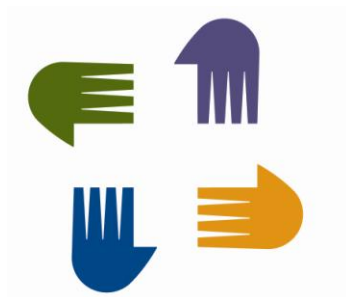


Hennepin County High School  
***Drive Smart Challenge***

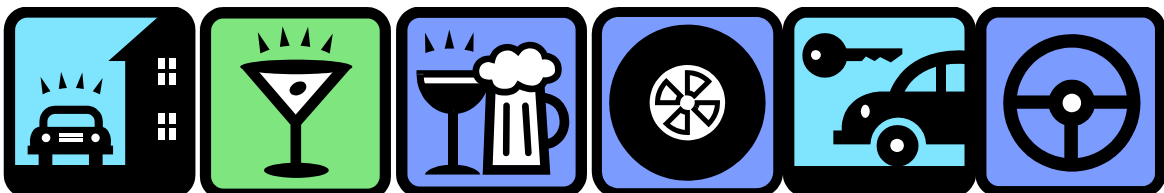
**New and Improved!**

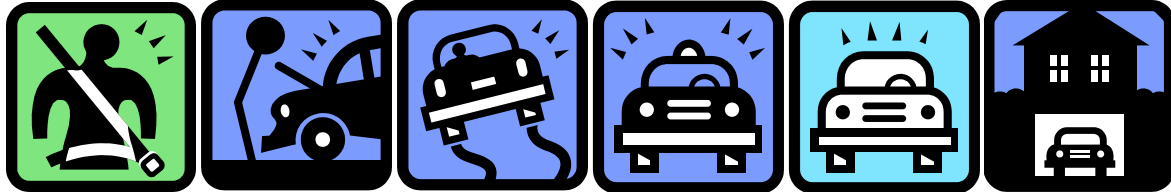
**School Participation Manual**

Proudly sponsored by



Hennepin County  
**Medical Center**





## Hennepin County High School *Drive Smart* Challenge 2008 Agreement

The \_\_\_\_\_ High School agrees to the following during the spring 2008 Drive Smart Challenge:

- To conduct a four week Drive Smart campaign between April 7 and May 2.
- Conduct a pre-seat belt Challenge and a post-seat belt Challenge survey.
- Fax your pre-seat belt Challenge survey to Julie Philbrook at 612-904-4245 immediately after you conduct them. Form included.**
- Do at least eight total interventions or activities during your campaign.
- One of those eight interventions must include connecting or educating parents about the Challenge and smart driving.
- One of those interventions includes using or showing the “Room to Live” video (given to you on a disk.)
- One of those interventions includes working with a law enforcement officer.
- Put together a scrap book or other documentation of your interventions.
- Mail by May 6 the surveys and documentation to:  
**Julie Philbrook, RN, MA, Trauma Prevention Specialist**  
**Hennepin County Medical Center**  
**701 Park Ave S. (Mail code O9)**  
**Minneapolis, MN 55415**  
- or delivery them to -  
**Jennifer Brownlee**

**AAA 5400 Auto Club Way  
St. Louis Park, MN 55416**

- Are eligible for a crashed car towed to your school (\$150 value) for participating in the Challenge. First come, first served.
- Every school that completes the Challenge will receive \$125.
- The school with the most improved seat belt use rate will receive an additional \$150.
- The school with the best overall seat belt use rate will receive an additional \$150.
- The final celebration is to be held at the Grand Rios Water Park on Thursday, May 15. All teams that complete the Challenge are invited.
- Please fax this completed form to Julie Philbrook 612-904-4245.

On behalf of the \_\_\_\_\_ at the \_\_\_\_\_  
high school, we understand the guidelines and will participate in the Hennepin  
County High School Drives Smart Challenge 2008.

Contact person's name: \_\_\_\_\_

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

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

\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Fax: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Hennepin County High School**

***Drive Smart Challenge 2008 Task Reporting Form***

Fax this form to report your success to Hennepin County Medical Center  
by May 6 to 612-904-4245.

Date of initial seat belt survey: \_\_\_\_\_

Date that interventions started: \_\_\_\_\_

Date that interventions stopped: \_\_\_\_\_

Date of post-Challenge survey: \_\_\_\_\_

Initial seat belt survey use rate: \_\_\_\_\_

Post-Challenge seat belt survey use rate: \_\_\_\_\_

**Completion of the three components to the new and revised Challenge**

One of those eight interventions must include connecting or educating parents about the Challenge and smart driving. What activity/activities did you do?  
Where parents responsive to the drive smart message?

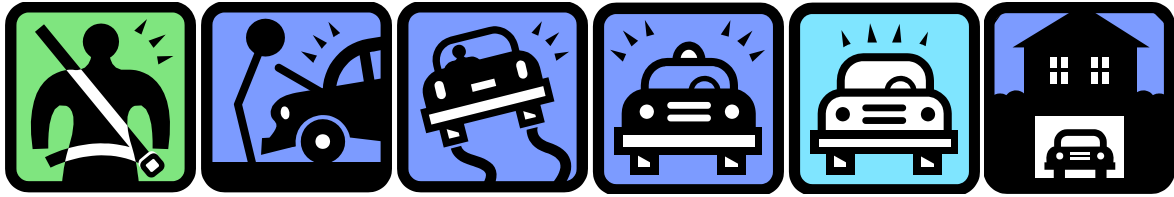
Used the "Room to Live" video.

How did you get students to see it?

One of those interventions includes working with a law enforcement officer.

What were your other interventions?

**Fax this form to: Julie Philbrook at 612-904-4245.**



## Hennepin County High School Drive Smart Challenge 2008

Welcome to the *Drive Smart Challenge 2008*! We're pleased that you are interested in making a difference in the lives of young people. **You can save lives and prevent serious injuries by increasing seat belt use among students at your school.** After all, seat belts reduce the chance of being hurt or killed in a car crash by 50%.

The *Drive Smart Challenge* is a program designed to increase seat belt use by high school students. Student groups such as SADD Chapters or Student Councils participate in the *Challenge* by conducting Seat Belt Checks and a variety of activities to promote seat belt use by students.

If you are interested in working with a **Community Partner** who will assist you in planning and running the *Challenge*, please contact Nancy Franke Wilson and she will assist you in finding a partner. These partners are police officers, paramedics, and local business people who generously donate their time to help you create a plan.

***This notebook includes everything you need to successfully complete the Seat Belt Challenge:***

A timeline that shows you important Challenge dates and deadlines.

