MINNESOTA TOWARD ZERO DEATHS

May Seat Belt Challenges

REASON FOR PROJECT

An opportunity to educate students and staff on the importance of seat belt use.

The focus of the event is how quick and simple it is to buckle up.

The event also provides law enforcement the opportunity to engage with students and develop positive relationships.

Project Timeline

Begin planning the school Seat Belt Challenges each year in January. The individual events are held in May.

Who was on the team?

Regional TZD coordinator, School Resource Officer, SADD director or school champion, local law enforcement, Emergency Management Coordinator, County or City Engineer, State Patrol

Lessons Learned

- Always have a backup indoor location
- Have a consistent timekeeper
- Have teams lined up to maximize time

How did you incorporate the 5 E's?

(Education, Emergency Medical + Trauma Services, Enforcement, Engineering and Everyone)

- TZD coordinator contacted the schools to schedule dates.
- SRO, SADD director or school champion worked with their administration to set dates.
- TZD coordinator sent request for participation to the coalition when dates were confirmed.
- Emergency Management Coordinator reserved the vehicles and sound system.
- County or City Engineer provided cones to protect event area.
- Local law enforcement served as referees and timekeepers.
- Local printing company designed and donated t-shirts.
- Prizes for winning teams were donated by community members.
- TZD coordinator completed a media advisory and contacted the media.

Contact
Contact your TZD Regional Program Coordinator, or
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