

YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY



BUCKLE UP & SLOW DOWN

2017 SAVE YOUR TAILGATE, BUCKLE UP & SLOW DOWN CAMPAIGN

A statewide program to increase seat belt use among youth and teens and reduce speeding among young drivers.



SYT CAMPAIGN REGISTRATION & ORDER FORM

- Yes, our school will participate in the 2017 "Save Your Tailgate, Buckle Up & Slow Down" Campaign and compete for prizes
 Yes, our school will participate in the 2017 "Save Your Tailgate, Buckle Up & Slow Down" Campaign, but not compete for prizes

Name of School: _____

School Address: _____

School Telephone: _____

Current Student Enrollment for the School: _____ Number of Students in your Club: _____

SRO/Sponsor Name (should be individual assisting students with the campaign): _____

Telephone: _____

E-Mail: _____

Choose one of the options below. Please note that deadlines vary between Period 1 and Period 2. Participants of Period 1 and Period 2 will be competing against one another in one competition.

- Our school will be participating in Period 1 of the campaign which runs from September 18 to October 6.
 Our school will be participating in Period 2 of the campaign which runs from September 25 to October 13.

| <u>Item</u> | <u>Max Per School</u> | <u>Quantity Ordered</u> |
|---|-----------------------|-------------------------|
| Seat Belts Are Your Safety Equipment Card | 200 MS and 300 HS | _____ |
| Buckle Up & Slow Down Posters | 25 MS and 25 HS | _____ |
| Buckle Up & Slow Down Bookmark | 300 MS and 500 HS | _____ |
| Mini Stress Reliever Imprinted Footballs (Funded by State Farm) | 50 MS and 100 HS | _____ |
| SYT Banner | 2 MS and 2 HS | _____ |

Campaign Sponsor Agreement:

By returning this form, I agree to abide by the rules of the "Save Your Tailgate, Buckle Up & Slow Down" Campaign, adhere to all deadlines, and complete and return the final report form.

Sponsor/SRO Signature _____

Register online at yovaso.org.

Period 1 participants must submit form by 5:00pm on September 1.

Period 2 participants must submit form by 5:00pm on September 8.

CAMPAIGN OVERVIEW AND COMPONENTS

Seat belts are the most effective tool in preventing injuries and death in motor vehicle crashes. Just as football players would never step on the field without wearing a helmet, drivers and passengers should never get into a vehicle without wearing a seat belt. The **Save Your Tailgate, Buckle Up Challenge** is designed to influence all youth and teens to form a life-long 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 Virginia, speeding is a key factor in all fatal crashes involving a young driver. Approximately half of all fatal teen crashes are the result of excessive speed. High schools are encouraged to make speed prevention a central focus of the 2017 campaign under the new theme: **Save Your Tailgate, Buckle Up & Slow Down.**

Overview

- The “Save Your Tailgate, Buckle Up & Slow Down” Challenge kicks off September 18 and runs until October 13, 2017.
- To accommodate all Virginia school start dates, schools will be participating in the same campaign but can choose which time period they would like to enter. Period 1 runs from September 18 to October 6, 2017. Period 2 runs from September 25 to October 13, 2017.
- The campaign is a competition between participating Virginia schools to increase overall seat belt use among teenagers and youth. **Schools 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 life-long, buckle-up habit. Using the slogan, “Seat Belts Are **YOUR** Safety Equipment,” the campaign emphasizes that seat belts are critical safety equipment in a vehicle and are designed to protect and save lives. The campaign will also address the importance of driving the speed limit at the high school level. 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 YOVASO, the Virginia State Police (VSP), and Virginia Department of Motor Vehicles Highway Safety Office.
- State Farm and Geico support the 2017 campaign and have numerous agents interested in participating in your activities and events. Please contact YOVASO staff if you are interested in requesting an agent at your event(s).