Most of what you need to choose and plan the activities:

A description of activities;

Supplemental information you need to complete them; and

Activity reporting forms.

## Challenge Awards

By participating in the *Challenge*, your school has the opportunity to win fun cash and prizes.

### **Participation Award \$125**

*We provide a cash award to every student group that completes the following two requirements:*

Conduct two seat belt checks and return the results by the designated dates.  
Conduct at least two activities per week (a total of 8 activities) during the *Challenge*; **and**

**Mail *Drive Smart Challenge 2008* Task Reporting Form and scrape book by May 6, 2008 to Julie Philbrook, HCMC Trauma Services, 701 Park Avenue, Minneapolis, Minnesota 55415 or drop it off at Jennifer Brownlee, AAA Minneapolis, 5400 Auto Club Way, St. Louis Park, MN 55416**

### **Golden Seat Belt Awards \$150**

Schools also have an opportunity to compete against each other for Golden Seat Belt Awards in the following categories:

*Highest Seat Belt Use*

*Most Improved Seat Belt Use*

The awards will be awarded at the **Drive Smart Challenge Celebration on May 15, 2008 at the Grand Rios Water Park in Brooklyn Park, MN.**

## Steps to participating in the Drive Smart Challenge

To keep the Drive Smart Challenge on schedule, it is important to keep the group on track. Below is a timeline for your group to follow.

Date	Step
April 1 –May 29, 2009	Students meet to create a plan for conducting the <i>Challenge</i> . Be sure to include a law enforcement officer and show the Room to Live video during your campaign.
Fax your initial seat belt check numbers to Julie at 612-904-4245	The <i>Challenge</i> begins! Conduct the Initial Seat Belt Check and fax it to Julie ASAP.
Weeks 1-4	Conduct at least one activity involving parents of the students at your school.
Weeks 1-4	Conduct at least one activity involving a law enforcement officer.
Week 1	Conduct 2 Drive Smart activities
Week 2	Conduct 2 Drive Smart activities
Week 3	Conduct 2 Drive Smart activities
Week 4	Conduct 2 drive smart
Week 4	Conduct the Final Seat Belt Check.
No later then June 1, 2009	Results from the Final Seat Belt Check and Activity Reporting Forms must be turned in to your Julie.

## Seat Belt Checks

Conducting seat belt checks is one of the key parts of the *Drive Smart Challenge*. In order to get the Participation Award and be eligible for the prizes, you must conduct two seat belt checks - one at the beginning of the *Challenge* and one at the end.

### *Why?*

Seat belt checks are important because they tell you how many students are buckling up at your school. The Seat Belt Check that you do at the end of the *Challenge* will show you how well your efforts worked. It's a "before" and "after" picture of seat belt use.

### *When?*

The first check should be done during the first week. **Remember, you must do the Check before you can start the activities.** The sooner you do the Initial Check, the sooner you can start doing fun activities to promote safety and seat belts! You will conduct the final Seat Belt Check on the last day.

**Initial Check:** The Initial Seat Belt Check Reporting Form must be completed prior to the start of your Challenge.

**Final Check:** The Final Seat Belt Check Reporting Form must be completed for your school to be eligible for the prizes.

### *How to do the Seat Belt Checks*

Count how many entrances you have to your school parking lots.

Recruit enough people so that you can have two people at every entrance when you do the Seat Belt Check.

Pick a date for doing the Check. Put notes in people's lockers or give them a call the night before to remind them to get to school early on the designated day. **You must begin observing cars exactly 20 minutes before school starts.**

Make copies of the tally sheets so that every checker has one.

At each entrance, decide who is going to check drivers and who is going to check front seat passengers.

Record the time that you begin observing drivers.

*Person recording drivers:* On the sheets provided, make a mark in the **Yes** column if the driver is wearing his/her seat belt. Put a mark in the **No** column if the driver is not wearing his/her seat belt.

*Person recording front seat passengers:* On the sheets provided, make a mark in the **Yes** column if the passenger is wearing his/her seat belt. Put a mark in the **No** column if the front seat passenger is not wearing his/her seat belt. Do not count back seat passengers.

Calculate the percentage of students who wear seat belts at your school (see below). Fill out the Results Form and return it to your Julie Philbrook by the designated dates.

*How to calculate the percentage of students who buckle up:*

Collect all tally sheets of drivers. Divide the total number of drivers who wore their seat belt (verses) by the total number of drivers that you observed (all the marks in the **Yes** column + all the marks in the **No** column). Repeat the same process as above for passengers.

Example:

Yes	No
<b>Total Yes = 13</b>	<b>Total No = 8</b>

*Driver seat belt use* = # of drivers with belts on = 13 = .619 x 100% = 61.9%

Total drivers observed                      21

*Overall student rate*=                      total # of drivers and passengers who buckled up  
total # of drivers and passengers that you observed

Seat Belt Check Form (make copies as needed)

Drivers

Observer Name:

Date:

Time Beginning Check:

Time Ending Check:

Yes, wearing seat belt

No, not wearing seat belt



Total Yes = \_\_\_\_\_

Total No = \_\_\_\_\_

**Total students checked (Yes + No) = \_\_\_\_\_**

Seat Belt Check Form (make copies as needed)

*-Front Seat Passengers-*

Observer Name: \_\_\_\_\_

Date: \_\_\_\_\_

Time Beginning Check: \_\_\_\_\_

Time Ending Check: \_\_\_\_\_

Yes, wearing seat belt

No, not wearing seat belt



Total Yes = \_\_\_\_\_

Total No = \_\_\_\_\_

**Total students checked (Yes + No) = \_\_\_\_\_**

Initial Seat Belt Check Summary

School: \_\_\_\_\_

Date of Initial Seat Belt Check: \_\_\_\_\_

Time you started observing cars: \_\_\_\_\_ AM / PM

Time you stopped observing cars: \_\_\_\_\_ AM / PM

Number of entrances to school parking lot: \_\_\_\_\_

Number of people observing cars: \_\_\_\_\_

Total number of cars observed: \_\_\_\_\_

Total number of front seat passengers: \_\_\_\_\_

**Percent of Drivers wearing seat belts:**

$$\frac{\text{Total \# of drivers with belts on}}{\text{Total \# of drivers observed}} = \frac{\quad}{\quad} \%$$

**Percent of Passengers wearing seat belts:**

$$\frac{\text{Total \# of passengers with belts on}}{\text{Total \# of drivers observed}} = \frac{\quad}{\quad} \%$$

**Overall percent of students wearing seat belts:**

$$\frac{\text{Drivers "Yes" + Passengers "Yes"}}{\text{Total \# of drivers + Total \# of passengers}} = \frac{\quad}{\quad} \%$$

