



Evidence-Based Behavior Change Campaigns to Improve Traffic Safety:

Appendix A: Toolkit References

APPENDIX A. REFERENCES

Phase 1 References

- Bandura, A. (1989). Social cognitive theory. In R. Vasta (Ed.), *Annals of child development. Vol. 6. Six theories of child development* (pp. 1-60). Greenwich, CT: JAI Press.
- Centers for Disease Control and Prevention. Health Communication Basics. (2019). Retrieved from <https://www.cdc.gov/healthcommunication/healthbasics/WhatIsHC.html>.
- Delhomme P, De Dobbeleer W, Forward S, Simoes A, editors. (2009). Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns. Retrieved from https://www.researchgate.net/profile/Forward_Sonja/publication/316714195_Manual_for_Designing_Implementing_and_Evaluating_Road_Safety_Communication_Campaigns/links/5a6ddc66aca2722c947f2210/Manual-for-Designing-Implementing-and-Evaluating-Road-Safety-Communication-Campaigns.pdf
- Dickenson T, Jacoby C, Leibtag S, Merrit-Payne A. (2017). Behavioral Economics and Social and Behavior Change Communication at CCP. Retrieved from <https://ccp.jhu.edu/2017/02/16/behavioral-economics-social-behavior-change-communication-ccp/>
- Glanz, K., Rimer, B. K., & Viswanath, K. (Eds.). (2008). Health behavior and health education: theory, research, and practice. John Wiley & Sons.
- Hoekstra T, Wegman F. (2010). Improving the effectiveness of road safety campaigns: Current and new practices. *IATSS Research*, 34(2): 80-86.
- LaMorte, W., (2019). The Transtheoretical Model. Retrieved from <http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories4.html>
- LaMorte, W., (2019). The Health Behavior Model. Retrieved from <http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories2.html>
- LaMorte, W., (2019). The Social Cognitive Theory. Retrieved from <http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories5.html>
- LaMorte, W., (2019). The Theory of Planned Behavior. Retrieved from <http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories3.html>
- LaMorte, W., (2019). The Transtheoretical Model. Retrieved from <http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories6.html>
- National Center for Injury Prevention and Control, Division of Violence Prevention, Centers for Disease Control and Prevention. The Social-Ecological Model: A Framework for Prevention. (2019). Retrieved from <https://www.cdc.gov/violenceprevention/publichealthissue/social-ecologicalmodel.html>
- Nilsen P. (2015). Making sense of implementation theories, models and frameworks. *Implementation science: IS*, 10, 53. doi:10.1186/s13012-015-0242-0
- Office of Behavioral and Social Sciences Research, National Institutes of Health (NIH), Department of Health and Human Services (HHS). (2016). *Social and Behavioral Theories*. Retrieved from http://www.esourceresearch.org/Portals/0/Uploads/Documents/Public/Glanz_FullChapter.pdf
- Short, S. E., & Mollborn, S. (2015). Social determinants and health behaviors: conceptual frames and empirical advances. *Current opinion in psychology*, 5, 78-84.
- Springston JK. (2005). Public health campaign. In R.L Heath. (Ed.), *Encyclopedia of Public Relations*. Thousand Oaks, CA: SAGE Publications Inc. <http://sk.sagepub.com/reference/publicrelations/n341.xml>
- The Behavioural Insights Team. (2015). EAST: Four simple ways to apply behavioural insights. Retrieved from https://www.bi.team/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf

Transport Research and Injury Prevention Programme (TRIPP) of the Indian Institute of Technology and World Health Organization (WHO). (2006). Road Traffic Prevention Training Manual. Unit 2. Risk factors for road traffic injuries. Retrieved from https://www.who.int/violence_injury_prevention/road_traffic/activities/roadsafety_training_manual_unit_2.pdf.

U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA). National statistics. (2017). Retrieved from <https://cdan.nhtsa.gov/tsftables/tsfar.htm>

Phase 2 References

AAA Foundation for Traffic Safety. Retrieved from <https://aaaafoundation.org/>

Atkin, C. K., & Rice, R. E. (2013). Theory and principles of public communication campaigns. *Public communication campaigns*, 4, 3-20.

