

sites, NHTSA and the successful applicant will have the capacity to evaluate the strategies' impact on safety belt use and, ultimately, their ability to reduce injuries and fatalities among this group.

Effective Strategies

Research has shown that combinations of strategies have been effective in increasing safety belt use. The greatest increases in safety belt use have come from highly visible enforcement programs, supplemented with paid advertising with a strong enforcement message. The Click It or Ticket message is simple and straightforward; "Wear your safety belt or you will get a ticket." (The evaluation report is available at www.nhtsa.dot.gov/people/injury/research/index.html). Messages that are purely educational or safety oriented have not been shown to have as great of an effect (e.g., "What's Holding You Back"). There is some evidence that the people who can be educated to wear their safety belts already are wearing them, so education alone does not seem to increase safety belt use beyond a minimal level.

To assist the highway safety community in determining the most appropriate and effective strategies to increase safety belt use in African American populations, under this Cooperative Agreement, the successful applicant will assess variations of enforcement and education models. One of these approaches **must be** the Click It or Ticket model of high visibility law enforcement coupled with a strong enforcement media message. Other approaches might include education, health awareness programs, faith-based programs, or other programs proposed by the successful applicant.

Since we know that highly visible enforcement of a State's safety belt law, supplemented by paid media, is an effective tool for increasing safety belt use, the high visibility enforcement/media model must constitute at least part of the successful applicant and sub-grantee planned activities at most sites funded under this Cooperative Agreement.

Program Oversight

Under the Cooperative Agreement, the successful applicant will be responsible for managing the demonstration projects in key metropolitan/urban areas. NHTSA will work closely with the successful applicant to provide necessary technical assistance to any sub-grantee.

Evaluation of Programs

The successful applicant will be responsible for collecting information about program activities, resources, and outcomes. At a minimum, the successful applicant will conduct a process evaluation to document activities, materials, education activity, enforcement activity, and media activities expended on the program. The ultimate goal is to increase safety belt use among the African American population. To assess achievement of that goal, outcome measures must include pre- and post safety belt observation surveys to measure changes in safety belt usage rates as a result of the program. NHTSA also will require public perception surveys. A data collection and evaluation plan that describes the design for these observational surveys, as well as the public perception surveys, must be approved by NHTSA prior to conducting the surveys. Measuring public awareness will track the extent to which the successful applicant used media and other activities to make the African American public aware of the program. NHTSA will work with the successful applicant to select an independent evaluator to coordinate an outcome evaluation document changes in safety belt use among African Americans resulting from program activity. The successful applicant agrees to work with an independent evaluator in collecting information to document the success of the program.

NHTSA Involvement

NHTSA will provide:

1. Contracting Officer's Technical Representative (COTR)

Provide a Contracting Officer's Technical Representative (COTR) to participate in the planning and management of the Cooperative Agreement and to coordinate activities between the successful applicant and NHTSA;

2. Availability of Funds and Period of Performance

Provide a total of \$2 million is currently available to support demonstration efforts in key metropolitan/urban areas during the performance of the Cooperative Agreement. The government anticipates making an award to one national organization for a total performance period of 3 years. This funding shall include all monies to support the demonstration site, evaluation, administration and management, and all other related expenses. The successful applicant will, with the approval of

NHTSA, sub-contract with an independent evaluator to conduct a full evaluation of the project. NHTSA will require the successful applicant to set aside \$400,000 for these activities;

3. Support

Provide technical assistance in response to specific requests from the successful applicant and/or sub-grantee and work collaboratively with both through phone conference calls, web site communications or meetings;

4. Briefing

Conduct a one-day initial briefing in Washington, DC for the successful applicant to discuss and determine requirements for completing tasks successfully and efficiently;

5. Data Related Research

Provide significant information and technical assistance from government sources and available resources (as deemed appropriate by the COTR), including safety belt use and African American population data; and

6. Oversight

Stimulate the exchange of ideas and information among recipients of related projects, including through periodic meetings and briefings.

Successful Applicant Responsibilities

First and foremost, NHTSA intends to replicate successful strategies and activities conducted pursuant to this Cooperative Agreement elsewhere throughout the Nation. Accordingly, this benchmark demonstration project will be closely monitored and its results shared with other programs and constituencies. NHTSA will work with the successful applicant to assure that the necessary components of the project are in place to fulfill this goal. Successful applicant responsibilities include:

1. Briefing

Participate with key NHTSA resource staff in the initial briefing meeting, which will take place after the Cooperative Agreement is awarded. The purpose of the meeting will be to review the project's objectives, planned course of action, successful applicant responsibilities, milestones and deliverables, and to resolve any differences between the Government's technical approach and the successful applicant's approach. The successful applicant first shall conduct a short briefing (20 to 30 minutes) describing the organization's planned approach. The successful applicant shall provide attendees with appropriate briefing