

# CHILDREN ADVOCATES FOR ROAD SAFETY & EDUCATION



## 2020 LOVE YOUR SELF, BUCKLE THE BELT CAMPAIGN

A statewide program for Tennessee high schools and youth groups to increase seat belts use amongst youth, and to reduce speeding amongst adolescent drivers.



# BTB CAMPAIGN REGISTRATION & ORDER FORM

- Yes, our school or youth group will participate in the 2020 "Love Your Self, Buckle The Belt" Campaign and compete for prizes
- Yes, our school or youth group will participate in the 2020 "Love Your Self, Buckle The Belt" Campaign, but not compete for prizes

Name of School or Youth Group: \_\_\_\_\_

**\*\*\* Campaign Registration is also available online at: [WWW.CLIFCARES.ORG](http://WWW.CLIFCARES.ORG).\*\*\***

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Number of Students in your Club or Youth Group: \_\_\_\_\_

Adult Contact (should be adult assisting students with the campaign): \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

If a school, what is the current student enrollment? \_\_\_\_\_

<u>Item</u>	<u>Max Per School/Youth Group</u>	<u>Quantity Ordered</u>
Love Your Self Pledge Cards	500	_____
Buckle The Belt Posters	20	_____
Love the Belt Bookmarks	500	_____
<b>Flat Love the Belt Heart Magnets</b>	100	_____
BTB Banner	#	_____
Seatbelt Info graphic Flyers	500	_____

Campaign Sponsor Agreement:

*By returning this form, written or online, I agree to abide by the rules of the "Love Your Self, Buckle The Belt" Campaign, adhere to all deadlines, and complete and return the final report form.*

Adult Contact Signature \_\_\_\_\_

**Registration deadline is February 1 at 5:00pm**  
**Register online at [www.clifcares.org](http://www.clifcares.org), or email form to [clifcares@clif2012.org](mailto:clifcares@clif2012.org).**

# Campaign Overview

Seat belts are the most effective tool in preventing injuries and death in motor vehicle crashes to date. The ***Love Your Self, Buckle The Belt Campaign*** is designed to influence all youth and teens to form a lifelong buckle up habit by reminding them that seat belts are critical safety equipment for every driver and passenger.

In addition to promoting seat belt use, encouraging young drivers to slow down and obey posted speed limits is another critical component to reducing young driver-related crashes, injuries and fatalities. In Tennessee, speeding is a key factor in all fatal crashes involving a young driver. High schools are encouraged to make speed prevention a central focus of this year's campaign in addition to focusing on buckling up.

## Overview

- The “Love Your Self, Buckle The Belt” Campaign kicks off January 15 and runs until February 20, 2020. What better way to show love than through seat belt education.
- The campaign is a competition between participating Tennessee schools and youth groups to increase overall seat belt use among teenagers and youth. Schools and youth groups that wish to participate in the campaign but cannot complete all components may do so without competing for prizes.
- The Goal: To influence youth and teens to form a lifelong, buckle-up habit. Using the slogan, “Love Your Self,” the campaign emphasizes that seat belts are critical safety equipment in a vehicle and are designed to protect and save lives. If you love yourself and others, buckle the belt. The campaign will also address the importance of driving the speed limit. By influencing students to buckle up and slow down, many young driver-related crashes can be prevented and young lives saved on our roadways.
- The campaign is sponsored by Collegiate Life Investment Foundation, Tennessee Highway Safety Office, and the C.A.R.E.S. Program.

**Deadlines** (Reporting will be completed on the C.A.R.E.S. website (instructions included in Campaign Packet))

### IMPORTANT DATES:

Saturday, February 1, 2020	Registration & Order Form must be received by 5:00 PM
<b>Monday, January 20, 2020</b>	<b>Campaign Kicks Off</b>
Friday, February 28, 2020	Campaign Ends
<b>Friday, February 28, 2020</b>	<b>Final Report and Pre/Post- Seat Belt Check Results must be received by 5:00 PM</b>
Friday March 6, 2020	Winners Announced

### **Campaign Contacts:**

- Ciera Foster, BTB Campaign Coordinator - Email: [Ciera.Foster@clif2012.org](mailto:Ciera.Foster@clif2012.org)
- Essence Threlkeld, C.A.R.E.S. Program Manager- Email: [Essence.Threlkeld@clif2012.org](mailto:Essence.Threlkeld@clif2012.org)
- You may also access the campaign packet online at [www.clifcares.org](http://www.clifcares.org).