Berkeley Lab Training. Needs Analysis Process. Retrieved from <https://training.lbl.gov/Resources/docs/NeedsAnalysisProcess.pdf>

Bryant-Stephens, T., Garcia-Espana, J. F., & Winston, F. K. (2013). Boosting restraint norms: a community-delivered campaign to promote booster seat use. *Traffic injury prevention*, 14(6), 578-583.

Center for Community Health and Development. (2019). Chapter 3, Section 1: Developing a Plan for Assessing Local Needs and Resources. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/develop-a-plan/main>

Center for Community Health and Development. (2019). Chapter 3, Section 7: Conducting Needs Assessment Surveys. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-concerns-surveys/main>

Center for Community Health and Development. (2019). Chapter 3, Section 12: Conducting Interviews. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-interviews/main>

Center for Community Health and Development. (2019). Chapter 3, Section 12: Conducting Surveys. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-surveys/main>

Center for Community Health and Development. (2019). Chapter 45, Section 4: Segmenting the Market to Reach the Targeted Population. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-concerns-surveys/main>

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2013). The Value of Community Partnerships. Retrieved from <https://www.cdc.gov/workplacehealthpromotion/tools-resources/pdfs/issue-brief-no-3-community-partnerships-03062013.pdf>

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2014). Media Plan Guidance. Retrieved from <https://smhs.gwu.edu/cancercontroptap/sites/cancercontroptap/files/Media%20Plan%20Guidance%20%20%2007%2008%202014.pdf>

Centers for Disease Control and Prevention, Program Performance and Evaluation Office. (2018). Logic Models. Retrieved from https://www.cdc.gov/eval/tools/logic_models/index.html

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2018). Program Evaluation Framework Checklist for Step 2. Retrieved from <https://www.cdc.gov/eval/steps/step2/index.htm>

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2019). Motor Vehicle Safety. Retrieved from <https://www.cdc.gov/motorvehiclesafety/index.html>

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2019). Motor Vehicle Prioritizing Interventions and Cost Calculator for States (MV PICCS). Retrieved from <https://www.cdc.gov/motorvehiclesafety/calculator/index.html>

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease and Stroke Prevention. Evaluation Guide: Developing and Using a Logic Model. Retrieved from https://www.cdc.gov/dhdsp/docs/logic_model.pdf

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease and Stroke Prevention. Writing SMART Objectives. Retrieved from https://www.cdc.gov/dhdsp/docs/logic_model.pdf

Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. (2018). Data Collection Methods for Program Evaluation: Focus Groups. Retrieved from <https://www.cdc.gov/healthyouth/evaluation/pdf/brief13.pdf>

Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. (2018). Writing SMART Objectives. Retrieved from <https://www.cdc.gov/healthyouth/evaluation/pdf/brief3b.pdf>

Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. Developing Program Goals and Measurable Objectives. Retrieved from <https://www.cdc.gov/std/Program/pupestd/Developing%20Program%20Goals%20and%20Objectives.pdf>

Cohen D, Crabtree B. (2006). Qualitative Research Guidelines Project. Retrieved from <http://www.qualres.org/HomeObse-3594.html>

The Compass of Social Behavior Change. (2013). How to Do an Audience Analysis. Retrieved from <https://www.thecompassforsbc.org/how-to-guides/how-do-audience-analysis#demographic>

The Compass of Social Behavior Change. (2013). How to Write a Creative Brief. Retrieved from <https://www.thecompassforsbc.org/how-to-guides/how-write-creative-brief>

Department of Motor Vehicles. Retrieved from dmvusa.com

Governors Highway Safety Association. Retrieved from ghsa.org

Guide to Community Preventive Services. The Community Guide. Retrieved from <https://www.thecommunityguide.org/>

Guide to Community Preventive Services. (2011). Health Communication and Social Marketing: Health Communication Campaigns That Include Mass Media and Health Related Product Distribution. Retrieved from <https://www.thecommunityguide.org/sites/default/files/assets/Health-Communication-Mass-Media.pdf>

