



2023-2024
RESOURCE MATERIALS

DriveSafeHR.org
Facebook.com/GetItTogetherSeatBeltChallenge
#GetItTogether

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Community Resources and Presenters

The following organizations are available to help you implement your Get It Together education campaign. Contact the resource and/or presenter directly for availability.

AAA Tidewater Virginia

Contact DSHR@drivesafehr.org.

- Fatal vision and distracted driving goggles.
- Pedal car driving course.
- *Driven to Distraction* – This 30-minute presentation is available in-person or via Zoom. It provides tools and resources to students, teachers, and parents to combat distracted driving.
- *Sidetracked: The Brutal Realities of Distracted Driving* – This is a 22-minute documentary produced by AAA and the Houston Police Department. <https://youtu.be/LDDqO4tIcHQ>
- *AAA Parent/Teen Driving Agreement* – A document to help parents coach their teens and help families set agreed-upon rules and consequences. <https://www.ace.aaa.com/automotive/driver-education/teen-programs/parent-teen-driving-agreement.html>

American Traffic Safety Services Foundation–Work Zone Safety

Contact DSHR@drivesafehr.org.

- Over the years, thousands of men and women have died in work zones, including workers, motorists, pedestrians, and first responders. The Foundation promotes roadway safety through public awareness programs, and presentations on work zone safety can be coordinated for your school.

Beacon House

Contact DSHR@drivesafehr.org.

- Brain injury survivors speak about road rage, drunk driving, seatbelt use, and falling asleep at the wheel via Zoom or in-person presentations.

Brad Hughes, Powhatan County Sheriff's Department

Contact DSHR@drivesafehr.org.

- Brad Hughes oversees community engagement in Powhatan County, which includes presentations about the Move Over Law and distracted driving, and teaching students their rights during traffic stops. Hughes' days patrolling ended after a crash on March 17, 2014. Hughes was responding to a 17-car pileup on an icy Midlothian Turnpike when a distracted driver lost control and slammed into Hughes, pinning him between two vehicles. Brad will present via Zoom or in-person.

Car Safety Now

- *In Control Program Toolkit for Teen Drivers* - The research-supported distracted driving program for teens includes posters, social media discussion topics, contests, and more. Rather than a lecture-based format, the program materials are fun and engaging while aligning with standards of learning requirements and using minimal academic time.
- www.CarSafetyNow.org/teen-safety/

Christopher King Foundation

Contact DSHR@drivesafehr.org.

- Christopher King was killed in a car crash on July 4, 2020, shortly after graduating high school, because he didn't use his seatbelt. Since then, his mother has worked tirelessly to keep his memory alive and most importantly, to keep this from ever happening to anyone's child again. She will discuss the crash and its effects on her family and her son's friends. Christy will present in-person or via Zoom.

Conner Gweedo Memorial Foundation

Contact DSHR@drivesafehr.org.

- Conner Guido was a passenger in a car crash in 2019 where he and two other Tabb High School students were killed. The student driver was underage and unlicensed and lost control of the vehicle traveling 70 mph in a 35-mph zone. Conner's mother has undertaken a variety of educational and legislative efforts to honor her son including passing Conner's Law in 2019 in the Virginia General Assembly. Zoom and in-person presentations are available.
- Anonymous website for reporting dangerous driving behaviors – www.IfYouSeeSomethingSaySomething.org

Pedestrian Safety: Crossing Risks that Are Avoidable

Contact DSHR@drivesafehr.org.

- Emma Hood is a Graduate Researcher Assistant and Ph.D. student in Psychology at Old Dominion University. She works on pedestrian behavior safety projects, interventions, and interactions with drivers offering tips to avoid fatal mistakes on the roadway, and growing concern for pedestrians. This 20-minute presentation is available in-person or via Zoom.

Emergency Department Injury Prevention Nurses

Contact DSHR@drivesafehr.org.

- Description of the events and actions used in the emergency room when trying to save the life of a crash victim.

Farmers Insurance®

Farmers Insurance Agents (888-327-6335 or www.farmers.com)

- *This Is a Teen's Brain Behind the Wheel*
- <https://www.farmers.com/learn/plan-and-prep/teen-driver-safety-tips/>
- *Farmers® Signal® App with CrashAssist* - <https://www.farmers.com/signal/>
- *Learn from Experience by Farmers* - <https://www.farmers.com/learn/>

Kalfus & Nachman

Contact DSHR@drivesafehr.org.

- Kalfus & Nachman has represented victims of distracted driving for over 43 years and works to raise awareness about distracted driving and how ending it can save countless lives. Attorney Paul Hernandez has witnessed the worst that can happen from driving distracted and has given more than 100 presentations to 12,000 high school students and adults. Paul also discusses the importance of wearing a seat belt and explores the reasons why students choose not to wear a seatbelt when riding with other teenagers. Live presentations are 60-90 minutes.

MADD VA – Substance Abuse Prevention Programs for Youth and Parents

Contact DSHR@drivesafehr.org.

- Victim advocates impacted by impaired driving are available for school presentations. These presentations can run 20-40 minutes.
- Staff-led substance abuse/impaired driving prevention PowerPoint presentations are available.
- All of MADD's prevention materials can be viewed and downloaded - <https://www.madd.org/the-solution/power-of-parents>
- *Parent Handbooks* – Order free books at the VA ABC website - <https://www.abc.virginia.gov/education/programs/power-of-parents>

Text Later Live Longer

Contact DSHR@drivesafehr.org.

- Text Later Live Longer decals available for purchase.



State Farm[®] Insurance Companies

Contact DSHR@drivesafehr.org.

