

BATTLE OF THE BELTS CAMPAIGN

Hillsborough County, Florida
Community Traffic Safety Team (CTST)

14th Annual Michigan Traffic Safety Summit

Presented By
Susan Joel, PE, PTOE
HNTB Corporation

March 25, 2009



BATTLE OF THE BELTS

- Car Crashes are the Leading Cause of Death for Teens
- Account for more than Homicide, Suicide, Cancer and Heart Disease Combined



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- Goal – To Save Lives By Increasing Teen Safety Belt Use

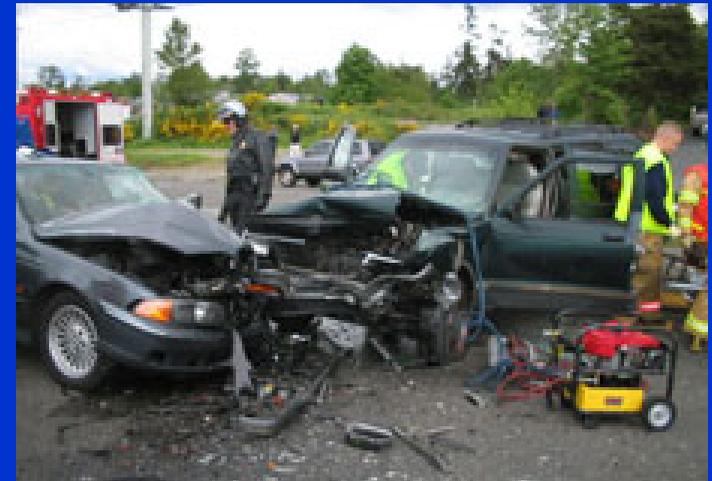


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National Statistics

- Teen Safety Belt Use – 76%
- Of the Teens Involved in Fatal Crashes – 58% Unbuckled

*National Highway Traffic Safety Administration



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Hillsborough County, FL



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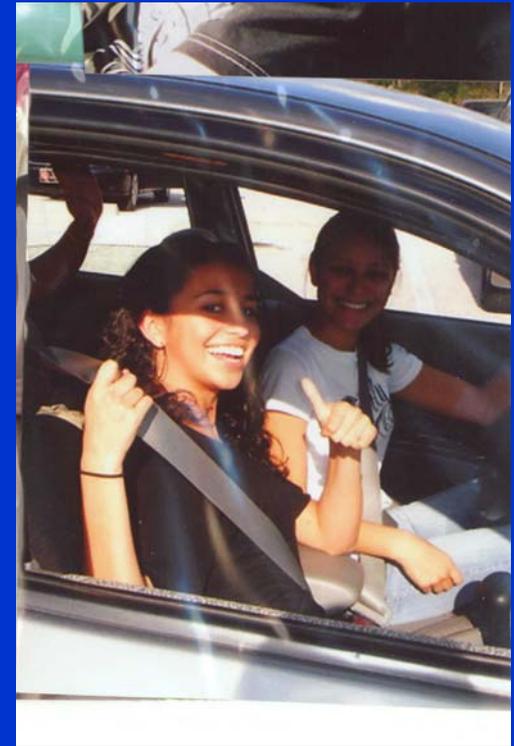
- Florida Population – 18.2 million
 - Hillsborough County – Population 1.2 million
 - Secondary Seat Belt Law – 1986
 - 2008 Statewide Seatbelt Use – 82%

 - Michigan Population – 10.1 million
 - Ingham County – Population 280,000
 - Primary Seat Belt Law – 1985
 - 2008 Statewide Seatbelt Use – 97%
-

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Hillsborough County Safety Belt Use

- Overall Rate – 78.9%
- High School – 70.5%



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Hillsborough County Statistics (Ages 15-19)

- 2005: 8 Fatalities – 6 Unbelted (75%)
- 2006: 15 Fatalities – 12 Unbelted (80%)
- 2007: 11 Fatalities – 6 Unbelted (55%)
- 2008: 13 Fatalities – 9 Unbelted (69%)