Guide to Community Preventive Services. (2013). Motor Vehicle-Related Injury Prevention: Use of Child Safety Seats, Community-Wide Information and Enhanced Enforcement Campaigns. Retrieved from <https://www.thecommunityguide.org/sites/default/files/assets/MVOI-ChildSeats-Communitywide.pdf>

Guide to Community Preventive Services. (2013). Reducing Alcohol-Impaired Driving: Mass Media Campaigns. Retrieved from <https://www.thecommunityguide.org/sites/default/files/assets/MVOI-AID-Mass-Media.pdf>

Guide to Community Preventive Services. (2015). What Works: Motor Vehicle-Related Injury Prevention. Retrieved from <https://www.thecommunityguide.org/sites/default/files/assets/What-Works-Factsheet-MotorVehicle.pdf>

Fischer, P. (2019, March). Peer-to-peer teen traffic safety program guide (Report No. DOT HS 812 631). Washington, DC: National Highway Traffic Safety Administration.

Hassani, S., Kelly, E. H., Smith, J., Thorpe, S., Sozzer, F. H., Atchley, P., ... & Vogel, L. C. (2017). Preventing distracted driving among college students: Addressing smartphone use. *Accident Analysis & Prevention*, 99, 297-305.

Houston, M., Cassabaum, V., Matzick, S., Rapstine, T., Terry, S., Uribe, P., ... & Moulton, S. (2010). Teen traffic safety campaign: competition is the key. *Journal of Trauma and Acute Care Surgery*, 68(3), 511-514.

- Hingle, M. D., Snyder, A. L., McKenzie, N. E., Thomson, C. A., Logan, R. A., Ellison, E. A., ... & Harris, R. B. (2014). Effects of a short messaging service–based skin cancer prevention campaign in adolescents. *American journal of preventive medicine*, 47(5), 617-623.
- James Bell Associates. (2018). Formative evaluation toolkit: A step-by-step guide and resources for evaluating program implementation and early outcomes. Washington, DC: Children’s Bureau, Administration for Children and Families, U.S. Department of Health and Human Services. Retrieved from https://www.acf.hhs.gov/sites/default/files/cb/formative_evaluation_toolkit.pdf
- LiveLighter. (2019). Current Campaign: Weight and Cancer. Retrieved from <https://livelighter.com.au/Health-Professionals/Current-Campaign>
- Motorcycle Safety Foundation. Retrieved from <https://www.msf-usa.org/>
- Peters, G. J. (2018). A practical guide to effective behavior change: how to identify what to change in the first place.
- Richard, C. M., Magee, K., Bacon-Abdelmoteleb, P., & Brown, J. L. (2018, April). Countermeasures that work: A highway safety countermeasure guide for State Highway Safety Offices, Ninth edition (Report No. DOT HS 812 478). Washington, DC: National Highway Traffic Safety Administration.
- Simons-Morton, B. G., Hartos, J. L., & Beck, K. H. (2003). Persistence of effects of a brief intervention on parental restrictions of teen driving privileges. *Injury Prevention*, 9(2), 142-146.
- Sundstrom, C. (2017). Road safety fundamentals: concepts, strategies, and practices that reduce fatalities and injuries on the road. Unit 3: measuring safety. U.S. Department of Transportation, Federal Highway Administration. (FHWA-SA-18-003) Retrieved from <https://rspcb.safety.fhwa.dot.gov/RSF/unit3.pdf>
- Record, R. A., Helme, D., Savage, M. W., & Harrington, N. G. (2017). Let’s Clear the Air: A campaign that effectively increased compliance with a university’s tobacco-free policy. *Journal of Applied Communication Research*, 45(1), 79-95.
- Unni, P., Morrow, S. E., Shultz, B. L., & Tian, T. T. (2013). A pilot hospital-school educational program to address teen motor vehicle safety. *Journal of trauma and acute care surgery*, 75(4), S285-S289.
- U.S. Department of Health and Human Services. (2004). Making health communication programs work: A planner’s guide. National Institutes of Health, National Cancer Institute, Office of Cancer Communications. Washington (DC): U.S. Department of Health and Human Services. Retrieved from <https://www.cancer.gov/publications/health-communication/pink-book.pdf>
- U.S. Department of Transportation. Retrieved from <https://www.transportation.gov/>
- U.S. Department of Transportation, Federal Highway Administration. State Transportation Web Sites. Retrieved from <https://www.fhwa.dot.gov/about/webstate.cfm>
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2019). Traffic Safety Marketing: Get Materials. Retrieved from <https://www.trafficsafetymarketing.gov/get-materials>
- U.S. Department of Transportation, National Highway Traffic Safety Administration. (2019). Regional Offices. Retrieved from <https://www.nhtsa.gov/about-nhtsa/regional-offices>
- Weinreich, N. K. (1995). Building social marketing into your program. *Social Marketing Quarterly*, 2(2), 18-20.
- World Health Organization. Online library of road safety mass media campaigns. Retrieved from <https://www.cdc.gov/motorvehiclesafety/calculator/index.html>
- Yadav, R. P., & Kobayashi, M. (2015). A systematic review: effectiveness of mass media campaigns for reducing alcohol-impaired driving and alcohol-related crashes. *BMC public health*, 15(1), 857.

