

Battle of the Belt TN Resource Kit
(rev/9/26)



For Schools



Resource Kit

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## Program Summary

### Introduction:

The goal of the Battle of the Belt TN campaign is to increase seat belt use among high school students in Tennessee in order to decrease the number of traffic-related injuries and fatalities. We suggest schools start the program in December and complete it through the spring semester. Schools are encouraged to challenge other schools in their county or region if desired.

A student-led education campaign and three unannounced seat belt checks with faculty advisor support have been shown to increase seat belt use in schools. Schools can keep track of and share data on their efforts to educate students, raise the number of kids who wear seat belts, and/or maintain a high seat belt use rate.

To encourage the community to always use their seatbelts, many schools have created digital scrapbooks, school websites, public service announcements, and social media initiatives. As an option, schools can share their completed digital scrapbooks with the Tennessee Department of Health.

The Tennessee Department of Health developed the program and is supported by the Tennessee Department of Education, The Tennessee Injury Prevention Coalition, level-one trauma centers, and many other partners.

### Objective:

The *Battle of the Belt TN* program’s main goal is to reduce the number of motor vehicle-related injuries and fatalities among Tennessee high school students by increasing seat belt use in Tennessee.

### Staffing:

One person in each school serves as the main contact for correspondence and information. Each school determines the number of students and teachers necessary for this program. An estimate is 5-6 students minimum, with at least one supervising teacher recommended.

### Student Participation:

A student club or student group should “claim” the project and implement as many activities as they feel necessary to achieve 100% seat belt use for all who access the school property. The educational component is the responsibility of the students and the adult staff. Students in this group decide what education might work best for their peers. Education can be done through driver’s education classes, student councils, clubs, announcements, newspapers, posters, contests, social media campaigns, etc.



## Suggested Calendar

**SUGGESTED DEADLINES**

**November** (***Last Day)*** By the last day in November, an advisor and 4-5

Students should complete the[**BATTLE OF THE BELT TN
Suggested School Education Plan**](#botbsuggestedplan).
If you need assistance, email Janay.Smith@TN.gov.

**December (1st Friday)** By the first Friday in December, conduct the first on-

campus seat belt check using the [BOTB Seat Belt Check Sheet](#_bookmark0).

### January – April Conduct Battle of the Belt TN Educational Campaign

**February (1st Friday)** By the first Friday in February, conduct the second

on-campus seat belt check using the [BOTB Seat Belt Check Sheet](#_bookmark0).

**March (Last Friday)** By the last Friday in March, conduct the third on-

campus seat belt check using the [BOTB Seat Belt Check Sheet](#_bookmark0).

**April (1st Friday) End the school program. Feel free to share via** email a completed
Battle of the Belt Digital Scrapbook in MS PowerPoint,
Word, or PDF format to Janay.Smith@tn.gov to be shared on the BOTB TN Website (not required

## \*Note

All provided dates are suggested and emailing the Digital Scrapbook to the Tennessee Department of Health is [optional](#Optional). Please feel free to schedule deadlines according to your school and share your results with local partners and students.

[Checkpoints Tennessee](https://youngdriverparenting.org/home-2/welcome-to-checkpoints-tennessee/) is a suggested online program for schools to offer parents of **new** teen drivers. The Checkpoints Agreement allows teens and parents to work together to establish driving privileges that manage crash risk. Schools can offer this program before purchasing a parking permit.