# Campaign Components

## Campaign Components for Non-Competing Schools and Youth Groups

Schools and youth groups that want to participate in the campaign, but can't complete all the components, may do so without competing for prizes in the following ways:

1. Non-competing schools and youth groups are encouraged to **complete the pre and post-seat belt checks** and **select one or more of the other components (from the competing guidelines below) to complete** based on their school or youth group's needs and resources.
2. Non-competing schools and youth groups are **required to submit a final report** to document how the campaign materials were used and types of activities sponsored. A link to the final report is listed below under 'Campaign Reporting.' Additionally, if your school or youth group completes pre and post seat belt checks, please submit those results at the appropriate links below as well. Without your surveys, we cannot evaluate the campaign, which is a requirement for reapplying for future campaign funds.
3. Schools and youth groups are asked **to submit pictures, videos, etc. to C.A.R.E.S during and/or at the conclusion of the campaign.** Please indicate on the final report how you will submit these items.

## Campaign Components for Competing Schools and Youth Groups

Competing schools and youth groups must complete all of the following components as well as campaign reporting to be eligible for prizes:

1. **(2) Seat Belt Checks. Measures the campaign's impact on influencing seat belt use among students.**
  - **Check 1 (pre-seat belt checks) must be held prior to any campaign activities at the school. This is a kick off for the school/ youth group campaign to get a preliminary seat belt usage rate for the school.**
  - **Check 2 (post-seat belt checks) must be held at the conclusion of the campaign. This will be a wrap up for the campaign and should be compared to the pre-seat belt check results to determine if seat belt use increased.**
  - **Seat Belt Check Rules:**
    - **The seat belt checks cannot be announced or publicized to the student body. (Seat Belt Check instructions and survey forms are enclosed.)**
    - **The checks should be held at the entrance of your school parking lot as students arrive in the morning. The checks must be held in the same location and at the same approximate time for both the pre and post- seat belt survey. A teacher and school resource officer should assist students with the checks.**
    - **At least 100 vehicles must be surveyed. Small schools with less than 100 vehicles should check as many as possible. Make sure to check approximately the same number of vehicles for both pre and post-checks to allow for more accurate results. (Checking 100 in one check and 200 in another can skew results.)**
      - ★ **Youth Group Note:** Select a local school that most of your students attend for the pre and post-seat belt checks or contact Ciera Foster to discuss options.
2. **Creative Event. Develop and organize a creative event that focuses on influencing youth and teens to buckle up and drive the speed limit. The event must be seen, heard and/or participated in by a majority of the students at your school or students in your youth group. Please be sure to incorporate the campaign theme and artwork. Ideas may include, but aren't limited to, a safety event with interactive safety stations, a Valentine's Day love event, Love grams with Road Safety Content, tailgate party before a school basketball game that brings attention to buckling up and promotes teens changing behaviors, recording a safe driving video, or organizing a community event.**  
**The Creative Event will be judged on:**
  - a) **Content - Effectiveness of the message for the target audience and use of the theme**

# Campaign Components (continued)

**b) Student Involvement** - Percentage of student body or youth group reached (saw, heard, and/or participated in the creative project). A sign in is advised to document student attendance.

**c) Creativity** - Creativity shown in developing, implementing, and promoting the event

**The Creative Event should be well documented** - including photos, videos, samples of materials created for the event, and/or other documentation that will help the judging panel understand the project.

- Home Sport Game Activities.** Home games are an ideal place to remind students to buckle up and slow down. Many students drive to and from these games and often “cruise” with their friends afterwards – so this is a prime time to reach them. Ideas may include an informational safety booth where students can register to win prizes, safety announcements or a buckle-up contest at halftime, or dressing the school mascot with a seat belt. This is also a great opportunity to reach parents and the community.

★ **Youth Group Note:** Youth groups may sponsor safety activities at a youth group or community event, or contact Ciera Foster for options.