- Recognizing that motor vehicle crashes are the leading cause of teen deaths, State Farm[®] is committed to helping end these tragedies. Traffic safety resources made possible by grant funding from State Farm[®] include:
 - DRIVE SMART Virginia Driver Education Portal has downloadable presentations, activities, and videos on traffic safety.
 - YOVASO interactive programs: ScanEd: Physics of a Crash and Distracted and Impaired Driving Simulator. <https://www.yovaso.org/interactive-program/>
 - SADD educational materials on a variety of traffic safety issues.
 - Classroom speakers.

Toni Cacace-Beshears

Contact DSHR@drivesafehr.org.

- Toni's son Chad and his friend David were killed on the first day of school in 1998. They attended Great Bridge High School in Chesapeake. She will discuss the crash and its effects on her family and her son's friends.

Virginia Department of Health

Contact DSHR@drivesafehr.org.

Virginia Department of Motor Vehicles

Contact DSHR@drivesafehr.org.

- Traffic crash data, information, and resources.

Virginia State Police

Contact DSHR@drivesafehr.org.

- Distracted Driving Simulator - Hands-on alternative to demonstrate the dangers of distracted driving in a safe and controlled environment.

YOVASO (Youth of Virginia Speak Out)

Contact DSHR@drivesafehr.org.

- YOVASO peer-to-peer clubs provide leadership development training and educate students about the problem areas of teen driving. Student leaders go on to conduct awareness campaigns in their schools and communities. www.yovaso.org

Internet Resources

Drive Safe Hampton Roads Get It Together Challenge

- www.drivesafehr.org/git
- www.facebook.com/GetItTogetherSeatBeltChallenge

State & National Government Organizations

Virginia Center for Injury Prevention

- www.vdh.virginia.gov/injury-and-violence-prevention/

Virginia Department of Education

- 45-hour parent/teen guide.
- www.doe.virginia.gov/home/showpublisheddocument/1994/637949897707070000

Virginia Driver Education and Traffic Safety (VADETS)

- *Choose Your Vibe-Arrive Alive!* campaign
- <https://vadets.wildapricot.org/Choose-Your-Vibe-Arrive-Alive!-Student-Resources/>

Virginia Department of Motor Vehicles

- Licensing information and laws.
 - <https://www.dmv.virginia.gov/drivers/>
- Office of Highway Safety
 - <https://www.dmv.virginia.gov/safety/>
 - https://www.dmv.virginia.gov/sites/default/files/documents/crash_facts_22.pdf
 - <https://www.dmv.virginia.gov/safety/#programs/teen/index.asp>
 - <https://www.dmv.virginia.gov/safety/resources/2022-annual-report.pdf>
 - https://www.dmv.virginia.gov/safety/programs/seatbelts/seat_belt_use.pdf
 - <https://www.dmv.virginia.gov/safety/#programs/seatbelts/index.asp>
- Interactive Crash Database
 - <https://www.treds.virginia.gov/UI/Reports/Public/InteractiveReport.aspx?ReportPath=/Interactive%20Crash%20Reports/Interactive%20Report>

Virginia Department of Transportation

- www.virginiadot.org

Centers for Disease Control and Prevention

- https://www.cdc.gov/transportationsafety/teen_drivers/

National Highway Transportation Safety Administration

- www.nhtsa.gov
- <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813474>
- 2022 Seat Belt Use - Annual statistics on overall seat belt use in the United States.
 - <https://www.nhtsa.gov/risky-driving/seat-belts>
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/50>
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/17>
- Distracted Driving - Annual statistics on distracted driving in the United States, teens and distracted driving statistics, and driver electronic device use.
 - <https://www.nhtsa.gov/risky-driving/distracted-driving>
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/41>
- Speeding – Annual statistics on fatalities, injuries and crashes caused by speeding.
 - <https://www.nhtsa.gov/risky-driving/speeding>
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/66>
- Drug-Impaired Driving – Dialogue on drug-impaired driving.
 - <https://www.nhtsa.gov/drug-impaired-driving/drug-impaired-listening-sessions>
 - <https://www.nhtsa.gov/risky-driving/drug-impaired-driving>
- Drowsy Driving – Facts about the dangers of drowsy driving.
 - <https://www.nhtsa.gov/risky-driving/drowsy-driving>
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/47>

- Teen Driving – Research, facts and figures.
 - <https://www.nhtsa.gov/road-safety/teen-driving>
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/92>
- Pedestrian Safety – Safety tips for drivers.
 - <https://crashstats.nhtsa.dot.gov/#!/PublicationList/36>

National Transportation Safety Board

- www.nts.gov

Traffic Safety Marketing

- Free marketing materials to use in your school campaigns.
- <https://www.trafficsafetymarketing.gov>
- <https://www.trafficsafetymarketing.gov/get-materials/seat-belts/thanksgiving-weekend/thanksgiving-buckle>

US Department of Transportation

- www.transportation.gov

Traffic Safety Organizations

Advocates for Highway and Auto Safety

- www.saferoads.org

Car Safety Now

- In Control program toolkit for teen drivers
- <https://www.carsafetynow.org/teen-safety/>

