



# ¡Abrochémonos a la Vida!:

a multi-faceted intervention to  
raise restraint use in Hispanic  
communities

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# Hispanic Population in the US

- Fastest growing minority
- High crash fatality rate
- Low use of seat belt and child safety seats
- Education & law enforcement effective in general population
- Translating existing programs not culturally relevant or effective

<sup>1</sup>National Center for Injury Prevention and Control Centers for Disease Control and Prevention, CDC, *Injury Fact Book 2001-2002*.

<sup>2</sup>Matteucci RM, Holbrook TL, Hoyt DB, Molgaard C. Trauma among Hispanic children: a population-based study in a regionalized system of trauma care. 1995 *Am J Public Health*. 85:1005-1008.



# Objective

- Design a Latino-targeted curriculum to improve knowledge, attitudes, and behaviour related to restraint use among diverse US Latinos.



¡Abrochémonos a la Vida!  
(Buckle up for life!)





# Methods

- Longitudinal, non-randomized intervention
- 4 Latino communities in Miami-Dade County, Florida
- Diverse communities:
  - Mexican, lower SES
  - Cuban, middle SES
  - South American, higher SES
- Comparison community:
  - Cuban, lower-middle SES



# Intervention: 3 components

(1) Education



1 hr class at  
childcare centers;  
seat distribution

(2) Law Enforcement



Warnings → Ticketing

(3) Media Campaign



PSA: radio & TV, flyers



# Education

- Curriculum developed by Latinos from diverse ethnicities
- Program designed to be adaptable & culturally-relevant
- 1-hour family-focused training at childcare centers; aimed at parents, caregivers, and teachers
- Passenger safety clinic follows
- Questionnaires administered pre and post



# Law Enforcement

## 2 Phases:

- Warnings
- Ticketing

Specific to seat belts



# Evaluation: Restraint Use Observations

- 3 Time Points:
  - Baseline (pre intervention)
  - Post education / pre-ticketing
  - Final
- Over 3 days
- Locations:
  - Childcare centers
  - General traffic





# Study Design Plan

	Education	Law Enforcement
Westchester	✓	✓
Leisure City	✓	✓
Doral	✓	~
Hialeah		~



# Results

- Driver & child restraint use increased more with both education & enforcement





# Demographics

- N=325 participants in 3 communities
- 97% foreign-born & Latino
- Diverse nativity & highest education level:
  - Community A: 47% Mexican, 34% HS grad
  - Community B: 59% Cuban, 53% college grad
  - Community C: 61% S. American, 93% college grad