Deadlines (Reports should be completed online at www.surveymonkey.com)

PERIOD 1

| | |
|----------------------------|--|
| Friday, September 1, 2017 | Registration & Order Form must be received by 5:00 PM |
| Monday, September 18, 2017 | Campaign Kicks Off |
| Friday, September 22, 2017 | Submit Pre Seat Belt Check Results |
| Friday, October 6, 2017 | Campaign Ends |
| Friday, October 20, 2017 | Final Report Form and Post Seat Belt Check Results must be received by 5:00 PM |
| Monday, November 6, 2017 | Winners Announced |

PERIOD 2

| | |
|----------------------------|--|
| Friday, September 8, 2017 | Registration & Order Form must be received by 5:00 PM |
| Monday, September 25, 2017 | Campaign Kicks Off |
| Friday, September 29, 2017 | Submit Pre Seat Belt Check Results |
| Friday, October 13, 2017 | Campaign Ends |
| Friday, October 27, 2017 | Final Report Form and Post Seat Belt Check Results must be received by 5:00 PM |
| Monday, November 6, 2017 | Winners Announced |

Campaign Contacts: For questions about the “Save Your Tailgate, Buckle Up & Slow Down” Campaign, contact:

- Casey Taylor, SYT Campaign Coordinator - Phone: 540-375-3596 Email: casey.taylor@vsp.virginia.gov.
- You may also access the campaign packet online at yovaso.org.

Campaign Components for Competing Schools

During the campaign, participating schools must complete all of the following components to be eligible for prizes.

High School Campaign Components:

1. **(2) Seat Belt Checks. Measure's the campaign's impact on influencing seat belt use among students.**
 - Check 1 must be held at the beginning of week 1 of the campaign. This is a kick off for the school campaign to get a preliminary seat belt usage rate for the school
 - Check 2 must be held during the final week of the campaign. This will be a wrap up for the campaign and should be compared to week 1 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 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.)
2. **Creative Event.** Develop and organize a creative event at one of your school's home football games 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. Please be sure to incorporate the "Save Your Tailgate, Buckle Up & Slow Down" Campaign theme and artwork. Ideas may include, but aren't limited to, a pep rally that focuses on the buckle up and slow down message, a tailgate party before the game that brings attention to buckling up and promotes teens changing behaviors, or a fifth quarter event after a football game where students gather for seat belt safety activities, food, music, and fun as a safe and responsible way to celebrate.
The Creative Event will be judged on:
 - a) **Content** - Effectiveness of the message for the target audience and use of the theme
 - b) **Student Involvement** - Percentage of student body reached (saw, heard, and/or participated in the creative project). A sign in sheet for students at the game or event to document attendance is advised.
 - 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 helps the judging panel understand the project. Copies of media coverage, flyers, project invitations, etc. may be included with the documentation.
3. **Home Football Game Activities.** "The Save Your *Tailgate*, Buckle Up & Slow Down" Challenge runs during football season. Home football 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, dressing the school mascot with a seat belt, or other unique ideas. This is also a great opportunity to reach parents and the community.
4. **Call to Action Activities.** These activities should be held during the school day to promote the use of safety belts among students and faculty. Activities should occur throughout all four weeks of the campaign. Buckle up posters, school announcements, distribution of literature, and articles in the school newsletter are a few ways seat belt use may be promoted. Presentations on seat belt safety for preschool and elementary school students may be included in these activities.

Middle School Campaign Components:

1. **(2) Seat Belt Checks. Measure's the campaign's impact on influencing seat belt use among students.**

- Check 1 must be held at the beginning of week 1 of the campaign. This is a kick off for the school campaign to get a preliminary seat belt usage rate for the school
- Check 2 must be held during the final week of the campaign. This will be a wrap up for the campaign and should be compared to week 1 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 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.)

**If administration will not allow participating middle school students to conduct seat belt checks, schools will not be penalized during the winner selection. This must be indicated on the final report. Middle schools are encouraged to contact local law enforcement to complete the pre and post checks or conduct pre and post written surveys asking students if they always buckle up.*

2. **Creative Event.** Develop and organize a creative event at your school that focuses on the importance of buckling up. The event must been seen, heard and/or participated in by a majority of the students at your school. Please be sure to incorporate the "Save Your Tailgate, Buckle Up" Campaign theme and artwork. Ideas may include, but aren't limited to, a pep rally that incorporates the buckle up message, door decorating contest that brings attention to buckling up and promotes youth developing safe passenger habits, or working with the cheerleading squad to create and perform a safety belt cheer that's turned into a video and shown to the majority of students at your school.

