

Alexa's Hugs Seat Belt Challenge

School Challenge Kit 2016 / 2017











Welcome to the Seat Belt Challenge!

We would like to congratulate your team for taking advantage of this opportunity to make vehicle safety a priority at your school.

We will provide you with guidelines, ideas, and information about requirements in this Challenge Kit. The way you implement the Challenge in your school and the level of creativity is all up to YOU!

We are here to guide you and help you. Please use us as a resource any time you have a question or need some help. We are here to help you have a successful program!

We believe in you, and we are confident that your efforts will encourage other teens to make safer driving decisions.

Sincerely,

Jona and Tad Johnson Alexa's Hugs

Contact Information

One of our primary means of communication with your team will be through online newsletters via email and on Facebook. *Please make sure we have a current email address for your advisor and key team leaders*.

Alexa's Hugs	Jona Johnson	Tad Johnson
alexahugs@gmail.com	(970) 988-5481	(970) 988-7636
(970) 619-8201		

Safe Kids Larimer County

Janet Werst janet.werst@uchealth.org (970) 495-7504

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Seat Belt Challenge Contests

Four \$500 prizes will be awarded based on the following criteria:

- \$500 for the school that produces the winning Public Service Announcement video.
- \$500 for the school that has the highest percent improvement. This is calculated by taking your school's ending seat belt use minus your beginning seat belt use, divided by the beginning seat belt use.
- \$500 for the school with the highest seat belt usage at the spring observation performed by our team of volunteers.
- \$500 for the Best Overall Challenge Program.

Poster Contest:

Any student from participating schools may submit an entry in our poster contest. The poster entry must address an issue related to teen driving. Entries must be submitted by 5 p.m. on **December 2, 2016**. The winning entry or entries will be printed and distributed to schools during the spring of 2017 and/or the fall semester of 2017.

Public Service Announcement Video:

Video entries must be submitted no later than 5 p.m. on **February 24, 2017**. PSA videos should address an issue or topic important to teen driving safety. Entries must not exceed 30 seconds in length to qualify for the contest. Any entry that includes music, images, or other material protected by copyright must have permission to use protected material. Entries should be uploaded via Dropbox or other electronic means so Alexa's Hugs can share them via social media, YouTube, and our website.

*Other awards and prizes may also be offered as we find sponsorships or receive additional grant funding.

How do we determine winners of the Seat Belt Challenge?

We perform unannounced, anonymous seat belt observations at your school. We start in the fall to get a baseline number. This is your beginning, or baseline, seat belt usage. We count all drivers and passengers that we can see clearly to determine whether the seat belt is being worn properly. A "Yes" is only for a seat belt with a shoulder belt worn over the shoulder and chest. Seat belts buckled behind passengers or tucked under the arm are counted as "No."

We perform the same observations again in the spring before school gets out. This is how we can measure your improvement and identify the school with the highest seat belt use in the spring.

Because we count parents, siblings, and whoever else is in the car, it's important to make sure your students are sharing safety messages when they go home, too!

The winning Public Service Announcement video is chosen by a committee that includes adult community members as well as teen and/or young adult volunteers.

	
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Required Elements

In order to be considered a full Seat Belt Challenge participant and qualify for monetary awards, you must fulfill the following requirements. Because the funding for this program is being provided by multiple grants, we need to report on what you're doing in your schools. Please help us by completing these requirements.

- ✓ 2 self-check seat belt observations completed and reported on time.
 (November and March)
- ✓ Complete all activity report surveys. We're making it easier this year by sending you online surveys. A few clicks and you'll be done!
- ✓ Promote and encourage participation in the pre- and post-Challenge surveys. We know you can't control how many students participate, but we are counting on you to help us get as many responses as possible.
- ✓ PSA contest entries must meet the specifications for that contest. You are not required to submit a PSA to be eligible for the other monetary awards.
- ✓ Host and/or promote a Parent of Teen Drivers class. Multiple schools can promote the same class.

