

2023-2024



**HIGH SCHOOL
SEAT BELT
CHALLENGE KIT**

DriveSafeHR.org

Facebook.com/GetItTogetherSeatBeltChallenge

#GetItTogether

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Important Reminders

Deadlines:

- | | |
|--------------------------------|-----------------------------|
| • October 12, 2023 | Kickoff Breakfast |
| • October 16, 2023 | Challenge Begins |
| • November 27-December 8, 2023 | Unannounced Seat Belt Check |
| • December 13, 2023 | Midway Report Due, 5pm |
| • February 5-16, 2024 | Unannounced Seat Belt Check |
| • February 16, 2024 | GIT Challenge Ends |
| • February 22, 2024 | Final Report Due, 5pm |
| • March 21, 2024 | Awards Breakfast |

Challenge Contacts:

- Drive Safe HR Administrative Manager:
DSHR@drivesafehr.org
- GIT Chair:
GIT-Coordinator@DriveSafeHR.org
- Report Submissions:
GIT@DriveSafeHR.org

Pledge Signature Submissions:

- Pledge signatures are submitted using a school specific QR Code. This is included in your binder.

Midway and Final Reports:

- Midway Reports must be emailed no later than 5:00pm on Wednesday, December 13, 2023.
- Final Reports must be emailed no later than 5:00pm on Thursday, February 22, 2024.
- Email all reports to GIT@DriveSafeHR.org.

Photo & Video Submissions:

- Name each photo or video so we can easily identify the school, event, and date. For example, *Charter HS Seat Belt Relay 11-15-23*.
- You may submit videos showing your activities in action, but your PSA competition video must be labeled as the “Competition Video” for judging (i.e., *Charter HS Competition Video 2023-24*).
- Do not submit photos in a Word document or PowerPoint presentation.
- **All videos must be submitted as MP4 files and can be no longer than 30 seconds.**
- Photo/Video Releases are **REQUIRED** for all students in the submitted photos and videos unless the student is not recognizable, such as blurred faces or photograph taken from the back.
- Photo/Video Releases are **REQUIRED** for all students seen in the PSA competition video submitted for judging, all students with faces recognizable in photos.
- Releases are also **REQUIRED** for all students attending the GIT breakfasts.
- Photos and videos must be uploaded to a shared drive which you can transfer to GIT. Email link to access photos to GIT@DriveSafeHR.org.

Seat Belt Observations:

- Count **ALL** high school students in all seating positions.
- Count **ALL** parking lot entrances and drop-off locations.
- Do **NOT** count any adults (parents, teachers, faculty, etc.).
- Belt checks must be a full **30 minutes** before the first warning bell. They can run more than 30 minutes but not less.
- You may need to count for more than 30 minutes to obtain enough data for the Challenge. **You need a minimum of 100 data marks per belt observation event.**
- Seat belt observation data sheets must be scanned and emailed to Drive Safe Hampton Roads. **No photos of the data sheets accepted.**

GIT@DriveSafeHR.org

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

Timeline (all dates are tentative and may change):

- September 2023 **Unannounced** Seat Belt Check (by GIT committee)
- October 12, 2023 Kickoff Breakfast (Lake Wright Quality Suites Ballroom)
- October 16, 2023 Campaign Begins
- November 27-December 8, 2023 **Unannounced** Seat Belt Check (by students)
- December 13, 2023 Midway Report Due, 5pm
- February 5-16, 2024 **Unannounced** Seat Belt Check (by students)
- February 16, 2024 GIT Challenge Ends
- February 22, 2024 Final Report Due, 5pm
- March 21, 2024 Awards Breakfast (TBD)

Awards:

Schools must complete specific components of the campaign and meet all deadlines to be eligible for awards.

The campaign is based on active participation and a point system that rewards students for promoting seat belt use in the school and during school-sponsored activities. Points are awarded for each activity completed. See the Challenge Point Sheet enclosed for a details of the point system.

Gold, Silver, Bronze, and Participant Levels are awarded.