**FAX THIS TO JULIE PHILBROOK THE FIRST WEEK OF YOUR CHALLENGE  
612-904-4245.**



## Final Seat Belt Check Summary

School: \_\_\_\_\_

Date of Initial Seat Belt Check: \_\_\_\_\_

Time you started observing cars: \_\_\_\_\_ AM / PM

Time you stopped observing cars: \_\_\_\_\_ AM / PM

Number of entrances to school parking lot: \_\_\_\_\_

Number of people observing cars: \_\_\_\_\_

Total number of cars observed: \_\_\_\_\_

Total number of front seat passengers: \_\_\_\_\_

### **Percent of Drivers wearing seat belts:**

Total # of drivers with belts on  
\_\_\_\_\_ = \_\_\_\_\_ %  
Total # of drivers observed

### **Percent of Passengers wearing seat belts:**

Total # of passengers with belts on = \_\_\_\_\_  
\_\_\_\_\_ %  
Total # of drivers observed

### **Overall percent of students wearing seat belts:**

Drivers "Yes" + Passengers "Yes" = \_\_\_\_\_  
\_\_\_\_\_ %  
Total # of drivers + Total # of passengers

Fax to Julie Philbrook 612-904-4245 no later than June 1, 2009



## **Activities List**

Listed below are 31 sample activities your school can implement for the Challenge. Full descriptions of these activities are in the pages that follow. Your group does not have to limit itself to the sample activity list – feel free to be creative!

### **ACTIVITY 1 STUDENT SURVEYS**

Conduct a survey to learn how students feel about seat belts, why they wear them, don't wear them and how often they wear them.

### **ACTIVITY 2 SEAT BELT SCHOOL POLICY**

Work with your principal and other decision makers in your school to create a policy that increases student seat belt use by linking student seat belt use to parking privileges or participation in other school activities.

### **ACTIVITY 3 GUEST SPEAKER**

Recruit someone from the health or safety field such as an ambulance driver, paramedic or emergency room doctor to speak to your school's students and staff about seat belt use. The guest speaker could talk at an assembly or in a health or drivers education class.

### **ACTIVITY 4 SAVED BY THE BELT**

Find out if there are any students or teachers in your school whose life was saved in a car crash because they were wearing a seat belt. Tell their story in a public service announcement, in the school newspaper, on posters, in a video, or as a presentation to a class.

### **ACTIVITY 5 PRIZES FOR BUCKLING UP**

Conduct surprise "spot" checks on the student drivers and their passengers and then reward people who were buckled up.

## ACTIVITY 6 THE ENFORCERS

Conduct surprise enforcement checks on the student drivers and their passengers.

## ACTIVITY 7 TOP TEN LIST

Create an offshoot of David Letterman's "Top Ten List" that includes the top ten reasons high school students do or do not wear their seat belts.

## ACTIVITY 8 PUBLIC ADDRESS MESSAGES

Prepare announcements about the Drive Smart Challenge and read them over the school's PA or TV system.

## ACTIVITY 9 POSTERS

Design and display seat belt posters around your school or community.

## ACTIVITY 10 SPECIAL OCCASION BAGS

Set up a table for students to buy bags that contain candy and a card with a seat belt message on it for their friends. Deliver the bags to students during a week that has a special occasion (i.e. Halloween).

## ACTIVITY 11 GET THE WORD OUT

Get information out to your school and community by: 1) writing articles for your school or community newspaper; 2) putting messages in your other school publications such as football or theater program; or 3) passing out information to homerooms.

## ACTIVITY 12 TOE TAG DEMONSTRATION

Every 12 minutes someone in the United States is killed in a car crash! This adds up to 117 fatal crashes every single day. Symbolically represent the number of people killed in car crashes every day by visiting classrooms or study halls and putting a toe tag on a student's finger every twelve minutes of the school day.

### ACTIVITY 13 HANG TAG REMINDERS

Hand out Buckle Up hang tags to every car as they leave the parking lot at the end of the school day to remind drivers and passengers to wear their seat belt.

### ACTIVITY 14 BUCKLE-UP LOLLIPOPS

“Don’t be a sucker - Buckle up!” message attached to a candy lollipops. Have student’s sign a pledge stating they will wear their seat belt before you give them the lollipop. Hang up the pledge sheet at a school event, such as Homecoming or a football game, so students can see how many people have pledged to wear their seat belts.

### ACTIVITY 15 VIDEO

Your group creates a Drive Smart Challenge video to show on your school’s closed-circuit television.

### ACTIVITY 16 BUCKLE-UP AT THE DRIVE-THRU

Talk with the manager of a restaurant near the school. Set up a rewards system for those students who go through the drive-thru and are wearing their seat belt.

### ACTIVITY 17 NO NEED FOR WORDS

Display crash photos to “drive home” the importance of seat belt use. Some photos will have a true story attached describing what happened. Other pictures require you to create your own message.

### ACTIVITY 18 ALL SCHOOL ASEMBLY

Put together an all school assembly at your school which involves students, teachers, administration, and community representatives.

### Activity 19: Students Versus Staff

What is it?

When conducting the initial seat belt check, include the faculty. Plan a competition between the faculty and the students to increase their use of seat belts.

#### ACTIVITY 20 POST IT

Put post it notes up throughout the school to remind students to wear their seat belt.

#### ACTIVITY 21 DISCUSS SEAT BELT LAW ISSUES

Invite your Minnesota Senator and/or Representative to discuss the current seat belt law and potential changes for making it more effective.

#### ACTIVITY 22: STAFF T-SHIRT DAY

Create a seat belt t-shirt for school staff and require them to wear them on designated days, i.e., every Thursday during the Challenge. (Even ask cafeteria workers to wear them)

#### ACTIVITY 23: RIDE-ALONG

One or more members of the *Challenge* planning team ride with a patrol officer in his/her squad car during a Friday or Saturday night shift.

#### ACTIVITY 24: ADDITIONAL ENFORCEMENT

Asking local law enforcement to enforce traffic laws in and around your school.

#### Activity 25: Connect with Parents

Make contact with the parents of the students at your school to let them know about the *Drive Smart Challenge*.

#### Activity 26: Parent *Challenge* Pledge

Make contact with the parents of the students at your school to ask them to participate in the *Challenge*.

## Activity 27: Use the “Room to Live” Video

This is a FOX 9 News piece done on seat belt use. It is a great visual of how important seat belt use is to surviving crashes and how many people would have lived had they used their seat belt.





## Activity 1: Student Surveys

### What is it?

Conduct a survey to learn how students feel about seat belts, why they wear them, don't wear them and how often they wear them.

