



“Get It Together - Buckle Up”

2019-2020 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 and activities to area high school students.

Staffing:

Drive Safe Hampton Roads, in partnership with AAA Tidewater Virginia, State Farm, and the Virginia Department of Motor Vehicles, 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 seat belt use behavior among teens. We suggest a 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, other classes, SCA activities, clubs, announcements, newspapers, posters, contests, sporting events, etc. **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 and the results shared at the Kick Off Breakfast)

Education Campaign: planned and implemented by each school

Buckle Up Pledge Drive

Video Submission

Awards Event

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

XXXXX	First Unannounced Seat Belt Check (completed by GIT Committee)
October 15, 2019	Kick Off Breakfast / Education Campaign Begins (invite/ RSVP req'd)
XXXXX	Second Unannounced Seat Belt Check
December 16, 2019	Midway Activity Report covering the October 15-December 13 timeframe must be received by 5 p.m.
XXXXX	Final Unannounced Seat Belt Check
February 14, 2020	Challenge Ends
February 18, 2020	Final Activity Report covering the December 14-February 14 timeframe plus all documentation of activities, signature forms, etc. must be received by 5 p.m.
March 17, 2020	Awards Breakfast (invite/ RSVP req'd)