2023-2024 Participating Schools

The following Nineteen (19) schools will be participating in this challenge:

School District	High School
Chesapeake	Indian River High School
Hampton	Kecoughtan High School
Newport News	Menchville High School
Newport News	Warwick High School
Newport News	Woodside High School
Norfolk	Norview High School
Portsmouth	Churchland High School
Portsmouth	Manor High School
Suffolk	King's Fork High School
Suffolk	Lakeland High School
Virginia Beach	Bayside High School
Virginia Beach	Kellam High School
Virginia Beach	Landstown High School
Virginia Beach	Ocean Lakes High School
Virginia Beach	Salem High School
Williamsburg-James City County	Jamestown High School
Williamsburg-James City County	Lafayette High School
Williamsburg-James City County	Warhill High School
York County	Tabb High School

Challenge Rules and Guidelines

Overview

1. The Get It Together Challenge (GIT) kicks off on October 16, 2023, and runs through February 16, 2024.
2. The campaign is a competition between participating Hampton Roads high schools to increase safety belt use among teenagers with the goal is for students to form a lifelong, buckle up habit.
3. All rules and deadlines are strictly followed. Drive Safe Hampton Roads and the GIT committee reserve the right to disqualify a school for failure to follow the rules, guidelines and/or deadlines. GIT also reserves the right to request original copies of any creative ideas and photos of events. Please keep copies of all submitted forms/files.
4. The faculty sponsor (point of contact) overseeing the campaign must sign both the midway and the final activity reports before submitting them to GIT.

Campaign Components

During the challenge, schools participate in the following components to be eligible for awards.

1. Two Unannounced Seat Belt Observation Checks (Mandatory)

Before the Kickoff Breakfast, Get It Together Community Liaisons conduct the initial seat belt observation check at each school. This baseline data is given to each school at the breakfast.

Two additional seat belt observation checks will be conducted in November/December 2023 and in January/February 2024. **Students must assist with the midway and final seat belt observation checks.** Community Liaison(s) assigned to your school must be present for each unannounced check. All belt checks are run 30 minutes before the first warning school bell. A belt check can run longer but cannot run shorter. The belt check cannot be announced or publicized to the student body. The data from the final belt check is compared to the baseline data to determine the seat belt percentage increase.

2. Buckle Up Pledge

Encouraging students to sign and pledge always to buckle up is an important aspect of the campaign. Schools are awarded points based on the percentage of the student population signing the pledge. Students can only sign the pledge once and receive a pledge card to keep as a reminder. Pledges are submitted using a school specific QR code, included in your binder under Challenge Forms. A template for the pledge cards is included if additional copies are needed.

3. Educational and School-Sponsored Activities

Educational 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 months of the campaign. Buckle Up posters, school announcements, distribution of literature, articles in the school newspaper, information on the school website or blogs are just a few ways to promote seat belt use.

School-sponsored activities can be held during school events, such as football games, basketball games, and other after-school activities. This is an excellent opportunity to remind students to Buckle Up and drive safely. Many students drive to and from these events and often “cruise” with their friends afterward – so this is a prime opportunity to reach them. Ideas include an informational safety booth, announcements during the game, and even dressing up the school mascot with a safety belt for the halftime show.

4. PSA Video PSA

Students can submit a 30-second PSA video to earn additional points. A panel of judges will choose the winning video based on the criteria outlined in the Challenge Kit. The winning video may be included in future GIT presentations. Schools may submit only one video for judging and must submit it as an MP4 format. Photo/Video Releases are **REQUIRED** for all students in the video.

Deadlines:

- December 13, 2023 Midway Report Due, 5pm at GIT@DriveSafeHR.org
Activities occurring October 16-December 8, 2023.
- February 22, 2024 Final Report Due, 5pm to GIT@DriveSafeHR.org
Activities occurring December 9, 2023-February 16, 2024.

Challenge Contacts:

- Drive Safe HR Administrative Manager:
DSHR@DriveSafeHR.org
- GIT Chair:
GIT-Coordinator@DriveSafeHR.org

Earning Challenge Points

Awards for the Get It Together Seat Belt Challenge are determined based on the level of activity, seat belt use rate, and level of participation.

GIT reviews the Midway & Final Activity Reports for accuracy when tallying award points. We reserve the right to request documentation of activities and media coverage as needed.

1. Pledges

Points are awarded based on the percentage of the student population that ‘signs’ the Buckle Up Pledge. Pledges are submitted electronically using a QR code. Do not send copies of the green pledge cards. The student keeps this card after ‘signing’ the pledge.