Drive Smart Virginia

- www.drivesmartva.org
- www.drivesmartva.org/teen/teacher-portal/

End Distracted Driving

- <https://www.enddd.org>

Global SchoolNet Foundations

- www.globalschoolnet.org

Governors Highway Safety Association

- Distracted driving study
- www.ghsa.org/issues/distracted-driving

Hang Up and Drive

- Jacy and Steve's story
- <https://www.hangupanddrive.com/our-story/>

Insurance Institute for Highway Safety

- www.iihs.org
 - <https://www.nhtsa.gov/road-safety/teen-driving>

MADD

- Power of You(th)[®] Handbooks & Toolkit
- <https://madd.org/power-of-youth/>

National Highway Traffic Safety Association

- Stop the Tests, Stop the Wrecks (Tumblr)
- www.stoptextsstopwrecks.org

National Organizations for Youth Safety

- www.noys.org

National Safety Council

- www.nsc.org/home

Network of Employers for Traffic Safety

- www.trafficsafety.org

Partners for Safe Teen Driving

- <https://safeteendriving.org>

Phone Down, It's the Law

- <https://phonedown.org/>

Safe Kids Worldwide

- Teen driver facts and tip
- https://www.safekids.org/safetytips/field_risks/teen-drivers

Students Against Destructive Decisions (SADD)

- www.sadd.org

Teen Driver Source

- Parent-supervised driving lesson plans
- www.teendriversource.org/learning-to-drive/practice-driving-lessons

The Importance of Roadway Safety

- Survivor stories
- <https://www.respondersafety.com/rs-tim-resources/videos/struck-by-survivor-stories/>

We Save Lives

- <https://wesavelives.org>

Youth of Virginia Speak Out About Traffic Safety (YOVASO)

- www.yovaso.org

Corporate Partners

AAA

- Parent and teen driving information available from AAA Tidewater Virginia, AAA, Inc. and the AAA Foundation for Traffic Safety.
 - <https://www.ace.aaa.com/automotive/driver-education/teen-programs.html>
 - <https://exchange.aaa.com/safety/teen-driver-safety/>
 - www.aaafoundation.org
- *2021 Traffic Safety Culture Index* which provides insights into the driver' attitudes versus their actual unsafe driving behaviors.
 - <https://aaafoundation.org/2021-traffic-safety-culture-index/>

GEICO

- Safe driving video library.
- www.geico.com/information/safety/auto/safety-library

GM's Driver Education Website

- www.gm.com (Keyword: Driver Education)

Progressive Insurance Company

- www.progressive.com

State Farm[®]

- Teen driver website
 - www.statefarm.com/simple-insights/auto-and-vehicles/teen
- Distracted driving research
 - <https://presspage-production-content.s3.amazonaws.com/uploads/1441/2021-05-06-distracteddriving-report.pdf?10000>
 - <https://newsroom.statefarm.com/what-distracts-you-from-driving-safely/>
 - <https://www.statefarm.com/simple-insights/auto-and-vehicles/time-to-break-these-bad-driving-habits#:~:text=When%20you%27re%20behind%20the,can%20cause%20bad%20driving%20habits.>

Educational Institutions and Healthcare Resources

American Academy of Sleep Education

- www.sleepeducation.org/

Emergency Nurse CARE

- <https://www.ena.org/>

University of NC Highway Safety Research Center

- www.hsrc.unc.edu

Video Resource Links

https://www.youtube.com/playlist?list=PLRW_9-jImoEfK_V1Rz00BiSksm9y3cxRx
playlist for most GIT video resources

Drive Safe Hampton Roads

Check the DSHR YouTube channel frequently as resources are added as they become available.

- <https://www.youtube.com/@DriveSafeHamptonRoads>
- <https://www.facebook.com/watch/133247070294/737094980739259>
- <https://www.drivesafehr.org/>
- <https://www.Facebook.com/DriveSafeHR/>
- <https://www.Facebook.com/GetItTogetherSeatBeltChallenge>

Virginia DMV

- *Save Driving is Something We Can All Live With* -
<https://www.youtube.com/playlist?list=PLr6ywkhU23c1xzsYwP11AODlipNycRiH>
- *Don't Be a Cantaloupe!* -
<https://www.youtube.com/watch?v=QrWYas5dYPk&list=PLr6ywkhU23c8n9reXo1LEsUuzS2iWS25&index=6>
- *Ding. Ding. Ding.* -
<https://www.youtube.com/watch?v=QCUeQchFJS0&list=PLr6ywkhU23c8n9reXo1LEsUuzS2iWS25&index=7>
- *Local Heroes Videos* -
 - Amherst County - <https://www.youtube.com/watch?v=MH1cGevLE6c>
 - Augusta County -
<https://www.youtube.com/watch?v=vHKgOUyVmMg&list=PLr6ywkhU23fkofc74EZ1A3D-3bw7VOHX&index=4>
 - Bedford County - <https://www.youtube.com/watch?v=LV05jbqrANw>
 - Buchanan County - <https://www.youtube.com/watch?v=HRzZc6i5V1I>
 - Chesterfield - <https://www.youtube.com/watch?v=w9r3if3hc4Q>
 - Franklin - https://www.youtube.com/watch?v=6W2ZNLg_u4k
 - Frederick County -
<https://www.youtube.com/watch?v=hDMLSvUjMyU&list=PLr6ywkhU23fkofc74EZ1A3D-3bw7VOHX&index=5>
 - Hanover - <https://www.youtube.com/watch?v=YKjeU1k1GTQ>
 - Henrico - <https://www.youtube.com/watch?v=YTPrZUwRmpk>
 - James City County - <https://www.youtube.com/watch?v=TCBduyUevFY>
 - Lee County - <https://www.youtube.com/watch?v=wIcOIBcMFjU>