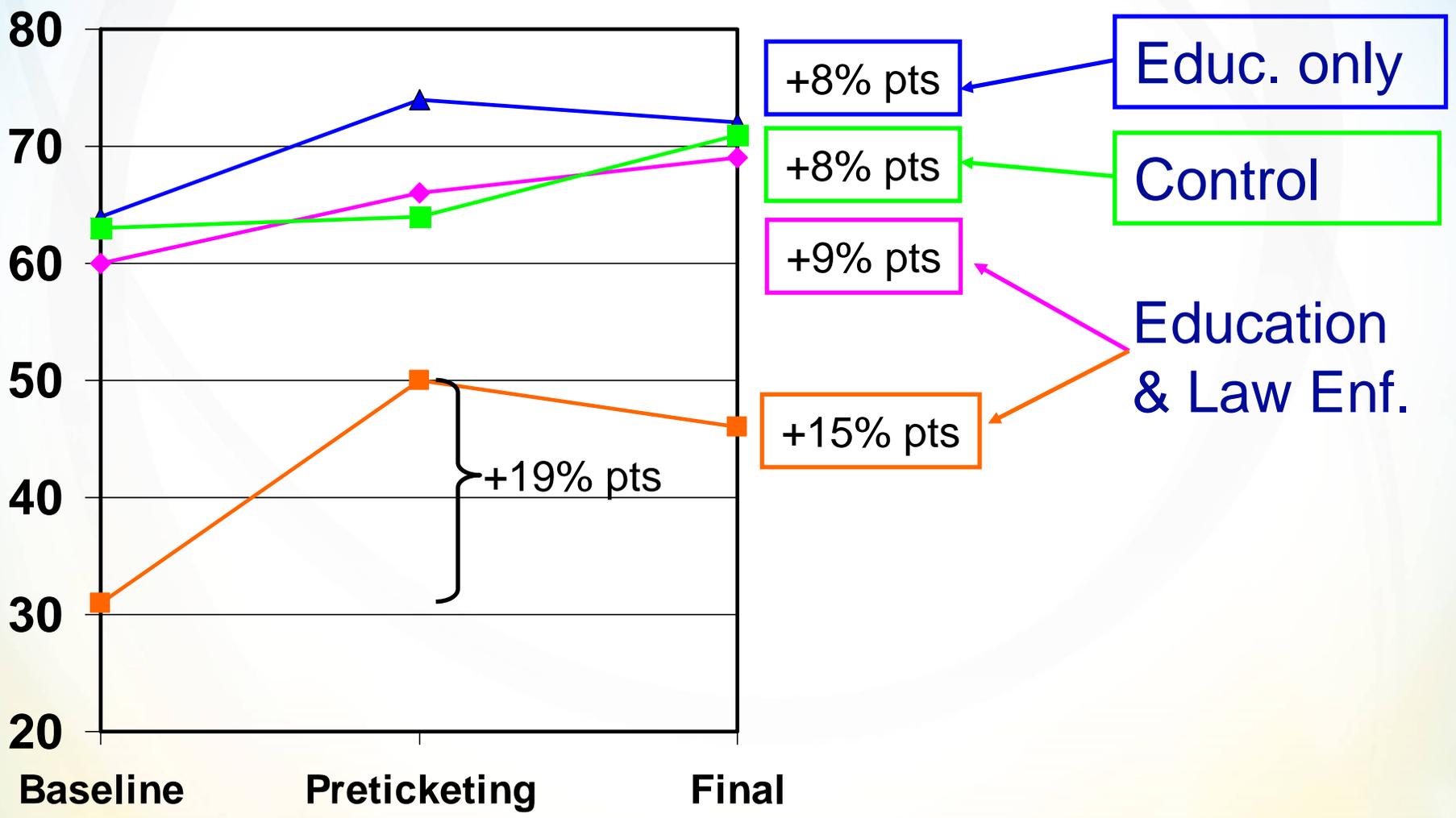
## Questionnaire Results: Pre vs. Post Intervention

- Knowledge:
  - car crashes are leading cause of death ↑17%
  - children should sit in the back seat ↑17%
  - heard of booster seats, increased from 63%→96%
- Attitudes:
  - will advise others to wear seat belts ↑48%
- Behaviour:
  - driver restraint use ↑28%
  - front seat passenger restraint use ↑29%
  - back seat restraint use ↑64%
  - allow children to ride unrestrained ↓47%