50 points	1.0% - 25.0% enrolled <u>students</u> sign the Buckle Up Pledge.
100 points	25.1% - 50.0% enrolled <u>students</u> sign the Buckle Up Pledge.
150 points	50.1% - 75.0% enrolled <u>students</u> sign the Buckle Up Pledge.
200 points	75.1% - 100% enrolled <u>students</u> sign the Buckle Up Pledge.

2. Education/Awareness and School Activities

Points are awarded for each activity completed, and activities fall into one of three tiers, each with different points values. Be sure to send in pictures, documentation, and any information about the activity with your Midway & Final Activity Reports.

Activity suggestions and points tiers are listed on the report forms.

Tier One-100 Points	Activity requires significant planning and implementation efforts.
Tier Two-50 Points	Activity requires an average amount planning and coordination to implement.
Tier Three-25 Points	Activity requires minimal planning and implementation efforts.

3. Increase in Seat Belt Use

Results of the initial and final unannounced seat belt observation checks are used to determine:

- Percentage of increase in seat belt use over baseline.
- Total overall seat belt use.

4. PSA Video

Students can choose to produce a video based on the theme *“Buckle Up! Wearing a seat belt can save your life.”* Only one 30-second video can be submitted for judging.

Reminders:

1. Enter all activities completed between October 16 - December 8, 2023 on the Midway Report.
2. Enter all activities completed between December 9, 2023 and February 16, 2024 on the Final Report.
3. You may carry over items to the Final Report that you forgot to include on the Midway Report.
4. If you have questions about point assignments, contact Drive Safe Hampton Roads.
 - Drive Safe HR Administrative Manager:
DSHR@DriveSafeHR.org
 - GIT Chair:
GIT-Coordinator@DriveSafeHR.org

Get It Together Awards Recognition

Get It Together recognition is based on the number of activity points and a recorded increase in seat belt use over baseline. Seat Belt Observation Checks, Student Pledges and the Midway and Final Reports are mandatory.

GIT Challenge Award Criteria:

	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>	<u>Participant</u>
2 Seat Belt Checks	Required	Required	Required	Required
Belt Use Improvement	15% + improvement <u>OR</u> final seat belt use of 95%+	10% - 14.99% improvement <u>OR</u> final seat belt use of 85%-94.99%	5% - 9.99% improvement <u>OR</u> final seat belt use of 75% - 84.99%	1% - 4.99% improvement
Student Pledges	Required	Required	Required	Required
Number of Activities	Six with at least one in Tier One	Five with at least one in Tier One	Four with at least one in Tier Two	Three+
Activity Points	800+	550-799	300-549	75-299
PSA Video	Required	Optional	Optional	Optional

PSA Video Awards:

In addition to the points earned for submitting a video, schools will compete for a trophy for the best PSA video. This will be awarded at the awards breakfast.

Awards Ceremony:

The Get It Together Awards Breakfast is in March 2024. Schools will receive all results, certificates, medals, and trophies at that time.

Educational Activities

The educational activities students implement throughout the Challenge earn the school points based on the type of activity. The more complex and labor intensive the activity is, the more points are awarded.

Students may develop new activities not listed below. When this happens, the GIT committee will review the level of commitment involved in the activity and place it into one of the activity tiers for points.

Educational Activities

<u>Tier One</u> (100 Points)	<u>Tier Two</u> (50 Points)	<u>Tier Three</u> (25 Points)
Mock Crash Display	Morning Announcements	Social Media Posts
School-Wide White Out Day	Information Table in Cafeteria or Other Public Area	Promote on School Website
Classroom Passenger Safety Presentation	Pep Rally Address	Student Flyers
School Assembly	Banners at School Events	Posters Hung on Campus
PTA or Faculty Presentation	Cheers at Sporting Events	Mascot Wearing Seat Belt
Homecoming Parade Float	Hand Out Candy with Safety Messages	Sidewalk Chalk Art
Elementary or Middle School Class Presentation	Bulletin Board or Display Case Display	Banners on Campus
Start a New YOVASO Chapter	Newspaper or Newsletter Article	Messages on School Marquee
Coordinate a School Safety Day	Messages on Area Business Marquees	Chalkboard/White Board Messages
Seat Belt Relay Contest	Posters Hung in Area Businesses	Parking Lot Signs
Poster Contest	Email Blast to Students or Parents	Distribute GIT Materials on Campus with Student Pledge Signing
Extra Unannounced Belt Checks	Distribute GIT Materials at Sporting Events with Community Pledge Signing	
Your Idea Here	Your Idea Here	Your Idea Here