- Call to Action Activities.** These activities should be held during the school day or youth group meeting/event to promote the use of safety belts and driving the speed limit. Activities should occur throughout all three weeks of the campaign. Buckle up/slow down posters, announcements, distribution of literature, and sharing information on social media are a few activity examples. Students may also choose to prepare and present a seat belt safety presentation to preschool/ elementary-aged students.

## Campaign Reporting

Reporting for competing and non-competing schools and youth groups will be completed on your member portal at [clifcares.org](http://clifcares.org):

- **2020 SYT Pre- Seat belt Check Results:**
- **2020 SYT Post- Seat belt Check Results:**
- **20120SYT Final Report:**

**\*Seat Belt Check Results and Final Report Deadline for Submission: February 28, 2020**

## Guidelines / Rules for Competing Schools and Youth Groups

- **Submit Final Reports.** Competing schools are required to submit a final report to document how the campaign materials were used and types of activities sponsored. Additionally, competing schools must submit pre/post-seat belt check results. Without your surveys, we cannot evaluate the campaign, which is a requirement for reapplying for future campaign funds.
- **Submit Documentation.** Schools and youth groups are asked to submit pictures, videos, etc. to **C.A.R.E.S.** throughout the campaign and/or at the conclusion of the campaign. Please indicate on the final report how you will submit these items. If photos are not submitted, they may be requested for the judging panel.
- **Follow Campaign Rules.** Schools and youth groups must complete all four components of the campaign, meet all deadlines, and follow the campaign rules to be eligible for campaign prizes. C.A.R.E.S. reserves the right to disqualify a competing school or youth group for failure to follow the rules, guidelines, and/or deadlines. C.A.R.E.S. also reserves the right to request original copies of any creative ideas and seat belt survey forms as needed.

## Winner Announcement & Prizes

Campaign winners will be notified on **Friday, March 6, 2020**. C.A.R.E.S. staff will work with the school to coordinate publicity and a presentation of the prizes.

- The winning school will receive a \$300 cash prize and banner.
- The second place school will receive a \$200 cash prize and banner.
- The third place school will receive a \$100 cash prize and banner.
- Individual students and Honorable Mention prizes subject to funding.

The media sponsor for the campaign, will work with C.A.R.E.S. staff to recognize the overall high school winner in a special way. Throughout the campaign this partnership will also include PSAs and weekly interviews highlighting participating schools' programs and activities.

# Tennessee Teen Crash Facts and Stats Age Group: 15-20 year olds

In Tennessee, from 2012 to 2016:

- 493 fatality crashes involved a teen driver ages 13-19
- 926,391 total state motor vehicle crashes
- 210,916 total state motor vehicle crashes from teens drivers ages 15-20
- 33,852 Alcohol related total state motor vehicle crashes
- 108,096 Distracted Driving related total state motor vehicle crashes

**The Risky Behaviors** that lead to an increase in crashes for teens within the state:

**Distracted Driving** – Distracted driving isn't just texting while driving. It also includes talking on a cell phone, eating and drinking, being distracted by passengers, listening to loud music, adjusting the radio, and more. According to AAA Traffic Safety Foundation, 6 out of 10 teen involved crashes involve distractions. In *Tennessee*, all cell phone use by teens while driving is illegal.

**Alcohol Use** – Despite a state Zero Tolerance Law, fatal crashes involved a teens who drank and drove in Tennessee increase over the past 10 years (2007 – 2016). *Tennessee's Zero Tolerance Law* makes consuming alcohol or driving under the influence of any amount of alcohol a serious criminal offense for teens under the age of 21. (*T.C.A. 55-10-701*)

**Speeding** – Excessive speed is a factor in 1 of every 3 fatal crashes nationwide involving a teen driver, according to the National Highway Traffic Safety Administration (NHTSA).

**Running off the Road/Overcorrecting** – Run-off-the-road crashes are often fatal for teens and are attributed to many factors including inattention, fatigue, and speed. Overcorrecting is often a response to running-off-the-road and is caused when motorists panic and “jerk” the steering wheel to get the vehicle back on the roadway. Running-off-the-road is a factor in over 60% of teen driver fatalities in Tennessee based on 2016 statistics.

