



Rural *High Five* Seat Belt Program

Summary of Results
KENTUCKY

March 4, 2026





DOT HS 813 764

February 2026

High Five Rural Seat Belt Program Demonstration and Evaluation



high five
rural traffic
safety project

An Instructional Guide for Building a High Five Rural Seat Belt Program

February 2026



High Five Demonstration Program in a nutshell...

- Developed by Iowa's GTSB in 2015. NHTSA heard about Iowa's success and contracted Preusser Research Group (PRG) to conduct a formal evaluation.
- Demonstration Project Goal: Implement and evaluate a 12-month *Rural High Five* seat belt program in two states modeled after the successful Iowa campaign.
- High Five Program Goal: Increase seat belt use and reduce crashes in rural areas with a systemic multidisciplinary approach using “the three E’s”: Enforcement, Education, Engineering.
- Includes mini-grants of up to \$10,000 for each participating County Sheriff's Office (CSO) and up to \$50,000 for State Police.
- County awardees were primarily responsible for conducting a 12-month program implementation period and providing necessary project data.





Kentucky High Five Program Years

Year 1: October 2022 - September 2023

- Bourbon, Grayson, Knott, Madison, Perry

Year 2: July 2024 - June 2025

- Grant, Lyon, Perry, Pike, Taylor

Year 3 (ongoing): October 2025-September 2026

- Bourbon, Floyd, Lincoln, Lyon, Marshall, Montgomery, Perry, Pike, Taylor

Year 1 / Year 2 Summary of Results



Education / Publicity & Outreach Totals

Requirement*	CSO Fulfillment **	
	Year 1	Year 2
Local Kickoff Event	5/5	5/5
Social Media (2xmo)	SOME	SOME
Present at High Schools	5/5	4/5
Distribute educational cards roadside	5/5	5/5
Hang posters in the community	1/5	5/5
4 other events/activities	5/5	4/5
Total reported P&O hours	561	709

*To be completed over 12-month program period

** Number of counties fulfilling the requirement out of the five participating counties

Enforcement Totals

Requirement*	CSO Fulfillment**	
	Year 1	Year 2
Hand out educational cards at traffic stops	5/5	5/5
Two (2) multijurisdictional enforcement projects/month	1/5	0/5
Total Enforcement Hours (CSO and KSP combined)	782	673

*To be completed over 12-month program period

** Number of counties fulfilling the requirement out of the five participating counties

Enforcement Totals, cont.

Number of months (out of 12) '2 High Five enforcement projects per month' conducted by CSO and/or KSP

YEAR 1	Bourbon	Grayson	Knott	Madison	Perry
	11	8	12	5	6
YEAR 2	Grant	Lyon	Perry	Pike	Taylor
	4	8	6	5	8

High Five Activity Totals

Reported High Five Activity in Kentucky						
	Year 1			Year 2		
	CSO	KSP	Total	CSO	KSP	Total
*TOTAL ACTIVITY HOURS	879	464	1,343	953	429	1,382
TOTAL DAYS WORKED	65	88	153	190	143	333

*Enforcement and Education/Publicity & Outreach hours combined

Engineering / Road Safety Assessment (RSA)

Requirement	Year 1	Year 2
Assemble an RSA Team	0/5	5/5
Choose 5 problematic road segments and submit for review	5/5	5/5
Conduct an RSA	5/5	5/5
Review results with RSA Team*	0/5	0/5
Implement at least one suggested solutions**	0/5	0/5

*Review of the RSA occurred after the 12-month program period ended.

**Efforts to implement solutions continued after program period.

CSO Seat Belt Surveys



Purpose:

- Encourage law enforcement to use firsthand information to motivate the community to buckle up.
- Motivate law enforcement to continue to be vigilant.

Basic Setup:

- Sheriff chooses who will conduct observations.
- Select 3-4 sites in the community.
- Observe for 45 minutes at selected sites.
- Plain clothes and no marked vehicle near observation site so not to influence driver/passenger behavior.

