



## 2025-2026 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, State Farm<sup>®</sup>, and the Virginia Department of Motor Vehicles, provides support for the program. In addition, each school is assigned a community liaison to serve as a resource. The community liaison must assist with all seat belt observation checks.

### Student Participation:

This program is intended to educate as many students as possible. Peer-to-peer education has proven to improve seat belt use among teens. We suggest one club or student group claims the project and implements activities to successfully increase 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.

One person in each school, whether a 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 – October 7, 2025, at 8:00am.
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 along with the community liaison.
3. Buckle Up Pledge Drive
4. Student-led Education Campaign
5. PSA Video (optional)
6. Awards Breakfast – March 5, 2026, at 8:00am