

# Seat Belt Safety in the Brazos Valley

Report by Jensen McMurray

## Summary

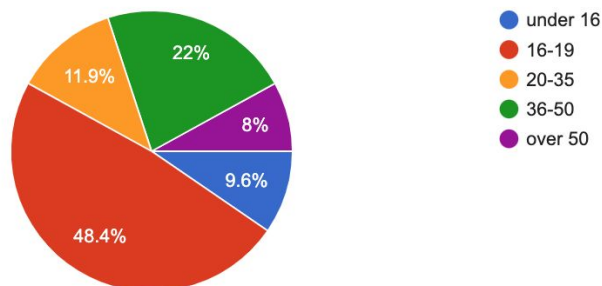
Through March 31st through April 10th of 2020, I conducted a survey of people in the Brazos Valley and shared the results in the form of graphics, all through social media. The survey was shared through multiple social media platforms and accounts as a link to a Google Form that collected a total of 636 responses. The form asked survey takers the following questions:

1. How old are you?
2. How often do you wear a seat belt while driving?
3. How often do you wear a seat belt as a passenger?
4. Have you or has someone you know been in a car accident?
5. Have you or has someone you've known been responsible for a car accident between ages 16-19?
6. Has someone close to you passed away due to a car accident?
7. Have you heard of the Kailee Mills Foundation?

Once the form was closed after two days, I analyzed the results.

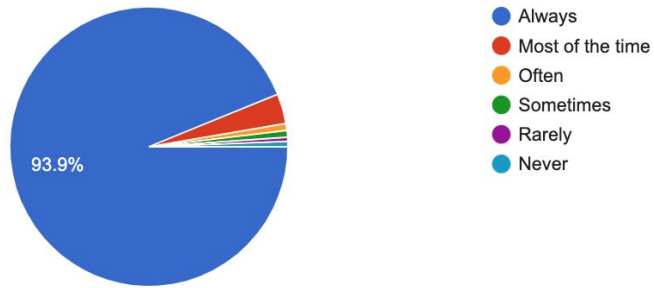
How old are you?

636 responses



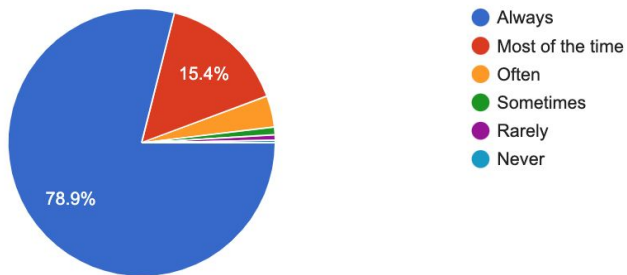
How often do you wear a seat belt when driving?

636 responses



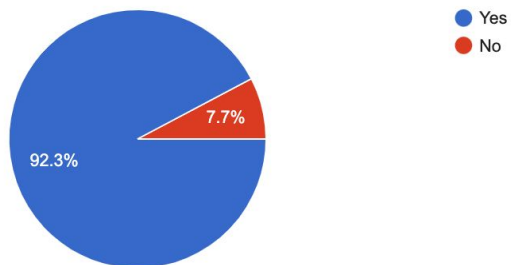
How often do you wear a seat belt as a passenger?

636 responses



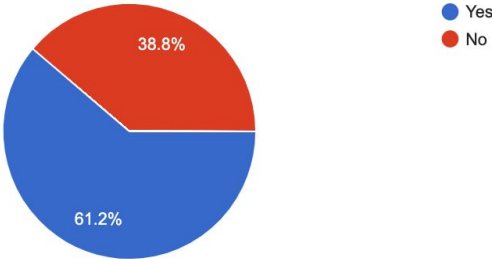
Have you or has someone you know been in a car accident?

636 responses



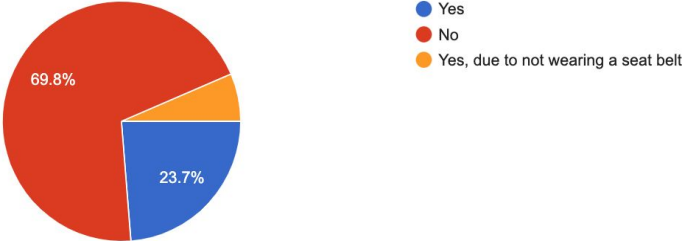
Have you or has someone you've known been responsible for a car accident between ages 16-19?

