

SEAT BELTS



seatheltssave.org

IMPLEMENTATION GUIDE

NOYS
National Organizations for **Youth** Safety



Seat Belts Save Challenge

What is the Seat Belts Save Challenge?

The National Organizations for Youth Safety (NOYS) Seat Belts Save Challenge is a four-week campaign designed to educate teen drivers about the dangers of riding in a car without wearing a seat belt and increase the number of teens who regularly wear a seat belt while driving or riding in a car. Participating schools can win one of three \$1,500 cash prizes.

Who Can Participate in the Seat Belts Save Challenge?

The Seat Belts Save Challenge is open to all high school students in the United States.

When is the Seat Belts Save Challenge?

Challenge registration opens on September 1 and closes on November 16th. The Challenge runs from September 1 to December 16. Your school can conduct the four-week challenge at any time during that period. The final report is due on December 16th.

Why Should My School Participate in the Seat Belts Save Challenge?

Motor vehicle crashes are the leading cause of death for teenagers in the U.S. Young drivers (15 to 20 years old) represent only six percent (12.6 million) of drivers in the United States, but account for nine percent of all drivers involved in fatal crashes and 13 percent of drivers in all crashes. Data also shows that teens are not wearing their seat belts on a consistent basis. In 2012, more than half (51.2 percent) of drivers 16 to 19 years old killed in fatal crashes were not wearing seat belts. In the last three years, this number has increased by six percent during a time when the seat belt use rate has grown for people of other ages.

NOYS, with initial funding from the National Highway Traffic Safety Administration developed the Seat Belts Save challenge in 2014 to encourage greater seat belt use by teens across the country. The Seat Belts Save Challenge is a fun way to spread the word about a serious subject. Participants that approach the challenge in a fun and creative way will better reach their peers with these important messages. Prizes will be awarded to the schools that demonstrate the highest seat belt use rate, the greatest increase in seat belt use, and the best education campaigns. ***Remember, seat belts are the best defense in a crash but they only work if you wear them. Buckle up every time.***





Challenge Overview

The NOYS Seat Belts Save Challenge is a four-week campaign designed to educate teen drivers about the dangers of riding in a car (in any position in the front or back seat, with any driver) without wearing a seatbelt, and increase the number of teens who regularly wear seatbelts.

Rules

The rules of the challenge are outlined below. To participate in the NOYS Seat Belts Save Challenge, schools must adhere to these rules and deadlines. **Failure to follow the rules in their entirety may result in disqualification.**

- I. Online registration opens on September 1 each year at <https://noys.org/resources/challenges-contests/seat-belts-save>

- II. Complete and return the school registration forms signed by an advisor and the school principal on or before November 16 of the Challenge Year. **The school registration form can be found at** <https://noys.org/resources/challenges-contests/seat-belts-save>.

- III. Conduct unannounced seat belt checks. Seat Belts Save is designed to increase awareness and use of seat belts among high school students. **The challenge involves two UNANNOUNCED** checks of student seat belt use. Schools that announce the seat belt check in advance will be disqualified.

The first seat belt check should be conducted at the start of the campaign before any education efforts take place. Data collected will represent the student body's baseline for seat belt use. The second seat belt check should be conducted one or two weeks after the first check. The results of the second seat belt check will indicate the effectiveness of each school's education and outreach activities. The seat belt checks are **mandatory** and must be completed by the registered school group. Anyone who is riding in a vehicle that accesses the high school's campus (students, parents, and faculty) should be checked. The seat belt check form can be found at <https://noys.org/resources/challenges-contests/seat-belts-save> and forms will be needed by each team to record results.

- IV. Conduct an education campaign. The education campaign should begin within 72 hours after the first unannounced seat belt check and should be **ongoing for a two-week period**. The second unannounced seat belt check should take place 48 to 72 hours after the last day of the education campaign.



The education campaign will be judged by how well it incorporates the elements outlined below. Each school is eligible to receive 110 points, which will be awarded in each category as indicated in the following chart.