- Newport News - <https://www.youtube.com/watch?v=G7CNvZLGJec>
- Norfolk - <https://www.youtube.com/watch?v=mNoyMnswJ8s>
- Petersburg & Colonial Heights - <https://www.youtube.com/watch?v=ZOB-88Ej1Lg>
- Pittsylvania County - <https://www.youtube.com/watch?v=negUdAZG5gA>
- Portsmouth - <https://www.youtube.com/watch?v=LWXyyTmBjxs>
- Prince George, Hopewell, and Fort Gregg-Adams - <https://www.youtube.com/watch?v=dfPDWr0Lb10>
- Richmond City - <https://www.youtube.com/watch?v=StDH5zbs5aI>
- Rockbridge County - <https://www.youtube.com/watch?v=WVPBd6WM5pl&list=PLr6ywkfhU23fkofc74EZ1A3D-3bw7VOHX>
- Rockingham County - <https://www.youtube.com/watch?v=OfU7XpxISGc&list=PLr6ywkfhU23fkofc74EZ1A3D-3bw7VOHX&index=2>
- Shenandoah County - <https://www.youtube.com/watch?v=N6gokjZkZrU>
- Williamsburg - https://www.youtube.com/watch?v=VdJu3eq_WcE
- Wise - <https://www.youtube.com/watch?v=cOxO77Sf4Bs>
- Wythe County - <https://www.youtube.com/watch?v=F606yhKCCDw>
- York - <https://www.youtube.com/watch?v=4wywatqdx2I>

Center for Injury Research and Prevention

- Teen Driving Plan - www.youtube.com/channel/UCPGevUmqpEaeYoXhkN4OL9g

US Department of Transportation

- *Big Monster American* - <https://www.youtube.com/watch?v=QzeloFxP2Ws>

AAA

- *Every Seat, Every Time* - <https://www.youtube.com/watch?v=LibvmtY-GQ0>
- *Sidetracked: The Brutal Realities of Distracted Driving* - <https://www.youtube.com/watch?v=LDDqO4tIcHQ>

National Safety Council

- *Leading Safety into the Future: Teen Driving* - <https://www.youtube.com/watch?v=SHtseucaPTo>

Consumer Reports

- *Safety Tips for Teen Drivers* - <https://www.youtube.com/watch?v=sllfmc4N5s4>

Randall Siddens' Story – Distracted Driving

- <https://www.youtube.com/watch?v=L66lnVvdGgM>
- <https://www.youtube.com/watch?v=cWpF-bnftis>
- <https://www.youtube.com/watch?v=O8WGCBzeU1s>
- <https://www.youtube.com/watch?v=b81kzNGN5TM>

Other PSAs

- *No Seatbelt No Excuse* - <https://www.youtube.com/watch?v=2GVjcpsRarw>
- *Enough Reasons, Montana* - <https://www.youtube.com/watch?v=3m53QORYUJE>
- *Embrace Life-Always Wear Your Seat Belt* - <https://www.youtube.com/watch?v=h-8PBx7isoM>
- *Buckle Up-Share This Video and Save a Life* - <https://www.youtube.com/watch?v=VYQstUiC334>
- *Saved by the Belt: A Teen's Survival Story* - <https://www.youtube.com/watch?v=A7YpHXPAk9g>
- *Seat Belt Scary Movie* - <https://www.youtube.com/watch?v=ORWtpkhS3rU>
- *Seat Belts Save Lives* - <https://www.youtube.com/watch?v=pYuqLZxcz3A>
- *Simple Plan* - <https://www.youtube.com/watch?v=ZQ7oqmikZDQ>
- *This is Why It's Important to Wear Your Seat Belt* - <https://www.youtube.com/watch?v=8hVrgJMJfUk>
- *Teen Crash Survivors: Wear Your Seat Belt* - <https://www.youtube.com/watch?v=303MidNkx0A>
- *Use Your Head, Buckle Up* - <https://www.youtube.com/watch?v=5E26YsR-ExU>
- *Young Drivers: The High-Risk Years* - <https://www.youtube.com/watch?v=DmIhjMwZs5A>
- *Use Your Brain-Choice. Chance. Consequences.* - <https://www.youtube.com/watch?v=UIdGexBtVfs>
- *How to Safely Pass an Emergency Scene* - <https://www.vimeo.com/397187632>
- *Slow Down Move Over* - <https://www.vimeo.com/161785292>

Program Ideas

- Teen Driving Plan YouTube Videos** - For teens to become safe, competent drivers, they need to develop critical driving skills and practice in a range of driving environments and conditions. The Teen Driving Plan Practice Guide helps parents take action to keep teens safe and learning. Before starting, watch this video for tips to provide a calm, safe environment and help your teen get the most out of driving lessons.

<https://www.youtube.com/channel/UCPGevUmqpEaeYoXhkN4OL9g>
- Teen Driving Plan Practice Guide** - The Guide includes short videos on practicing specific driving goals in six environments, a goal guide, and a logging and rating tool.

<http://bit.ly/2CwI0Vp>
- Pledge Drawings** - Your resource box includes green Pledge Cards to give to students who complete the pledge agreement using the school-specific QR Code. In the forms section of the Challenge Kit binder, there is a Pledge Card Template you may duplicate if needed.
- Start a YOVASO Chapter** - Contact Molly Jackson, the marketing and training coordinator of Youth of Virginia Speak Out About Traffic Safety (YOVASO).

Contact DSHR@drivesafehr.org.
- Prize Drawings** - Enter the names of students who sign the pledge to always wear their safety belts into a drawing for prizes. Contact local restaurants, movie theaters, etc. for prizes.
- Posters** - Design buckle up posters to display in school or the school parking lot. You can also turn this into a poster contest with prizes for the winning designs.
- Announcements** – Share seat belt statistics, facts, figures, and Get It Together information during morning announcements and/or at sporting events.
- Table Tents** - Make table tent cards for the school cafeteria with statistics and slogans.
- School Marquee** - Announce the Get It Together Challenge with a reminder to buckle up.
- Email or Text** – Send students messages asking them to buckle up.

