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TITLE: An Evaluation of Some Additional Factors Influencing the Effectiveness of Warning Letters

DATE: May 1974

AUTHOR(S): William V. Epperson & Richard M. Harano

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PROTECT OBTECTIVE:

To determine the effectiveness of two types of warning letters and an informational pamphlet in reducing the subsequent collision and conviction records of pre-negligent drivers. An additional study objective was to determine the effectiveness of a follow-up reinforcement letter sent to collision- and conviction-free drivers. These hypotheses were suggested by an earlier warning letter study (McBride & Peck, Report #30). This study was designed to attempt replication of the previous results.

SUMMARY:

The results six months subsequent to treatment showed no significant treatment effects on convictions, but a positive pamphlet effect on collisions. The reality of the pamphlet effect was considered questionable due to a reversed trend in the second six months. The follow-up reinforcement analysis for collision- and conviction-free drivers showed no significant treatment effects on collisions. On convictions, however, there was a main effect attributable to type of warning letter as well as an interaction between type of warning letter, pamphlet condition, and follow-up reinforcement. The treatment effects were not significantly influenced by subject characteristics.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

Based on these findings it was decided not to implement a reinforcement warning letter program or use different warning letters for different age-sex groupings.

SUPPLEMENTARY INFORMATION:

Published in *Accident Analysis and Prevention*, 7(4), 239-247, 1975.