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TEXAS HIGH SCHOOL WINS NATIONAL "SEAT BELTS SAVE CHALLENGE"

**Campaign by Caldwell H.S. Students Boosts Belt Usage to 91%;
Schools in Idaho and Ohio Also Win for Big Gains in Belt Usage**

ALEXANDRIA, Va., April 18, 2018 -- Students at Caldwell High School in Caldwell, Tex., created a comprehensive public awareness campaign that brought the student body's seat belt usage to 91 percent to win the \$1,500 prize for best overall campaign in the "Seat Belts Save Challenge," a nationwide competition organized by the National Organizations for Youth Safety (NOYS) and sponsored by The National Road Safety Foundation, a non-profit group that promotes safe driving behavior.

The students organized a wide range of activities to communicate messages about the importance of buckling up. The campaign included creating and distributing flyers throughout the community and in many local businesses, organizing a kick off rally, developing a petition for a stoplight at a particularly dangerous intersection, announcements on Facebook and Twitter, and production of a campaign website.

Prizes of \$1,500 were also awarded in two other categories -- greatest improvement in seat belt usage, and highest seat belt use rate. Batavia High School in Batavia, Ohio, won for the highest seat belt rate, achieving an almost-perfect usage rate of 99 percent. The students at Wallace Junior/Senior High School in Wallace, Idaho, won for the greatest seat belt use increase, jumping by 60 percent.

The Seat Belts Save Challenge was initiated by the National Highway Traffic Safety Administration and NOYS, with prizes furnished by The National Road Safety Foundation, to increase seat belt usage among young people who are at heightened risk from death or injury in traffic crashes because of their low belt usage rate. In 2016, more than half of teen drivers

killed in crashes and more than 60% of teen passengers killed in crashes were not wearing seat belts.

NOYS and its partners invited high schools throughout the country to develop a local campaign to increase belt usage. The Seat Belts Save Challenge is documented by an unannounced seat belt check before a school's campaign, followed by another unannounced check after a two-week education and awareness campaign conducted by students.

"NOYS and our partners are pleased to see student leaders at schools across the country use their creativity and enthusiasm to develop effective campaigns that have shown a measurable impact on teen seat belt usage," said April Rai, CEO of NOYS.

"Getting young people to buckle up consistently is an ongoing safety issue, and we are pleased to see that the Seat Belts Save Challenge is making a difference, spreading the word one school at a time," said Michelle Anderson, Director of Operations at The National Road Safety Foundation.

More information and contest details are at www.seatbeltssave.org.

The National Organizations for Youth Safety (NOYS) is a coalition of national non-profit and youth serving organizations, government agencies, and for-profit businesses working together toward the common goal of addressing critical safety issues that affect youth in the United States. NOYS builds partnerships to save lives, prevent injuries, and promote safe and healthy lifestyles among all youth while encouraging youth empowerment and leadership. For more information, visit www.noys.org.

The National Road Safety Foundation, Inc. (NRSF), a 501(c)(3) non-profit organization founded more than 55 years ago, produces traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency, pedestrian safety, and a host of other safety issues. It distributes the programs free of charge to schools, police, and traffic safety advocates, community groups and individuals. NRSF also sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For more information or to download free programs, visit www.nrsf.org or www.teenlane.org.

The National Highway Traffic Safety Administration (NHTSA) was established by the Highway Safety Act of 1970 and is dedicated to achieving the highest standards of excellence in motor vehicle and highway safety. It works daily to help prevent crashes and their attendant costs, both human and financial. NHTSA's mission is to save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity. For more information, visit www.nhtsa.gov and www.safercar.gov.

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