



## 2023-2024 High School Challenge Description

### Challenge Objective:

To reduce injuries and fatalities by increasing seat belt use among Hampton Roads high school students through peer-to-peer education and activities.

### Professional Support:

Drive Safe Hampton Roads, in partnership with AAA Tidewater Virginia, Christopher King Foundation, State Farm®, and the Virginia Department of Motor Vehicles, provides support for the program. In addition, a community liaison is provided to each school. This individual is a resource to school contacts and must assist with and monitor seat belt observation checks.

### 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 one club or student group claim the project and implement activities to successfully increase seat belt usage among students. Education can be done through the driver education course or other classes, SCA activities, clubs, announcements, newspapers, posters, contests, sporting events, etc.

One person in each school, whether faculty member or an assigned student, must be designated to act as the main point of contact for correspondence and information. Each school determines the number of students and teachers needed for the Challenge. We suggest a minimum of 5-8 students and at least one teacher.

**Students are required to assist with the midway and final seat belt observation checks.**

### Challenge Elements:

1. Kickoff Breakfast
2. Three Seat Belt Observation Checks – The first check, called the Baseline, is completed by the GIT committee. Students must complete the second and third checks.
3. Buckle Up Pledge Drive
4. Student-led Education Campaign
5. PSA Video
6. Awards Breakfast