The Creative Event will be judged on:

a) Content - Effectiveness of the message for the target audience and use of the theme

b) Student Involvement - Percentage of student body reached (saw, heard, and/or participated in the creative project)

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 helps the judging panel understand the project. Copies of media coverage, flyers, project invitations, etc. may be included with the documentation.

3. **Call to Action Activities.** These activities should be held during the school day to promote the use of safety belts among students and faculty. Activities should occur throughout all four weeks of the campaign. Buckle up posters, school announcements, distribution of literature, and articles in the school newsletter are a few ways seat belt use may be promoted. Presentations for preschool and elementary school students may be included in these activities.

★ **Campaign Components for Non-Competing High and Middle Schools**

Schools that want to participate in the campaign, but can't complete all the components, may do so without competing for prizes. Non-competing schools are encouraged to **complete the pre and post seat belt checks** and select one or more of the other components to complete based on their schools' needs and resources. Non-competing schools are still required to submit a final report to document use of the campaign resources ordered.

Guidelines / Rules for Competing Schools

- All rules and deadlines of the campaign must be strictly followed. YOVASO reserves the right to disqualify a competing school for failure to follow the rules, guidelines, and/or deadlines. YOVASO also reserves the right to request original copies of any creative ideas and seat belt survey forms as needed. Photos may also be requested for the judging panel. Please keep copies of all forms documenting your results.
- Late reports will not be accepted.

Campaign Winners & Prizes (All cash prizes are made possible by community donations and are not funded by the YOVASO grant.)

There will be a middle and high school bracket for the "Save Your *Tailgate*, Buckle Up & Slow Down" Campaign.

Middle School Prizes:

- The winning school will receive a \$500 cash prize and banner.
- The second place school will receive a \$250 cash prize and banner.
- The third place school will receive a \$100 cash prize and banner.

High School Prizes:

- The winning school will receive a \$500 cash prize and banner.
- The second place school will receive a \$250 cash prize and banner.
- The third place school will receive a \$100 cash prize and banner.

Winner Selection

Schools must complete all four components of the campaign and meet all deadlines to be eligible to win campaign prizes. In order to simplify reporting, all reports/results will be completed through Survey Monkey.

- **2017 SYT Pre- Seat belt Check Results:** ADD LINK
Due: September 22 (Period 1) or September 29 (Period 2)
- **2017 SYT Post- Seat belt Check Results:** ADD LINK
Due: October 20 (Period 1) or October 27 (Period 2)
- **2017 SYT Final Report:** ADD LINK
Due: October 20 (Period 1) or October 27 (Period 2)

Note: It is important we receive feedback from your school on how the materials were used and the types of activities sponsored. Without your survey, we cannot evaluate the campaign which is a requirement for reapplying for future campaign funds.

- YOVASO Staff encourages schools to submit pictures, videos, media coverage, etc. with their final report. Clubs may upload these items to their Facebook, the YOVASO Flickr account, YOVASO YouTube account or email them to YOVASO staff.

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|---|
| Flickr login information: username: yovaso2001@yahoo.com password: Buckleup2001 |
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| YouTube login information: username: yovasoschools@gmail.com password: yovaso01 |
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Winner Announcement

- The winners of the "Save Your *Tailgate*, Buckle Up & Slow Down" Challenge will be informed on **Monday, November 6, 2017**, by YOVASO staff. Staff will work with the school to schedule publicity and presentation of the prizes.

2015 VIRGINIA TEEN CRASH FACTS AND STATS

AGE GROUP: 15-20 YEAR OLDS

The Numbers: (All Teens - Teen drivers, passengers, pedestrians, bicyclists, motorcyclists, etc.)

- 71 teens were *killed*
- 7,883 teens were *injured*
- 1,003 teens were *seriously injured*
- ★ 54% (32) of the teen drivers and passengers killed were unrestrained

Teen Driver Facts:

- 24,367 *crashes* involved a teen driver
- 88 *fatal crashes* involved a teen driver
- 51 teen drivers were *killed* in crashes
- 5,283 teen drivers were *injured* in crashes
- 631 teen drivers were *seriously injured* in crashes
- ★ 52% (23) of the teen drivers killed were unrestrained

Male Driver Facts: (Males are over-represented in fatal crashes and should be a focus of the SYT campaign.)