## Battle of the Belt TN Resource Coordinators

|  |  |  |
| --- | --- | --- |
| **Agency** | **Liaison** | **Phone Number** |
| [Monroe Carell Jr. Children’s Pediatric Trauma Injury Prevention Program at Vanderbilt](https://www.vumc.org/injuryprevention/about-our-program#:~:text=The%20Injury%20Prevention%20Program%20at,safe%20behaviors%20in%20the%20community.) | Stacey Pecenka | (615) 322-1331 |
| UT Medical Center | Debbie Tuggle | 865-305-5739 |
| [East TN Children’s Hospital - Injury Prevention](https://www.etch.com/community/injury-prevention/)  | [Shenaiah Thomas](https://www.etch.com/about-us/contact-us/)  | 865-541-8622 |
| [Erlanger Medical Center – Trauma Services Injury Prevention](https://www.erlanger.org/centers-of-excellence/trauma-services/trauma-injury-prevention) | Regena YoungLindsay Smith Bass | (p) 423-778-5620 (c) 432-847-5208(p) 432-778:6691(c) 432-847-5103 |
| [LeBonheur](https://www.lebonheur.org/our-services/le-bonheur-in-the-community/safe-kids-mid-south/)[Children’s Hospital Safe Kids Mid-South](https://www.lebonheur.org/our-services/le-bonheur-in-the-community/safe-kids-mid-south/) | Jennifer Taylor  | 901-287-6730 |
| [Ballad Health](https://www.balladhealth.org/trauma-classes/injury-prevention-classes) | Jessica Antonio  | 423-224-5825 |
| [Ballad Bristol Regional Medical](https://www.balladhealth.org/locations/hospitals/bristol-regional)[Center](https://www.balladhealth.org/locations/hospitals/bristol-regional) | Caitlin Camper | 423-844-2107 |
| [Ballad Johnson City Medical Center](https://www.balladhealth.org/locations/hospitals/johnson-city-medical-center) | Heatherly Sifford | 423-431-6831 |
| [Niswonger Children’s Hospital](https://www.balladhealth.org/locations/hospitals/niswonger-childrens) | Tiffany Cook Alford | (423) 431-4840 |
| [Regional One](https://www.regionalonehealth.org/one-health/memphis/)[Health at Memphis](https://www.regionalonehealth.org/one-health/memphis/) | Lester Russell | 901-545-8788 |

Site Coordinators can be a valuable resource for schools planning BOTB education and events.

 

## Suggested Participation Requirements

### November - April

1. [**Complete and submit the Battle of the Belt Tennessee Suggested School Education Plan**](#BOTB_Suggested_Plan) **(rev/923)**.
2. **Unannounced** [**Seat Belt Checks**](#Pencil_Paper_Form)- Battle of the Belt TN is designed to increase awareness and use of seat belts among high-school students. The program involves **THREE UNANNOUNCED** observations of seat belt use.
	* The first on-campus seat belt check should be done at the start of the campaign before any educational efforts.
	* This is the baseline measurement. The results of the observations will be an indicator of the effectiveness of the Battle of the Belt TN program. These seat belt checks should be completed by the school to measure progress. The checks will include anyone who is riding in a vehicle that accesses the school’s campus (students, parents & faculty). The final seat belt check should be completed prior to the last Friday in March to avoid conflicting with school testing.
3. **Education campaign** - Each school should develop a campaign outline using the [**BATTLE OF THE BELT TN Suggested School Education Plan**](#BOTB_Suggested_Plan) detailing resources and activities used during the campaign. Each school should implement this educational campaign to increase the use of seat belts in their schools. It may include the use of any of the resources listed in the campaign kit or resources and activities created and produced by the school. The activities do not have to be inside the school building and may include activities at school functions held elsewhere. The education campaign should begin after the first seat belt check and be **ongoing**. Schools should use [community resources](#Site_Coordinators) when planning activities, including local trauma centers, hospitals, law enforcement, etc.
4. [**Site Coordinators**](#Site_Coordinators)- These are a valuable resource for the school. These individuals have expertise in injury prevention and can assist with presentations on a variety of safety issues that impact high school students. Schools are encouraged to contact local site coordinators for assistance with programs.



## Campaign Example Activities

**Suggested program activities Dates of Activities**

**Unannounced seat belt checks** (three) December, January, March,

**Battle of the Belt TN Social Media Campaign** January – March Students develop email, Twitter, Snapchat, Facebook,

hashtag, and/or YouTube messages to increase seat belt use

**Pledge cards** January

Students sign a seat belt pledge card.

**Class Presentations** Ongoing

Students invite community partners or conduct presentations on seat belt use

**Morning Announcements/Flyers/Posters** Ongoing Student-led announcements, flyers on cars

posters on campus, etc. to promote seat belt use

**Speakers** Ongoing

Guest speakers on seat belts and teen traffic safety

**Contests, Games, Events** Ongoing Student-led contests, games, events to increase

awareness of belt use and teen driver safety

**Community Collaborations** Ongoing Student-led collaboration with community

groups, schools, and others

(EMT, law enforcement, healthcare, etc.) to increase seat belt use

[**Checkpoints Tennessee**](https://youngdriverparenting.org/home-2/welcome-to-checkpoints-tennessee/)for parents of new