Communication

Because we have so many schools involved in the Challenge, much of our communication about deadlines comes through our email newsletter. We also share ideas, tips, contest information, links, and other reminders in our newsletter. Please make sure we have a current email address for everyone at your school who should be receiving this information.

We have also set up a Facebook page just for the Seat Belt Challenge: https://www.facebook.com/groups/AlexasHugsSeatBeltChallenge/

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Activity Ideas

- Pokemon Go! Please play Pokemon Go! Just don't do it while driving!
- **Posters** Hang posters throughout the school, at parking lot exits, or pick a day to hold them up as students leave after school to encourage them to be safe.
- **Candy** Hand out Smarties (for those buckled up) or Dum-Dums (for those unbuckled) with a note about vehicle safety.
- Announcements Reach the entire student body at once.
- Stall talk Reach a captive audience by posting messages in bathroom stalls.
- Assembly Incorporate safety messages into an all-school or class assembly.
- Guest Speakers Invite speakers for individual classes or a school assembly.
- **Prizes for buckling up** Conduct surprise spot-checks in the parking lot and reward students who are buckled and avoiding distractions.
- **Top Ten List** In an offshoot of David Letterman's "Top Ten List," create your own list for the top ten reasons teens do or do not buckle up.
- **Sports games** Do an observation as families arrive for a sports game. During half-time, announce the results and provide a short program, message, or PSA.
- Flyers on vehicles Put a message on all vehicles at school or during an event (with approval from your school administration).
- Saved by the Belt Club make a bulletin board in your school and post photos of your students, staff, and their family members who have been saved by the belt. Share their story in the school newspaper, announcements, assembly, or class presentations.
- **Pledge Cards** Have students and staff make a pledge about driving safety. Take it a step further and encourage students to get their parents and family members to take the pledge as well!
- School performances Show a PSA or provide a short message before, after, or during intermission at a school play or other performance event. Put a safety message in the sports or musical program.
- Community Night Plan an entire evening of activities for students, parents, and family members to hear guest speakers and learn about vehicle safety.
- **Drop the "A"-Word** An "accident" is defined as "an event that happens by chance or that is without apparent or deliberate cause." Make it a point in your school, in every campaign and activity that you do, to never use the word "accident." Let's instead use "crash," "wreck," or "collision."
- Distracted Driving Pledge Banner Make a banner where students (and teachers) can ink their thumb-print and sign as a pledge not to text and drive.

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Activity Ideas (cont.)

- **Social Experiment** Just for comparison, do a seat belt observation before school, and another at lunch time. Do you think driving habits will differ based on the time of day? Please share your results with us.
- Parent of Teen Driver Classes Host a class for teens and parents to learn about the licensing process in Colorado. These classes can be scheduled through Janet Werst with Safe Kids.
- Parking Perks Work with administrators to designate a "special" parking spot for a student who gets "caught" buckled up, without distractions, and driving safely. Each week or each month, you can have a new winner.
- Present "What Do You Consider Lethal?" program to classes or the entire school.
- Car Fitness Event Plan an event where students and families can learn about simple maintenance (check tire tread, tire pressure, oil & fluid levels, how to locate your battery, etc.). We can also provide people trained in "CarFit," which is a program that helps drivers adjust the car to fit them better and improve safety.
- **Adopt-A-School** Adopt a middle or elementary school and provide some vehicle safety programs for their students and families.
- No-No-No-vember Challenge everyone in your school to take a pledge to avoid using any device when behind the wheel. No talking, texting, posting pics or status, scrolling, or selecting playlists while driving. This includes while at stop lights and stop signs. Also vow to say "No!" if you're in the car with a driver who's doing these things.
- **Deck the Halls** Have a contest to see which group of students can create the best door decoration with messages about vehicle safety.
- See your Ford Driving Skills kit for additional ideas, like incorporating *The Academy*, "Hallway Highway," or "Business Marquee," where you have local businesses display safe driving messages on their signs.
- **Special Occasion Bags** Set up a table for students to buy bags that contain candy and a card with a seat belt message on it for their friends. Deliver the bags to students during a week that has a special occasion (i.e. Halloween).
- **Get the Word Out** Share information with your school or community by writing articles for your school or community newspaper. Put messages in other school publications, such as theater programs. Pass out information to homerooms.
- Keep It Social Use social media to your advantage! Incorporate hashtags, likes, and follows into every activity you plan for the year!