**Increased Driving / Joy Riding / Cruising** – Teen drivers average more driving hours each week during the summer and winter breaks than during the school year, according to a study by Students Against Destructive Decisions (SADD). Many of these hours are spent driving or “cruising/joy riding” with no set destination, which often leads to risky behaviors and an increase in the probability of a crash.

**Passenger Overload** –Young passengers increase the risk of a teen driver having a fatal crash by at least 44%, according to the National Safety Council. Extra passengers, including friends and young siblings, are a distraction to teen drivers and the more passengers the higher the crash risk. *Tennessee* has a Graduated Driver Licensing Law which restricts teen passengers during the first full year of driving.

**Drowsy Driving** – With vacations, school break trips, and late nights, 24% of teen drivers are more likely to drive when tired or sleepy during the summer and breaks, compared to 9% of teen drivers during the school year, according to SADD. Teens should get plenty of rest before a long trip and never get behind the wheel when drowsy.

# National Statistics and Facts on Seat Belts and Speed

- When worn correctly, seat belts are about **50 percent** effective in saving your life in a crash.\*
- Safety belts are your best defense against death and serious injury in a traffic crash. You are **twice as likely** to die or sustain serious injury in a crash if you are **unbelted**.\*
- Speeding is a critical safety issue for teen drivers. In 2017, **49%** of young drivers (age 15-20), male and female, were speeding at the time of a fatal crash. \*\*\*
- Speeding is more prevalent **among males, at night, and in the presence of other teen passengers** and more often leads to **single vehicle and run-off-road crashes**. \*\*
- Teens speed more often when other teens are in the vehicle. **Young passengers increase the risk** of a teen driver having a fatal crash **by at least 44%**, according to the National Safety Council. Extra passengers, including friends and young siblings, are a distraction to teen drivers and the more passengers the higher the crash risk. *Virginia has a Graduated Driver Licensing Law which restricts teens to only one passenger during the first full year of driving.*
- **Males** are generally **50% more likely** than females to report driving over **the posted speed limit**. (NHTSA) \*\*
- Young male drivers have the **highest rate** of **speeding-related fatal crash involvement**. \*\*
- Males are 10% less likely to wear seat belts than females.\*

## Sources:

\* Centers for Disease Control and Prevention

\*\* 2013 Governor's Highway Safety Association Report: *Speeding-Related Fatal Crashes Among Teen Drivers and Opportunities for Reducing the Risks*.

\*\*\* 2017 Teen Driving Overview, NHTSA



# Announcements and Seat Belt Statistics

- Use these PSAs to make announcements during school, sporting events, and other school/ community events.
- Ask radio stations to record the PSAs and air on the radio.
- Post /Tweet the messages on social media
- Have fun and develop your own PSAs using the football and safety equipment theme!

## Sample Announcements:

1. Hi, this is \_\_\_\_\_ and I am with the \_\_\_\_\_ (name of your club/youth group). We need your help to win a statewide high school buckle up challenge and some neat prizes. Your participation does count and all you have to do is wear your safety belt every time you get in a car and pledge to always buckle up and drive the speed limit. The campaign is called **“Love Your Self, Buckle The Belt”** and it is a seat belt challenge between high and middle schools and youth groups in Tennessee. The school or youth group with the highest percentage of students buckled up and the most creative safety belt and speed prevention activities will win the challenge. If we win, we could receive \$300 to go towards our \_\_\_\_\_ (name of your club/ youth group). So start wearing your safety belt and please sign the petition to always buckle up that we will be passing around. The competition is being sponsored by Children Advocates for Road Safety & Education (C.A.R.E.S.), the Tennessee Highway Safety office, and the Collegiate Life Investment Foundation. We will be checking to make sure everyone is wearing a safety belt, so please buckle up.
2. The \_\_\_\_\_ (name of your club/ youth group) wants to make this school year the safest one yet! Please love yourself and others and Buckle the Belt.
3. Hey all you (insert sport here) fans! This is a simple reminder from your \_\_\_\_\_ (name of your club/ youth group) to always wear your seat belt. You’ve never seen a player walk onto the field without his safety gear so you should never get into a vehicle without yours—buckle up! Remember, love your self and buckle the belt.
4. Hi, this is (name of coach, player or other sports coach/player). Myself and the players on our team encourage you to come out and support your (enter mascot) at tonight’s game! Remember to post a picture of you putting on your seat belt before you drive off and hashtag **#BuckleThe Belt** for a chance to win a prize at tonight’s game; and Remember, Love Your Self, Buckle The Belt.
5. Please show your school pride and buckle up on every ride. Your support will help our school win the annual **“Love Your Self, Buckle The Belt”** Campaign, earn great prizes for our school, and help keep our students safe.
6. The \_\_\_\_\_ club or youth group wants you to start a habit of buckling up and driving the speed limit every time you get in a vehicle. Fastening a seat belt only takes a second and choosing to drive the speed limit takes no time at all, but both could save your life during a crash. Be a team player—buckle up and slow down.
7. Many teens think speeding is cool and will impress their friends, but the reality is, speeding can stop you DEAD in your tracks. (Insert TN Speeding stat).
8. Seat belts are your best defense in a crash. Always wear your seat belt to prevent head injuries and other serious injuries in the event of a crash.
9. Remember it’s your responsibility to make sure everyone in your vehicle is buckled up! If you’re driving and everyone under age 18 isn’t properly secured, you could be ticketed. In addition, Tennessee law requires everyone in the front seat of vehicles to be properly restrained, regardless of age, and those 18 and older can be ticketed.