- Chalkboards and Whiteboards** - Ask teachers to write “Buckle Up” reminders on their boards.
- Bulletin Boards** - Design a school bulletin board around a safety belt theme.
- School Newspaper** - Include information about the challenge and seat belt safety in your school newspaper.
- Flyers** - Distribute flyers at school and/or sporting events reminding students to buckle up.
- Buckle Up for Safety Table** – Have a table with handouts and giveaways at sporting events.
- Mascot** - Make a large seat belt for your school mascot to wear at sporting events.
- Local Media** - Ask your local radio stations or newspaper to promote your school’s participation in the Get It Together Buckle Up Challenge and ask them to run information about seat belt use.
- Candy** - Hand out Dum Dum suckers with “Don’t be a Dum Dum, Buckle Up” label or Smarties with “Be a Smartie – Buckle Up” label.
- Ghost-Out Day** – Host a Ghost-Out Day to show the number of unbuckled teens killed in a day. A group of students is selected to be ghosts representing the teens killed in crashes who were not wearing seat belts. The students do not speak throughout the school day and are dressed in white or black t-shirts with faces painted white to simulate a ghost. Announcements are made throughout the day making the students aware of the ghosts and their significance.
- Creative Writing Contest or Display** - Entries may include essays, poems, skits/plays, articles.
- Social Media** - Design a special social media page to promote the campaign and seat belt use.
- Grim Reaper Day** - A student dressed as the Grim Reaper silences students throughout the day. As students are silenced, their faces are painted white, and they are asked to be silent for the remainder of the day. Another method is to have the student put on a long, white shirt and wear a yellow placard around their neck describing how they "died," based on true events of not wearing a seat belt.

- **Memorials** - Set up flower memorials in honor of teens killed in unrestrained crashes.

- **Principal Challenges** – School administrators can offer special incentives to students if they reach specific goals. For example, administrators will play a basketball game against the varsity team if the school reaches 90% seat belt use, or the principal will dye his or her hair or dress as a clown at a school function.

- **School Support Day** - Encourage students and faculty to wear school spirit t-shirts to support buckling up and driving without distractions. You could use white t-shirts and have students add Buckle Up and No Texting messages to the shirts.

- **Community Service Project** – Create a community service project event to educate the community about a traffic safety issue (seat belt use, child safety seats, distracted driving, etc.) The community service could include supporting an existing program, hosting a child safety seat installation event, or setting up a teen driver safety day event.

- **Loss of Parking Permit** - Schools may set precedents that students must remain buckled at all times & off cell phones while on school property, or the student may lose parking privileges.

- **Sidewalk Messages** - Use sidewalk chalk to write slogans and draw pictures related to seat belt safety on school-approved surfaces, like walkways leading into the school and the student parking lots.

Be creative, have fun, and come up with your own ideas!

And don't forget to document all your activities.

Seat Belt Relay

The Great Seat Belt Relay is a perfect mix of education and fun.

- Teams of four people sit in a car, two in front and two in back, all buckled in for safety.
- A whistle blows, and everyone unbuckles and dashes to the next clockwise seat and re-buckles.
- When all four are buckled in, the whistle blows again, and everyone moves again.
- To complete the relay, the team rotates four times, running around the car clockwise and buckling up each time.
- The relay is complete when contestants are once again buckled into their original seats.

What You Need:

1. A 4-door car, 4-door truck, or SUV. All four seats should have shoulder-harness seat belts.
2. A referee to judge when contestants are buckled in correctly, blow the whistle and keep time.
3. A scoreboard. As each team finishes, record the time so waiting teams know the time to beat.



Newsletter Article

Below for a template you can use for your school or PTA newsletter. Insert your school's name where indicated.

Attention Faculty, Students, and Parents:

(School Name) will be participating in this year's Get It Together High School Seat Belt Challenge. Led by Drive Safe Hampton Roads and supported by local traffic safety groups, the Get It Together Challenge aims to increase seat belt use and improve driving behaviors for teens in Hampton Roads – ultimately saving lives. The campaign consists of an education program and seat belt checks in school parking lots.

Statistics from 2022 show that 63 teens, ages 15-19, died Virginia roadways, and six of those fatalities were in Hampton Roads. Last year alone, 4,038 teens across Hampton Roads were involved in motor vehicle crashes resulting in 1,241 injuries and 2 unrestrained teen fatalities. These grim statistics show the primary causes of teen deaths on the roadways are driver inexperience, driver distraction, failing to wear seat belts, excessive speed, and alcohol use.

This year's contest includes 18 schools representing the cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, Virginia Beach, Williamsburg-James City County, and York County. Drive Safe Hampton Roads joins community sponsors AAA Tidewater Virginia, Christopher King Foundation, State Farm[®], and the Virginia Department of Motor Vehicles to bring you the Get It Together High School Safety Belt Challenge for the 2023–2024 school year.

Let's work together to save lives at (School Name).

Buckle Up...Every Trip, Every Time!

School Announcements & Seat Belt Statistics

The following suggestions can be used for school announcements, or you can create your own about the Get It Together Seat Up Challenge.