- 71% (63) of the *fatal crashes* involving a teen driver were **male drivers**
- 71% (36) of the teen drivers *killed* in crashes were **male**
- 58% (369) of the teen drivers *seriously injured* in crashes were **male**
- 70% (33) of *run-off-the-road* fatal teen crashes were caused by a **male driver**
- 71% (34) of the *speed-related* fatal teen crashes were caused by a **male driver**
- 55% (11) of the *driver distraction* fatal teen crashes were caused by a **male driver**
- 81% (21) of the *alcohol-related* fatal teen crashes were caused by a **male driver**
- ★ 55% (16) of the unrestrained teen drivers killed in crashes were **male**
- 68% (48) of all teens (driver, passengers, pedestrians, bicyclists, etc.) killed in crashes were **male**

Top Causative Factors in the 2016 Fatal Crashes Involving a Teen Driver:

- 53% (47) of the fatal crashes involved excessive **SPEED**
- 52% (46) of the fatal crashes were **RUN-OFF-THE-ROAD**
- 28% (25) of the fatal crashes were **ALCOHOL related**
- 24% (21) of the fatal crashes were caused by **DRIVER DISTRACTION**

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**.*
- In 2015, nearly **a third (32%)** of **male drivers** ages 15-20 involved in a fatal crash were speeding at the time of the crash, compared to **20 percent**, respectively, for the female drivers in the same age group. ***
- 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*.

*** 2015 Traffic Safety Facts, NHTSA

VIRGINIA PASSENGER, PEDESTRIAN, AND BICYCLE STATISTICS

YOUTH (AGES 10 TO 14)



2016 Youth-Related Injuries:

- 1,477 youth injured in motor vehicle-related crashes *
 - 691 Male
 - 779 Female
 - 1,305 were **passengers** in motor vehicles *
 - 573 Male
 - 726 Female
 - **7% (79) were unrestrained**
 - 108 were **pedestrians**
 - 64 Male
 - 44 Female
 - 49 were **bicyclists**
 - 42 Male
 - 7 Female
- A total of 104 crashes involved a young pedestrian aged 10 to 14
- A total of 52 crashes involved a young bicyclist aged 10 to 14

2016 Youth-Related Fatalities:

- 3 youth were killed in motor vehicle-related crashes
 - 2 Male
 - 1 Female
- 1 was a **passenger** in a motor vehicle
 - 1 Male
 - 0 Female
 - **0 were unrestrained**
- 1 was a pedestrian
 - 0 Male
 - 1 Female
- 1 was a bicyclists
 - 1 Male
 - 0 Female

2015 Youth-Related Injuries:

- 1,373 youth injured in motor vehicle-related crashes *
 - 606 Male
 - 756 Female
 - 1,210 were **passengers** in motor vehicles *
 - 497 Male
 - 702 Female
 - **6% (76) were unrestrained**
 - 84 were **pedestrians** *
 - 45 Male
 - 39 Female
 - 61 were **bicyclists** *
 - 52 Male
 - 9 Female
- A total of 84 crashes involved a young pedestrian aged 10 to 14
- A total of 61 crashes involved a young bicyclist aged 10 to 14

2015 Youth-Related Fatalities:

- 7 youth were killed in motor vehicle-related crashes
 - 4 Male
 - 3 Female
- 6 were **passengers** in motor vehicles
 - 3 Male
 - 3 Female
 - 50% (3) were unrestrained
- 1 was a pedestrian
 - 1 Male
 - 0 Female
- 0 were bicyclists
 - 0 Male
 - 0 Female



* Sex of some not stated on crash report
 Source: Virginia DMV Highway Safety Office (2016 data is preliminary)

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 at the beginning of Week 1 of the campaign prior to the start of your campaign promotions. The post-survey will be held during Week 3, the final week of the campaign. During both surveys, the team will check vehicles that drive through the survey to see if both drivers and passengers are buckled up and record the results. The results are then reported to YOVASO 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 (Week 1) to Post-Campaign (Week 3) by promoting and influencing seat belt use throughout the campaign.

