

Battle of the Belt Tennessee Resource Kit



2018



Battle of the Belt

Resource Kit

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Battle of the Belt

Program Summary

Introduction:

Battle of the Belt is a statewide seat belt competition for Tennessee high schools. Schools will have three unannounced seat belt checks to see how many students are wearing their seat belt. A trophy will be awarded at the end of each school year to the school with the highest percentage of seat belt use and the best educational campaign. Seat belt use percentage will account for 40% and the educational campaign will account for 60% in determining the overall winner. The program was originated in Missouri by the Missouri Emergency Nurses Association and St. John's Hospital. The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, took the competition statewide. It was such a huge success that other states started to implement the program. It was determined that the program is evidence-based and is effective in increasing seat belt usage.

The Tennessee Trauma Centers are acting as resources to implement the Battle of the Belt program in high schools throughout Tennessee and are also working with collaborative partners that include local Children's Hospitals, the Tennessee Department of Education, Tennessee Highway Patrol, the Health Occupational Students of America (HOSA) organization, and other groups interested in the program.

Objective:

The *Battle of the Belt* 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 numbers of students and teachers necessary for this program. An estimate is 5-6 students minimum, with at least one supervising teacher is 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 council, clubs, announcements, newspapers, posters, contests, social media campaigns, etc.



Battle of the Belt

Suggested Calendar

DEADLINES

- November (*Last Day*)** By the last day in November, complete the [BOTB Participation Agreement/BOTB Educational Campaign](#) document online. If you need assistance, email Terrence.Love@tn.gov or call 615-532-7778.
- December (1st Friday)** By the first Friday in December, conduct the first on-campus seat belt check using the [BOTB MOBILE Seat Belt Check Form](#) OR the [BOTB Pencil and Paper Form](#). If you use the pencil and paper form, the school sponsor should upload that data using this [link](#) within 24 hours of the check.
- January – April** **Conduct Battle of the Belt Educational Campaign**
- February (1st Friday)** By the first Friday in February, conduct the second on-campus seat belt check using the [BOTB MOBILE Seat Belt Check Form](#) OR the [BOTB Pencil and Paper Form](#). If you use the pencil and paper form, the school sponsor should upload that data using this [link](#) within 24 hours of the check.
- March (Last Friday)** By the last Friday in March, conduct the first on-campus seat belt check using the [BOTB MOBILE Seat Belt Check Form](#) OR the [BOTB Pencil and Paper Form](#). If you use the pencil and paper form, the school sponsor should upload that data using this [link](#) within 24 hours of the check.
- April (1st Friday)** By the first Friday in April, email a completed Battle of the Belt Digital Scrapbook in MS PowerPoint, Word, or PDF format to Terrence.Love@tn.gov

Deadline

All materials and forms must be submitted by **5 p.m. on the 1st Friday in April.**



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Battle of the Belt site coordinators

Agency	Liaison	Phone Number
Monroe Carell Jr. Children's Hospital at Vanderbilt	Purnima Unni purnima.unni@vumc.org	615-936-8222
UT Medical Center	Debbie Tuggle DTuggle@utmck.edu	865-305-5739
East TN Children's Hospital	Susan Cook srcook@etch.com	865-541-8622
LeBonheur Children's Hospital	Susan A. Helms Susan.Helms@lebonheur.org	901-287-6730
Erlanger Medical Center	Regena Young Regena.young@erlanger.org	423-778-5620
Ballad Holston Valley	Helen Brooks Helen.Brooks@balladhealth.org	423-224-5825
Ballad Bristol Regional Medical Center	Caitlin Camper Caitlin.Camper@balladhealth.org	423-844-2107
Ballad Johnson City Medical Center	Heatherly Sifford Heatherly.Sifford@balladhealth.org	423-431-6831
Regional One Health at Memphis	Robert Mabe rmabe@regionalonehealth.org	901-545-8788

Site Coordinators or the designated school representative can input data online.
For assistance, contact.