## Statistics/Facts:

- **Airbags do not replace the need for safety belts. When used with safety belts, airbags further reduce the risk of death or injury in the event of a crash.\***
- **Speed kills and each mile per hour over the speed limit increases the risk of death and serious injury to yourself and other drivers and passengers. Each year in Tennessee, over half of all fatal teen crashes are caused by speeding.**



# Seat Belt Survey Rules

## Description:

For this phase of the campaign, a team of students, club sponsors, and school resource officer (or other officer) will be posted in the school parking lot to survey vehicles of students as they arrive at school in the morning. The pre-survey will be held prior to the start of your campaign promotions. The post-survey will be held at the conclusion of your school/youth group's campaign promotions. During both surveys, the team will check vehicles to see if both drivers and passengers are buckled up and record the results. The results are then reported to C.A.R.E.S.S through the Pre and Post- Seat Belt Check Reports on Survey Monkey. The goal is to have an increase in seat belt use from Pre-Campaign to Post-Campaign by promoting and influencing seat belt use throughout the campaign.

**\*Youth Group Note: Select a local school that most of your students attend for the pre and post seat belt checks or contact Ciera Foster to discuss options.**

## Rules:

1. Two (2) seat belt checks/surveys must be held at the school to be eligible to win campaign prizes.
  - Pre- Seat Belt Check to be held prior to the start of your campaign promotions
  - Post-Seat Belt Check to be held at the conclusion of your school/youth group's campaign promotions
2. The day, time, and location of the check cannot be announced or disclosed to the student body. The campaign goal is to convince students to buckle up every time they get in a motor vehicle – not just for a seat belt check.
3. No signs, banners, posters or other publicity can be displayed at or near the seat belt check location to pre-warn students that a seat belt check is taking place. There must be a “surprise” element in order to get an accurate count of students who are automatically buckling up without being prompted to do so.
4. You must check enough vehicles (at least 100 unless exempt due to school size) during each seat belt survey. The vehicles checked must be consecutive, meaning you can't skip cars. Make sure to check approximately the same number of vehicles both times in order to get more accurate results. Also, make sure to hold the pre and post checks in the same location and at approximately the same time for more accurate results.
  - *If your school is small and you have less than 100 cars for the checkpoint, please indicate that on your seat belt survey form and you will not be penalized.*
5. You will be counting vehicles with everyone buckled up, not individual occupants. **Everyone** in the vehicle must be buckled up in order to circle a (y) yes in the buckle up box for that vehicle. For future checks, you are allowed to tell drivers/passengers that everyone must be buckled up for the vehicle to be counted as a “yes”.
6. Vehicle drivers and occupants must be buckled up when they drive up to the check. **Occupants seen buckling up as they drive up or after they are stopped do not count as being buckled.**
7. If there are occupants in the bed of a pickup truck, those occupants are to be considered unbuckled, and the vehicle will be circled on the survey form as a (n) no. The bed of a truck is designed for cargo, not people. Every person riding in a motor vehicle must be wearing a seat belt.
8. Schedule an adequate number of students to work at each seat belt check. This will cut down on traffic back ups and will also enable you to survey a vehicle before the occupants can “cheat” and buckle up after they notice a check is being held. Request help from your school resource officer and/or your local police department to help the checks run smoothly and safely.
9. At the end of each seat belt check, tabulate the results and submit them to C.A.R.E.S.S. through Survey Monkey. Do not send individual copies of the surveys. C.A.R.E.S.S. reserves the right to request these items, if needed. Please keep all copies for your records.
10. Surveyors should keep safety first by wearing reflective vests and standing in the proper place during checks.

