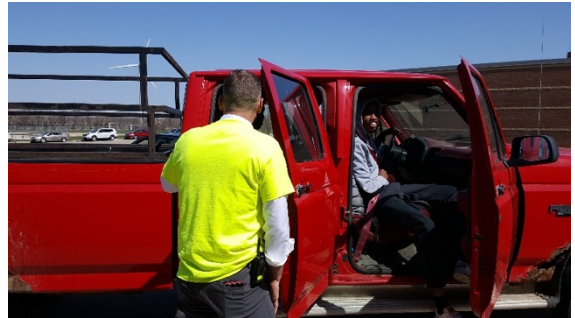


Project Name: Seat Belt Challenge

Origination Agency & Date: I believe this originated in the SE Region, but I'm not exactly sure. We borrowed this great idea.

Timeline:

- 1) Meet with school administration and student representatives to see how a seat belt challenge could work for that school and what would increase participation.
- 2) Line up coalition members or volunteers to help with tracking and timing the teams
- 3) Line up a vehicle to use
- 4) Line up prizes (non-grant funded)
- 5) At designated times, run teams of four through the challenge. Lunch hour works best. Start with everyone belted, blow the whistle, then everyone changes to the next seating position. When belted, they raise their hands and the moderator blows the whistle again. The time ends when everyone is back in their original seat and belted. Lowest times win.



Reason for Project: Increasing interest in seat belt messaging

Who was on the team? School Administration, student representatives, coalition volunteers

Lessons Learned: Listen to your students. We thought we had a cool event lined up and they let us know what was "lame" and what the students would actually like. It was very helpful feedback. Schools can compete with each other, but we had student groups competing against each other within one school. Local businesses donated great prizes—they thought it was a great message. Use a vehicle that is already worn out. There will be a lot of kids in and out of it. Cut swim noodles to cover car door corners if needed. Schedule alternative rain days.



How did you incorporate the 5 E's? Any E could help out with this event. Our best volunteers were EMTs.

Who to contact: Kandiyohi County Traffic Education & Safety Team; Stephanie Felt, Coordinator; 320-214-6700 X 3821; stephaniefelt@hotmail.com