Terrence R. Love
Terrence.Love@tn.gov or 615-532-7778



Battle of the Belt

Mandatory Participation Requirements

November -April

1. **Complete and submit the [BOTB Participation Agreement/BOTB Educational Campaign](#) online.**
2. **Unannounced Seat Belt Checks** - Battle of the Belt is designed to increase awareness and use of seat belts among high-school students. The program involves **THREE UNANNOUNCED** observations of the 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 to work from. The results of the observations will be an indicator of the effectiveness of the Battle of the Belt program. These seat belt checks are **mandatory** and must be completed by the school. The checks will include anyone who is riding in a vehicle that access the school's campus (students, parents & faculty). If it is determined the seat belt check was announced to the students beforehand, it could disqualify your school from participating. The final seat belt check must be completed prior to the last Friday in March so paperwork can be turned in by the first Friday in April.
3. **Education campaign** - Each school is required to submit a campaign outline via the [BOTB Participation Agreement/BOTB Educational Campaign document](#) 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**. This agreement **must be submitted by the last day of November**. Schools should use community resources when planning activities, including local trauma centers, hospitals, law enforcement, etc.
4. **Site Coordinators**- 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 have a site coordinator.



Battle of the Belt

Campaign (Example Only)

Program activities

Dates of Activities

Unannounced seat belt checks (three)

December,
January, March,

Battle of the Belt Social Media Campaign

Students develop email, twitter, snapchat, Facebook, hashtag, and/or YouTube messages to increase seat belt use

January – March

Pledge cards

Students sign a seat belt pledge card.

January

Class Presentations

Students invite community partners or conduct presentations on seat belt use

Ongoing

Morning Announcements/Flyers/Posters

Student-led announcements, flyers on cars posters on campus, etc. to promote seat belt use

Ongoing

Speakers

Guest speakers on seat belts and teen traffic safety

Ongoing

Contests, Games, Events

Student-led contests, games, events to increase awareness of belt use and teen driver safety

Ongoing

Community Collaborations

Student-led collaboration with community groups, schools, and others (EMT, law enforcement, healthcare, etc.) to increase seat belt use

Ongoing

Other Innovative Seat Belt Use Prevention

Ongoing



Battle of the Belt

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. Record findings using a smartphone or tablet using the [BOTB MOBILE Seat Belt Check Form](#) OR the [BOTB Pencil and Paper Form](#) found on page 9.
3. If using the [BOTB Pencil and Paper Form](#), 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.
4. Repeat this process for each seat belt check.
5. 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 website. Return all completed [BOTB Pencil and Paper check](#) forms (if used) to your school faculty sponsor.
6. If you use the pencil and paper form, the school sponsor must upload that data manually using this [link](#) within 24 hours of the check.

Instructions found at [BOTB MOBILE Seat Belt Check Form](#)

If you are going to use the smartphone link, we recommend that student teams open the link and follow all directions BEFORE beginning checks.

- Team = 1 Spotter & 1 Recorder
- **Recorder - complete the first five demographic questions**
- **Recorder - complete three practice data entry questions**
- Be at the entrance or exit of school parking lot(s) 30 minutes prior to school starting or ending

- Work together to complete this form for **at least 100 cars** and **no more than 200 cars** per site.

How to mark present, 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 in each car using survey.
- For each occupant present (Driver, Front Passenger, etc.) slide or tap the bar under the belted category
 - Not Present (leave blank, don't tap)
 - Present & Unbelted (tap or slide to middle)
 - Present & Belted (tap or slide to far right)
 - Unable to see belted status of any occupants (tap or slide to far right)
 - The bar will darken and a number will appear

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

Important

- If possible, checks #1, #2 and #3 should be at the same place and time of day.
- **Have paper and [BOTB Pencil and Paper Form](#) as backup.**
- Participants must obey all traffic laws and school safety procedures at all times.
- Consult your school sponsor for appropriate BOTB seat belt check sites



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Resources

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

Reduce TN Crashes.Org <http://tn.reduceteencrashes.info/>

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>

National Seat Council – Teen Driving Safety: <https://www.nsc.org/road-seat/seat-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>

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 Terrence Love at terrence.love@tn.gov