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Activity Ideas (cont.)

- Survivor or Not? Make a bulletin board where you post photos of two crash scenes. Throughout the week, add part of the story for each crash, a little at a time. On the last day, the stories are completed and the survivor is revealed. Contact Alexa's Hugs if you'd like to use our photos as part of this project. We also have photos from a board member who survived a terrible crash. Alexa's truck is also available to bring on-site for activities or events.
- **Pledge Chain** During lunch, have students sign a slip of paper saying that they pledge to drive safely and always wear their seatbelts. Then, have a paper chain started of all of the pledges. It can be hung in a place that it is seen by the majority of students every day as a reminder to be safe and buckle up.

A Time to Get Serious

At Alexa's Hugs, our mission is "providing positive encouragement for seat belt and vehicle safety." You'll notice that the suggested activities above fit that mission.

We recognize that sobering messages are also useful in some circumstances. Should your leadership team decide that a serious or sobering message would enhance your program and provide a way to impact students in a different way; here are some ideas that have been used in other teen safety challenges or are available as local program offerings.

- **Toe Tags** In 2013, an average of 90 people died every day in traffic crashes in the U.S. Have 90 students wear a "toe tag" on their finger for a day to symbolically represent these fatalities.
- **Obituaries or Eulogies** 35 teens died in traffic-related incidents in Colorado last year. Have the same number of students volunteer to have their obituary written and post them throughout the school or on a bulletin board. What kind of impact would it have on your school if even *one* of these was real?
- **Empty seats** set aside empty seats in classrooms, bleachers, or at an event to symbolize lives lost in traffic crashes.
- **Mock Crash Scene** Set up a mock crash scene to demonstrate the emergency response during a traffic crash.
- Every 15 Minutes Schedule a program from Every 15 Minutes or another traffic safety program to emphasize the importance of safe driving decisions.

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Hugs for Your Classmates

Since Alexa died in 2013, we have made over 12,000 seat belt Hugs to be used as a visual reminder to buckle up.

Over 6,000 of these Hugs have been customized for

graduating seniors at our local high schools. Hugs are made by hand, so we are not yet able to provide them to every student at all of our participating schools.

Here's your chance to help us provide more Hugs to teens, and have a direct hand in assuring they are provided to students at your school!





You may choose to implement fundraisers to provide a certain number of Hugs for your school. If it's not feasible to raise all the funding needed, we suggest a 50/50 program. You raise half the money needed for the Hugs you want, and provide the volunteer time to help make those Hugs. Other students

have enjoyed such "craft days," and have made Hugs for students at other schools.

This is a great community service volunteer opportunity. How will you feel if the Hug that you made is the one that reminds someone to buckle up and saves a life?

Simply contact Alexa's Hugs at <u>alexahugs@gmail.com</u> if your team would like to get custom Hugs for students at your school or help make them for others.



Social Media Guide

Please include us in social media posts. Here's where you can find us:

Facebook
Fan page – Alexa's Hugs
Group page – Alexa's Hugs of Northern Colorado
Seat Belt Challenge Group – Alexa's Hugs Seat Belt Challenge
Safe Kids – Safe Kids Larimer County

Twitter
@AlexaHugs
@SafeKidsLC

Websites
www.alexaHugs.com
www.sklarimer.org

Instagram Alexashugs

#Hashtags
#AlexasHugs
#AlexaHugs
#umattertome
#BuckleUp
#PhoneDown
#ArriveAlive
#SeatBeltChallenge
#WhatsHoldingYouBack

Challenge Timeline and Due Dates

Date(s)	What's Due
November	Conduct 1 st Required Seat Belt
	Observation sometime this month
December 2	Poster Contest entries DUE
February 24	PSA Video Contest entries DUE
March	Conduct 2 nd Required Seat Belt
	Observation sometime this month
September – May	Host and/or promote a Parent / Teen
	Drivers class for new and approaching
	drivers in your school
May (Date TBD)	Awards Event

Monthly — We suggest you conduct at least two activities per month during the Challenge. They don't all have to be major events. Hanging posters, messages in announcements, a seat belt count, or just inviting us to offer a Parent/Teen Driver Class all count. Remember to always keep it manageable for your team members.