Teen drivers (usually sophomores)Ongoing

**Other Innovative Seat Belt Use Prevention** Ongoing



## Seat Belt Check Instructions

1. A pairing of students should stand at the entrance or exit of each school parking lot 30 minutes prior to school starting. Each seat belt check should examine no less than 100 cars and no more than 200 cars.
2. Using the [BOTB Pencil and Paper Form](#_bookmark0), mark **N** if students do not have their seat belt on or if the seat belt is not being worn correctly. Mark **Y** if students have their seat belt correctly in place. Add up the number of Yes and No students.
3. Repeat this process for each seat belt check.
4. Submit the total number of cars checked, the total number of students wearing seat belts and the total number not wearing seat belts (no less than 100 or more than 200 cars per check) to the Battle of the Belt TN website. Return all completed [BOTB Pencil and Paper Forms](#_bookmark0) to your school faculty sponsor.

Instructions for BOTB Seat Belt Checks

* Team = 1 Student Spotter & 1 Student Recorder
* Advisor/SRO/Administration supervision is recommended

### Recorder – Gather materials (clipboard, pencils, BOTB Seat Belt Check Sheet)

* All be at the campus entrance or exit of school parking lot(s) 30 minutes prior to school starting or ending
* It is recommended that the team work together to observe seat belt behaviors for **at least 100 cars** and **no more than 200 cars** per site.

How to mark unbelted, and belted.

* **Spotter** views each car entering or exiting lot.
* **Spotter** calls out the belted status of ALL occupants
* **Recorder** marks status of ALL occupants (Driver, Front Passenger, Rear Passengers) in each car using the [BOTB Seat Belt Check Sheet](#_bookmark0)

### NO NEED TO MARK AN OCCUPANT TYPE IF THEY ARE NOT PRESENT IN THE VEHICLE

Important

* If possible, unannounced seatbelt checks #1, #2 and #3 should be at the same place and time of day.
* Participants **must** obey all traffic laws and school safety procedures at all times.
* Consult your school sponsor for appropriate BOTB seat belt campus entry sites.

**Date:**

**Time:**

**Weather: (sunny, 87°)**



**School & Observing Location:**

**Observer Names:**

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* Teach the student group how to conduct seatbelt observational checks.
* Collect school agreement, campaign outline, and data observation forms from your site.
* Ensure data is submitted online by due dates if you wish to have your data reviewed to be considered for the winners’ trophy.
* Facilitate intervention activities as needed for the partnering school.
* Work with your public relations department as needed to identify media opportunities.

### Role of State Injury Prevention Program:

The role of the Tennessee Department of Health’s Injury Prevention Program Committee’s is to offer technical assistance to the site coordinators, assist in identifying resources for Battle of the Belt TN and facilitate communication between partners. Final decisions on the winners will be made from the state Injury Prevention Program.



# Resources

Following is a list of possible resources for planning your education campaign. You are responsible for contacting and scheduling all speakers and presentations at your school.

**Reduce TN Crashes.Org** <https://reducetncrashes.org/>

Reduce Teen Crashes combines innovative branding and basic marketing to create a campaign for increasing traffic safety activities in all public and private high schools throughout the nation.

**Tennessee Highway Safety Office:** <https://tntrafficsafety.org/>

The THSO’s mission is to reduce Tennessee traffic fatalities as part of the nation’s vision. The THSO works to achieve this goal by changing driver behavior through increased education, enforcement, and community partnerships.

**Tennessee Department of Health:** <https://www.tn.gov/health>

The Division of Family Health and Wellness supports efforts to improve the health of Tennesseans. The Injury Prevention Programs focus on preventing injuries and fatalities in Tennessee.

**National Highway Traffic Safety Administration:** <https://www.nhtsa.gov/>

This website has a wealth of traffic safety information and materials available free of charge. Look in the traffic safety materials catalog.

**AAA Tennessee – Teen Driving Safety:** <https://teendriving.aaa.com/TN/>

An automotive club that works to ensure traveler’s interests in highway and traffic safety, energy, transportation infrastructure and environmental policies. AAA Foundation for Traffic Safety: [http://www.aaafoundation.org](http://www.aaafoundation.org/)

**National Seat Council – Teen Driving Safety:** [https://www.nsc.org/road-seat/seat-](https://www.nsc.org/road-safety/safety-topics/teen-driving) [topics/teen-driving](https://www.nsc.org/road-safety/safety-topics/teen-driving) The National Safety Council is a nonprofit, nongovernmental, international public service organization dedicated to protecting life and promoting health.