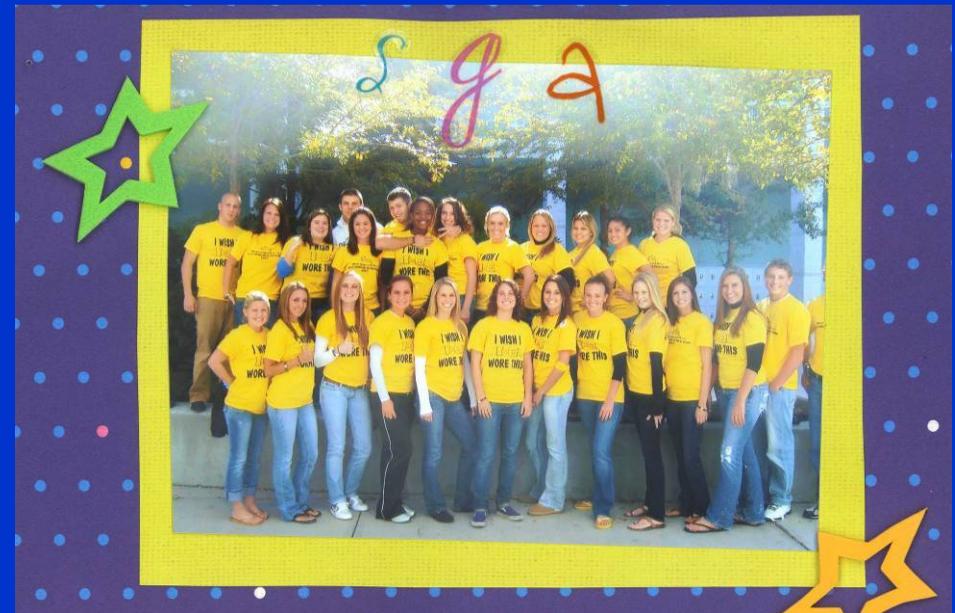
NEWS RELEASE

“The Tampa Bay area, Orlando and Jacksonville are ranked Nos. 1, 2 and 3, respectively, as the deadliest metro areas in America for drivers ages 16 to 19, according to a study released Monday by Allstate.”

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Target Audience – High School Students

- 25 High Schools in County
- 8 Participated



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Who Are Our Teens Listening To?

- Parents



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Who Are Our Teens Listening To?

- Teachers
- Driver's Education Instructors



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Who Are Our Teens Listening To?

- Peers
- Sports Figures
- Entertainers



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We Do Know that Teenagers are Influenced by Their Peers



BATTLE FOR THE BELTS

Campaign Basics

- Students Conduct Week-long Campaign
- Volunteers Count Safety Belt Use Before and After Campaign
- Schools Compete for Cash Prizes



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Committee Tasks

- Set Schedule
- Find Volunteers
- Develop Prize Categories
- Raise Funds
- Coordinate with Schools
- Develop Logo
- Contact Media
- Plan Awards Ceremonies



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Set Schedule

- Other Commitments
- Holidays
- Exams

2008

January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	5					1	2							1
6	7	8	9	10	11	12	3	4	5	6	7	8	9	2	3	4	5	6	7	8
13	14	15	16	17	18	19	10	11	12	13	14	15	16	9	10	11	12	13	14	15
20	21	22	23	24	25	26	17	18	19	20	21	22	23	16	17	18	19	20	21	22
27	28	29	30	31			24	25	26	27	28	29		23	24	25	26	27	28	29
														30	31					

April							May							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	5				1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

July							August							September						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	5					1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				
							31													

October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4						1	1	2	3	4	5	6	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
							30													

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Volunteers

- Campaign Materials - Website
- Fundraising
- Safety Belt Counts
(Nurses and CTST Members)
- Advertise Event – Newspaper, Local News



RULES AND INFORMATION

1. CONFIRMATION OF PARTICIPATION NEEDS TO BE SUBMITTED VIA EMAIL BY OCTOBER 31ST TO sjoel@vanusinc.com or dreid@tgh.org
2. TOP PRIZE WILL BE AWARDED TO THE SCHOOL WHO HAS THE HIGHEST % OF OVERALL SAFETY BELT USE
3. SECOND PRIZE WILL BE AWARDED TO THE SCHOOL WHICH DEMONSTRATES THE HIGHEST % INCREASE IN SAFETY BELT USE
4. THIRD PRIZE FOR THE BEST CAMPAIGN WILL BE DETERMINED BASED ON INNOVATIVE AND CREATIVE IDEAS AS EXPRESSED IN THE PHOTO ALBUM PROVIDED. YOU MAY USE ONLY THE 10 PAGES (FRONT AND BACK). THE OUTSIDE OF THE ALBUMS CAN BE DECORATED. THE "BATTLE OF THE BELTS" COMMITTEE WILL JUDGE ALL SUBMITTED ALBUMS.
5. FOURTH PRIZE WILL BE AWARDED TO THE BEST 30 SECOND PUBLIC SERVICE ANNOUNCEMENT (PSA). MUST BE POSTMARKED BY NOVEMBER 20TH AND MAILED TO SAME ADDRESS. THIS 30 SECOND PSA MUST PROMOTE SAFETY BELT USE. IF A BETA SP: 30 IS PROVIDED THE WINNER WILL AIR ON CW-44 WTOG TV.

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Man, driving without a seatbelt is like bunjee jumping without a rope!

Driving without a seatbelt is like jumping out of an airplane without a parachute!

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Home | What Is The Battle? | Schools | Contests | Supporters | Dedications | Store | Safety

Join our BOTB Teen Team and learn the BOTB motto below! Maybe you and your friends have some musical talent and can make a song to go with the words!

Roll your mouse over each of the teens and find out their names!



If you always want to rock,
And not be knocked off your block,
Wear your belt day and night
Cause buckling up is really tight.

So when you're flossing,
Make sure you're crossing,
Don't move without the sound of click.
Your badonkadonk is just too sick.

HNTB

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Prize Categories

- Highest Percent Safety Belt Use - \$4,000
- Highest Increase in Safety Belt Use - \$3,000
- Best Campaign - \$2,000
- Best Public Service Announcement - \$1,000
- Best Poster(s)
 - 1st Place - \$250
 - 2nd Place - \$100
 - 3rd Place - \$50



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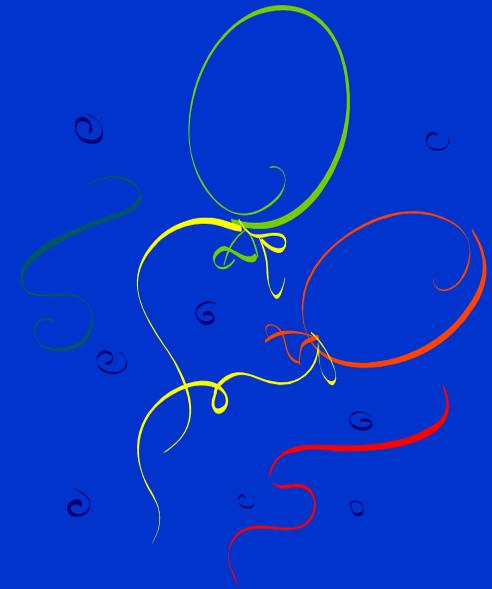
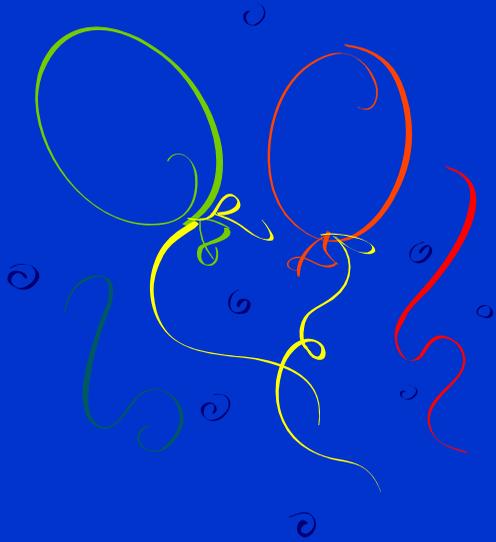
Fundraising

- Auto Dealers
- Auto Insurance Companies
- Engineering Firms
- Hospitals
- Anyone