### Why bother?

It's important to understand the reasons why some people wear seat belts and others don't. You may be surprised by people's reasoning and thoughts. After you understand how other teens think about seat belt use, you can create messages to help get more teens to buckle up every time they're in a car.

### What do we need?

- Interview questions (use the survey on the next page or make up your own)
- Something to write with
- People to interview

### How to do it

Decide what questions you want to ask. Look at the questions on the next page for ideas.

Decide if you want to ask the questions or let students fill out a questionnaire.

Pick a place and time to do the survey. Think about where students will have time to answer questions.

Go out and do the survey.

Look at the completed surveys and analyze the answers to each question. What do the answers tell you? Are there common ideas shared by many students? What patterns do you see?

*How can you use this information to increase seat belt use?*

Create a "TOP TEN LIST".

Write an article for the school or community newspaper.

Create messages to read during daily announcements.

## STUDENT SEATBELT SURVEY



How often do you wear your seat belt? (circle one)

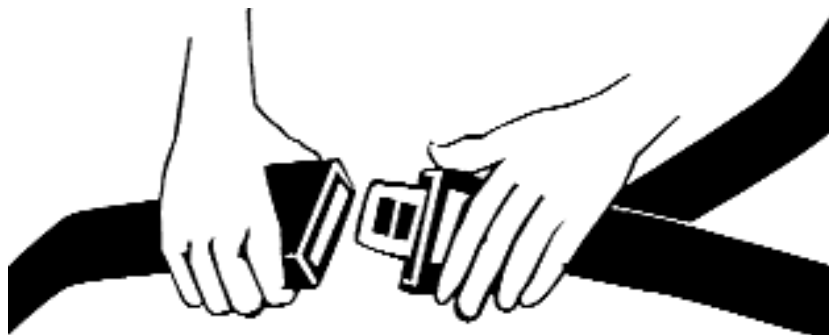
Always      Usually      Sometimes      Never

What is the main reason you do **not** wear a seat belt?

What is the main reason you **do** wear a seat belt?

What would make you start wearing your seat belt every time you drove or rode in a car?

When you're driving, how often do you encourage your passengers to buckle up?



## Activity 2: Seat Belt School Policy

What is it?

Work with your principal and other decision makers in your school to create a policy that increases student seat belt use by linking student seat belt use to parking privileges or participation in other school activities.

Why bother?

Most schools have rules like prohibiting smoking/drinking or rules requiring athletes to wear helmets that are designed to help keep students safe and healthy. Requiring students to buckle up is one more way to keep your friends alive and healthy.

What do we need?

- Understanding about how rules are made in your school.
- Time to work with other students and adults who make the rules.
- Patience and persistence.

How to do it

Find out what the current rules are.

Review the current rules and decide if they can be strengthened.

Research how rules are made at your school. Who proposes new rules? Who decides what the rules will be?

Host a meeting with concerned people to discuss the options. Share your reasons for wanting to change the school policy. Get the group's ideas for rules that could

increase student seat belt use. Brainstorm ideas for how the new rule can be enforced. Find out who is interested in supporting you.

Decide what new rule you want to propose. You also may want to do some additional research. Think about how the rule will be enforced. Is it realistic?

Propose the new rule/policy. You may need to make a written proposal.

Support your policy and be persistent. This can be a long process; don't give up hope.

Celebrate your efforts! If you changed the rules, celebrate your success. If you didn't change the rules, celebrate your efforts and plan your next steps.

### Activity 3: Guest Speaker

What is it?

Recruit someone from the health or safety field such as paramedic or emergency room doctor to speak to your school's students and staff about seat belt use. The guest speaker could talk at an assembly or in a health or drivers education class.

Why bother?

To bring attention to the importance of seat belt use; to show real life examples of what happens when you do not use a seat belt and to convince everyone to use their seat belt every time they drive or ride in a vehicle.

What do we need?

- A speaker;
- Date and time; and
- Publicity to draw an audience.

How to do it

Choose a time and place for someone to speak such as an all-school assembly, a health class, gym classes or driver's education class.

Decide who you want to come and speak. You can invite someone you already know who works in health or safety such as a parent, uncle, cousin, friend or use the list of speakers on the next page.

Contact the speaker, set the day and time. Discuss what they know and what you'd like them to talk about. Find out if they need any special equipment such as a VCR.

Plan the event.

Hold the event.

Send a thank you note to the speaker.

### Extra Credit Idea

Take photographs of the speaker making his/her presentation. Send the picture into your community newspaper with a descriptive caption.

## Activity 4: Saved by the Belt

What is it?

Find out if there are any students or teachers in your school whose life was saved in a car crash because they were wearing a seat belt. Tell their story in a public service announcement, in the school newspaper, on posters, in a video, or as a presentation to a class.

Why bother?

To prove that seat belts save lives.

What do we need?

- Video tape and video camera; or
- Tape and tape recorder.

How to do it

Figure out how to identify a student or teacher whose life was saved by a seat belt. You could place an “ad” in the school newspaper or ask a question on the survey (Activity #1).

Make a video or audio story about this person’s experience.

Broadcast the story on your school or community cable channel, show it during the school news, and share it at an assembly.

## ACTIVITY 5: Prizes for Buckling Up!

What is it?

During the *Challenge*, conduct surprise “spot” checks on the student drivers and their passengers and then, reward the people who were buckled up.

Why bother?

It’s a good idea to reward people who are already wearing their seat belt because it will remind them of the importance of always buckling up. You might think that people either *always* or *never* wear a seat belt. In reality, many people think it’s unnecessary to buckle up if they’re “just going a couple of miles.” Also, research shows that driver belt use influences passengers. In other words, when the driver wears a seat belt, the passenger is more likely to buckle up too. Use this influence by rewarding only the cars in which ***all*** occupants are buckled.

What do we need?

- Rewards
- Publicity that you will be doing spot checks

How to do it

Get “prizes.” Nancy Franke Wilson can give you ideas on locating prizes

Choose a day and time to do the surprise “spot” checks.

Publicize the fact that you will be doing a spot check and will be giving prizes, but don’t give away the date.

Do the check; give out the prizes to students wearing their seatbelts.

Give out the prizes in a public way to show everyone that buckling up has its rewards.

Extra Credit Idea!

Hand out toe tags to those individuals not wearing their seat belt.

## Activity 6: The Enforcers

### What is it?

During the *Challenge*, conduct surprise enforcement checks on the student drivers and their passengers. Stop students who are not buckled up and give them a mock ticket.