Seat Belts Save Report Form	
Campaign Components	
Kick-Off Event (25 points)	<ul style="list-style-type: none"> Was there a kick-off event (e.g., assembly, rally, information tent at a football game, etc.) after the first seat belt check? How many and what percentage of the student body participated? Did the school create and disseminate a seat belt pledge for students to sign to commit to wearing seat belts regularly? How many students signed the pledge? What other elements or activities were included in the kick-off event? In order to receive the full 25 points, the school must provide documentation of the kick-off event, such as pictures, data about who attended, copies of the seat belt pledge form, and/or information on the number of pledges.
Social Media Campaign (10 points plus 15 potential bonus points)	<ul style="list-style-type: none"> Was social media used to promote or publicize the campaign? What type(s) of social media was used? How often were the pages updated? How many people were reached? Were the results of the initial survey used in the social media campaign? Attach copies of tweets, along with Facebook and Instagram posts with the dates on which they were published. 15 bonus points are available to schools that like or follow the Seat Belts Save social media pages and tag, follow, or share their social media activities with the Seat Belts Save social media pages. Schools that like, follow, or post to all of the NOYS social media pages will automatically receive five points. See appendix for links. In order to receive the 15 bonus points, schools must attach copies of the likes, tags, and shares to their respective program reports.



**Promotion
(20 points)**

- Does the campaign include morning announcements, videos, public service announcements, banners, signs, or articles in the school newspaper?
- Does the campaign include outreach to local news media that promotes the program or spreads the message about the importance of wearing seat belts?
- Is data from the seat belt survey or crash data from your state’s Seat Belts Save fact sheet included in any of the materials?
- To receive 20 points, the school must attach copies and pictures of promotional activities to their report.

**Community
Outreach
(20 points)**

- Does the education campaign use police, emergency personnel, firefighters, parents, and businesses frequented by teens to help spread the message?
- To receive the full 20 points, the school must include pictures, examples, and contact information of community partners.

**Innovative
Activities
(10 points
plus 10
potential
bonus points)**

- Does the education campaign include an innovative or unique activity?
- Did students reach out to non-traditional partners to help spread the message?
- Ten bonus points are available to schools that used creative ways to share information with parents about teens and seat belt use, and included parents in the challenge. To receive 10 points, the school must include documentation of those activities.

The activities, outlined above, do not have to take place on school grounds. The education campaign should begin within 72 hours after the first seat belt check and be **ongoing for a two-week period**. Each school is required to submit a final program report detailing resources and activities used during the campaign. Reports must be submitted by December 16 of the challenge year. A report form and a sample report can be found in the Appendix of this guide. The final report must also include the actual seat belt check forms. **Schools that do not include these seat belt check forms will be disqualified.**



Calendar of Events

Date	Activities
September 1	Registration opens online at https://noys.org/resources/challenges-contests/seat-belts-save
On or before November 16	Scan and email the school participation form signed by advisor and school principal to support@noys.org
Before December 1	Conduct the initial seat belt check. Download the form from https://noys.org/resources/challenges-contests/seat-belts-save
Before December 7	Launch the education campaign activities. Download the report form From https://noys.org/resources/challenges-contests/seat-belts-save
Before December 15	Conduct a second seat belt check. Download the form from https://noys.org/resources/challenges-contests/seat-belts-save
On or before December 16	Submit a final report that summarizes your school's activities and includes pictures, copies of materials, videos, etc., to NOYS. Remember, the final report must also include the actual seat belt check forms. A copy of the final report form can be found in the Appendix. Link to final report can be found at https://noys.org/resources/challenges-contests/seat-belts-save