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 during the beginning of Week 1 of the campaign
 - Post-Seat Belt Check to be held during Week 3 of the campaign
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.*
 - *Middle schools are encouraged to ask their resource officer and police/sheriff’s office to conduct the checks if administration doesn’t allow students to complete them. Or, middle schools may conduct written pre and post surveys by asking students if they buckle up every time they are in a vehicle. Middle schools won’t be penalized if they are unable to complete this component due to school rules.*
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.
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 YOVASO through Survey Monkey. Do not send individual copies of the surveys. YOVASO 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 call YOVASO at 540-375-3596 or email Casey Taylor at casey.taylor@vsp.virginia.gov.

SEAT BELT USAGE SURVEY FORM

Week: _____ Seat Belt Check (enter week 1 or 3)
 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 |

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 _____

HIGH SCHOOL ANNOUNCEMENTS AND SEAT BELT STATISTICS

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

Sample School Announcements:

1. Hi, this is _____ and I am with the school's _____ Club. We need your help to win a statewide high school buckle up challenge and some neat prizes for our school. 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 "Save Your Tailgate, Buckle Up & Slow Down" and it is a seat belt challenge between high and middle schools in Virginia. The school 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 \$500 to go towards our school's _____ Club. 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 Youth of Virginia Speak Out About Traffic Safety (YOVASO), the Virginia State Police, and the DMV Highway Safety Office. We will be checking to make sure everyone is wearing a safety belt, so please buckle up.
2. The _____ Club wants to make this school year the safest one yet! Please remember to always buckle up and encourage your friends and family to do the same. Buckling up only takes a second and it is a habit that can save your life.
3. Hey all you football fans! This is a simple reminder from your _____ Club to always wear your seat belt. You've never seen a football player walk onto the field without his safety gear so you should never get into a vehicle without yours—buckle up! Remember, "Seat Belts are YOUR Safety Equipment."
4. Hi, this is (name of football coach, football player or other sports coach/player). Myself and the players on our team never enter a game without wearing our safety equipment. Remember, Seat Belts are YOUR Safety Equipment and you should never get into a vehicle without buckling up. I always wear my safety equipment and encourage you to wear yours – buckle up and slow down!
5. Please show your school pride and buckle up on every ride. Your support will help our school win the annual Save Your Tailgate, Buckle Up & Slow Down Campaign, earn great prizes for our school, and help keep our students safe.
6. The _____ Club 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. In 2016, 53% of the fatal crashes involving a teen driver Virginia were caused by speeding. (Va. DMV Highway Safety Office)
8. Seat Belts are your best defense in a crash. Football players always wear helmets to protect their heads and brain. 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, Virginia 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:

- 54 percent of the teens killed in Virginia crashes in 2016 were not wearing a safety belt. That is 32 teens who may be alive today if they had worn their safety belt. (Virginia Highway Safety Office)
- 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 Virginia, over half of all fatal teen crashes are caused by speeding.

MIDDLE SCHOOL SEAT BELT AND PASSENGER SAFETY ANNOUNCEMENTS

- Use these PSA's to make announcements during school, at sporting events, and other school events. You may also use some of the announcements from the high school sheet.
- Ask radio stations to record the PSA's and air on the radio
- Post /Tweet the messages on social media
- Have fun and develop your own PSA's using the football and safety equipment theme.

Remember to start each school announcement with: Hi, this is _____ with the _____ club.