636 responses



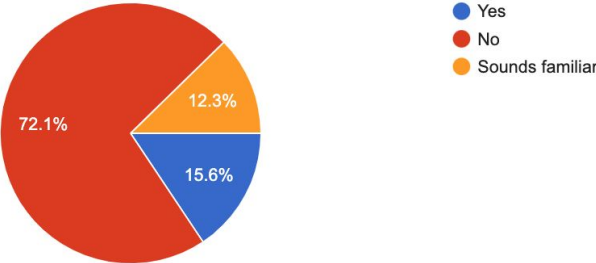
Has someone close to you passed away due to a car accident?

636 responses



Have you heard of the Kailee Mills Foundation?

634 responses



I chose statistics from the Kailee Mills Foundation website that coincided with the data given in the survey. With those statistics and the data I collected, I created five graphics to be shared with my community.

IN A SURVEY OF OVER  
600 PEOPLE IN THE  
BRAZOS VALLEY

percentage of people  
who admit to not using  
a seatbelt 100% of the  
time:



nearly 27.5 million  
Americans admit they  
do not wear their seat  
belts.  
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.  
BUCKLE UP EVERY TIME.

IN A SURVEY OF OVER  
600 PEOPLE IN THE  
BRAZOS VALLEY

have you or has  
someone you've known  
been in a car accident?



said YES

86% of passenger vehicle  
occupants who survived  
a fatal crash were  
wearing a seat belt.  
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.  
BUCKLE UP EVERY TIME.

do you know  
someone who was  
responsible for a  
wreck between  
the ages 16  
through 19?

IN A SURVEY OF OVER  
600 PEOPLE IN THE  
BRAZOS VALLEY



said YES

The risk of vehicle crashes  
is higher among 16-19-  
year-olds than among any  
other age group.  
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.  
BUCKLE UP EVERY TIME.

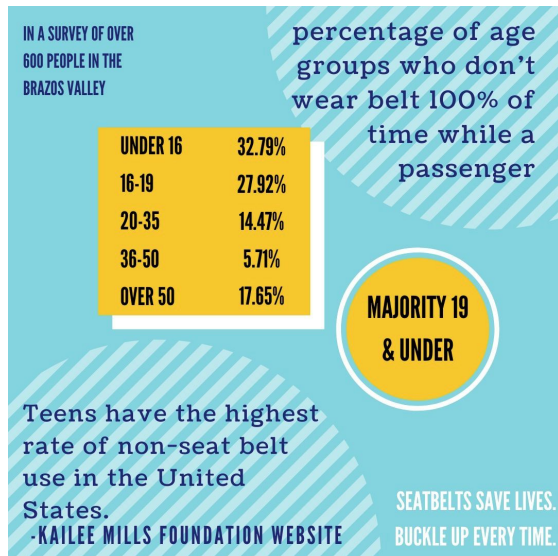
IN A SURVEY OF OVER  
600 PEOPLE IN THE  
BRAZOS VALLEY



have had  
someone  
close to  
them pass  
away in a  
car  
accident.

Motor vehicle crashes are  
the leading cause of  
death among Americans  
ages 1 - 54.  
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.  
BUCKLE UP EVERY TIME.



These graphics were posted over the course of five days, making up the heart of the campaign. On Instagram, over 500 people viewed these graphics daily. On Facebook, the graphics were shared up to 16 times. Many viewers were shocked at our community's statistics, were inspired to share their seat belt stories with me, and expressed how the posts made them more aware.

The goal in including larger range statistics next to my community's results was to personalize just how important safety is and bring awareness to the fact that no one is immune to an accident. The shocked reactions from adults and my peers prove that my goal had been met successfully.

## Reflection

My goal to personalize the importance of seat belt safety had an impact, not only those who I surveyed but to myself as well. As the results came in after I shared the form, I was mesmerized by the fact that I was seeing what my close community's practices were. From their information, I suddenly became more aware of how each individual's life was impacted by a single seat belt click. Stepping into my own car, I

became conscious of securing my seatbelt and felt the importance of it among my fellow passengers on the road.

It was also touching to see that I had made an impact on my community. I received far more responses to my survey than I had anticipated, and their engagement with my campaign made me realize the impact I had the possibility of making. That realization has motivated me to act on other ideas I have and encourage others to act on their ideas as well. Mostly, the campaign showed me that any action can make an impact that matters. I am glad I got to share the importance of wearing a seat belt while in a vehicle with my community and I hope that my efforts to personalize that importance leave a lasting impression.