

Seat belt use nation's highest-41% after local prize patrol campaign

By KATHERINE SCHULTZ
Staff Writer

After a six-month campaign, \$34,000 in cash and prize incentives and \$70,000 of advertising, the Chapel Hill-Carrboro area has achieved the highest seat belt use in the nation.

At a press conference Wednesday at the Carolina Inn, officials of the UNC Highway Safety Research Center revealed results of the Seat Belts Pay Off campaign that ran from April 19 to Oct. 15.

"In the last week of the campaign, we reached 41 percent (usage)," said Bill Hunter, a spokesman for the HSRC. That figure is more than double the 14 percent national average, Hunter said.

To encourage seat belt usage locally, HSRC officials awarded cash and prize coupons to motorists who were wearing shoulder and lap belts when stopped by HSRC crew members at various locations in the community.

Belt wearers were also given postcards that enabled them to enter the monthly drawing for \$500 and the grand prize drawing of \$1,000.

Before the campaign began, HSRC conducted research to establish a base rate of seat belt use in the area. Even before the incentives began, the Chapel Hill-Carrboro area had a usage rate higher than the national average.

"The higher rate is probably due to the fact that this area is a university community and has a higher socio-economic atmosphere," Hunter said.

During the campaign, researchers ob-

served 1,200 to 1,500 motorists a week. Besides measuring belt-usage rates, the researchers also found that Chapel Hill residents wore their seat belts more than Carrboro residents and that women were more likely to wear their seat belts than men.

Several community members at the press conference gave accounts of accidents in which wearing seat belts saved them from death or serious injury.

Buzz Peterson, a UNC varsity basketball player, was involved in an accident on Sept. 23, 1982, that he said could have kept him off the basketball court for the rest of his life if he hadn't been belted.

"I was turning left on a slant-curve headed towards Graham," Peterson said. "As I pulled my sun visor down, a piece of paper fell out and I missed seeing an oncoming truck. It hit me broadside going about 50 miles an hour."

Peterson's knee hit the dashboard and he had to have surgery, but he was able to play the entire 1982-83 season. "I was very lucky," he said. "If I hadn't been wearing my seat belt, I probably would have been paralyzed."

Marina Barber of Chapel Hill was driving along a dirt road in Chatham County when her Volvo station wagon was hit broadside by a truck.

"I had my seat belt on and my 2-year-old was strapped into her booster seat — a five point harness," Barber said.

"Elizabeth was not injured and I only suffered bruises, lacerations and a cut lip. I firmly believe that if we hadn't worn our seat belts, we would have been



DTH/Charles Ledford

Director of the Highway Safety Research Center, B.J. Campell, speaks at the campaign's award ceremony at the Carolina Inn Wednesday.

was awarded a check at Wednesday's luncheon.

The \$34,000 in cash awards and prizes was donated by area businesses. The Village Companies, which helped sponsor the campaign, donated the \$1,000 grand prize and \$70,000 of advertising that appeared in local media.

The HSRC campaign also was sponsored by General Motors Corp. and the N.C. Governor's Highway Safety Program.

Chapel Hill High School student Reji Farrar went off the road in his 1969 Mustang and hit a tree. The impact was so great that it broke the seat off its hinges. "If I hadn't been wearing my seat belt," he said, "I would have been thrown to the other side of the car and probably killed." He only suffered a bruised cheekbone and five stitches in his back.

The grand prize winner of the campaign, Susan B. Wood of Chapel Hill,

will be paid for their participation. Students who suffer from exam anxiety do have a place on campus where they can turn to try to relieve these tensions — the Student Development and Counseling Center.

Dr. John Egerly, director of the center, said that the center had programs to help alleviate some of the stress caused by exams.

"We have programs for both groups and individuals which help students learn how to control stress and focus their attention on the tests," he said.

Finals are not the only time that such programs, which Egerly labeled "anxiety management training" programs, are offered to students.

"We try to gear our program in and around exam time, but we have AMT programs going on right now," he said.

Students to participate in exam anxiety experiment

By JIM ZOOK
Staff Writer

Your hands feel clammy. The professor just walked in with the exams. The final covers 20 chapters of material, and you only studied 12 of them. You can't afford to fail this final. Anxiety sets in.

Situations like that are part of exams. But does that stress and anxiety increase the chance of high blood pressure?

Three UNC professors will address that question in a 1984 study.

Dr. Paul Obrist, professor of psychiatry; Dr. Kathleen Light, assistant professor of psychiatry and physiology; and Dr. Sherman James, associate professor of epidemiology, are conducting the study which will involve about 80 students. For the entire day of their exam the students will wear an

apparatus that can monitor different actions in their bodies before, during and after the test.

"The product will monitor blood pressure and heart rate," Light said. "It is small enough to wear on their belt and can be used in class and during exams," she said.

The machine is like a "typical type of blood pressure cup, but it inflates and deflates automatically," Light said. It will record data on a micro-cassette tape that will be played back in the laboratory.

