



“ Get It Together - Buckle Up ”

## 2018-2019 High School Challenge Description

### **Objective:**

To reduce injuries and fatalities by increasing seat belt use by students in Hampton Roads high schools through a regional seat belt challenge program that will provide resources for education/activities to area high school students.

### **Staffing:**

Drive Safe Hampton Roads, in partnership with AAA Tidewater Virginia, State Farm, and DMV: The Virginia Highway Safety Office, will provide support to each school for the program. A community liaison will be provided to each school. That person will act as a resource to school contacts and assist with seat belt checks. One person in each school needs to be designated to act as the main point of contact for correspondence and information. Each school will determine the numbers of students and teachers needed for the Challenge. An estimated number of people would be a minimum of 5-8 students with at least one teacher.

### **Student Participation:**

This program is intended to educate as many students as possible. Peer to peer education is a proven successful practice in changing safety seat belt use behavior among teens. We suggest one club or student group claim the project and implement as many activities as they feel are needed to achieve a successful increase in seat belt usage. Education can be done through the Driver Education course or other classes, SCA activities, clubs, announcements, newspapers, posters, contests, sporting events, etc. *We encourage schools to include as many students in the educational process as possible for the program to be effective.* **Students are required to assist with the seat belt checks.**

### **Elements:**

Kick Off Breakfast

Seat Belt Checks (three checks total – the first check, the baseline, will be completed by the GIT program committee)

Education Campaign: planned and implemented by each school

Awards Event

### **Time Line (all dates are tentative and may change):**

October 23, 2018

Kick Off Breakfast / Education Campaign Begins

December 17, 2018

Midway School Activity Report and documentation due by 5 p.m.

February 15, 2019

Challenge Ends

February 19, 2019

Final School Activity Report, including all final documentation of activities, pledge signature forms, etc. due by 5 p.m.

March 19, 2019

Awards Breakfast