**If you have questions about the Seat Belt Survey Rules or how to conduct a survey, please email C.A.R.E.S.S. Coordinator Ciera Foster at [Ciera.Foster@clif2012.org](mailto:Ciera.Foster@clif2012.org)**

# Seat Belt Usage Survey Form

Check one:

- Pre- Seat Belt Checks (prior to campaign promotion)
- Post- Seat Belt Checks (conclusion of campaign promotion)

Name of School: \_\_\_\_\_

Survey Date: \_\_\_\_\_ Survey Time: \_\_\_\_\_

Survey Location: \_\_\_\_\_

Number Vehicles Surveyed: \_\_\_\_\_ (must be at least 100 unless exempt due to school size)

- Check here if you were not allowed to conduct seat belt checks by school administration

**DIRECTIONS:**

- For each box, circle Y or N.
- Circle Y if **ALL** occupants (drivers and passengers) are buckled up in the car.
- Circle N, if one or more occupants in the car **are not** wearing a seatbelt or if they are riding in the back of a pickup.

Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

**Total Vehicles with all Passengers Belted** \_\_\_\_\_ ÷ **Total Vehicles surveyed** \_\_\_\_\_ = \_\_\_\_\_% buckled up

Make enough copies of this form for both seat belt checks.

- **You must check a minimum of 100 vehicles during each survey unless exempt due to school size.**
- Have enough students surveying so that the checks run smoothly and results are accurate.
- **Be sure to check approximately the same number of vehicles during both checks.** Also hold both checks at the same location and approximately the same time so that final results are more accurate.

Submit this information on Survey Monkey under the forms for Pre-Seat Belt Check Results and Post-Seat Belt Check Results. Do not send copies of this form. Keep these forms in your files.

**SRO/Sponsor Signature verifying results** \_\_\_\_\_

# Call to Action Activity Ideas

- During the first week of the campaign, hang a blank banner in the cafeteria or youth group meeting location on Monday. Then on Tuesday add the word “Love” Throughout the week, add the words “Your Self” “Buckle,” “The Belt.” The students will notice that the poster is changing and will start asking questions about the campaign.
- Hold a candlelight vigil for teens killed in crashes at a school event/game.
- Organize a fifth quarter event after one of your school’s home games—have games, food, and activities to ensure everyone has a safe and fun night! Include some activities designed to influence buckling up and slowing down.
- Organize a C.A.R.E.S. themed pep rally before a home game. Get all of the coaches, cheerleaders, band, and team involved! Include buckle up cheers, seat belt encouragement presentations by coaches and players, and creative ideas like a seat belt fashion show with players and/or cheerleaders wearing personally designed seat belts.
- Everyone loves a good contest! Ask every homeroom teacher to have their students sign the pledge to buckle up and slow down—whichever homeroom has the most pledges gets a doughnut party!
- Work with your local fast-food establishments to share the campaign message. Ask if, for a specific day or week, they would be willing to staple food bags with a note from your school or youth group attached. The note would remind customers to always buckle up and drive the speed limit! Or, just placing a poster in the window will gain attention.
- Ask school administration, teachers and students to wear red and/or heart pins with the slogan "Love Your Self" on them.
- Organize a BTB Valentine's Day grams for students to send other students on Feb 14th with a cute road safety message and candy.
- At games when the cheerleaders from both teams meet, have your school’s squad give the other squad a folder about the C.A.R.E.S. program and how it can benefit their school. Encourage them to start the program within their school.
- Include other clubs at your school/ in the community in your campaigning- Ask if they would like to help get the message out with their special twist in the theme. For example, the chess club’s message could say “Be the king of your car; don’t be a pawn.” The debate club’s message could say “Finally something we can’t argue with; it’s necessary to wear your seat belt.”
- Hold a “Battle of the Belts” competition between class levels or youth groups. Have each student create their own wearable seat belt and designate someone to take pictures. The class level that gets the most pictures of students wearing their homemade seat belt wins pizza!
- Have a hallway decorating contest or a door decorating contest between each grade level. Each class would have its own hall (or door) to decorate and must include the SYT message and an emphasis on seat belts and/or obeying the speed limit. Youth groups could decorate the club facility.
- Use sidewalk chalk to write “Chalk it up to Love, Wear Your Belt for C.A.R.E.S. Club” on the school/youth group facility’s steps.
- Have a “dark hall.” Turn out the lights for a week in a seldom-used hallway or room. Cover the entrance with plastic yellow warning tape (like for a crime scene) and a sign that says this area is dark in memory of all the teenagers lost behind the wheel at night. This could also be used to represent the teens who die every year.
- Work with your cheerleading team to create and perform a safety belt cheer at a game. Get the crowd involved with emphasis on a few key words or motions. Ask the cheerleaders design and wear their own seat belts.
- Hold a parent-teen driving night to increase awareness and start a traffic safety dialogue between parents and teens. Consider presenting at the PTA meetings or other groups where both parents and students are present.