Phase 3 References

- Ad Council. Wildlife Prevention. Retrieved from <https://www.adcouncil.org/Our-Campaigns/The-Classics/Wildfire-Prevention>
- Barry, P (2018). The Rule of Three. *Legal Communication & Rhetoric: JAWLD*, 15, 247-262
- Bethune, G. R., & Lewis, H. J. (2009). Let's talk about smear tests: Social marketing for the National Cervical Screening Programme. *Public Health*, 123, e17-e22.
- Bryant-Stephens, T., Garcia-Espana, J. F., & Winston, F. K. (2013). Boosting restraint norms: a community-delivered campaign to promote booster seat use. *Traffic injury prevention*, 14(6), 578-583.
- Castillo, O., Cadiz, M., Sudaprasert, R., Remoquillo, B., Velasco, T. Participatory message and materials development. Retrieved from <http://www.fao.org/3/a0406e/a0406e07.htm>
- Carpenter, C. S., & Pechmann, C. (2011). Exposure to the Above the Influence antidrug advertisements and adolescent marijuana use in the United States, 2006-2008. *American journal of public health*, 101(5), 948–954. doi:10.2105/AJPH.2010.300040
- Center for Community Health and Development. (2019). Chapter 3, Section 6: Conducting Focus Groups. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-focus-groups/main>
- Centers for Disease Control and Prevention. (2019). Testing. Retrieved from <https://www.cdc.gov/healthliteracy/developmaterials/testing-messages-materials.html>
- County Health Rankings and Roadmaps. (2017). How to Craft a Quick and Persuasive Message: The 27-9-3 Rule. Retrieved from <https://www.countyhealthrankings.org/learn-from-others/webinars/how-to-craft-a-quick-and-persuasive-message-the-27-9-3-rule>
- Edelman D, Salsberg B. (2010), Beyond paid media: marketing's new vocabulary. *McKinsey Quarterly*, 4, 20-22.
- Eppright, D. R., Hunt, J. B., Tanner Jr, J. F., & Franke, G. R. (2003). Fear, coping, and information: A pilot study on motivating a healthy response. *Health Marketing Quarterly*, 20(1), 51-73.
- Food And Agriculture Organization of the United Nations (2006) Information and communication for natural resource management in agriculture. Retrieved from <http://www.fao.org/3/a0406e/a0406e07.htm#bm07>
- Guttman, N. (2015). Persuasive appeals in road safety communication campaigns: Theoretical frameworks and practical implications from the analysis of a decade of road safety campaign materials. *Accident Analysis & Prevention*, 84, 153-164.
- Hornik, R., Jacobsohn, L., Orwin, R., Piesse, A., Kalton, G. (2008). Effects of the National Youth Anti-Drug Media Campaign on youths. *American Journal of Public Health*, 98(12):2229–2236.
- Katula, R. A., & Roth, R. W. (1980). A stock issues approach to writing arguments. *College Composition and Communication*, 31(2), 183-196.
- Koon, A. D., Hawkins, B., & Mayhew, S. H. (2016). Framing and the health policy process: a scoping review. *Health Policy and Planning*, 31(6), 801-816.
- McAfee, T., Davis, K. C., Alexander Jr, R. L., Pechacek, T. F., & Bunnell, R. (2013). Effect of the first federally funded US antismoking national media campaign. *The Lancet*, 382(9909), 2003-2011.
- Morley, B., Niven, P., Dixon, H., Swanson, M., Szybiak, M., Shilton, T., ... & Wakefield, M. (2016). Population-based evaluation of the 'LiveLighter' healthy weight and lifestyle mass media campaign. *Health Education Research*, 31(2), 121-135.
- Murphy, E. M., Greene, M. E., Mihailovic, A., & Olupot-Olupot, P. (2006). Was the "ABC" approach (abstinence, being faithful, using condoms) responsible for Uganda's decline in HIV?. *PLoS medicine*, 3(9), e379.