Seat Belt Check Instructions

- Schools should hold a 10 to 15 minute training session before each seat belt check to review the seat belt check form and the seat belt check instructions outlined below.
- A school administrator, faculty member or parent should oversee each seat belt check.
- Two students should stand at the entrance or exit of each school parking lot. They should position themselves in a safe location and in clear view of each passing vehicle. Designate one student to serve as the primary observer. The primary observer should call out vehicles as they approach e.g., vehicle one, vehicle two, vehicle three, etc.
- The seat belt check team (students and an advisor) should wear reflective or bright colored clothing so they are visible to all drivers.
- The students should observe and record the number of drivers and passengers (in both the front and back seats) who are wearing seat belts. The seat belt data should be collected in the morning, before school. After school, with sports and other activities, there will be fewer vehicles to observe. Data collection should begin 30 minutes before school and end ten minutes after school starts.
- Do not conduct checks in inclement weather. This could be dangerous for the drivers of the vehicles entering school grounds as well as the students conducting the seat belt checks. Schedule seat belt checks for the beginning of the week so they can be easily rescheduled if there is bad weather.
- Record findings on the Seat Belts Save survey form. Multiple forms will be needed for each team at every entrance to the school. Download the form at <https://noys.org/resources/challenges-contests/seat-belts-save>
- On the survey form, write N if people are not wearing their seat belts, write Y if they are wearing seat belts or write U for “unknown” if you can't tell whether they are wearing seat belts. Everyone riding in each car should be included in the check (students, parents, teachers and staff). Use as many forms as necessary. Also, note the sex of the driver and passenger and indicate whether the occupant of the vehicle is a teen or an adult.
- Repeat this process for each seat belt check. **Schools that do not include the forms in their final reports will be disqualified from the challenge.**



Judging and Awards

The Seat Belts Save Challenge will be judged by a panel of traffic safety experts and two NOYS youth advisors. Prizes will be awarded to the schools that demonstrate the highest rate of seat belt use, the greatest increase in seat belt use, and the best education campaign. Criteria for each category are provided below.

Highest Seat Belt Use Rate (applies to the second unannounced seat belt check).

The school with the highest overall seat belt use rate in the second unannounced seat belt check will be the winner in this category. Certificates, signed by the U.S. Secretary of Transportation, will be awarded to schools with seat belt use rates greater than 90 percent. Schools that receive the certificate will also be featured in a national news story about the challenge.

Greatest Seat Belt Use Increase. The winning school in this category will demonstrate the greatest increase in seat belt use between the first and second unannounced check.

Best Education Campaign. The winning school in this category will most successfully incorporate the following campaign elements:

1. A kick-off event (an assembly, a safety fair, a booth at a football game, etc.) that announces the challenge to the student body.
2. A promotional strategy to publicize the Seat Belts Save campaign. Examples include pledges to wear seat belts, morning announcements, videos, public service announcements, banners, signs in the school, articles in the school newspaper, and outreach to local news media. This could also include the use of school, club, and student social media accounts to spread awareness about the importance of always wearing seat belts. Schools that tag, copy, and share these activities with the corresponding Seat Belts Save social media pages will receive extra points in this category.
3. Integration of the local community. Examples include using resources from local police or sheriff's departments and/or emergency service personnel and firefighters. Schools may work with parents or parent groups and/or reach out to businesses that are frequented by teens to help spread the message.
4. Innovation. Here is where schools can shine by showing their creativity. Ten bonus points are available to schools that showcase creative ways of sharing information with parents about teens and seat belt use while including parents in the challenge.



School Participation Agreement

_____ School Name

Please provide the following information:

_____ Teen Leader(s) Name(s) Signature(s)

_____ Advisor's Name/Affiliation (Club or Class Name) Signature

_____ School Mailing Address

_____ Phone E-mail address

My school will provide a group of students to assist in the program. By signing this agreement, my school agrees to participate in the Seat Belts Save Challenge.

_____ School Principal's Name (Please Print)

_____ Principal's Signature

_____ Date

Submit form to support@noys.org by November 16.





APPENDIX

Below you will find some ideas for the education components of your campaign. Feel free to use these ideas and customize them for your school and community.

SOCIAL MEDIA

Getting Results

- Each social media platform is different. For instance, on Twitter, it is best to tweet three to four times per day. With Facebook, it is best to post one to two times per day.
- Involve students, parents, teachers, and other community members. Target your social media contests, campaigns, and questions to reach all groups.
- More than one person should run the social media account, especially the Twitter page, to guarantee regular posts and involve more students.
- Keep it fun and interesting—positivity is extremely important. The goal is to spread messages about seat belt safety by encouraging people to retweet, share, like, comment, favorite, and reply.

Ideas for Social Media

Feel free to create your own ideas or add a twist to the ones below.

Seat Belt Selfie. Have students take a picture of themselves sporting their seat belts. Tell students to get creative by decorating their seat belts with colored duct tape before uploading the selfies to Twitter, Facebook, and Instagram with the hashtag #seatbeltselfie.