Duplicate As Needed

Use this sheet to help you plan and implement activities. You do not need to send this sheet to us, but we recommend that you keep the completed sheets in your binder.

Date(s)	Activity	Things to Do	Who's Responsible
		×	

Self-Check Seat Belt Observation Form **Duplicate as needed**

We recommend using tally counters (clicker counters) during your observation. Label one "Yes" and the other "No."

Team up – have two people at each exit. One person counts drivers only. The other person counts passengers only.

A person is counted as "Yes" only if you can tell they have the seat belt on, and the shoulder strap is coming over the shoulder and across the chest.

A person is counted as "No" if you can tell they do not have the seat belt buckled, if it's buckled behind them, or if it's pulled down under their arm or is otherwise being worn incorrectly.

Do NOT count those who you can't tell for sure. Just count those you can see.

Station your teams at school exits at least **five** minutes before school gets out at the end of the day. IMPORTANT: Please do all observations at the end of the school day! Count for 15-20 minutes after school is out – just until traffic slows.

If you don't have enough helpers to cover all exits, make sure you get the busiest exits covered. Enter your results below.

Date of	Observation:	

Exit Location (NW, SE, South Central, etc.)	Driver YES	Driver NO	Passenger YES	Passenger NO
	ñ			
TOTAL:				

Local Resources

The following are contacts or resources who may be available as guest speakers or to provide assistance with some activities or events. If you have a specific need, request, or person in mind not on this list, please let us know. We will do our best to contact you with the right person.

Poudre Fire Authority	Michael Durkin	970.221.6916
Safe Kids	Janet Werst	970.495.7504
Fort Collins Police	Susan Vance	970.221.6683
Loveland Police	Dave Sloat	970.962.2229
Larimer County Sherriff	Barb Bennett	970.498.5146
Colorado State Patrol	Lisa Jones	970.224.3027
MADD	Ilana Kurtzig	303.425.5902 x6855
AirLink	Gregory Clark	970.619.6074

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Helpful Links

This list is not all-inclusive. You'll find there are many resources for information about teen driving and vehicle safety. These suggestions should help you get started in your search and help you with your activities. Watch for additional links in our newsletters!

Allstate Foundation – Teen Safe Driving https://www.allstatefoundation.org/teen safe driving.html

Centers for Disease Control

http://www.cdc.gov/motorvehiclesafety/teen_drivers/teendrivers_factsheet.html

Colorado Department of Transportation https://www.codot.gov/safety

Colorado Teen Driving https://www.codot.gov/safety/colorado-teen-drivers

Colorado Teen Driving Alliance http://www.teendrivingallianceco.com/

Drive Smart Weld County – Weld County schools, please contact DSWC to schedule a program! http://www.drivesmartweldcounty.org/

Ford Driving Skills for Life https://www.drivingskillsforlife.com/

Impact Teen Drivers
http://impactteendrivers.org/

Insurance Institute for Highway Safety http://www.iihs.org/iihs/topics/t/teenagers/fatalityfacts/teenagers

National Highway Transportation Safety Administration http://www-fars.nhtsa.dot.gov/Main/index.aspx
http://www.nhtsa.gov/NCSA

National Organizations for Youth Safety https://noys.org/

National Safety Council http://www.nsc.org/Pages/nsc-on-the-road.aspx

Safe Kids

http://sklarimer.org/

Teen Driver Source

http://www.teendriversource.org/stats/support_teens/detail/57

Teen Drive 365

http://www.toyota.com/teendrive365/

Teen Driving

http://teendriving.com/

Teens Drive Smart

http://www.teensdrivesmart.com/driving-experience/locations

What's Lethal / What do you consider Lethal? http://whatdoyouconsiderlethal.com/

Other Contests

We don't screen or endorse other contests. However, sometimes there are other contests you could enter while incorporating what you're already doing for the Seat Belt Challenge. Here are a few opportunities you might check into.