### Why bother?

Remind students that Minnesota law requires seat belt use and the police can give a ticket to anyone who is not buckled up. The cost of the ticket ranges is about \$100 in Hennepin County.

### What do we need?

- Mock tickets
- Information about the benefits of seat belt use
- Publicity that you will be conducting enforcement checks

### How to do it

Create mock tickets. Be sure to include the fine and some information about the benefits of buckling up.

Choose a day and time to do seat belt enforcement.

Publicize the fact that you will be doing an enforcement check and “ticketing” people not wearing seat belts, but don’t give away the date.

Do the check. Stop cars that have an unbuckled occupant. Give out the mock ticket and information about seat belt use.

### Extra Credit Idea

Record the license plate numbers of cars in which students are not buckled up. A few days later, leave a reminder note on the student’s car or on their locker reminding them about the importance of buckling up every time they’re in a car.

## Activity 7: “Top Ten List”

What is it?

Create an offshoot of David Letterman’s “Top Ten List” that includes the top ten reasons high school students do or do not wear their seat belts.

Why bother?

People learn a lot while they’re laughing. You can use humor to challenge the reasons people don’t wear seat belts.

What do we need?

- Creativity
- Sense of humor
- Poster board and markers

How to do it

Think of a title for your top ten list “Top 10 ……”

Brainstorm the top ten.

Publicize the top ten list. Read it over the school P.A. system, publish it in the school newspaper, make flyers or posters and put them up around the school.

## Activity 8: Public Address Messages

What is it?

Prepare announcements about the *Drive Smart Challenge* and read them over the school's P. A. or television system. A weekly P. A. announcement can help keep the whole school up-to-date on the activities you conduct during the *Drive Smart Challenge*.

Why bother?

To inform students about the *Drive Smart Challenge* and to remind them to wear seat belts.

What do we need?

- Permission and time to use the P.A. or television system
- Prepared script for radio public service announcements (PSA) (see next page for ideas)
- Video PSAs (you can get these from Nancy Franke Wilson)

How to do it

Find out how to get messages broadcast on your school P.A. or television system.

Think about what messages you want to communicate. Review existing radio and television PSAs to see if they meet your needs or create your own message.

Decide when to broadcast your PSA.

Do it!

## Activity 9: Posters

What is it?

Design and display seat belt posters around your school or community.

Why bother?

You can use the posters as a way to display seat belt facts to the school, or simply to remind your peers to buckle up.

What do we need?

- Creativity
- Poster board
- Markers

How to do it

Gather information, poster board and markers.

Create posters for your school or community. Nancy Franke Wilson will provide you with posters you can use.

Put up the posters all over your school or community. Think about putting up posters in the parking lot to remind people to buckle up.

Extra Credit Idea!

Take pictures of your groups with your best posters and send them into a local newspaper.

## Activity 10: Special Occasion Bags

### What is it?

Set up a table for students to buy bags that contain candy and a card with a seat belt message on it for their friend, boyfriend or girlfriend. Deliver the bags to students during Halloween, Valentine's Day, Easter or some other week that a special occasion occurs.

### Why bother?

These bags are a way for friends to tell friends that they care about them and want them to wear seat belts. This can also be a fundraiser for your student group.

### What do we need?

- Candy
- Bags
- Cards
- Pens
- Table and chairs
- Petty cash

### How to do it

Get permission to hold the bag sale.

Decide what will go into the bags. Some ideas: seat belt key chain, candy, personal note, your group's message.

Figure out how to make the sale work. Will you sell the bags directly or sell them in advance and then deliver them?

Have the sale and deliver the bags.

Publish the results of your efforts in the school or community newspaper.

Alternative Idea!

If it doesn't work out to sell the bags, think of other creative ways you can promote seat belt use during the season.

## Activity 11: Get the Word Out!

What is it?

Get information about the *Drive Smart Challenge* out to your school and community by writing articles for your school or community newspaper, putting messages in your other school publications such as football or theater program, or passing out information to homerooms.

Why bother?

People need to hear something many, many times before it sinks in and they remember it. You want to find as many creative ways to promote seat belt use as possible. Let other students and staff know that your school is competing against other schools for prizes. By the end of the *Challenge* you want everyone in your school to know about the *Drive Smart Challenge*.

What do we need?

- Facts and information about seat belt use (see the Fact Sheet)
- Writing skills
- Information about school and community publications

How to do it

Brainstorm a list of places where other students get information (newsletters, emails, etc.)

Decide what messages you want to communicate.

Decide how you will “get the word out.”

Write the article or design the ad. (See the sample “Drop-In” news article.)

Work with the publisher/editor to get your articles/ad included in the publications.

## Extra Credit Ideas!

At football games or other athletic events, get the announcer to talk about seat belt use and the *Drive Smart Challenge*.

Hand out seat belt reminders as people leave the stadium or sports field at athletic events.

Place an article in your local paper to inform the community of your participation in the *Challenge* and the activities you have planned.

Write articles in your school newspaper to inform students of your progress with the *Challenge* and to convey seat belt messages and facts to them.

Make up messages or facts to put in football or theater programs.

For more information on messaging and current statistics:

<http://www.dps.state.mn.us/ots/teens/default.asp>

<http://www.dps.state.mn.us/ots/crashdata/CODES/TeenDrivers.pdf>

Minnesota Seat Belt Coalition

<http://www.minnesotasafetycouncil.org/sbcoalition/index.cfm?L1=87&L2=0>

## Sample Drop-in News Article

Chances are this year someone you know will be involved in a car crash. And if they are unbuckled, that person is 50 percent more likely to be injured or killed. For many people in recent years, increasing seat belt use has become less of a priority. But the simple fact is that wearing seat belts is the single most effective way to save lives and reduce injuries on America's roadways. And, according to [the Minnesota Seat Belt Coalition](#) a grassroots public-private coalition aimed at increasing seat belt and child safety seat use, it will also save you money.

We all pay for those who don't wear seat belts. The higher health care and higher insurance costs that result from unbelted drivers and passengers involved in crashes are passed along to all of us.

On average, inpatient hospital costs for an unbelted crash victim are 50 percent higher than those for a belted crash victim. Taxpayers bear 85 percent of those costs, not the individual drivers involved. Unbelted crash victims also drive up the costs for businesses. Crashes increase costs for health and disability insurance and increase workers' compensation expenses for employers.

Tragically, many of those who die will be children because automobile crashes are the leading cause of death to children. In America, fewer children are properly buckled up than adults. And in a 30 mile-per-hour crash, a child riding unrestrained is hit with a force equivalent to falling from a third story window.

And adults who don't buckle up are sending children a deadly message that it is all right not to use seat belts. Research shows that when a driver is unbuckled, 70 percent of the time children in that vehicle will not be buckled either.