Retweet Raffle. Sign the Seat Belts Save pledge and post it on a school club's Twitter page. For every retweet, each student could be entered into a raffle to win a prize provided by the school or club organizing the challenge.

Fill in the Blank Contest. Tweet messages or post Facebook statuses that include statistics from the state law fact sheets on the Seat Belts Save website but leave out the numbers. For example, "In the last five years, X percentage of teen drivers killed in our state were not wearing their seat belts." Then, create a contest on social media where the first person to correctly guess the number that is omitted wins a prize. Run contests like this on social media frequently. Promote the contest in advance so more people will get involved.

Q&A. Ask a question to begin a conversation about seat belts. For example, on Facebook you may ask, "What would you do if one of your friends refused to wear his or her seat belt?" Questions like this will get people talking and sharing thoughts about how seat belts can save your life.



SAMPLE TWEETS AND FACEBOOK POSTS

Facebook

1. 1 in 4 teens recently said they don't wear their seats belts. Are you one of them?
<https://noys.org>
2. Life's most meaningful moments can happen in 3 seconds. It's the same amount of time it takes to buckle up. Don't miss out. Buckle Up. <https://noys.org>
3. In 3 seconds you could be: dancing, singing, laughing...living. It takes 3 seconds to buckle your seat belt. Isn't it worth your life? <https://noys.org>
4. Dance, jump, laugh, live...buckle up. Take 3 seconds and continue to enjoy life.
<https://noys.org>
5. Do you always wear your seat belt? Fifty percent of belted drivers are less likely to sustain a serious injury in a crash when the passenger seated behind them is buckled up too. <https://noys.org>
6. Wear your seat belt or you might end up wearing the windshield.
<https://noys.org>
7. Wearing a seat belt could save you more than just a traffic ticket. It could prevent a serious injury and even save your life. <https://noys.org>
8. Did you know that nationally 60% of all teens 16 to 20 killed in car crashes weren't wearing a seat belt? <https://noys.org>
9. You are 67% more likely to be seriously injured or killed in a crash if you aren't wearing a seat belt. <https://noys.org>
10. Buckle up, every time, every ride! <https://noys.org>



Twitter

1. Car crashes are the #1 killer of teens. Don't be a statistic! Buckle up! #seatbeltssaveu
2. In 3 seconds you could be: kissing, dancing, pranking, planking, dunking, jumping, laughing...living. Or not. #seatbeltssaveu
3. Dance, jump, laugh, live...buckle up. Take 3 seconds to buckle up and continue to enjoy life. #seatbeltssaveu
4. The 3 seconds it takes to buckle your seat belt could save your life. #seatbeltssaveu
5. Always buckle up and make sure everyone you ride with or who rides with you buckles up! #seatbeltssaveu
6. Nearly 2 of 3 teen drivers and ½ of all teen passengers killed in crashes aren't wearing seat belts. Always buckle up! #seatbeltssaveu
7. Buckling up should be the norm! #seatbeltssaveu
8. Seat belts are your best defense in a crash but they only work if you wear them. #seatbeltssaveu
9. Wear your seat belt and remind your friends and parents to wear their seat belts too! #seatbeltssaveu
10. Retweet if you wear your seat belt ALL the time. #seatbeltssaveu
11. Retweet if you wore your seat belt to school this morning. #seatbeltssaveu
12. Wear your seat belt or you might end up wearing the windshield. #seatbeltssaveu
13. Kudos for buckling up today! X percent of students this morning were wearing their seat belts. #seatbeltssaveu



IDEAS FOR KICK-OFF EVENTS

Include a Seat Belt Buckling Contest as Part of the Kick-Off Event. The idea is to show how important and how quick and easy it is to buckle up. Teams, each comprised of four students, get into separate cars. They buckle their seat belts as quickly as possible, raise their arms into the air, unbuckle their seat belts, get out of the car, and move to the next seat. The winning team is the first team in which all four members sit down and buckle up in the driver's seat. After the first round, prepare a series of questions for the students to answer about seat belts. Use information in your state's data sheet found at <https://noys.org/resources/challenges-contests/seat-belts-save> to formulate some questions.

Have Students Sign a Pledge to Wear their Seat Belts. Create a pledge banner with a seat belt safety message. Raffle off prizes to students who sign the pledge. Hang the pledge banner in the school. Some schools have a balloon launch at the end of the rally to celebrate all of the teens that signed the pledge.