Celebrate My Drive (State Farm) - http://www.celebratemydrive.com/

My PSA Contest (includes other great resources) - http://www.mypsacontest.com/

Create Real Impact - http://www.createrealimpact.com/

Scholastic Drive2Life - http://www.scholastic.com/drive2life/contest/

TeenDrive365 VideoChallenge

http://www.teendrive365inschool.com/teens/video-challenge

September

2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 Challenge Training and Launch Event
18	19	20	21	22	23	24
25	26	27	28	29	30	I

- ✓ We will come to your school to have students complete the pre-Challenge surveys. There are prizes to be won!
- ✓ Plan a launch event to introduce the Challenge to your school.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16 Teen Driver Safety	17	18	19	20	21	22
Week						
23	24	25	26	27	28	29
30	31				ť.	

- ✓ Theme: Seat Belts
- ✓ We will come to your school to have students complete the pre-Challenge surveys. There are prizes to be won!
- ✓ Teen Driver Safety Week (October 16-22)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- ✓ Conduct a seat belt observation this month and send us your results!
- √ "No-no-no-vember" see Activities list
- ✓ THANK a friend for being safe

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Poster entries DUE	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- ✓ Poster Contest entries DUE December 2
- ✓ National Drunk & Drugged Driving Prevention Month (NHTSA)
- ✓ "Deck the Halls" decorate doorways in all school hallways with messages about vehicle safety, especially about driving sober.

January

2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	,		k.	

Notes:

✓ "In the Zone" – You'll never find a football or other sports player using a cell phone during the game. Let's give driving our full attention!

February

2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24 PSA entries DUE	25
26	27	28				

- ✓ PSA entries DUE by 5 p.m. Feb 24
- ✓ "Designated Passenger" Month! What does it mean to be a Designated Passenger?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	: 13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- \checkmark Do a seat belt observation at your school this month and send us the results!
- ✓ Theme of the month is: Speed! Why are we always in such a hurry?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					И	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- ✓ National Distracted Driving Awareness Month: U Drive. U Text. U Pay. (NHTSA)
- ✓ Post-Challenge Surveys We'll come to your school again with prizes in hand so students who complete the survey have a chance to win!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

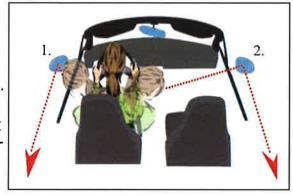
- ✓ Awards Event date TBD
- ✓ Post-Challenge Surveys We'll come to your school again with prizes in hand so students who complete the survey have a chance to win!
- ✓ Celebrate Life! Focus on all the celebrations you have ahead of you. They are all good reasons to buckle up and drive safely.

Enhanced Mirror Settings

There is a simple yet powerful technique to reduce the size of your vehicle's blind spots. It involves only a couple of adjustments to your vehicle's side mirrors. From a parked position, follow these steps:

- 1. To adjust the left side mirror, rest your head against the closed window and set the mirror to barely show the edge of your vehicle.
- To set the right mirror, lean to the right so that your head is directly below the rearview mirror or above the center console.
 Adjust this mirror the same way, so you can just barely see the edge of the right side of your vehicle.

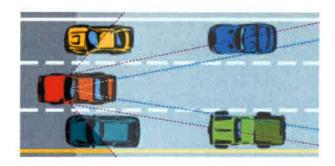
With the side mirrors now angled outward slightly more, you'll gain increased visual coverage of your blind spots. You should still perform a quick head check before changing lanes, but you'll now have almost seamless visual contact with all areas behind your vehicle.