## *Call to Action Activity Ideas (continued)*

- Conduct quick surveys or focus groups with diverse groups of students to determine what attitudes exist at your school or in your community about seat belt use and/or speeding and what messages and programs the students believe will influence teens to buckle up and/or slow down.
- Contact the local police department or sheriff's office to request a seat belt enforcement patrol near the school as students arrive in the morning or depart in the afternoon. The enforcement period should be held after the pre-seat belt check and after educational activities have kicked off to remind students to buckle up.
- Send a text message or tweet to students on the weekend reminding them to buckle up and drive the speed limit.
- Ask teachers to write buckle up reminders on their chalkboards or whiteboards.
- Select one or two teachers and ask them to develop a lesson plan on seat belts and/or speeding. Physics, art, writing, and health classes are good choices.
- Make videos about the importance of wearing a seat belt and show them in class, to your youth group, and/or at a school-wide program.
- Ask your local police department to set up a speed enforcement sign or trailer in your school zone to remind students to slow down drive the speed limit.
- Find students who have survived a crash or had a family member who survived a crash because of seat belt use and have different survivors make a "Saved by the Belt" announcement each morning. Invite them to share their story as part of a presentation, to the media, in school newsletters, and on social media to convince others to buckle up.
- Design the school or youth group bulletin board around a safety belt and speed prevention theme. Also design posters reminding students to buckle up and slow down. Display them in school or in the youth group parking lot.
- Place a buckle up reminder on the school or youth group's marquee. You may want to include the hash tag "BUCKLETHEBELT" and/or create a hash tag just for your school/ youth group (i.e. #BuckleUpCougars)
- Set up a buckle up for safety table at a home game or youth group event with giveaways or a raffle.
- Insert a seat belt card or bookmark in the programs for each home game.
- Write or tape traffic safety messages onto small basketballs and toss them out at half time of a home game.
- Ask your local radio and TV stations and hometown newspapers to promote your school or youth group's participation in BTB. Ask them to publicize educational information about seat belts and speed prevention.
- Conduct buckle up pledge signings and enter names of students who sign the pledge in weekly drawings for prizes.
- Design and update a social media account that promotes the campaign, seat belt use, and driving the speed limit.
- Organize a "red out" at a home game and encourage students/fans wear red in support of seat belts.
- Design a "Seat Belt Wall of Shame" to highlight statistics and fatalities caused by lack of seat belt use.
- Perform skits or a talent show on the benefits of wearing a seat belt and the negative effects of being unbuckled.
- Work with the school's journalism class or newspaper to write an article or entire newspaper on seat belt safety.
- As an alternative (or in addition) to the seat belt survey, record the license plate number or other identifying information of all student drivers who are buckled up when coming into school or youth group meetings. Then place the names into a hat for a drawing to win prizes, such as gift cards, etc.