The study will compare the effects of stress on blood pressure between blacks and whites because blacks are more likely to develop high blood pressure, Light said.

The students involved will be a mix of Psychology 10 students, who will receive class credit and some money and other students, who

SAC

dependent evaluation of the methodology and responses of the design team. DeBruhl said he did not know when his report would be completed.

Joseph Hakan, of Hakan/Corley and Associates of Chapel Hill, a firm that is part of the center's design team said, "We've evaluated these allegations and we feel absolutely confident that the building is safe and sound."

"We're proud of this building and we would be the very first ones to come forward if something was wrong."

Hakan said that extensive quality control practices had been used during the project and the University had spent around \$90,000 on independent quality testing.

"It doesn't deserve any cloud over it. It will be one of the finest buildings in the state and we're proud of it," he said.

James Kirkpatrick of Howard Construction Company, the general contractor, said the ties had been checked for two days before the concrete had been poured for the eighth tower. Kirkpatrick and the other officials at the news conference said they did not know how the ties had been removed.

"Howard Construction Company is responsible for the construction of the SAC," Kirkpatrick said. "But we contracted

Jones to do that work and we expect him to pay for the cost of repairs."

Womack said University officials were estimating the investigation of the center's construction site to cost between \$20,000 and \$25,000. He said that he was uncertain whether the investigation would put the completion of the center behind schedule. The SAC is scheduled to open in February 1985.

From page 1

Appearance Clashes McDonald's look brings concern

By LISA BRANTLEY
Staff Writer

Is Chapel Hill ready for one more set of the golden arches?

That's what town officials will be asking themselves in early November when McDonald's officials come before the Chapel Hill Appearance Commission and Planning Board to present their third plan for a new restaurant in town.

Joel A. Pellici, owner of the two Chapel Hill McDonald's restaurants, has filed both a site plan and a request for a special-use permit with the Chapel Hill Planning Board to enable him to build a third McDonald's on a U.S. 15-501 access road near Hotel Europa and the Blue Cross-Blue Shield Building.

While the site plan allowing the McDonald's Corp. to start construction is on its way to being approved, the special-use permit necessary for the restaurant to obtain a drive-in window is still a matter of contention between McDonald's and the Appearance Commission.

An Oct. 3 meeting between McDonald's and town officials failed to produce a design for the new restaurant which was acceptable to both parties. At this same meeting, the first two plans were rejected — one calling for a standard red-brick McDonald's and an alternate one which McDonald's officials label a "special exterior" building of stone and wood siding.

Jane M. Norton, chairman of the Chapel Hill Appearance Commission, said that the committee's main concern was that the proposed building would not fit in with the surrounding buildings and that the first two plans submitted "called for a standard looking McDonald's, with a facade not in keeping with Hotel Europa."

Hotel Europa, the proposed building's nearest neighbor, is described by Norton as "well-sited, subdued, sophisticated and elegantly done."

To maintain the value of the adjoining property is one of the four main considerations taken into account before a special-use permit is granted.

Norton said that McDonald's did not plan to keep a wooded buffer area between its property and that of the Hotel Europa in order to soften the effect between the differences in architecture.

"McDonald's has bought the minimum site," she said of the proposed land and trees to be left between the two properties.

Norton pointed to Burger King on Franklin St. and Wendy's in Carrboro as examples of two restaurants that have adapted well to their environment. "If McDonald's did something really positive in terms of design, they'd get better Chapel Hill response and do better economically."

Bill Hooks, McDonald's construction engineer who is responsible for representing the corporation before the Appearance Commission, said the corporation was trying to be completely up front with the town. Hooks said he had contacted Phil Shostek, the local architect responsible for Hotel Europa, in hopes of creating a landscape buffer between the two buildings. But Hooks said the company had three identity traits and that they were unwilling to make concessions.

The first of these traits is signage. "When you see the golden arches, it registers," said Hooks. "The hamburger business is so competitive that we must maintain our identity."

Hooks explained that part of this identity for the McDonald's Corp. was having a sign that would be visible from the highway at normal highway speeds. Under the town ordinance which he described as very strict, the new McDonald's will not be able to put a sign on the roof. They are being encouraged by the Appearance Commission to consider a ground sign. But as Hooks points out, "Most of our business is impulse (buying). A car going 45 mph out on the highway must be able to know that we're here."

A second point of contention is the double-mansard roof which McDonald's has special copyright over. The appearance committee is concerned over the lighted roof beams which are a traditional feature of McDonald's, Norton said.

"McDonald's in different parts of the country have done very different things," Norton said. "The McDonald's people claim that economically they have to do certain things, but we feel that people in Chapel Hill will respond more to something different."

The corporation remains firm on the trademark roof, according to Hooks, but could spend anywhere from \$10,000 to \$60,000 extra in his estimation to make appropriate changes to the building. While McDonald's is trying to be as cooperative as possible, Hooks said, "We'll have a nice restaurant regardless."

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