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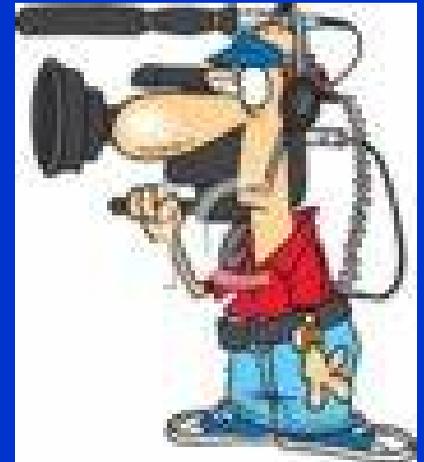
\$10,200 Raised!



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Coordinate with High Schools

- Start at the Top – School Superintendent
- Meet with Assistant Principals
- Meet with School Resource Officers
- Get Media Involved
- Maintain Communication with Champions



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Media Exposure

- Before Campaign
 - Superintendent
 - Local News Stations
 - High School Interview
- After Campaign
 - Awards Ceremony
 - Local Newspaper
 - Radio

BRANDON INCREASES SEAT BELT SAFETY
By John Ney



Brandon High School
1001 N. 10th St.
Brandon, MS 39046

CONGRATULATIONS

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prior to and after the campaign took place. A total of \$10,200 was raised from the program's sponsors. St. Joseph's Children's Advocacy Center donated \$5,000 and was the top sponsor of the event.

Newsome High School in Lithia won this year's competition with a 97.3 percent safety belt usage and will be awarded \$4,000.

Brandon High School in Brandon won the most improved category with an increase from 53 percent to 75 percent

Valrico residents **Laura Marchetti, Diane Sipe and Susan Joel** led this year's **Battle of the Belts** program to raise awareness among teenagers of the importance of seat belts.

Laura and Vin Marchetti, life-long residents of Valrico, have committed their lives to seat belt safety and awareness, particularly among high school students, as a result of losing their 16 year-old daughter Katie to a tragic car accident in March 2006 where she was not wearing a seat belt.

The success of the recently held "Battle of the Belts" program which boasted a 75 percent increase in seat belt use after the campaign was completed and will be awarded \$3,000. Bloomingdale High School in Bloomingdale won \$2,000 for the Best Campaign by submitting a photo album displaying campaign ideas and events for seat belt safety awareness. All prizes will be given to the high school student organization that led the campaign to be

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Campaign Ideas

- Marquee
- Banners



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Campaign Ideas – Printed Materials

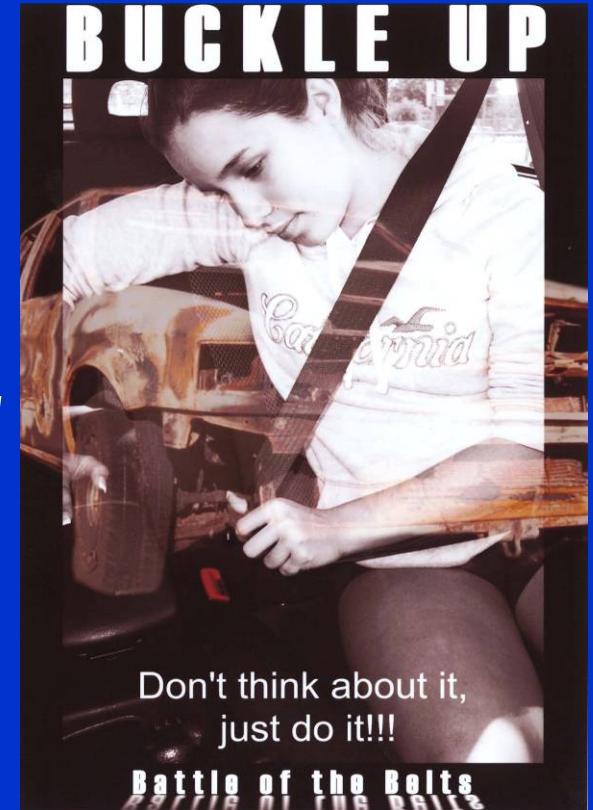
- Posters
- Bookmarks



**Don't let this be the ONLY
time you're buckled up!**



Brought to you by your
Community Traffic Safety Team (www.ctst.org)
and
Hillsborough County School District (www.sdhc.k12.fl.us)