National Democratic Institute. (2013). Module 6: Message Development. Creating Powerful and Persuasive Messages. Retrieved from https://www.ndi.org/sites/default/files/Module%206_Message%20Development.pdf

Record, R. A., Helme, D., Savage, M. W., & Harrington, N. G. (2017). Let's Clear the Air: A campaign that effectively increased compliance with a university's tobacco-free policy. *Journal of Applied Communication Research*, 45(1), 79-95.

Ruiter, R. A., Kessels, L. T., Peters, G. J. Y., & Kok, G. (2014). Sixty years of fear appeal research: Current state of the evidence. *International Journal of Psychology*, 49(2), 63-70.

U.S. Department of Health and Human Services. (2004). *Making health communication programs work: A planner's guide*. National Institutes of Health, National Cancer Institute, Office of Cancer Communications. Washington (DC): U.S. Department of Health and Human Services. Retrieved from <https://www.cancer.gov/publications/health-communication/pink-book.pdf>

Wakefield M, Terry-McElrath Y, Emery S, et al. (2006). Effect of Televised, Tobacco Company–Funded Smoking Prevention Advertising on Youth Smoking-Related Beliefs, Intentions, and Behavior. *American Journal of Public Health*, 96(12), 2154-2160.

Phase 4 References

- Bryant-Stephens, T., Garcia-Espana, J. F., & Winston, F. K. (2013). Boosting restraint norms: a community-delivered campaign to promote booster seat use. *Traffic injury prevention, 14*(6), 578-583.
- Centers for Disease Control and Prevention, Division of Reproductive Health. Step 7: Process Evaluation. Retrieved from https://www.cdc.gov/teenpregnancy/practitioner-tools-resources/psba-gto-guide/pdf/chapters/PSBA_GTO_Step7_508tagged.pdf
- Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. (2018). Types of Evaluation. Retrieved from <https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf>
- Delhomme P, De Dobbeleer W, Forward S, Simoes A, editors. (2009). Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns. Retrieved from https://www.researchgate.net/profile/Forward_Sonja/publication/316714195_Manual_for_Designing_Implementing_and_Evaluating_Road_Safety_Communication_Campaigns/links/5a6ddc66aca2722c947f2210/Manual-for-Designing-Implementing-and-Evaluating-Road-Safety-Communication-Campaigns.pdf.
- Edelman D, Salsberg B. (2010), Beyond paid media: marketing's new vocabulary. *McKinsey Quarterly, 4*, 20-22.
- Kauffman, J. D., Soltani, T., McCullough, K., Vybiralova, P., Macauley, K., Danielson, P. D., & Chandler, N. M. (2019). Effectiveness of a collaborative, student-run campaign to increase safety belt use among adolescents. *Injury Prevention, 2018*.
- Steckler, A. B., Linnan, L., & Israel, B. (2002). Process evaluation for public health interventions and research (pp. 1-23). San Francisco, CA: Jossey-Bass. Retrieved from <https://pdfs.semanticscholar.org/d833/108331e1fd9762850819b872253a626efc4d.pdf>
- Houston, M., Cassabaum, V., Matzick, S., Rapstine, T., Terry, S., Uribe, P., ... & Moulton, S. (2010). Teen traffic safety campaign: competition is the key. *Journal of Trauma and Acute Care Surgery, 68*(3), 511-514.
- Record, R. A., Helme, D., Savage, M. W., & Harrington, N. G. (2017). Let's Clear the Air: A campaign that effectively increased compliance with a university's tobacco-free policy. *Journal of Applied Communication Research, 45*(1), 79-95.
- Unni, P., Morrow, S. E., Shultz, B. L., & Tian, T. T. (2013). A pilot hospital-school educational program to address teen motor vehicle safety. *Journal of trauma and acute care surgery, 75*(4), S285-S289.
- UN Women. (2012). What is monitoring and evaluation?, Retrieved from <https://www.endvawnow.org/en/articles/1305-what-is-monitoring-and-evaluation.html>
- U.S. Department of Health and Human Services. (2004). *Making health communication programs work: A planner's guide*. National Institutes of Health, National Cancer Institute, Office of Cancer Communications. Washington (DC): U.S. Department of Health and Human Services. Retrieved from <https://www.cancer.gov/publications/health-communication/pink-book.pdf>