Another way to enhance your vision to the rear is to install special mirrors to reduce your blind areas:

- · Consider installing larger side mirrors right and left.
- Use a panoramic (curved) rearview mirror inside.
- You may also want to attach a small convex (curved) mirror on a side view mirror.
 Although convex mirrors make objects seem farther away, they can help you detect movement more easily. However, don't depend solely on a convex side mirror, which might make you think you have more room than you really do.



Tire Information...Know the Facts!

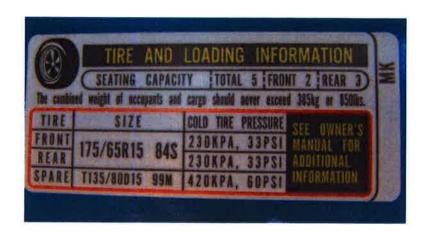
While it's easy to overlook those four patches of rubber called your tires, performing a few simple checks can yield better fuel economy and improved vehicle handling. Since most tire damage and wear is a result of driving on tires that are improperly inflated, tire experts suggest checking your air pressure once a month.

Maintaining proper tire pressure is important for many reasons other than reducing the potential of a flat tire or a blowout. In order to achieve optimum handling from your vehicle, from everyday driving to making emergency maneuvers, tire pressure needs to be at the proper inflation level. Even a tire that doesn't appear to be low on air can result in reduced vehicle handling and excessive tread wear.

How to Check Your Tire Pressure To check tire pressure, use an air pressure gauge. These inexpensive items are available at auto parts stores, gas stations, or in the automotive section of department stores. Many gas stations have one that you can borrow in a pinch.



How Much Air Pressure? You can find the vehicle's recommended air pressure in your owner's manual or on a placard typically located on the driver's doorjamb. The placard may also be located in the glove box or inside the trunk lid or fuel filler door.



Checking Tread Depth. Place a quarter into several tread grooves across the width of the tire. If part of Washington's head is always covered by the tread, your tires have more than 4/32 of an inch of tread depth remaining and are safe for use. If the top of Washington's head is exposed at any point, you should replace the tires. This replaces the previous method of checking tire tread depth using a penny to measure 2/32 of an inch. Although legal at 2/32 of an inch, a safer choice is 4/32 of an inch.

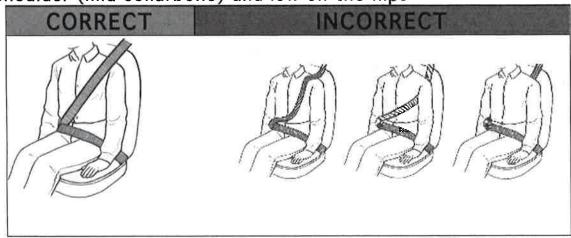


Source: AAA DIP Program

Figure 1

The correct way to wear a safety belt:

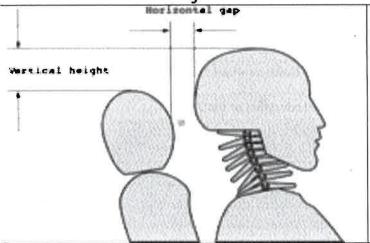
Over the shoulder (mid collarbone) and low on the hips



Wearing a safety belt: Reduces ejection, helps keep person in place during a crash, and helps absorb energy forces during a crash.

Figure 2

Head Restraint Adjustment:



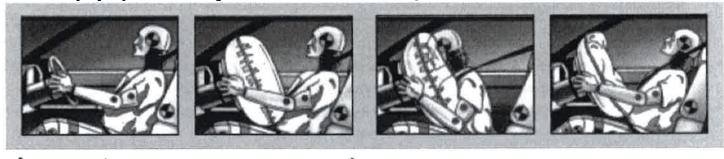
Approximately 1/20th sec.

The height of the head restraint should be *mid-ear or higher*.

The distance from the head restraint to the back of the head should be $2^{1}/_{2}$ inches or less (touching the back of the head is fine).

Figure 3

Air bags supplement the safety belt by reducing the chance that the occupant's head and upper body will strike some part of the vehicle's interior. They also help reduce the risk of serious injury by distributing crash forces more evenly across the occupant's body.



Less than 1 sec