- Our school is participating in the statewide "Save Your Tailgate, Buckle Up & Slow Down" Campaign September 18th – October 6th, 2017 (or September 25-October 13th). Help us with this statewide challenge by promising to buckle up every time you are in a vehicle. Also remember to be a good passenger –avoid being a distraction to the driver!
- Did you know that in 2016, 24% of crashes in Virginia involved a driver who was distracted? As a passenger, you should avoid distracting the driver and always be a good passenger. (Va. DMV Highway Safety Office)
- 71 teenagers were killed in car crashes in Virginia in 2016. As passengers, we can help save lives – Always Buckle Up; Be Helpful to the Driver and Avoid Being a Distraction in a Vehicle. (Va. DMV Highway Safety Office)
- Did you know that 1,477 youth ages 10 to 14 were injured as passengers in motor vehicle-related crashes in Virginia in 2016? As passengers, you have the right to ask a driver to stop driving unsafely. And, remember to call your parents to come pick you up if you ever feel unsafe riding with any driver. (Va. DMV Highway Safety Office)
- Catching a ride with high school drivers or adults you know is okay if you have your parent's permission, but it's important to remember to call your parents if you ever feel unsafe riding with someone. It's your right to speak up. Ask the driver to stop the unsafe behavior and/or call a parent to come pick you up.
- Car crashes are not only the number one cause of injury and death for U.S. teens aged 15-20, they are also the leading cause of death for every age 11 through 14. Our age group doesn't have to be a statistic. Buckle up and refuse to ride with a driver who is being unsafe! (National Center for Health Statistics)
- Many teens think speeding is cool and will impress their friends, but the reality is, speeding can stop you DEAD in your tracks. If you are riding with someone who is driving way too fast, speak up and tell them to slow down. In 2016, 53% of the fatal crashes involving a teen driver Virginia were caused by speeding. (Va. DMV Highway Safety Office)
- Distracted driving isn't just using your cell phone while driving. It also includes eating and drinking, grooming, adjusting the radio and even joking around with passengers! The next time you go for a ride, make sure you avoid any distractions to the driver by keeping noise to a minimum and staying seated at all times.
- Did you know that Virginia has a passenger limitation law for young drivers? Or that the risk of a fatal crash for young drivers goes up in direct relation to the number of passengers in the vehicle? Refuse to ride with a young driver who is carrying too many passengers and disobeying Virginia's passenger limitation law.

For additional statistics, facts, and graphs please visit the following websites:

- American Academy of Pediatrics: <http://www.aap.org/>
- National Highway Traffic Safety Administration: <http://www.nhtsa.gov/>
- Virginia Department of Motor Vehicles: <http://www.dmv.state.va.us/>
- Drive Smart Virginia: <http://www.drivesmartva.org/>
- Safe Kids USA: <http://www.safekids.org/>

CALL TO ACTION ACTIVITY IDEAS

- To kick off SYT during the first week of the campaign, hang a blank banner in the cafeteria on Monday. Then on Tuesday add the word “Save.” Throughout the week, add the words “your,” “tailgate,” “buckle up” and “slow down.” The students will notice over the days that the poster is changing and will start asking questions about the campaign.
- Host a balloon release for teens killed in crashes before a home football game—each balloon released should represent a teen’s life.
- Hold a candlelight vigil for teens killed in crashes on the football field.
- Organize a fifth quarter event after one of your school’s home football 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 YOVASO themed pep rally before a home football game. Get all of the coaches, cheerleaders, band, and football 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!
- Could your club use some extra money? Sell rice crispy treats with the message “Don’t snap, crackle and pop your bones in a crash; wear your seat belt.”
- 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 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 boots of all kinds to support the SYT message. Use the slogan “Boot unsafe habits. Always buckle up and obey the speed limit.”
- At games when the cheerleaders from both teams meet, have your school’s squad give the other squad a folder about the YOVASO program and how it can benefit their school. Encourage them to start the program within their school.
- Make banners with creative messaging like, “Tackle the problem; save your tailgate and buckle up” or “Make it to the end zone; slow down and buckle up” and hang them near the football field during games.
- Include other clubs at your school 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. The winner is the one who can get the most pictures of the students in their class wearing their seat belts.
- 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.
- Post this message on the school steps: “Take a step in the right direction. Buckle Up and Slow Down.”
- 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 that die every year.
- Work with your cheerleading squad to create and perform a safety belt cheer at a game. Get the crowd involved with emphasis on a few key words or motions. Have the cheerleaders design and wear their own seat belts.
- 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. Then place the names into a hat for a drawing to win prizes, such as gift cards, etc. Make a big deal of the winners, and thank everyone who buckled up!