Sample School Announcements:

1. Hi, this is _____ and I am with the school's _____ Club. We need your help to increase seat belt use. Your participation does count; all you have to do is wear your seat belt every time you get into a car and pledge to always buckle up. The campaign is called Get It Together. It is a seat belt challenge between participating high schools in Hampton Roads. So, start wearing your seat belt every time you get into a vehicle and please sign the pledge petition to always buckle up that we will be passing around. This Drive Safe Hampton Roads challenge is being held from October 16, 2023, through February 16, 2024. We will check to ensure everyone is wearing their seat belt, so please buckle up.
2. The _____ Club wants everyone to make it safely through the school year. Please remember to always buckle up and encourage your friends and family to do the same. Buckling up takes only a second, and it is a habit that can save your life.
3. Please show your school pride and buckle up on every ride. Your support will help our school win the annual Get It Together Seat Belt Challenge.
4. Did you know that not wearing a seatbelt accounted for 2 Hampton Roads teen deaths out of the 35 unrestrained teen fatalities statewide this past year? Don't be a statistic. Please Buckle Up: Every Ride, Every Time.
5. The _____ Club wants you to start a habit of buckling up every time you get into a vehicle. Please sign our Buckle Up Pledge. Wearing a seat belt only takes a second, and it could save your life during a crash.
6. Remember to wear your seat belt correctly. The shoulder harness should fit snugly across the collarbone and chest, not across the neck or face. The lap belt should also fit snugly across your hips, not ride up on your stomach. It doesn't go behind your back. And remember, don't wear your backpack while you ride.
7. Airbags do not replace the need for seat belts. When used with safety belts, airbags further reduce the risk of death or injury in the event of a crash.

Statistics/Facts

- Seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes, yet only 75.7% of Virginians wear them.
- Of last year's 1,005 traffic fatalities in Virginia, 375 victims were not wearing a seat belt. (2022)
- In 2022, 63 teens, ages 15-19, died on the roads of the Commonwealth, 6 of those fatalities in Hampton Roads.
- In Hampton Roads, not wearing a seatbelt was the cause of 56% of the 90 traffic-related deaths in vehicles equipped with safety restraints last year. (2022)
- In 2022, 4,038 teens (ages 15-19) across Hampton Roads were involved in motor vehicle crashes resulting in 1,241 injuries.
- Lack of a seat belt accounted for 2 teen deaths in Hampton Roads out of the 35 unrestrained teen fatalities statewide.
- The Hampton Roads area had 163 total traffic-safety-related fatalities. When worn correctly, seat belts are 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.
- Over the course of a lifetime, the average person has a total of 3-4 traffic crashes. During a lifetime, your chances of dying in a car crash at 1 in 101 (2020).

Humorous Morning Announcements

1. How to meet more law enforcement officers. Since not wearing a seat belt is against the law, one easy way to get law enforcement officers to notice you is to drive around without wearing one. And in May, law enforcement officers all over the country conduct a special safety belt mobilization just to catch people who don't buckle up so they can give them a ticket. Bottom line — not wearing a safety belt can result in a roadside chat under flashing lights.
2. How to get to the hospital fast. Don't wear your safety belt, get in a crash, and take the ambulance. Maybe you'll even get to skip all the red lights on the way to the hospital or the morgue. If you don't wear a safety belt, you double your chances of getting seriously injured — maybe even permanently disabled or disfigured. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a plate of hospital food.
3. How to get a facial for free! Just unbuckle your safety belt and you're a lot more likely to be thrown from the car. You'll be using the world's most powerful facial scrub: pavement. For more extensive work, try a brick wall. Safety belts can secure you and the people you like. Not wearing safety belts can give you a whole new look.
4. How to elude law enforcement. Some people probably like being pulled over by a law enforcement officer. But if you're not one of them, you should know that in May, law enforcement agencies all over the country have this safety belt mobilization just to catch people who don't buckle up so they can give them a ticket. So, watch yourself. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a ticket.
5. How to get people killed. There are lots of ways to help people bite the dust. But one way that works really well for teens is this: Don't wear a safety belt. At no other time in your life will you be more likely to die or get seriously injured in a crash. Safety belts can secure you and the people you like. Not wearing safety belts is deadly.
6. How to fly without a plane ticket or a pilot's license. Just don't wear a safety belt and you can fly right out of the car in a crash. It's a brief flight, although the landing isn't all that great. Neither is the crippling injury or disfigurement you might get as a result. Safety belts can secure the people you like. Not wearing safety belts can hurt.
7. How to get a new set of wheels. Not everyone dies in a serious car crash. Some become permanently disabled. Some get new wheels — as in a wheelchair. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a different type of wheels.
8. How to blow a lot of money. Just get a ticket for not wearing a safety belt, which is really easy to do. Law enforcement officers are having this safety belt mobilization in May, which means that they're specifically looking for people who aren't wearing safety belts and writing more tickets than usual. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a really big ticket.

Rips and Reads

Today's tip # 1:

Forget to wear your belt and it'll be like you got Punk'd.

Imagine you're out driving with your friends. No one is wearing a belt, and you roll up on a safety belt checkpoint. There are flashing lights, maybe some TV cameras, and lots of police officers. LOTS of police officers. They wave you over, ask for your license, and then a few minutes later, they give you an expensive ticket – maybe with points. You're so busted. And completely embarrassed. You keep hoping that someone will jump out and tell you that you've been PUNK'D, but it never happens. Or maybe, in a way, it has.

Today's tip # 2:

It's like the gift that keeps on giving.

Drive without a safety belt, and you're going to get a ticket. And then you're going to give up money for the fine. And your insurance is going to go up. And then your parents are going to find out, and you'll be giving them your car keys. And you'll be broke with no car and riding the bus. Isn't it just easier to buckle up?

Today's tip # 3:

Show 'em some love.

You spent all that time and energy trying to get that special someone to go out with you. And now, finally, you're sitting in the car together and you want to show some love. Remind 'em to buckle up. Just think how much they'll respect you in the morning.

Today's tip # 4:

You know how your friends drive, so doesn't it make sense to buckle up?

Okay, so you'd never tell your friends to their face, but some of them are really BAD drivers. They speed, turn too fast, talk to the people in the back seat – they're an absolute menace. So be a friend – make sure they buckle up and make sure you do too. It could make you friends for life.

Today's tip # 5:

Pick-ups are built to last.