PRG's Observational Seat Belt Surveys

- 15 Sites per County
- 5 Program Counties
- 1 Control County
- Driver & Outboard Passenger
 - Belt Use
 - Vehicle Type
 - Sex

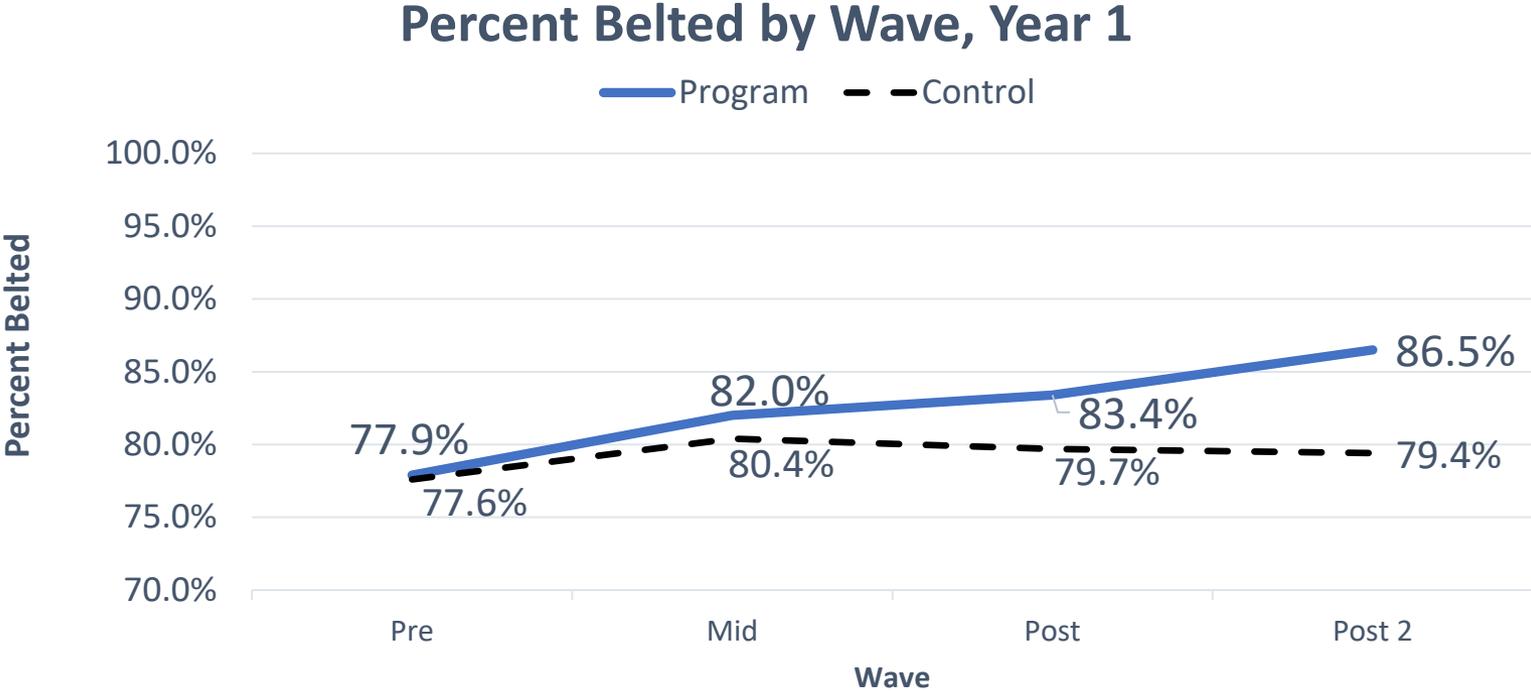
Year 1					
WAVE	Baseline	Mid	Post	Post 2	TOTAL
N=	6,996	6,651	6,707	5,533	25,887

Year 2			
WAVE	Baseline	Post	TOTAL
N=	6,961	7,082	14,043



Kentucky Seat Belt Observations

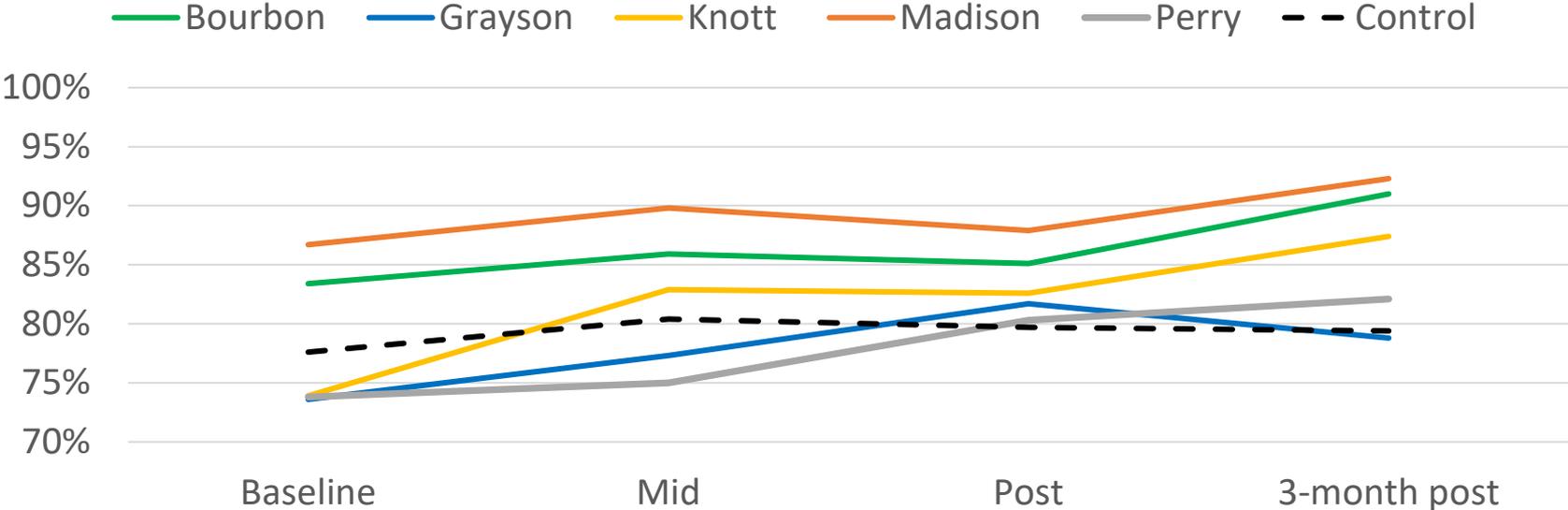
Year 1 (2022-2023), High Five Counties Combined



County	Pre-Post	Pre-Post2
Program	+5.5	+8.6*
Control	+2.1	+1.8

Year 1 (2022-2023)

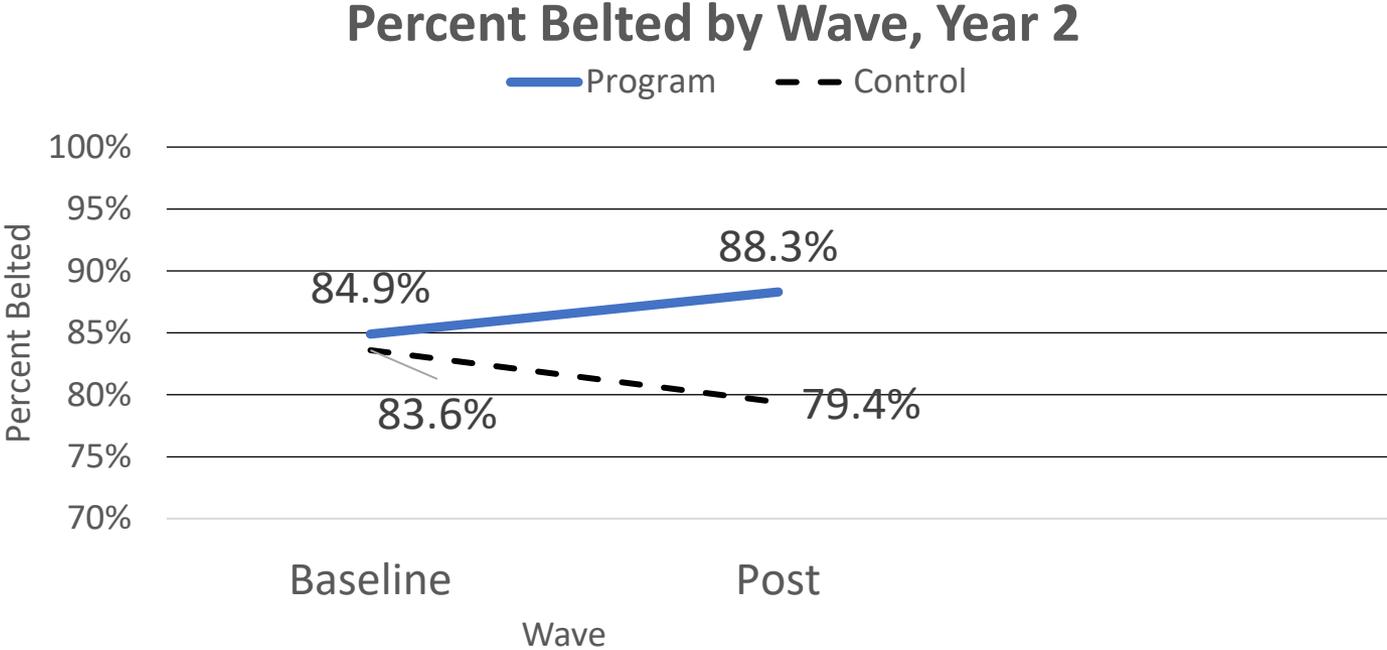
Percent Belted by Wave and County, Year 1



Seat Belt Use Rate by County						
County	WAVE				% point chage	
	Pre	Mid	Post	Post 2	Pre-Post	Pre-Post 2
Bourbon	83.4%	85.9%	85.1%	91.0%	1.7	7.6
Grayson	73.6%	77.3%	81.7%	78.8%	8.1	5.2
Knott	73.9%	82.9%	82.6%	87.4%	8.7	13.5
Madison	86.7%	89.8%	87.9%	92.3%	1.2	5.6
Perry	73.8%	75.0%	80.3%	82.1%	6.5	8.3
Control	77.6%	80.4%	79.7%	79.4%	2.1	1.8

Kentucky Seat Belt Observations

Year 2 (2024-2025), High Five Counties Combined



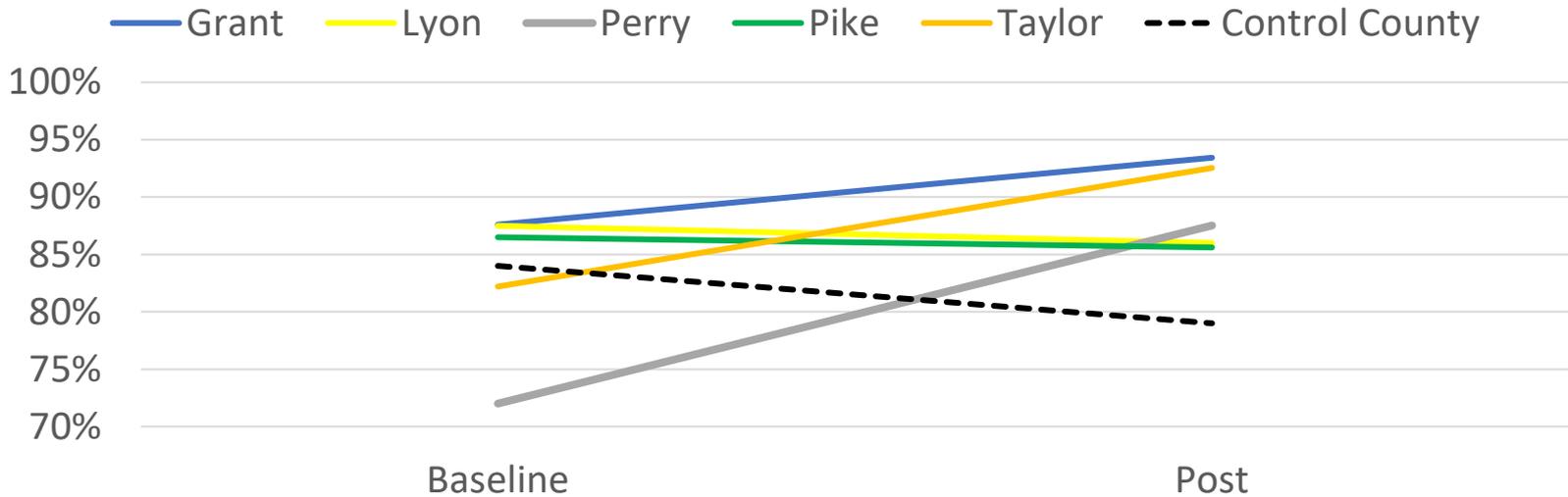
Weighted (FY25) High Five Program Baseline vs. Post Seat Belt Usage Across Participating Counties.

NOTE: For this graph, Perry County’s weighted baseline rate (87%) for year 2 is combined with other counties.

County	Pre-Post
Program	3.4
Control	-4.2

Year 2 (2024-2025)

Percent Belted by Wave and County, Year 2



*For the graph, the use rate for Perry County (73.8%) is taken from their first year's (2022-2023) baseline.

Seat Belt Use Rate by County			
County	WAVE		% point change
	Pre	Post	Pre-Post
Grant	87.6%	94.1%	6.5
Lyon	85.2%	84.3%	-0.9
Perry*	73.8%/86.6%	86.4%	12.6/-0.2
Pike	84.4%	84.3%	-0.1
Taylor	80.8%	92.4%	11.6
Control	83.6%	79.4%	-4.2

High Five's Impact on Seat Belt Use

- High Five counties combined showed a pre-post increase in belt use.
- Program showed lasting effects.
- The High Five program can maintain increased seat belt use over a 12-month period with sustained efforts.
- Cost effective High Five can supplement costly, citation-centric HVE campaigns in rural counties with lower belt usage.



QUESTIONS?



THANK YOU!

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