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 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. The enforcement will help remind students of the importance of buckling up and reinforce the educational messages of your campaign.
- 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. Sample safe driving lesson plans can be found at yovaso.org
- Make videos about the importance of wearing a seat belt and show them in class 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 that survived a crash because of seat belt use and have different survivors make a "Saved by the Belt" announcement each morning. Also use their stories in the media, in school newsletters, and on social media to convince others to buckle up.
- Design the school 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 school parking lot.
- Place a buckle up reminder on the school marquee. You may want to include the hash tag "SAVEYOURTAILGATE" and/or create a hash tag just for your school (i.e. #BuckleUpCougars)
- Have the cheerleaders or band spell out Seat Belts Save Lives during half time of a football game.
- Set up a buckle up for safety educational table at a home football game. Include free giveaways or a raffle.
- Insert a seat belt card or bookmark in the football programs for each home football game.
- Create buckle up decals and place them on football team's helmets
- Write or tape traffic safety messages onto small footballs and toss them out at half time of a home football game.
- Ask your local radio stations and hometown newspapers to promote your school's participation in SYT. Ask them to include 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 "white out" at a home football game and encourage students/fans wear white 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 and/or speed prevention.
- Work with teachers of math, science and sociology classes to have students conduct surveys and gather data about seat belt use and use this in a presentation for those classes or for the entire school.
- Work with physics teachers and have students do a class-wide or school-wide crash experiment.
- 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.

RESOURCES TO EDUCATE TEENS ABOUT SEAT BELTS, SPEED, AND HOW SPEEDING INCREASES CRASH AND FATAL CRASH RISK

Videos on Speeding and Seat Belts

Car Crash Destroys Bodies: Slow-Motion Gore (1:34) – Message: The faster you go, the bigger the mess.
<https://www.youtube.com/watch?v=qJL8SdRCHfA>

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=PL0EA42193FB660670

This Video Will Change Your Mind About Speed (1:01) – Message: How just small changes in your speed have dramatic outcomes.
<https://www.youtube.com/watch?v=BpZRxo3EWAc>

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>

Rear Passenger Seat Belt (:51) – Message – Make everyone in the car buckle up.
https://www.youtube.com/watch?v=4SEy_FCJlpk

Curriculum / Lesson Plans

Speed: *Reaction Time & Stopping Distance* - A High School Physics Safe Driving Lesson Plan. Created by Mike Childers Stuarts Draft High School, Stuarts Draft, VA
<http://www.yovaso.org/resources/safe-driving-lesson-plans/>

Seat Belts: *Should I Buckle Up?* - Algebra Functions Safe Driving Lesson Plan. Created by Emili Serghie Stuarts Draft High School, Stuarts Draft, VA
<http://www.yovaso.org/resources/safe-driving-lesson-plans/>



BUCKLE UP & SLOW DOWN

SYT TWEET SHEET

COPY THESE TWEETS TO YOUR TWITTER DURING SYT!

USE #SYT OR #SAVEYOURTAILGATE

SEPTEMBER

18 | Remember to Buckle Up, Slow Down, and Drive to Save Lives #SYT

19 | Share your pictures of seat belt checks with this hashtag: #SYT

20 | Research from AAA has shown that front seat passengers who wear their seat belts reduce their risk of a fatality by 45% - 60%. Buckle up for life! #SYT

21 | Heading to a football game this weekend? Be sure to buckle up, slow down and Save Your Tailgate! #SYT

22 | Today is the first day of fall! Enjoy the weather, the football and the fun, but remember to buckle up and slow down to arrive safely! #SYT

23 | Helmets save lives. Seat belts save YOURS. Buckle up every time! #SYT

24 | In 2016, 71 teens (in VA) were killed in auto crashes. Of those 71, 32 were unrestrained. Seat belts can save lives. Buckle up. #SYT

25 | Football players never step onto the field without their safety equipment; you should never drive off without yours—buckle up! #SYT

26 | Enjoying Save Your Tailgate? Discover more reasons to buckle up & slow down on the YOVASO website: <http://www.yovaso.org/resources/safe-driving-lesson-plans/>

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

28 | Need some stats to hit home with your peers during #SYT? YOVASO's website offers Teen Driving Data to help! <http://www.yovaso.org/resources/teen-driving-data>