Phase 5 References

- BetterEvaluation. Approaches. Retrieved from <https://www.betterevaluation.org/en/approaches>
- Center for Training and Research Translation, Cancer Prevention and Control Research Network. Evaluation Designs. Retrieved from http://www.centertrt.org/content/docs/Training_Webinars/EBPH_Evaluation/Research_Designs_Handout_Final.pdf
- Center for Community Health and Development. (2019). Chapter 37, Section 4: Selecting an Appropriate Design for the Evaluation. Lawrence, KS: University of Kansas. Retrieved from the Community Tool Box: <https://ctb.ku.edu/en/table-of-contents/evaluate/evaluate-community-interventions/experimental-design/main>
- Centers for Disease Control and Prevention. Checklist for ensuring effective evaluation reports. Retrieved from <https://www.cdc.gov/eval/steps/reportschecklist.pdf>
- Centers for Disease Control and Prevention. Ensuring use and sharing lessons learned. Retrieved from <https://www.cdc.gov/eval/steps/ensuringuse.pdf>
- Centers for Disease Control and Prevention. (2017). *A Framework for Program Evaluation*. Retrieved from <https://www.cdc.gov/eval/framework/>
- Centers for Disease Control and Prevention. (2015). Develop SMART Objectives. Retrieved from https://www.cdc.gov/phcommunities/resourcekit/evaluate/smart_objectives.html
- Centers for Disease Control and Prevention. (2012). Improving the Use of Program Evaluation for Maximum Health Impact: Guidelines and Recommendations. Retrieved from https://www.cdc.gov/eval/materials/FinalCDCEvaluationRecommendations_Formatted_120412.pdf
- Centers for Disease Control and Prevention. (2016). Indicators. Retrieved from <https://www.cdc.gov/eval/indicators/index.htm>
- Centers for Disease Control and Prevention. National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. *Types of Evaluation*. Retrieved from <https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf>
- Goslar, P. W., Silvers, M., Strever, T., Judkins, D., Segebarth, P., & Lerma, C. (2009). Lessons from a statewide pilot of “The Battle of the Belts Project” in a state without a primary seat belt law. *Journal of Trauma and Acute Care Surgery*, 67(1), S62-S66.
- Governors Highway Safety Association. State Highway Safety Offices. Retrieved from <https://www.ghsa.org/about/shsos>
- Handley, M. A., Lyles, C. R., McCulloch, C., & Cattamanchi, A. (2018). Selecting and improving quasi-experimental designs in effectiveness and implementation research. *Annual Review of Public Health*, 39, 5-25. Retrieved October 2019 from: <https://www.annualreviews.org/doi/10.1146/annurev-publhealth-040617-014128>
- Hornik, R., Jacobsohn, L., Orwin, R., Piesse, A., & Kalton, G. (2008). Effects of the National Youth Anti-Drug Media Campaign on youths. *American Journal of Public Health*, 98(12), 2229–2236. doi:10.2105/AJPH.2007.125849.
- Institute for Family Health. Institutional Review Board. Retrieved from <https://www.institute.org/research-publications/institutional-review-board/>
- James Bell Associates. (2018). Formative evaluation toolkit: A step-by-step guide and resources for evaluating program implementation and early outcomes. Washington, DC: Children’s Bureau, Administration for Children and Families, U.S. Department of Health and Human Services. Retrieved from https://www.acf.hhs.gov/sites/default/files/cb/formative_evaluation_toolkit.pdf
- Juras, R., Comfort, A., Bein, E. (2016). How study design influences statistical power in community-level evaluations. HHS Office of Adolescent Health, Evaluation Technical Assistance Brief. Retrieved from

