails are a straight forward way of contacting a focus audience. They can be much more flexible than social media posts. Emails enable more space to include important information from the project and allow room for organizations to develop relationships with adults, key, law enforcement, key leaders, workplaces, and schools. A sample email for each audience is included.

Tips for Sending Emails

Most email activity happens during the middle of the week when people are at work or checking their personal emails during lunch or mid-day.¹

- Best times to post:⁵
 - Noon or 1:00 PM
- Best days to post:⁵
 - Tuesday, Wednesday, and Thursday



Sample Emails

For Adults:

Dear <Friend/Colleague/Organization/Cache County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes and a person is injured in a crash every 23 minutes.⁵ Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ Approximately \$1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.⁵ Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵ **It's time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called, "Together for Life" to increase seat belt use in Utah's rural communities. The project found that:

- 96% of Cache County adults believe it is important to protect themselves by always wearing a seat belt.¹
- 98% of Cache County adults also agree they want people they care about to always wear a seat belt.¹

We have reason for hope and optimism. Building on strengths and resources that exist in Cache County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All individuals and families in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Law Enforcement:

Dear <Friend/Colleague/Organization/Cache County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes and a person is injured in a crash every 23 minutes.⁵ Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ Approximately \$1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.⁵ Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵ **It's time for a change.**

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- 91% of Cache County adults support enforcement of Utah seat belt laws.²

We have reason for hope and optimism. Building on strengths and resources that exist in Cache County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All law enforcement staff in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

For Workplaces:

Dear <Friend/Colleague/Organization/Cache County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes and a person is injured in a crash every 23 minutes.⁵ Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ Approximately \$1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.⁵ Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵ **It's time for a change.**

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called, "Together for Life" to increase seat belt use in Utah's rural communities. The project found that:

- 86% of Cache County drivers are asking others to wear a seat belt.¹
- 76% of Cache County passengers agree being comfortable asking others to wear a seat belt.³

We have reason for hope and optimism. Building on strengths and resources that exist in Cache County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All law enforcement staff in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,
<Signed>

For Key Leaders:

Dear <Friend/Colleague/Organization/Cache County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes and a person is injured in a crash every 23 minutes.⁵ Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ Approximately \$1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.⁵ Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵ It's time for a change.

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called, "Together for Life" to increase seat belt use in Utah's rural communities. The project found that:

- Most Cache County key leaders always wear a seat belt.¹
- 92% of Cache County drivers believe it is their responsibility to make sure others in the vehicle wear a seat belt.¹

We have reason for hope and optimism. Building on strengths and resources that exist in Cache County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All key leaders in Cache County play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,
<Signed>

For Students:

Dear <Friend/Colleague/Organization/Cache County Resident>,

Seat belt use is a major concern of people in Utah. A motor vehicle crash occurs approximately every 9 minutes and a person is injured in a crash every 23 minutes.⁵ Over the past 10 years, 35% of crash deaths involved unrestrained occupants, and unrestrained crash occupants are over 30 times more likely to be killed than restrained crash occupants.⁵ Approximately \$1.54 billion dollars was estimated statewide to be the economic loss due to motor vehicle crashes.⁵ Hospital and emergency department charges for the treatment of individuals involved in motor vehicle crashes were \$163 million.⁵ It's time for a change.

The Highway Safety Office of the Utah Department of Public Safety has initiated a multi-year project called, "Together for Life" to increase seat belt use in Utah's rural communities. The project found that:

- Most Cache County students want people they care about to always wear a seat belt.⁴
- Most Cache County students agree that if a friend is not wearing a seat belt, they should ask them to wear one.⁴

We have reason for hope and optimism. Building on strengths and resources that exist in Cache County, the Together for Life website offers information to increase seat belt use among different audiences. Everyone has a role to play in increasing seat belt use.

All Cache County students play an important role in seat belt use and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>

Email Sample Messages References

1. Center for Health and Safety Culture. (2016). Utah community survey of adults on seat belt use in Cache, Carbon, Sevier, and Tooele Counties. Montana State University, Bozeman, Montana. (CA n=487; CR n=406; SE n=526; TO n=413)
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