29 | Encourage your friends to wear their seat belts today and every day! #SYT

30 | Save Your Tailgate is a fun campaign, but you're also making a difference! See what #SYT is all about: <http://www.yovaso.org/campaigns/save-your-tail-gate>

OCTOBER

1 | Send your #SYT pictures to YOVASO's Facebook account! And follow them on twitter to see more campaign photos: @_YOVASO_

2 | We hope you're enjoying the Save Your Tailgate Campaign activities! Tweet us your favorite one so far! #BuckleUp #SlowDown

3 | We hope the Save Your Tailgate campaign is encouraging you to make buckling up a lifelong habit. Seat belts save lives! #SYT

4 | A little over three weeks of saving lives during Save Your Tailgate down! What a great time we're having! #SYT

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

6 | If you're heading to a football game tonight, be sure to drive the speed limit and use your safety equipment - buckle up! #SYT

7 | In 2016, 54% of teens killed in car crashes were unrestrained. #buckleup #SYT

8 | Hope you've had a great weekend. Remember to buckle up & slow down in the spirit of Save Your Tailgate! #SYT

9 | Teachers! Want to promote safe teen driving habits? Check out these Safe Driving Lesson Plans! <http://www.yovaso.org/resources/safe-driving-lesson-plans>

10 | Seat belts saved an estimated 13,941** lives in 2015. Buckle up! #SYT #themoreyouknow

11 | The impact we've made in our school and community during the Save Your Tailgate Campaign has just begun! #SYT

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

13 | A BIG thanks to everyone who participated in the Save Your Tailgate Campaign! Our school is saving lives! #SYT

* 2016 Data - Va. DMV Highway Safety Office

**Most current data from NHTSA

YOVASO.ORG

@_YOVASO_

TIPS FOR SYT CAMPAIGN REPORTING

In order to simplify reporting, all reports/results will be completed through Survey Monkey. The tips below will help you prepare for completing the questions on the 3 quick surveys: 1) Pre-Seat Belt Check Results during week 1 of the SYT Campaign, 2) Post- Seat Belt Check during week 3 of the Campaign, and 3) Final SYT Report once the Campaign is over.

Survey Name and Date Due

▪ **2017 SYT Pre- Seat belt Check Results:** ADD LINK

Due: September 22 (Period 1) or September 29 (Period 2)

▪ **2017 SYT Post- Seat belt Check Results:** ADD LINK

Due: October 20 (Period 1) or October 27 (Period 2)

▪ **2017 SYT Final Report:** ADD LINK

Due: October 20 (Period 1) or October 27 (Period 2)

You will be asked to complete the following questions on the 2017 SYT Final Report:

1. Describe in detail your Creative Event.
2. Provide a numbered list of all Call to Action activities and programs your club completed for this campaign aside from the Creative Event. (Remember to include activities such as making announcements, displaying posters/banners, social media posts, etc.). Every activity and idea you complete should be listed and the more detailed you are, the better the chances of placing in the competition.
3. Briefly describe how the campaign materials were used and give an estimated number of materials distributed.
4. How are you submitting photos and/or videos? (Ex: email, social media, Flickr).
5. What digital and social media was used to engage the youth/teen audience? (Ex: Twitter, videos, Facebook, Instagram, newsletter, etc).
6. Estimate how many students your overall campaign in the school and community reached:
 - A.) Number of students who heard or saw an SYT Buckle Up message
 - B.) Number of students who participated in or attended an SYT Buckle Up educational program, presentation or event
7. Estimate how many students actively helped in leading, planning and working campaign events.
8. Estimate how many people in the community/public heard or saw the campaign message via media coverage

You will be asked to provide the following results for the PRE-Seat Belt Check Questions for Week 1:

1. Date, Time, and Location Seat Belt Checks were conducted
2. Total number of vehicles with all passengers belted
3. Total number of vehicles surveyed
4. Percent buckled up

You will be asked to provide the following results for the POST-Seat Belt Check Questions for Week 3:

5. Date, Time, and Location Seat Belt Checks were conducted
6. Total number of vehicles with all passengers belted
7. Total number of vehicles surveyed
8. Percent buckled up