PSA Video Judging Guidelines

Theme:

All videos submitted for judging must adhere to the GIT Challenge theme: *“Buckle Up! Wearing a seat belt can save your life.”*

Guidelines:

- MP4 format only.
- No longer than 30-seconds runtime.
- Identify this video as your competition video. For example, *Charter HS Competition Video 2023-24.*
- Submit only one competition video.
- Photo/Video Releases are **REQUIRED** for all students seen in the submitted competition videos.
- Submit video using Internet electronic drive. Use email address GIT@drivesafehr.org.
- The winning video is chosen by a panel of judges. The judges will base their decisions on the criteria outlined below.
- The winning video may be produced for inclusion in future GIT programs.

Basic PSA Video Criteria

Does the video follow the following guidelines? (Yes/No)

- Does the video run within the 30-second time limit?
- Is the information included in the video accurate and current?
- Are any copyrighted materials used in the video?
 - If copyrighted materials are used, is there a copyright release form included with the video?
- Is any portion of the video inappropriate?
- Are completed student Video/Photo Release (parental permission) forms included with the submission?

Content Quality Criteria – 35%

Does the video clearly make the connection between the audience and the message?

- **4 Points** Audience is strongly tied in with the topic in an obvious manner.
- **3 Points** A clear connection is made between audience and the topic.
- **2 Points** Audience is mentioned, but the connection to the topic is not supported.
- **1 Point** No connection is made between audience and the topic.

Does the video explain why the chosen topic is important?

- **4 Points** The video expertly makes a case for the topic's importance using a precise argument. The video has a clear purpose.
- **3 Points** The video explains the topic's importance, but the message is not complete.
- **2 Points** The video states that the topic is important but provides little explanation.
- **1 Point** The video does not explain why the chosen topic is important.

Memorable Creative – 35%

How well does the video draw in viewers and keep their attention?

- **4 Points** Viewers are left with a strong understanding of the topic, will remember the video, and will feel like they want to learn more.
- **3 Points** Viewers are left with a general understanding and will remember the video.
- **2 Points** Viewers mostly understand the topic and might remember the video. Some themes/topics may distract from the message.
- **1 Point** Presentation topic is unclear and unmemorable.

Is the video original and innovative?

- **4 Points** Video is original, creative, and unique.
- **3 Points** Video has some original thought and is moderately creative.
- **2 Points** Video has little original thinking and incorporates very few creative ideas.
- **1 Point** Video has no original thinking.

Logical Solution Criteria – 20%

Is the solution offered appropriate and supported by your claims?

- **4 Points** A strong solution is offered that is both logical and appropriate.
- **3 Points** An appropriate solution is offered but doesn't clearly connect to the video's claims.
- **2 Points** A solution is offered by does not match the video's claims or is not appropriate.
- **1 Point** No solution is offered.

Production Quality Criteria – 10%

What is the overall quality of production (including visual and sound elements)?

- **4 Points** Video is well planned with smooth transitions and edits. The sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message.
- **3 Points** Video is well planned with competent edits. The sound is well balanced and easy to hear. Most sound and visual elements blend with the video's message.
- **2 Points** Video was somewhat planned. Transitions and edits are rudimentary. The sound is reasonably balanced. Some sound and visual elements are distracting.
- **1 Point** Video is not well planned and has poor edits. The sound quality is poor. Many sound and visual elements distract from the video's message.



2023-2024
Drive Safe Hampton Roads
Get It Together Seatbelt Challenge
Photo/Video Release Form
(Print Information Clearly)

Sample

School Name: _____

Date: _____

I hereby give Drive Safe Hampton Roads, its legal representatives and assigns, the right and permission to publish photographs/video of my child.

(Clearly Print Name of Student)

These pictures may be used in publications, online at www.drivesafehr.org, audio-visual presentations, promotional literature, advertising, or in any other manner.

I hereby warrant that I am the legal parent/guardian of the above child.