# General traffic: Driver restraint

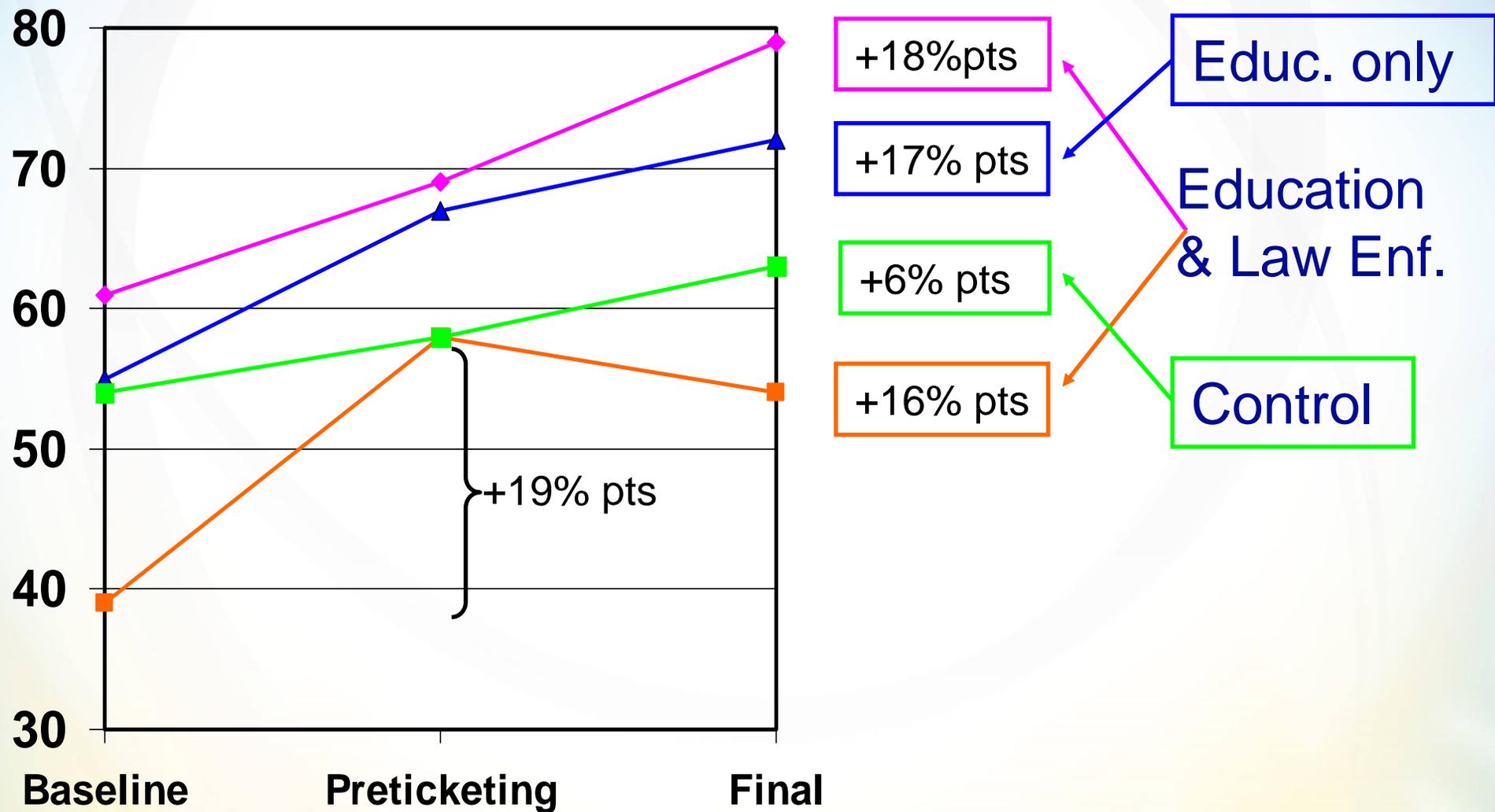
- All cities significant  $\uparrow$  baseline to final





