



2008-2009 DCTMA High School Seat Belt Challenge

The DCTMA is working with interested Delaware County high schools and their student organizations (i.e. SADD, post prom party committee, etc.) to challenge the student body to increase their percentage of seat belt users.

Participating schools will compete for a \$500 mini-grant for their organization and the Seat Belt Challenge Trophy, which will be displayed all year at the winning school. All participating organizations will also get t-shirts for their student organization.

How will it work?

- We will first introduce the "*Seat Belt Challenge*" to the students when they assemble for their annual "Survival 101" presentation (usually in late winter or early spring), as we have arranged a partnership between the DCTMA, the Philadelphia Health Management Corporation's *Street Smarts* project and local police. This is also a good time since most students are getting ready for their proms around this time.
- In the months before the assembly, the DCTMA will conduct an anonymous, un-announced survey to track the number of students and passengers who wear their seat belts on their way to school.
- We'll announce those results at the assembly and challenge the students to increase their results. Students, who want their school to surpass rival schools, must buckle up every day. Hopefully this will evolve into a life-long habit. The DCTMA will conduct a second anonymous, un-announced survey within a month after the assembly and compare usage rates. The school with the highest percentage increase will be awarded the grant and trophy.
- In addition, each school is encouraged to use its own discretion to heighten awareness of its student body. This could be in the form of a poster contest, essay contest, creating their own commercial for their local TV station, etc... We want the students to have fun, but also get serious when it comes to buckling up.
- The DCTMA will also produce a number of posters and distribute them to the participating schools to assist them in this effort.

Contact DCTMA at 610-892-9440 to learn how your organization can join the team and support this project!