Abstract: Abstract:
Objective: After heart diseases, Traffic accidents are accounted as the main cause of mortality in Iran. Although seat belt use can significantly decrease the risk of mortality (41%-50%), about 3%-56% drivers in Iran make use of it. In the present study, the Theory of Planned Behavior (TPB) and Health Belief Model (HBM) were applied in predicting seat belt use among drivers in Sabzevar.

Material and Method: In this descriptive-analytical and cross-sectional study, 340 drivers in Sabzevar from ten regions (10x35) selected through clustered random sampling were surveyed. Means of data collection was a questionnaire designed according to TPB and HBM and completed by Self-Administered. A panel of experts approved the validity of the questionnaire and its reliability was verified by means of Cronbach Alpha test (α=0.65%-0.83%). The obtained data was analyzed by SPSS (15.0) using Spearman Coefficient, ANOVA, T test and Path analysis.

Results: The subjects reported 63% of receivable scores of seat belt use. Statistically significant differences were found in seat belt use by parent education. There was a significant correlation between all the the variables of TPB and HBM (except perceived severity) and intention to wear seat belt (p<0.01). The variables of TPB (Attitude, Subjective norms and Perceived Behavior Control) explained 37.9% of variance of intention to wear seat belt among the subjects. For intention, subjective norms was the strongest predictor (β=0.313). Also, the variables of HBM (Perceived Barrier and Cue to action and Perceived Sensitive) explained 15.4% of variance of intention to wear seat belt among the subjects, among these variables, cue to action was the strongest predictor (β=0.210).

Conclusion: The results indicated an average level of seat belt use among the subjects, but it should be promoted because the high prevalence of mortality among drivers and great importance seat belt on decrease of mortality rate. TPB could be used as a theoretical framework in the instructional programs than HBM in order to predict the intention and wearing of seat belt use by drivers.

Key words: Theory of planned behavior, Health belief model, Seat belt use, Drivers

Presentation: Poster