**Tennessee Highway Patrol:** [https://www.tn.gov/seat/tennessee-highway-patrol.html](https://www.tn.gov/safety/tennessee-highway-patrol.html) The Tennessee Highway Patrol has contacts in all regions of Tennessee. The Tennessee Highway Patrol can provide a vehicle that simulates a rollover and presentations on driver safety. The website has contact information for all district offices.

For questions or further guidance, contact Janay Smith @ Janay.Smith@tn.gov

**BATTLE OF THE BELT TN
Suggested School Education Plan (rev 9/23)**

**Identify a faculty/staff advisor for the Battle of the Belt TN program**

First Name:
Last Name:

Email Address:

Phone Number:

Title:

High School:

County:

**Please check all suggested activities you plan to use in your Battle of the Belt TN Seat Belt Use Campaign** (CHECK ALL THAT APPLY)

* Create a **social media hashtag** for your school's Battle of the Belt program
* Develop and promote a school Battle of the Belt **YouTube** channel
* Develop and promote a school Battle of the Belt **Snapchat** page
* Develop and promote a school Battle of the Belt **Facebook** page
* Develop and promote a school Battle of the Belt **Instagram** page
* Develop and promote a school Battle of the Belt **Twitter** page
* Conduct ongoing email blasts to students and families to increase seat belt use
* Class Presentations
* Morning Announcements
* Contests, Games, vents
* Flyers on Cars
* Guest Speakers
* Brochures
* In House Poster Contest for Students
* Display Posters on Campus
* Community Outreach (partnerships with other schools, groups, etc.)
* School-based videos to promote seat belt use
* Other - Write In:

Please develop and write your ongoing plan to promote Battle of the Belt TN on social media outlets (Hashtag, YouTube, Snapchat, Facebook, Instagram, Twitter, Email, Videos, etc.). If social media is used by your group, it is recommended that you include social media links in the final Battle of the Belt TN Scrapbook. Also, plan how you will evaluate your program.

**What months will you complete on-campus unannounced seat belt checks?**

**(One seat belt check suggested in December and three other seat belt checks 30 days apart in January, February, March)**

* December (suggested as a baseline measurement **BEFORE** program begins in January)
* January
* February
* March

**What month(s) will you complete in-class or small group student-led presentations to increase seat belt use?** (CHECK ALL THAT APPLY)

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**What month(s) will students sign pledge cards to wear seat belts?
(CHECK ALL THAT APPLY)**

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**Continue on next page…**

**What month(s) will you place seat belt use flyers on windshields?
(CHECK ALL THAT APPLY)**

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**What months will you create and/or place buckle up posters in your school?
(CHECK ALL THAT APPLY)**

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**What month(s) will you bring public speakers to your school to discuss the importance of seat belt use? (CHECK ALL THAT APPLY)**

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**What month(s) will your school provide other unique education programs to increase seat belt use among students, staff, and faculty?** (CHECK ALL THAT APPLY)

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**What month(s) do you plan to host a student poster contest to increase seat belt use? (CHECK ALL THAT APPLY)**

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

 **What month(s) do you plan to provide daily reminders in school announcements to increase seat belt use?** (CHECK ALL THAT APPLY)

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

**Continue on next page…**

**What month(s) do you plan to develop and/or distribute seat belt use brochures? (CHECK ALL THAT APPLY)**

* January
* February
* March
* April
* None of the above - We do not plan to complete small group presentations
* **Please describe this project plan to increase seat belt use & evaluation method:**

Use this form to develop and share your plan with students, faculty, staff, and administration. Feel free to add creative projects to improve seat belt use in your school and community.

Suggested evaluation methods could include:

* Pretest-Posttest (attitude, knowledge & behavioral intention change)
* Student Satisfaction Surveys
* Clicks, shares, posts re Social Media Campaign efforts
* Student focus groups/discussions with notetaking
* Community surveys (Gizmo, Survey Monkey, etc.)

**OPTIONAL – Share with TN Dept of Health**

* Our school would like to complete and share a Battle of the Belt TN “Digital Scrapbook” via PowerPoint, MS Word, or PDF format with the Tennessee Department of Health.
* Yes, I agree to submit a Battle of the Belt Digital Scrapbook.
* Yes, I agree to allow the Tennessee Department of Health to share photos, videos, print materials, multimedia, or other submitted materials to promote seat belt use.
* We will submit the Battle of the Belt TN Digital Scrapbook (along with this form) to **Janay.Smitth@tn.gov** to document educational program goals and achievements (include pictures and other documentation).

Signed:

Date: