

ATP Course Embedded Research Grant

I a. and b. Description of research and explanation of how the entire class participates:

Each year, HEAL 450, Health Promotion Strategies, engages in a class research project. This year's project addresses cell phone use while driving. The purpose of this project is to determine if an educational campaign will reduce the number of BSC students, staff and faculty who use cell phones while driving. Prior to the campaign, observational data and survey data will assess the prevalence of cell phone use while driving, as well as attitudes and beliefs regarding the behavior. A media campaign that includes posters, flyers, Face Book messages, student announcements and newspaper articles will be conducted, and then data will be again collected after the completion of the campaign.

Students have already submitted an IRB application and approval has already been secured for this study.

The study employs a pre-test, intervention, post-test design.

- The pre-test or baseline data collection consists of observations and surveys. Students will conduct observations at the exits of the four major student parking lots on campus during 32 time segments over a one week period. During each time period, two observers will be posted at the exits of the Tinsley, Hooper, Spring Street, and Crimson Commuter lots. The observers will record the numbers of cars exiting the lots, the numbers of drivers talking on cell phones, and the numbers of drivers text messaging. The entire class worked together to develop the observation protocol and each student will collect data during at least 2 time slots during baseline and at least 2 time slots during post-test.
- The entire class worked on the development of the survey. Approximately 500 BSC students, faculty, and staff will be asked to complete the surveys that assess their attitudes and behaviors regarding cell phone use while driving. A convenience sampling technique will be utilized; however, attempts will be made to obtain representation of all members of the community. The surveys will be administered in residence halls, dining facilities, campus center, computer labs, classroom buildings, and library. Each student in class will be responsible for collecting 25-30 surveys. The students will code the surveys they collect, they will enter the data, and as a class we will analyze the data.
- Following the data collection, student researchers will conduct an awareness campaign consisting of posters, flyers, newspaper articles, student announcements, Face Book messages and presentations around campus. The class will work on dividing the campaign tasks according to the interests and skills of the students. Each student will be responsible for some aspect of the campaign: designing flyers and posters, writing a piece for the Comment, sending out student announcements, posting posters and flyers, developing a Face Book group, videotaping interviews for up-linking to Face Book, contacting residence halls to get permission to post posters and flyers, placing flyers on car windshields, etc.
- After the campaign, student researchers will administer post-campaign surveys in the same venues that they collected the pre-test surveys and conduct post-campaign observations at the same parking lots during the same time 32 time slots as were used in the pre-test period.
- Students will generate a report and present this research at the April 30 undergraduate research symposium

Timeline:	
February, 2010	Baseline data collection
March, 2010	Education campaign
April, 2010	Post-test data collection
April 30	Undergraduate research symposium

With this experience, students engage in the entire research process- from developing the questions and hypotheses, to gathering and analyzing data, to reporting results. The class is taken by juniors and seniors; it is a class wherein they utilize the major approaches of health promotion and learn and apply many health promotion strategies.

I c. Budget

Print Shop	
10 large posters @ \$10/poster	\$100.00
100 ft. of lamination @ .50/foot	50.00
1 Flip Camera for recording interviews	160.00
TOTAL	\$310.00

I d. Final product and venue for exhibiting

Students will generate a research report and present this research at the April 30 undergraduate research symposium.

NB: This research question, methods, and instruments were developed just before the passage of the distracted driving bill by the Massachusetts House of Representatives. If the Senate addresses and passes the bill, and if it is immediately enacted under the “emergency law” provisions, we will adjust the educational campaign to reflect an “It’s the Law” theme.

I e. Class Roster