

2025-2026



**HIGH SCHOOL
SEAT BELT
CHALLENGE KIT**

DriveSafeHR.org

Facebook.com/GetItTogetherSeatBeltChallenge

#GetItTogether

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Important Reminders

Deadlines:

- October 7, 2025 Kick-Off Breakfast
- October 8, 2025 Challenge Begins
- November 12-21, 2025 Unannounced Seat Belt Check
- December 5, 2025 Midway Report and Belt Check Data Due, 5pm
- January 21-30, 2026 Unannounced Seat Belt Check
- January 30, 2026 GIT Challenge Ends
- February 6, 2026 Final Report and Belt Check Data Due, 5pm
- March 5, 2026 Awards Breakfast

Challenge Contacts:

- Drive Safe HR OP Admin Coordinator: Georjeane Blumling
757-236-5933
Admin-OP@DriveSafeHR.org
- GIT Chair: Holly Dalby
757-233-3833
GIT-Coordinator@DriveSafeHR.org
- Report Submissions:
GIT@DriveSafeHR.org

Pledge Signature Submissions:

- Submit pledge signatures pages to GIT@DriveSafeHR.org. The form is included in your binder. Make as many copies as you need.

Midway and Final Reports:

- Midway Reports must be emailed no later than 5:00pm Friday, December 5, 2025.
- Final Reports must be emailed no later than 5:00pm on Friday, February 6, 2026.
- 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 11-15-25*.
- 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 2025-26*).
- **Do not submit photos in a Word document or PowerPoint presentation. Attach them as separate photo files.**
- **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 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.
- 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 last longer 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. **No photos of the data sheets accepted.** Email sheets to 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, 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 acts as 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 a 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 faculty member of each school must be designated to act as the main point of contact for correspondence and information. A secondary contact may be a school employee or student. 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. Kick-Off 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 with their liaisons in attendance.
3. Buckle Up Pledge Drive
4. Student-Led Education Campaign
5. PSA Video (optional)
6. Awards Breakfast

Timeline (all dates are tentative and may change):

- September 2-25, 2025 **Unannounced** Seat Belt Check (by GIT committee)
- October 7, 2025 Kick-Off Breakfast at 8am
- October 8, 2025 Challenge Begins
- November 12-21, 2025 **Unannounced** Seat Belt Check (by students with liaison)
- December 5, 2025 Midway Report Due at 5pm
- January 21-30, 2026 **Unannounced** Seat Belt Check (by students with liaison)
- January 30, 2026 Challenge Ends
- February 6, 2026 Final Report Due at 5pm
- March 5, 2026 Awards Breakfast at 8am

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 school and during school-sponsored activities. Points are awarded for each activity completed. See the Challenge Point Sheet enclosed for details of the point system.

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

2025-2026 Participating Schools

The following 18 schools will be participating in this challenge:

Chesapeake	Indian River
Chesapeake	Western Branch
Hampton	Bethel
Hampton	Kecoughtan
Newport News	Denbigh
Newport News	Menchville
Newport News	Warwick
Norfolk	Maury
Norfolk	Norview
Portsmouth	Churchland
Portsmouth	Manor
Suffolk	Lakeland
Virginia Beach	Kellam
Virginia Beach	Landstown
Virginia Beach	Ocean Lakes
Virginia Beach	Princess Anne
Virginia Beach	Salem
Virginia Beach	Tallwood

Challenge Rules and Guidelines

Overview

1. The Get It Together Challenge (GIT) kicks off on October 8, 2025, and runs through January 30, 2026
2. The campaign is a competition between participating Hampton Roads high schools to increase safety belt use among teenagers with the goal being 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 kick-off 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 2025 and January 2026. **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 school warning bell. A belt check can run longer than 30 minutes but not 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 (Mandatory)

Encouraging students to sign and pledge to always 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. Signed pledges are submitted to GIT@DriveSafeHR.org. The pledge signature page is included in your binder under Challenge Forms for additional copies as needed.

3. Educational and School-Sponsored Activities (Mandatory)

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. 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. Ideas include an informational safety booth, announcements during the game, and dressing up the school mascot with a safety belt for the halftime show.

4. PSA Video PSA (Optional)

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 5, 2025 Midway Report Due, 5pm to GIT@DriveSafeHR.org
Activities occurring October 8-November 21, 2025.
- February 6, 2025 Final Report Due, 5pm to GIT@DriveSafeHR.org
Activities occurring December 1, 2025-January 30, 2026.

Challenge Contacts:

- Drive Safe HR OP Admin: Georjeane Blumling
757-236-5933
Admin-OP@DriveSafeHR.org
- GIT Chair: Holly Dalby
757-233-3833
GIT-Coordinator@DriveSafeHR.org

Earning Challenge Points

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

GIT reviews the midway & final 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 by email to GIT@drivesafehr.org. 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 completed activity, and activities fall into one of three tiers, each with different points values. Be sure to submit photos, 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 of 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:

- Increase in seat belt use over baseline percentage.
- 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. Report all activities completed between October 8 and November 21, 2025, on the midway.
2. Report all activities completed between November 22, 2025, and January 30, 2026, on the final.
3. If you forgot to report an activity on the midway report, you may include it on the final.
4. If you have questions about point assignments, contact Drive Safe Hampton Roads.
 - Drive Safe HR OP Admin: Georjeane Blumling
757-236-5933
Admin-OP@DriveSafeHR.org
 - GIT Chair: Holly Dalby
757-233-3833
GIT-Coordinator@DriveSafeHR.org

Get It Together Awards Recognition

Get It Together awards recognition is based on 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	35% of Student Body Minimum	20% of Student Body Minimum	10% of Student Body Minimum	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 presented at the awards breakfast.

Awards Ceremony:

The Get It Together awards breakfast is on March 5, 2026. Schools will receive all results, certificates, medals, and trophies at that time.

Educational Activities

The educational activities students implement 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 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	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 your video. For example, *Charter HS Competition Video 2025-26*.
- Submit only one competition video.
- Photo/Video Releases are **REQUIRED** for all students in the submitted competition videos.
- Upload your video to the GIT drive. Contact us for the link: GIT@drivesafehr.org.
- The winning video is chosen by a panel of judges based 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)

- Is the video 30-seconds or less?
- Is the information accurate and current?
- Are any copyrighted materials used?
 - If yes, is there a copyright release form included?
- Is any portion of the video inappropriate?
- Are completed student Video/Photo Release forms included?

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 the 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 the 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 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 but 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.



2025-2026
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 confidential communication. Please contact Drive Safe Hampton Roads at Admin-OP@drivesafehr.org for any questions.
Scan and send to GIT@drivesafehr.org

Sample Midway School Activity Report



Sample

Name of School: Charter High School

Mark each activity completed during the first half of the Challenge: **October 8-November 21, 2025**, 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, 2025
- 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.

Sample

Name and Title: Mr. American, Teacher

Email this to GIT@drivesafehr.org by 5:00pm, Friday, December 5, 2025

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

AAA Tidewater Virginia

State Farm®

Virginia Department of Motor Vehicles

Christopher King Foundation

**As well as the many community liaisons and volunteers
that make this program possible.**

Thank you for your support!

