2.3 Sustained Enforcement

Effectiveness: ★★★	Cost: Varies	Use: Unknown	Time: Varies

Some jurisdictions, including California, Oregon, and Washington, enforce their belt use laws vigorously as part of customary traffic enforcement activities.

Use: The extent of vigorous sustained belt law enforcement, with or without extensive publicity, is unknown.

Effectiveness: There are few studies of the effectiveness of sustained enforcement (Hedlund, Preusser, & Shults, 2004). California, Oregon, and Washington, States that are reported to use sustained enforcement, have recorded statewide belt use well above national belt use rates since 2002 (California: 91 to 96%; Oregon: 88 to 97%; Washington: 93 to 98%) (NHTSA, 2011a).

Nichols and Ledingham (2008) conducted a review of the impact of enforcement, as well as legislation and sanctions, on seat belt use over the past two decades and concluded that sustained enforcement is as effective as "blitz" enforcement (short-term, high-visibility enforcement) and unlike blitz campaigns, is not usually associated with abrupt drops in belt use after program completion.

Costs: Sustained enforcement may require funds for publicity. As with short-term, high-visibility enforcement programs, publicity costs will depend on the mix of earned and paid media.

Time to implement: Sustained enforcement by law enforcement officers can be implemented immediately. Extensive publicity will take three or four months to plan and implement.