Across the nation, **Buckle Up America** has begun to build grassroots coalitions to increase the seat belt use rate to 90 percent and reduce child fatalities by 25 percent by the year 2005 – saving the nation \$8.8 billion and preventing more than 5,500 deaths and 132,00 injuries annually.

**Buckle Up America**, a broad public-private partnership of community and health groups, safety advocates, businesses, legislators and other elected officials, law enforcement and concerned citizens, is mobilizing in this state and all across the nation to educate the public and increase belt use by strengthening laws and enforcement.

## Activity 12: Toe Tag Demonstration

What is it?

Every 12 minutes someone in the United States is killed in a car crash! This adds up to 117 fatal crashes every single day. Symbolically represent the number of people killed in a car crashes every by visiting classrooms or study halls and putting a toe tag on a student's finger every twelve minutes of the school day.

Why bother?

It's easy to think that fatal car crashes are rare. This activity helps to show students and staff how often crashes actually happen. It may also remind them to wear their seat belts.

What do we need?

- Permission to interrupt classes
- Toe tags from Nancy Franke Wilson

How to do it:

Pick a day to do the Toe Tag Demonstration.

Figure out a plan for how you place a toe tag on someone every 12 minutes.

Publicize what you are doing by making an announcement to the whole school, in the school newspaper or through home rooms. You can do this before the Toe Tag Day, or keep it a secret and then make an announcement at the end of the day.

Do it!

Alternative Idea!

This is just one way to represent the number of people killed in a car crash each day. Your group may come up with an idea that would work better for your school. For instance, have students instead dress in black and paint their faces white to symbolize a fatality.

## Activity 13: Hang Tag Reminders

What is it?

Hand out “Buckle Up” hang tags to every car as they leave the parking lot at the end of the school day to remind drivers and passengers to wear their seat belt.

Why bother?

To remind student drivers and their passengers to wear seat belts. Some research suggests that people don’t wear seat belts simply because they “don’t think about it.” Having the students hang the reminder tag from their rear view mirror will get their attention and help them think about it.

What do we need?

- Buckle Up for Safety Hang Tag Reminders. Your Nancy Franke Wilson will provide you with the hang tags (see next page for example).

How to do it

Pick a day and time to pass out the hang tags. You may want to conduct this activity during school or at an event, such as a football game.

Publicize the importance of buckling up and hanging the reminder tag from your rear view mirror to remember to buckle up every time. You can do this with your school newspaper, school morning announcements, or during the football game half-time.

Do it!

Extra Credit Idea!

You could check the student cars the following morning as they are entering the school parking lot to see who has the reminder tag hanging and reward these students with Lollipops or other goodies.

## Activity 14: Buckle Up Lollipops

### What is it?

Make up seat belt message such as “Don’t be a sucker – Buckle up!” and attach them to candy lollipops. Have students sign a pledge stating they will wear their seat belt before you give them the free lollipop. Hang up the pledge sheet at a school event, such as Homecoming or a football game, so students can see how many people have pledged to wear their seat belt.

### Why bother?

When someone makes a promise by signing a pledge it reminds them of the seriousness of the issue. When students sign a seat belt pledge and see other students signing too, it shows people that there is a lot of support for using a seat belt.

### What do we need?

- Candy lollipops
- Printed pledges to sign
- Place and time to get students to sign pledges

### How to do it

Choose a time and place to distribute the pledges and lollipops when you will reach many students. Some ideas are at lunch, at a football game, or other places where students hang out.

Get lollipops and make copies of the seat belt pledge sheets. (See example on next page.)

Display the seat belt pledge sheets in a public place.

Let people know how many students signed the pledge and that everybody’s doing it.

## Activity 15: Video

What is it?

Create a *Drive Smart Challenge* video to show on your school's closed-circuit television.

Why bother?

*To express your opinions about the importance of seat belt use and encourage other students to buckle up every time they are in a car!*

What do we need?

- Video camera
- Video
- Actors or speakers
- Any props you choose to use

How to do it

Brainstorm the story you want to tell.

Plan the video. How long will it be? How will you tell the story?

Make the video.

Edit the video.

Broadcast on your school closed circuit channel or on your local cable channel.

Story Ideas!

Act out a car crash where someone is killed or injured because they were not wearing their seat belt.

Tape student interviews and make a "news broadcast" video about seat belt use in your school. Make a video collage from other videos, movies, news broadcasts about seat belt use.

## Activity 16: Buckle Up at the Drive-Thru

What is it?

*Talk with the manager of a restaurant near the school. Set up a rewards system for those students who go through the drive-thru and are wearing their seat belt.*

Why bother?

*Working with a local business takes the Drive Smart Challenge message to the whole community! By working with a local restaurant with a drive-thru, you can encourage students and everyone else in the community to buckle up.*

What do we need?

- Cooperation from manager of restaurant
- Prizes and information. Perhaps the restaurant will provide coupons for prizes

How to do it

Make a list of drive-thru food places in your community.

Figure out what message you want to give out to people at the drive through who are and are not buckled up.

Write a letter to the restaurant managers explaining the project.

Make follow-up phone calls and set up a meeting with any interested manager.

Meet with the drive-thru manager. If the manager is interested, develop a plan to give out a prize (for example, a discount or upsized drink) to any car where all the people are buckled up. Set a time for the promotion to start and finish.

Run the promotion. Help get some positive attention to the drive through. You could ask the local paper to interview the manager, take some pictures of cashiers giving out the prizes or call your local radio or TV station.

Thank the manager and all the store staff.

## Activity 17: No Need or Words

What is it?

Display crash photos to 'drive home' the importance of seat belts use. Some photos will have a true story attached describing what happened, other pictures require you to create your own message. Often, pictures speak louder than words.

Why bother?

The pictures you will display to your classmates show how various car crash scenarios impact the driver and passenger compartments. This graphic representation serves as a reminder to you and your friends that crashes do happen and seat belts can save your life.

What do you need?

- Permission to place photos each week in a central location
- Writing skills to create a message to accompany each photo
- The photos (you can get them from Nancy Franke Wilson)

How to do it

Pick a day each week that you will put up photos of car crashes.

Pick a location to display the photos. Some schools have a display case in the hallway or a place to post announcements near the cafeteria. You may want to write your own message to accompany the photos.

Create a way to display the photos so students will stop, read, and think about the potential consequences of being in a crash.

## Activity 18: All School Assembly

What is it?

Put together an all school assembly at your school that involves students, teachers, administration and community representatives.

Why bother?