But all that steel won't help you if you're thrown from the truck in a crash. So why take the chance? Buckle up in your truck.

Today's tip # 6:

Around these parts, friends look out for one another.

Look out for your friends by looking out for yourself. Buckle Up! You'll spare them from having to visit your hospital room or your gravesite.

Today's tip # 7:

Crashes don't always kill.

Sometimes they leave people disfigured or disabled. Some are paralyzed. So why take the chance? Protect yourself and buckle up.

Please God, I am only 17.

The day I died was an ordinary school day. How I wish I had taken the bus. But I was too cool for the bus. I remember how I wheedled the car out of Mom. "Special favor," I pleaded. "All the kids drive." When the 2:50 bell rang, I threw all my books in the locker. I was free until 8:40 tomorrow morning! I ran to the parking lot, excited at the thought of driving a car and being my own boss. Free!

It doesn't matter how the accident happened. I was goofing off - going too fast. Taking crazy chances. But I was enjoying my freedom and having fun. The last thing I remember was passing an old lady who seemed to be going awfully slow. I heard the deafening crash and felt a terrible jolt. Glass and steel flew everywhere. My body seemed to be turning inside out. I heard myself scream.

Suddenly I awakened; it was very quiet. A police officer was standing over me. Then I saw a doctor. My body was mangled. I was saturated with blood. Pieces of jagged glass were sticking out all over. Strange that I couldn't feel anything.

Hey, don't pull that sheet over my head! I can't be dead. I'm only 17. I've got a date tonight. I'm supposed to grow up and have a wonderful life. I haven't lived yet. I can't be dead.

Later I was placed in a drawer. My folks had to identify me. Why did they have to see me like this? Why did I have to look at Mom's eyes when she faced the most terrible ordeal of her life? Dad suddenly looked like an old man. He told the man in charge, "Yes, this is my child".

The funeral was a weird experience. I saw all my relatives and friends walk toward the casket. They passed by, one by one, and looked at me with the saddest eyes I've ever seen. Some of my friends were crying. A few people touched my hand and sobbed as they walked away.

Please - somebody - wake me up! Get me out of here! I can't bear to see my mom and dad so broken up. My grandparents are so wracked with grief they can hardly walk. My brothers and sisters are like zombies. They move like robots. In a daze, everybody. No one can believe this. And I can't believe it, either.

Please don't bury me! I'm not dead! I have a lot of living to do! I want to laugh and run again. I want to sing and dance. Please don't put me in the ground. I promise, if you give me one more chance, God, I'll buckle up and be the most careful driver in the whole world. All I want is one more chance.

Please, God, I'm only 17!

WEAR YOUR SAFETY BELT...

(Taken from Dear Abby, 3/24/92, updated 2022)

**Wear your safety belt and increase your prospects of surviving a serious crash.
A safety belt isn't a nuisance; it's a lifesaver.**

How Fast Can You Die?

Do you know what happens in the first fatal second after a vehicle going 55 mph hits a solid object?

1. **In the first 10th of a second**, the front bumper and grill collapse.
2. **In the second 10th**, the hood crumbles, rising and striking the windshield as the spinning rear wheels lift from the ground. Simultaneously, fenders begin wrapping themselves around the solid object. Although the car's frame has been halted, the rest of the car and everything inside it is still going 55 mph. Instinct causes the driver to stiffen his legs against the crash, and they snap at the knee joint.
3. **During the third 10th of the second**, the steering wheel starts to disintegrate, and the steering column aims for the driver's chest.
4. **The fourth 10th of the second** finds two feet of the car's front end wrecked, while the rear end still moves at 35 mph. The driver's unbelted body is still traveling at 55 mph.
5. **In the fifth 10th of the second**, the steering column impales the driver and pushes into the lungs.
6. **The sixth 10th of the second**, the impact has built up to the point that the driver's feet are ripped out of tightly laced shoes. The brake pedal breaks off. The car frame buckles in the middle. The driver's head smashes into the windshield as the rear wheels, still spinning, fall back to earth.
7. **In the seventh 10th of the second**, hinges rip loose, doors fly open, and seats break free, striking the driver from behind.

The seats striking the driver don't bother him... because he is already dead.

The last three-tenths of the second mean **nothing** to the driver.

The Benefits of Occupant Protection

Given the following realities, it is hard to understand why anyone would not buckle up:

- On average, **every one of us can expect to be in a motor vehicle crash once every seventeen years.**
- Some people wear safety belts on long trips at freeway speeds, but do not bother with them close to home. However, studies show that **75% of crashes happen within 25 miles of home, and 80% of serious injuries and deaths occur in cars traveling 40 mph or less.**
- Few people realize that even at low speeds, the impact force on the driver and passengers is brutal. In a car crash at 30 mph., the car stops in one-tenth of a second, but unbelted occupants continue to travel forward at 30 mph until they strike some part of the car's interior, perhaps the steering wheel or the dashboard. **They then stop—with the same force as if they had jumped off a three-story building headfirst.** It is impossible to brace against that kind of impact.
- Many people believe that it is safer to be ejected from a car or that safety belts will trap them in a burning or sinking car. The fact is that **an occupant is four times more likely to be fatally injured when thrown from the car than when held inside the car protected by a safety belt.** Fire or submersion occurs in less than one-half of one percent of motor vehicle crashes. In the unlikely event that either would occur, occupants are far more likely to remain conscious and able to free themselves if they are belted.
- Since many people can move around freely when their safety belts are fastened, they believe that the belts will not protect them in a crash. However, **current safety belts are designed with a reel device that locks the belt in place in case of severe braking or sudden impact.** That same device permits free movement and comfort during normal driving conditions.
- Many people have simply never gotten into the habit of wearing safety belts. As children and young adults, they never learned to buckle up whenever they got into a car. As adults, they have not been convinced of the substantial, increased protection that safety belts provide them and their passengers.