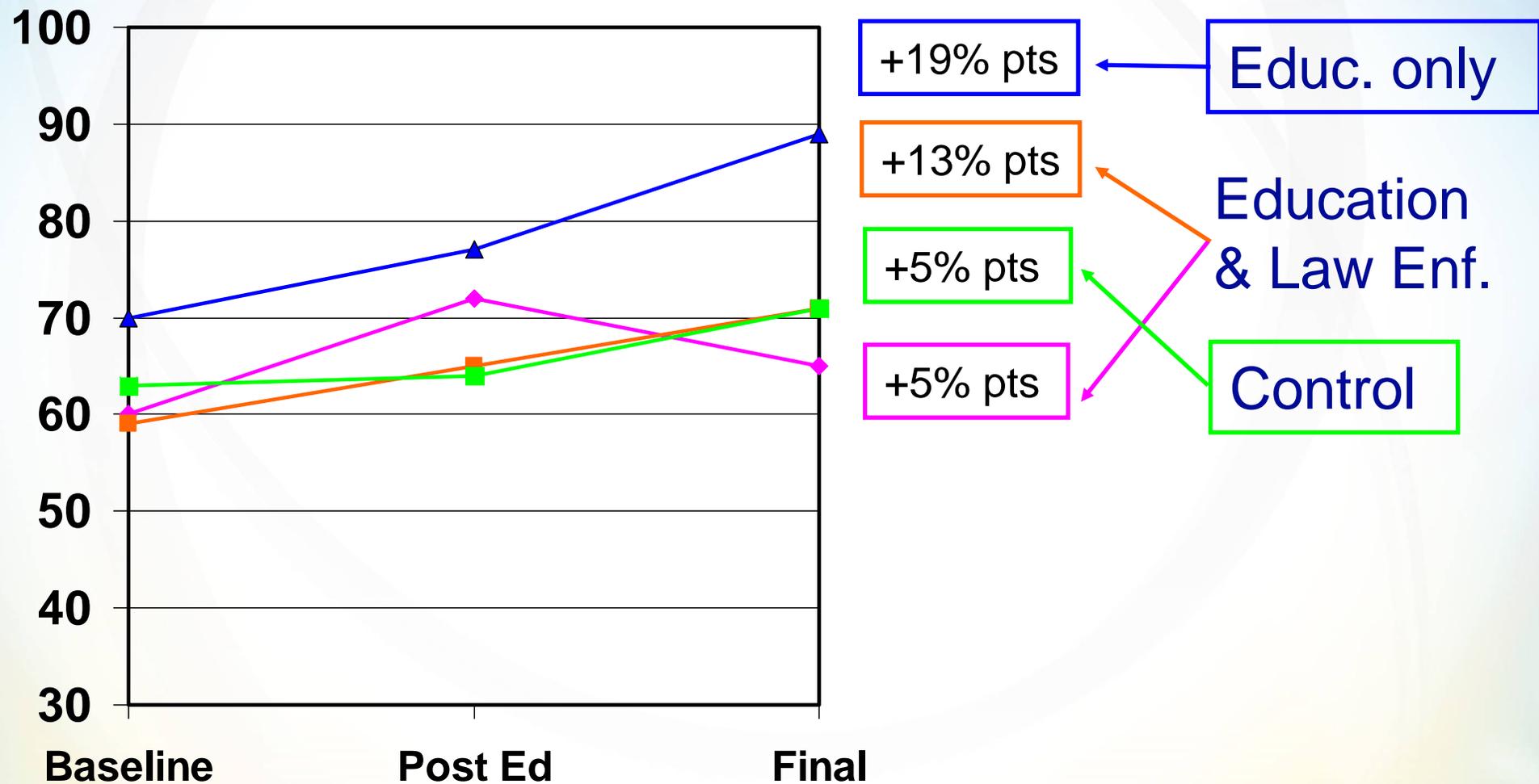
# General traffic: Child restraint

- Largest gains seen in intervention communities



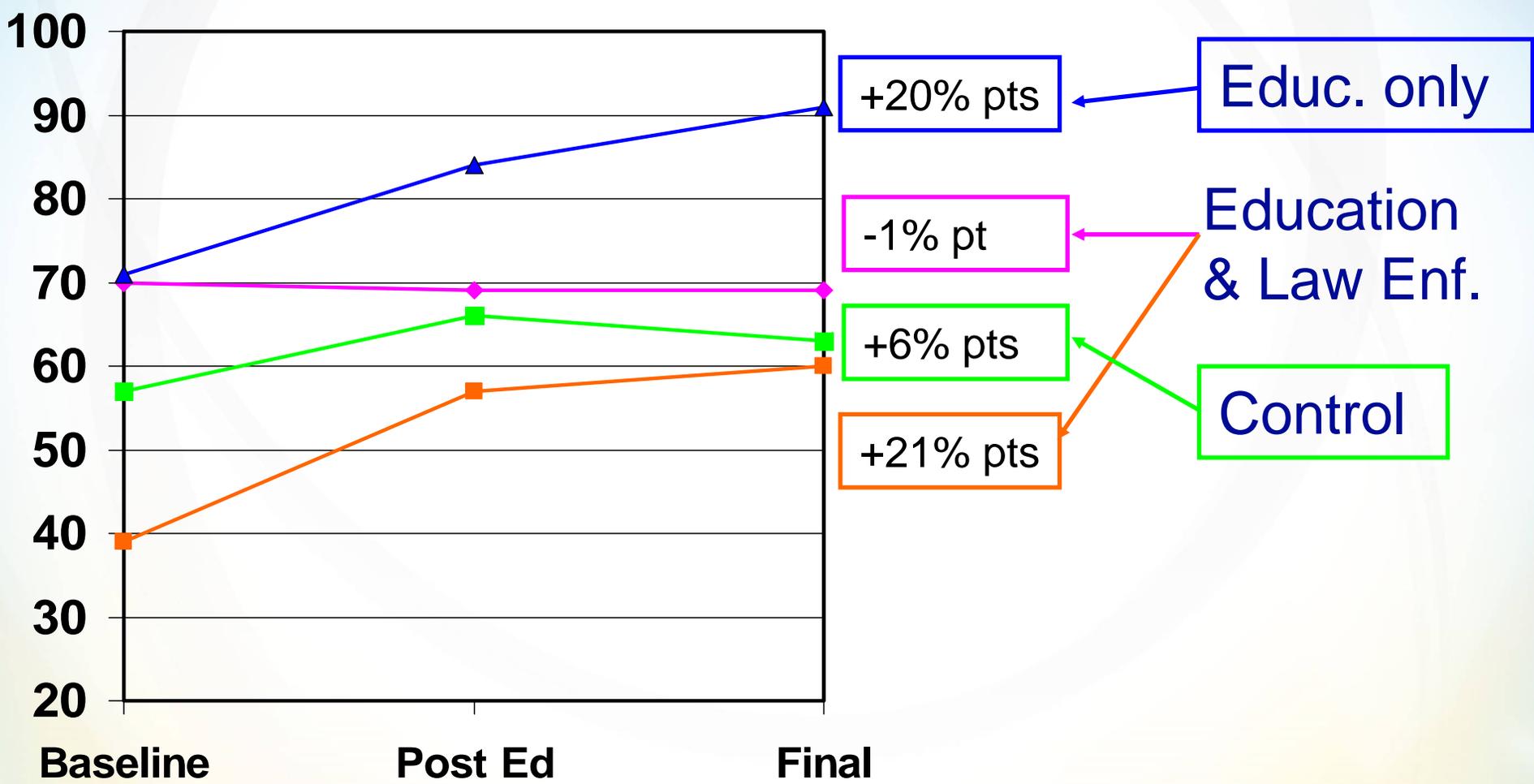


# Childcare Cntr: Driver restraint





# Childcare Cntrs: Child restraint





# Conclusions

- The intervention improved knowledge, attitudes, and behaviour on restraint use in all 3 communities
- Largest gains in:
  - Having heard of boosters
  - Reported adult backseat restraint use
  - Intent to tell others to use seat belts
- More gains in communities with lower income and education levels
- Monolingual Spanish speakers gained more knowledge than bilingual Spanish speakers

# Other Findings

- Immigration status may be a factor in community response to law enforcement warnings vs. ticketing
- Ticketing interventions in Leisure City discontinued due to police protocols with undocumented drivers





# Unintended Consequences

- Ticketing interventions in community with many undocumented immigrants
  - Unsettling to officers
  - Risk of family disruption, deportation
  - Discontinued this law enforcement component



# Conclusion & Recommendations

- Interventions were effective in increasing restraint use, though to varying degrees
- Recommend combined education & generalized traffic enforcement intervention
- Adaptable (warnings vs. ticketing) to populations with undocumented immigrants





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