Effectively reach the entire student body and faculty in a short amount of time. Energize the school to take part in the Drive Smart Challenge and explain in more detail what the Drive Smart Challenge is and the importance of wearing your seat belt.

What do we need?

- Permission from the appropriate school officials to hold a school assembly.
- A list of activities that you want to do.
- Support and assistance from school administration to put it on the school's calendar and inform the faculty and staff of the event.

How to do it:

Determine the length and day of the assembly.

Brainstorm a list of activities that you are interested in having as part of your assembly (example: speakers, survivors of motor vehicle crashes, enforcement officers, a game show between faculty and students concerning the facts surrounding seat belt uses and motor vehicle crashes, a skit, play a video, have Vince and Larry attend, etc.)

Plan and hold the event.

Send a thank you note to all those who were involved in making the assembly a success.

## Activity 19: Students Versus Staff

What is it?

When conducting the initial seat belt check, include the faculty. Plan a competition between the faculty and the students to increase their use of seat belts.

Why bother?

Competition encourages involvement. It is important that not only the students buckle up, but also the faculty. Motor vehicle-related deaths are the number one cause of death until age 44.

What do we do?

Determine an award for the group that wins.

Students to do spot checks.

Tally sheets.

How to do it:

Brainstorm a list of awards for the group that wins (example: faculty serves students lunch, students serve faculty lunch, faculty serves students ice cream at the end of the day, etc.)

Share how the faculty's seat belt use rate compares to the students' seat belt use rate.

When conducting the final seat belt check, include the faculty. Have the group with the highest seat belt rate in the end celebrate their victory with the award already determined.

## Activity 20: Post It!

What is it?

Put Post It notes up throughout the school to remind students to wear their seat belt.

Why bother?

People need to hear something many, many times before it sinks in and they remember it. This way you can get a large number of people's attention and remind them in a creative way of the importance of wearing their seat belt.

What do we need?

- Catchy saying reminding people to wear their seat belt.
- Clever places to place the Post It notes.
- Pens and Post It notes.

How to do it:

Brainstorm a list of catchy phrases to remind people to wear their seat belts.

Brainstorm a list of clever places to put Post It notes – reach a large number and variety of the student body.

Place the Post It notes all over the school one day (bathroom mirrors, lockers, desks, chalk boards, etc.)

## Activity 21: Discuss Seat Belt Law Issues

What is it?

Invite your Minnesota Senator and/or Representative to discuss the current law and potential changes for making it more effective.

Why bother?

Research from the National Highway Traffic Administration shows that strong seat belt laws result in more seat belt use and less traffic deaths. There are two types of seat belt laws—those with primary enforcement provisions and those with secondary enforcement provisions. A primary enforcement provision allows police to write a seat belt ticket whenever they observe an unbelted passenger or driver. Secondary enforcement means that drivers can only be stopped and cited for a seat belt violation when they are stopped for other reasons such as speeding or reckless driving.

States with primary enforcement seat belt laws usually have higher seat belt use than states with secondary enforcement because people are more motivated to buckle up when they know they can and will be fined if they don't. In fact, seat belt use is on average 15% higher in states with primary enforcement, compared to states with secondary enforcement.

In Minnesota, the law requires seat belt use by all front seat occupants (drivers and passengers) and by all children under age 11, no matter where they are sitting in a vehicle. The fine is \$25. The Minnesota law has a secondary enforcement provision. It is estimated that changing Minnesota's law from secondary to primary enforcement would increase seat belt use up to 15%.

Teenagers would benefit the most from a stronger law. They are less likely to buckle up but are more likely to get into a crash and be injured. Talk to your state senator and/or representative to express your views on Minnesota's seat belt law.

What do you need?

Basic understanding of MN's current law.

Ability to "state your case" (see Questions and Answers and Legislative Fact Sheet at [www.nhtsa.dot.gov/people/injury/airbags/buckleplan/buckleup](http://www.nhtsa.dot.gov/people/injury/airbags/buckleplan/buckleup)).

How to do it:

Figure out who your legislators are by calling the capitol or searching the web at [www.leg.state.mn.us](http://www.leg.state.mn.us).

Decide if you want to visit them at their office or invite them to your school. Inviting them to attend a Drive Smart Challenge event could be a great way to get their attention!

Set up a meeting. It could take several calls to get through. Keep trying and be patient.

Be ready to state your case. Rehearse your position and be prepared to defend it. The Questions and Answers sheet provides some helpful answers to commonly asked questions about seat belt laws.

## Activity 22: Staff T-Shirt Day

What is it?

Create a seat belt t-shirt for school staff and require them to wear them on designated days, i.e., every Thursday during the Challenge. (Even ask cafeteria workers to wear them)

Why bother?

To promise staff involvement and support, as well as use the influence of the staff to make kids thing about use.

What do we need?

- Enough t-shirts for all staff
- Designate days for staff to wear them

How to do it:

Order t-shirts in various sizes for the staff

Choose a wear day

## Activity 23: Ride-Along

What is it?

One or more members of the *Challenge* planning team ride with a patrol officer in his/her squad car during a Friday or Saturday night shift.

Why bother?

Law enforcement officers working weekend nights understanding and know driving behavior from a very different point of view. During a ride-along the participant will ride in the front seat in plain clothes and shadow the officer in all that he/she does during their shift. The participant will also get time to talk to the officer about their job and impaired driving, seat belt use, current laws, challenges of working with the community and their views on safety.

What do we need?

- Contact your local law enforcement agency and tell them you would like to ride along with a patrol officer on a Friday or Saturday night.

How to do it

Tell the person you talk with that you are participating in Hennepin County *Drive Smart Challenge* and want to learn more about traffic safety.

Set something up with that officer.

Wear appropriate clothing for the weather, ask questions and be respectful. The patrol officer's squad car is his/her office and the participant is a guest in that space.

How can you use this information to increase seat belt use?

Ask the officer if you can videotape an interview with him/her.

Write an article for the school or community newspaper.

Ask the officer for ideas on how to change driving behavior.

## Activity 24: Additional Enforcement

What is it?

Asking local law enforcement to enforce traffic laws in and around your school.

Why bother?

Enforcement sends a message. People pay attention to men/women in uniform and to squad cars.

What do we need?

- Contact your local law enforcement agency's Chief or supervisor of the traffic unit.

How to do it

Contact your local law enforcement agency's Chief or supervisor of the traffic unit.

Explain what the *Smart Drive Challenge* is and ask for two or three officers to patrol the school grounds and parking lot one or two mornings a week during the *Challenge*.

Tell them the goal is to raise awareness of safe driving by the increased officer presence.

How can you use this information to increase seat belt use?