Excuses vs. Facts

Excuse #1

I'm only going a short distance, and I won't be driving fast, so I don't need my seat belt.

Fact

The great majority of accidents occur at less than 30mph and within 5 miles of home.

Excuse #2

Well, so what? If I see that I'm going to crash, I'll brace myself!

Fact

Not possible. To show you why, let's talk about the speed times weight ratio, which computes your effective weight in a motor vehicle crash. Say you weigh 130 lbs., and you are involved in a crash at 25mph. Your effective weight is your actual weight times your speed or 3,250 lbs. Even if you could react quickly enough, there is no way you would have the strength to brace that much weight.

Excuse #3

But what if the car crashes into water or catches on fire? It's better to be thrown out of the vehicle.

Fact

Collisions involving fire or submersion total only ½ of 1% of all traffic crashes. If you are thrown out of the car, you are four times more likely to be killed than if you stayed in. Plus, if you are unrestrained during a crash, you are more likely to have a severe injury that incapacitates you from being able to get out quickly.

Excuse #4

The seat belt usually wrinkles my clothes or gets them dirty. I spend a lot of time getting ready to go places, and I don't want to get there with wrinkled clothes. Besides that, safety belts are not comfortable.

Fact

You can very easily get used to the feel of a safety belt, and soon you will feel uncomfortable if you are not wearing it. Sure, maybe your clothes will get wrinkled, or sometimes soiled. But if you are unbelted in a traffic crash you are three times more likely to be injured, and five times more likely to be killed than if you had your belt on. So, would you rather be wrinkled and dirty...or dead?

Excuse #5

Well, I'm really careful about buckling up my younger siblings, but I still don't think I need to wear my seat belt.

Fact

A common cause of injury to children in vehicles is being crushed by adults who are not wearing seat belts. Remember the speed X weight ratio? Imagine the child being hit by that 3,250 lbs. In fact, one out of four serious injuries to passengers are caused by occupants being thrown into each other.

Excuse #6

But safety belts don't really help much, do they? I mean, why bother if it doesn't make much difference?

Fact

Safety belts reduce the likelihood of fatal or serious injuries. On a national basis, each increase in safety belt use results in fewer serious and moderate injuries and a huge savings in direct costs to society. And, drivers wearing seat belts have more control over their cars in emergency situations and are more likely to avoid an accident.

Excuse #7

Well, all these facts make sense. But I'm lucky. I'll never be in a crash.

Fact

Your chances of getting into a car accident are one in 366 for every 1,000 miles driven. During a lifetime, your chances of dying in a car crash at 1 in 101 (2020). Traffic crashes rank as the No. 1 killer of Americans ages 1-44.

Sure, maybe you are lucky. Maybe you won't ever be involved in a traffic crash.

But the statistics say you will be.

**Why risk your life when you might save it just by wearing your seatbelt
whenever you are in a vehicle.**

Teen speeding and distracted driving are particularly dangerous due to the lack of experience of young drivers (ages 15-19), who are more likely to overcorrect, run off the road, or lose control of their vehicles. For these reasons, fatal crashes involving teen drivers are on the rise.

Please - don't take a chance. Drive Safe and Buckle Up!

The Three Collisions of a Car Crash

1. The Car's Collision:

This first collision is known as the car's collision. This collision causes the car to buckle and bend as it hits something and comes to an abrupt stop. This occurs in approximately one-tenth of a second. The crushing of the front end absorbs some of the force of the crash and cushions the rest of the car. As a result, the passenger compartment comes to a more gradual stop than the front of the car.

2. The Human Collision:

The second collision occurs as the car's occupants hit some part of the vehicle. At the moment of impact, unbelted occupants are still traveling at the vehicle's original speed. Just after the vehicle comes to a complete stop, these unbelted occupants slam into the steering wheel, the windshield, or some other part of the vehicle's interior. This is the human collision. Another form of human collision is the person-to-person impact. Many serious injuries are caused by unbelted occupants colliding with one other. In a crash, occupants tend to move toward the point of impact, not away from it. People in the front seat are often struck by *unbelted* rear-seat passengers who have become high-speed projectiles.

3. The Internal Collision:

Even after the occupant's body comes to a complete stop, the internal organs continue moving forward. Suddenly, the organs hit one another or the skeletal system. This third collision is the internal collision and often causes serious or fatal injuries.

So why safety belts? During a crash, properly fastened safety belts distribute the forces of rapid deceleration over larger and stronger parts of your body such as the chest, hips, and shoulders. The safety belt stretches slightly to slow your body down and to increase its stopping distance. The difference between the belted person's stopping distance and the unbelted person's stopping distance is significant. It is often the difference between life and death.

Any questions?

(Excerpts from: Sudden Impact, NHTSA)

Sample Car Windshield Flyers

See next two pages for flyers you can print to place on windshields.

DON'T FORGET TO WEAR YOUR SEAT BELT!



**On your way home, do yourself a favor and buckle up!
The few seconds it takes to click the seat belt together
could make a lifetime of difference if you are involved in a crash.**

DON'T FORGET TO WEAR YOUR SEAT BELT!



**On your way home, do yourself a favor and buckle up!
The few seconds it takes to click the seat belt together
could make a lifetime of difference if you are involved in a crash.**

***DON'T FORGET
TO WEAR
YOUR SEAT BELT!***



On your way home, do yourself a favor and buckle up! The few seconds it takes to click the seat belt together could make a lifetime of difference if you are involved in a crash.

**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!