Ask the Students about Seat Belts. Ask students about their attitudes towards and use of seat belts. Publicize the results. Dismiss the myths (e.g. I don't need my seat belt in the back seat; it is okay not to wear it when my mom drives; or I don't need it if I am just going around the corner) and build your education campaign around what you find. The following are some suggestions for sample questions:

1. What grade are you in? (9th grade through 12 grade)
2. What is your gender? (Male or Female)
3. When driving a car, do you always wear your seat belt? (Yes, No, I do not drive yet)
4. When riding in a car, do you always wear your seat belt? (Yes or No)
5. How likely are you to wear your seat belt when driving with friends as compared to driving alone? (More likely, Just as likely or Less likely)
6. If less likely, why? (I'm worried what my friends will think, I'm only driving a short distance, There are not enough seat belts in the car, I ride in the back seat, I always wear a seat belt)
7. Do you ask people to put their seat belt on when you are driving? (Yes or No)
8. Do you know how many teens died in car crashes in our state who weren't wearing their seat belts? (Use data from fact sheet on www.seatbeltssave.org.)
9. Does our state have a law requiring the use of seat belts? (Yes or No)
10. What might encourage you to wear a seat belt every time? (Becoming more aware of safety issues, Becoming aware of the seat belt law, Fear of getting a ticket, Getting a seat belt ticket, Someone you know was in a crash, Other people encouraging you to use a seat belt)



Use Billboards In Your Community. Use your school billboard to promote seat belt safety messages. Approach groups in your community such as businesses, city/county government, and fire and police departments to see if they will display seat belt safety messages for teens. Take pictures of the billboard messages and promote them on your social media sites. Billboard messages should be short and catchy. The following are some suggestions:

- Buckle up! Every time, every ride!
- Click it or Ticket – Front & Back Seat Too!
- You never know, buckle up.
- Wear your seat belt or you might end up wearing the windshield!
- Car crashes are the #1 killer of teens. Don't be a statistic! Buckle up!
- Seat belts are your best defense in a crash but they only work if you wear them!

SAMPLE MORNING SCHOOL ANNOUNCEMENTS

Did you know car crashes are the leading cause of death for teens nationwide? Did you know that X percentage of teens killed in car crashes here in X state during the last five years were not wearing their seat belts? Are you someone who doesn't always buckle up? Why? Isn't your life worth the three seconds it takes to buckle up?

For the next two weeks we are participating in a National Seat Belt Challenge to see which high school will have the highest seat belt use. The goal is to drive home the importance of buckling up not only in the front seat, but in the back seat too. Please take part in this week's activities like X, Y, and Z.

Whatever the occasion, whether it's going to school, work, practices, games, or anywhere, wearing a seat belt is the easiest thing you can do to protect yourself, your friends, and your family. Want to invest in your friend's life? It's simple: seat belts save lives – so buckle up, every trip, every time!



Links to NOYS Social Media Sites

NOYS Facebook

<https://www.facebook.com/NationalOrganizationsforYouthSafety/timeline>

NOYS Twitter

<https://twitter.com/NOYSnews>

Seat Belts Save Facebook

<https://www.facebook.com/seatbeltssave>

Seat Belts Save Twitter

<https://twitter.com/SeatBeltsSaveU>

Seat Belts Save Instagram

<http://instagram.com/seatbeltssave>



SAMPLE SEAT BELTS SAVE REPORT FORM

Complete and return this form by December 16 via email to
support@noys.org

Seat Belts Save Report Form	
School	
Advisor	
Date of 1st Seat Belt Check	Attach copies of seat belt check forms
Date of 2nd Seat Belt Check	Attach copies of seat belt check forms
Campaign Components	
Kick-Off Event (25 points)	
Social Media Campaign (10 points plus 15 potential bonus points)	
Promotion (20 possible points)	
Community Outreach (20 points)	
Innovative Activities (10 points plus 10 potential bonus points)	

PLEASE REMEMBER TO SUBMIT YOUR SCHOOL'S SEAT BELT CHECK FORMS. SCHOOLS THAT DO NOT INCLUDE THE SEAT BELT CHECK FORMS WILL BE DISQUALIFIED.