The participating student is over 18: Yes _____ No _____

Signature _____
(Signature of Legal-Aged Student OR Parent/Guardian if the student is under age 18)

Printed Parent's Name _____
(Clearly Print Name of Parent/Guardian if student is under age 18)

Contact Phone Number _____

Address _____

City _____ State _____ Zip _____

Witnessed by _____
(Signature of adult witness)

This document is intended solely for the use of Drive Safe Hampton Roads and should be treated as a confidential communication. Please contact Drive Safe Hampton Roads at dshr@drivesafehr.org for any questions.
Scan and send to GIT@drivesafehr.org

Rev 6/23

Sample Midway School Activity Report**Sample**Name of School: Charter High SchoolMark each activity completed during the first half of the Challenge: **October 16-December 8, 2023**, and submit along with photos and/or videos to show proof of activity.**Tier One Activities (100 Points Each)**

<input type="checkbox"/> Mock Crash Display Date: Grade(s) Attended: # Attended:	<input type="checkbox"/> School-Wide White Out Day (Wear white to encourage bucking up). Date:	<input type="checkbox"/> School Passenger Safety Assembly Date: Grade(s) Attended: # Attended:
<input type="checkbox"/> Classroom Passenger Safety Presentation Date: Class: # Attended:	<input type="checkbox"/> PTA or Faculty Passenger Safety Presentation Date: Audience: # Attended:	<input type="checkbox"/> Elementary or Middle School Class Presentation Date: School: Grade(s): # Attended:
<input type="checkbox"/> GIT Homecoming Parade Float Date:	<input type="checkbox"/> Start a New YOVASO Chapter Date:	<input type="checkbox"/> Poster Contest # Participants:
<input type="checkbox"/> Seat Belt Relay Contest Date: # Participants:	<input type="checkbox"/> Extra Unannounced Belt Check Date:	<input type="checkbox"/> White Out at Sporting Event Date(s):

Tier Two (50 Points)

<input type="checkbox"/> Bulletin Board or Display Case Display Date(s):	<input type="checkbox"/> Newspaper or Newsletter Article Date(s):	<input type="checkbox"/> Morning Announcements Date(s):
<input type="checkbox"/> Information Table in Cafeteria or Other Public Area Date(s):	<input type="checkbox"/> Hand Out Candy with Passenger Safety Messages Date(s):	<input type="checkbox"/> Email Blast to Students or Parents Date(s):
<input type="checkbox"/> Cheers at Sporting Events Date(s):	<input type="checkbox"/> Banners Hung at Sporting Events Date(s):	<input type="checkbox"/> Buckle Up Promotions at Pep Rallies Date(s):
<input type="checkbox"/> Distribute GIT Materials at Sporting Events with Pledge Signing Date(s):	<input type="checkbox"/> Messages on Business Marquees Date(s): # Businesses:	<input type="checkbox"/> Posters Hung in Area Business Date(s): # Businesses:

Tier Three (25 Points)

<input type="checkbox"/> #GetItTogether Social Media Posts Date(s): Sites Used:	<input type="checkbox"/> Promote on School Website Date(s): Explain:	<input type="checkbox"/> Distribute Flyers to Students Date(s): # Distributed:
<input type="checkbox"/> Posters Hung on Campus (Date(s):	<input type="checkbox"/> Banners Hung on Campus Date(s):	<input type="checkbox"/> Messages on School Marquee Date(s):

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<input type="checkbox"/> Sidewalk Chalk Messages Date(s):	<input type="checkbox"/> Chalkboard/White Board Messages (Date(s):	<input type="checkbox"/> Parking Lot Signs Date(s):
<input type="checkbox"/> Mascot Wearing Seat Belt at Sporting Events Date(s):	<input type="checkbox"/> Distribute GIT Materials on Campus with Pledge Signing Date(s):	

- Date of midway unannounced seat belt observation check: December 1, 2023
- Name of Community Liaison's name(s) in attendance: Ms. Awesome Liaison
- Video Submission Included with this Midway Report: Yes _____ No X
- Describe activities completed that are not listed above. Additional Activities: N/A
- Are there additional pages being sent? (Don't forget photos, documentation, and releases.)
Yes _____ No X

By signing this form, I verify that the report is accurate and that all requirements for the Get It Together Challenge were strictly followed.

Name and Title: Mr. American, Teacher

Sample

Email this to GIT@drivesafefhr.org by 5:00pm, Wednesday, December 13, 2023

**Drive Safe Hampton Roads recognizes the following
Get It Together Seat Belt Challenge partners:**

AAA Tidewater Virginia

Christopher King Foundation

State Farm[®]

Virginia Department of Motor Vehicles

As well as the community liaisons and volunteers.

Thank you for your support!