# *Resources to Educate Teens about Seat Belts, Speed, and How Speeding Increases Crash and Fatal Crash Risk*

## **Videos on Speeding and Seat Belts**

*Frontal Crash with an Unbelted Rear-Seat Passenger*

<https://www.youtube.com/watch?v=y3InF19dzlM>

*Slow Down. Best Commercial Ever (1:01)*

<https://www.youtube.com/watch?v=l40oCqA6zvM>

*Mum in a Hurry. Anti-Speed Ad* – Message: The danger of being in a hurry while driving.

<https://www.youtube.com/watch?v=CWwbAgmE3N4>

*Just Slow Down (2:00)* – Message: Young driver consequences of his actions.

[https://www.youtube.com/watch?v=TQx\\_CB\\_pCWQ&index=1&list=PLOEA42193FB660670](https://www.youtube.com/watch?v=TQx_CB_pCWQ&index=1&list=PLOEA42193FB660670)

*Reconstruction Anti-Speed Ad (1:00)* - Message: Lower speed affects the outcome of a crash.

<https://www.youtube.com/watch?v=5Z23CzSONiU>

*10KM Less Speed Ad (1:00)* – Message: How going just 10km (6.214 miles) less can help avoid a fatal and/or serious injury crash.

<https://www.youtube.com/watch?v=q9fms5He5bM>

*Car Crash! Inside view teenagers without seatbelt! (1:11)* – Message: The teen without the seat belt did the damage.

<https://www.youtube.com/watch?v=PU3Gd0RjDr0>



# BTB TWEET SHEET

Copy these tweets to your Twitter during BTB!

Use #BTB OR #LOVEYOURSELF

Enjoy the weather, the game and the fun, but remember to buckle up and slow down to arrive safely!

#BTB

Share your pictures of seat belt checks with this hashtag: #BTB #LOVEYOURSELF

Research from AAA has shown that front seat passengers who wear their seat belts reduce their risk of a fatality by 45%. Buckle up for life! #SYT #LOVEYOURSELF

Heading to a game? Be sure to buckle up, slow down and Buckle the Belt! #BTB #LOVEYOURSELF

Remember to Buckle Up, Slow Down, and Drive to Save Lives #BTB

Helmets save lives. Seat belts save YOURS. Buckle up every time! #BTB #SUPERBOWLSUNDAY

Seat belts are your best defense against impaired, aggressive and distracted drivers. Always buckle up! #BTB #LOVEYOURSELF

Love Your Self, Buckle The Belt! #BTB #Love

Enjoying Buckle The Belt ? Discover more reasons to buckle up & slow down on the C.A.R.E.S. website:  
<http://WWW.CLIFCARES.ORG>

#BTB is underway and we know you have pictures...tweet them to us! #BuckleUp #SlowDown

Love is in the air. Show your care. Buckle the belt. #BTB #LoveYourSelf

Encourage your friends to wear their seat belts today and every day! #BTB

Don't be mean, kill the speed. #BTB #SlowDownTN

Send your #BTBpictures to C.A.R.E.S.'s Facebook account! And follow them on twitter to see more campaign photos: @CARESCLUBTN

We hope you're enjoying the *Buckle the Belt* Campaign activities! Tweet us your favorite one so far! #BuckleUp #SlowDown #BTB

We hope the *Buckle The Belt* campaign is encouraging you to make buckling up a lifelong habit. Seat belts save lives! #BTB

A little over three weeks of saving lives during *Buckle The Belt* down! What a great time we're having! #BTB #LoveYourSelf

Teen drivers are least likely to wear their seat belts. Let's change that! Buckle up! #BTB

Don't get squashed like a bug, Buckle the belt in love. #LoveYourSelf #BTB

In 2018, 66% of teens killed in car crashes were unrestrained.\* #buckleup #BTB

Hope you've had a great weekend. Remember to buckle up & slow down! #BTB

Seat belts saved an estimated 14,955\*\*\* lives in 2017. Buckle up! #BTB #EducateYourself

The impact we've made in our school and community during the *Buckle The Belt* Campaign has just begun! #BTB

Buckle up & drive the speed limit every time you get in your car, even if you are driving a short distance. #BTB

A BIG thanks to everyone who participated in the Love YourSelf, Buckle The Belt! Our school/youth group is saving lives! #BTB #LoveYourSelf

\*\*Most current data from NHTSA