Students and staff will see that traffic enforcement is important because officers are present.

Ask the officer to come back to school to walk around during lunch or after school times. Students and staff may use that opportunity to talk to officers.

## Activity 25: Connect with Parents

What is it?

Make contact with the parents of the students at your school to let them know about the *Drive Smart Challenge*.

Why bother?

Teens do listen to and care what their parents think. Parents are models of behavior for their kids.

What do we need?

- Find a method of reaching parents of students.

How to do it

Ask your school administration for ideas on how to reach parents; email, direct mail or student-teacher conferences.

Create a paragraph or summary of your *Smart Drive Challenge* for parents.

Tell them the goal is to increase safe driving including seat belt use; explain that you need them to also buckle up when they drive.

How can you use this information to increase seat belt use?

Parents need to set limits and expectations for their teen drivers. They should be aware that safe driving is a priority.

## Activity 26: Parent *Challenge* Pledge

What is it?

Make contact with the parents of the students at your school to ask them to participate in the *Challenge*.

Why bother?

Parents are usually not told about school activities such as the *Drive Smart Challenge*. This activity involves them in the *Challenge* along with their child/children.

What do we need?

- Find a method of reaching parents of students.

How to do it

Ask your school administration for ideas on how to reach parents; email, direct mail or student-teacher conferences.

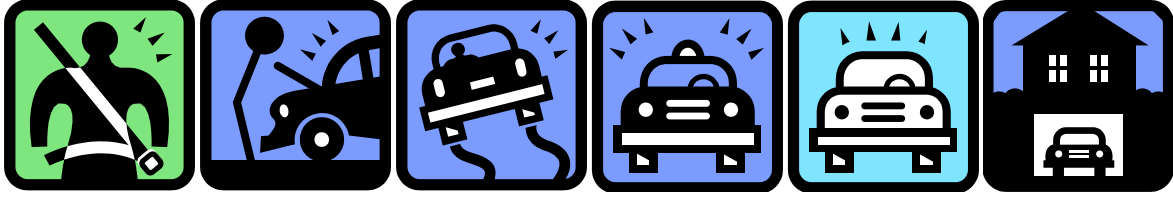
Create an email address where parents can send a note with a seat belt use pledge on it.

Write a pledge that parents can send (cut and paste) to a designated email address that collects pledges from parents. Ask them to copy their child/children that attend the school. A sample pledge is on the next page.

How can you use this information to increase seat belt use?

Parents are models for their kids' behavior. They should be aware that safe driving is a priority.





## Hennepin County High School *Drive Smart* Challenge 2008

### XXX XXXXX High School Parent Seat Belt Pledge

As a parent of a student or students at XXX XXXXX High School I understand that wearing a seat belt is the smartest thing I can do to reduce my chances of dying or being injured in a car crash. I also understand that car crashes are the leading cause of death for all Americans from age 1 to 34 and that when I wear my seat belt and make seat belt use mandatory for all passengers in my car I am setting an example in the best interest of the future of my family.

---

Print name

---

Sign name

Activity 27: Use the "Room to Live" Video

What is it?

This is a FOX 9 News piece done on seat belt use. It is a great visual of how important seat belt use is to surviving crashes and how many people would have lived had they used their seat belt.

Why bother?

We live in a visual society. Most people need to see something to believe it.

What do we need?

- Use the video from the disk we supply you.

How to do it

Play the video during between-class breaks or during school news broadcasts.

Make the video part of the school's website or load it onto school computers.

Email the link to the video on the Department of Public Safety's website:

How can you use this information to increase seat belt use?

The premise of this video piece is that seat belts save lives.

## Additional Resources

### Crashed Cars

Minnesotans for Safe Driving

Call Bob Milner 612-724-4296 or Sharon Gehrman-Driscoll 952/238-0970

[www.minnesotansforsafedriving.org](http://www.minnesotansforsafedriving.org)

MADD Minnesota

[www.maddmn.org](http://www.maddmn.org)

Use this form to request a car:

<http://www.maddmn.org/pdf/CrashCarForm2008.pdf>

The Minnesota State Patrol has a **“roll-over” simulator** available for events. The simulator demonstrates the importance of wearing a seat belt in a roll-over situation. A trained trooper will transport and run the simulator at your event. The simulator is available for free. Contact Lt. Mark Peterson at (651) 201-7114.

The Office of Traffic Safety has **crash test dummies “Vince & Larry” costumes** available. Also available are **“Fatal Vision” goggles** that mimic the experience of being impaired by alcohol at varying levels of intoxication. If you would like to borrow the costumes or glasses, please contact the Office of Communications at (651) 296-6653. It is recommended that you request the customs a month in advance. HCMC also has Fatal Vision goggles available. Contact Nancy at [nancy@frankewilsonconsulting.com](mailto:nancy@frankewilsonconsulting.com) to reserve them.

To gather additional information surrounding seat belts, check out these two sites on the internet:

Minnesota Department of Public Safety's Office of Traffic Safety

<http://www.dps.state.mn.us/ots/>

National Highway Traffic Safety Administration

[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

## **Final Steps**

There are a few things your group will need to do to finalize your Challenge project. In addition to submitting your Final Seat Belt Check Results, there are three more steps to qualify for the awards:

Fill out the Activity Reporting Form (on the following page).

Create a scrapbook with examples of your work, photos, etc.

**Return the Activity Reporting Form and your scrapbook to: Julie Philbrook, HCMC Trauma Services, 701 Park Avenue, Minneapolis, Minnesota 55415 by **May 6, 2008.****

**Hennepin County High School**

***Drive Smart Challenge 2008 Task Checklist***

*Use this form to report your success to Hennepin County Medical Center by May 6, 2008.*

Date of initial seat belt survey: \_\_\_\_\_

Date that interventions started: \_\_\_\_\_

Date that interventions stopped: \_\_\_\_\_

Date of post-Challenge survey: \_\_\_\_\_

Initial seat belt survey use rate: \_\_\_\_\_

Post-Challenge seat belt survey use rate: \_\_\_\_\_

**Completion of the three components to the new and revised Challenge**

One of those eight interventions must include connecting or educating parents about the Challenge and smart driving. What activity/activities did you do?  
Where parents responsive to the drive smart message?

Used the "Room to Live" video.

How did you get students to see it?

One of those interventions includes working with a law enforcement officer.

What were your other interventions?

**Return this form with your final Challenge materials to: Julie Philbrook, HCMC Trauma Services, 701 Park Avenue, Minneapolis, Minnesota 55415 or Jennifer Brownlee, AAA 5400 Auto Club Way, St. Louis Park, MN, by May 6, 2008.**