<https://www.hhs.gov/ash/oah/sites/default/files/ash/oah/oah-initiatives/assets/ta-tppevalbrief-studydesignstatspower.pdf>

Kauffman, J. D., Soltani, T., McCullough, K., Vybiralova, P., Macauley, K., Danielson, P. D., & Chandler, N. M. (2019). Effectiveness of a collaborative, student-run campaign to increase safety belt use among adolescents. *Injury Prevention*, 2018.

Text4baby. (2017). Retrieved October 2019 from <https://www.text4baby.org>

Koplan, J. P., Milstein, R., & Wetterhall, S. (1999). Framework for program evaluation in public health. *MMWR: Recommendations and Reports*, 48, 1-40.

Latkin, C. A., Edwards, C., Davey-Rothwell, M. A., & Tobin, K. E. (2017). The relationship between social desirability bias and self-reports of health, substance use, and social network factors among urban substance users in Baltimore, Maryland. *Addictive behaviors*, 73, 133–136.
doi:10.1016/j.addbeh.2017.05.005

MacMonegle, A. J., Nonnemaker, J., Duke, J. C., Farrelly, M. C., Zhao, X., Delahanty, J. C., ... & Allen, J. A. (2018). Cost-effectiveness analysis of The Real Cost campaign's effect on smoking prevention. *American journal of preventive medicine*, 55(3), 319-325.

Office for Human Research Protections. (2016). Federal Policy for the Protection of Human Subjects ('Common Rule'). Retrieved from <https://www.hhs.gov/ohrp/regulations-and-policy/regulations/common-rule/index.html>

Price, P. C., Chiang, I. C. A., & Jhangiani, R. (2018). *Research methods in psychology: 3rd edition*. Pressbooks. Retrieved from <https://opentext.wsu.edu/carriecuttler/>

Salabarría-Peña, Y., Apt, B.S., Walsh, C.M. (2007). *Practical Use of Program Evaluation among Sexually Transmitted Disease (STD) Programs*, Atlanta (GA): Centers for Disease Control and Prevention.

Sundstrom, C. (2017). *Road safety fundamentals: concepts, strategies, and practices that reduce fatalities and injuries on the road. Unit 3: measuring safety*. U.S. Department of Transportation, Federal Highway Administration. (FHWA-SA-18-003) Retrieved from <https://rspcb.safety.fhwa.dot.gov/RSF/unit3.pdf>

U.S. Department of Health and Human Services. (2009). National Occupant Protection Use Survey. Retrieved from <https://www.healthypeople.gov/2020/data-source/national-occupant-protection-use-survey>

U.S. Department of Transportation, National Highway Traffic Safety Administration. (2008). *The Art of Appropriate Evaluation: A Guide for Highway Safety Program Managers*. (DOT HS 811 061) Retrieved from <https://one.nhtsa.gov/people/injury/research/ArtofAppEvWeb/index.htm>

Unni, P., Morrow, S. E., Shultz, B. L., & Tian, T. T. (2013). A pilot hospital-school educational program to address teen motor vehicle safety. *Journal of Trauma and Acute Care Surgery*, 75(4), S285-S289.