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Campaign Ideas – Printed Materials

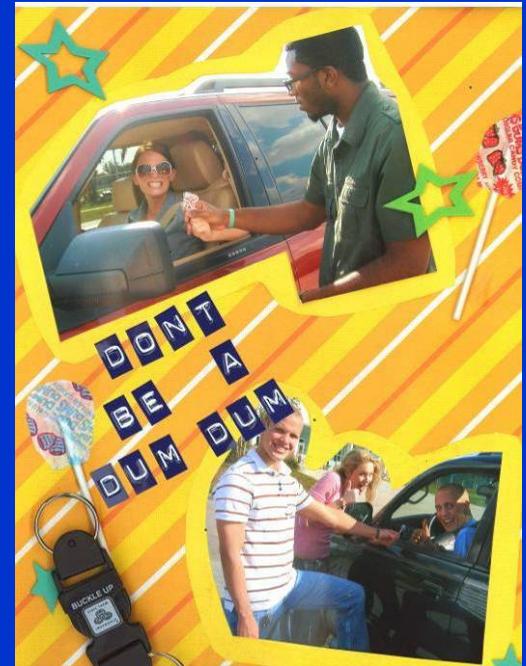
- Personal Stories
- T-shirts



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Campaign Ideas – Incentives

- Candy Distribution – “Smarties” for Buckling Up
- Parking Lot Rally – Don’t Be A “Dum Dum”
- “I Promise to Buckle Up” Wrist Bands



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Campaign Ideas – Incentives

- Crash Vehicle Display
- RIP Stones on Campus
- Pledges to Buckle Up



The Safety Pledge

On this day of _____, _____, 2007. I _____ declare that as a student of Freedom High School I will consider the value of my life every time I get into an automobile. This is because I am the type of scholar who is conscious of what potential my future holds and am educated of the statistics for my student body. As an intelligent, aspiring, individual I pledge to advocate my safety and make the right choices for the betterment and fortification of my life.

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Campaign Ideas – Maintaining Momentum

- Morning Show
- Afternoon Announcements – Safety Belt Facts
- School-wide “Read Around”
- Prize Drawing – Buckle Up Decals



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Campaign Ideas – Reality Sets In

- School Assembly



POINT OF HISTORICAL INTEREST →

KIDS ON BOARD!

Things got very emotional at Friday's assembly when guest speaker, Cindy Weatherly, gave a personal account of what happens when you lose someone you love because of one mistake.

FOX 13

Bloomingdale students can only ask, 'Why?'
 Last Edited: Tuesday, 05 Aug 2008, 6:02 PM EDT
 Created: Tuesday, 05 Aug 2008, 6:02 PM EDT

VALRICO - Teens were dealing still with their anger and frustration today over the loss of two friends.

Nick Marcotrigiano and Haley Weatherly were killed in a crash Sunday night. They were driving alongside each other on a stretch of Mud Lake Road, in eastern Hillsborough County.

Investigators say neither they nor their passengers were wearing seat belts.

"It takes two seconds, to just put it on. And it'll save your life. So I don't know why they weren't wearing them," Bloomingdale High School senior Elysa Spodnick wondered.

Elysa and friend Haley Rhoads released balloons at the crash site Tuesday.

"Hopefully this opens the eyes to Bloomingdale that we need to buckle up. First, Tyler Clark and that was close. This is even closer. Next time I don't want my best friend to be killed in a car accident," Spodnick told FOX 13.

Tyler Clark was killed two years ago in a crash. He also was not wearing a seat belt.

Bloomingdale High created an extensive seat belt campaign last spring. They won a national award for their awareness and getting students to promise to buckle up.

"I think there's some anger that, that system didn't work. And we did everything we could to educate our peers. And they still didn't do it," explained Bob Fallon of the school's guidance department.

But Fallon wants students to think about the lives they did save, and the accidents they were able to prevent. He fielded calls from parents on how to help their kids cope, and they already have a plan in place for the first day of school. They hope to have things as normal as possible, but are ready to have discussions with students on Nick and Haley.

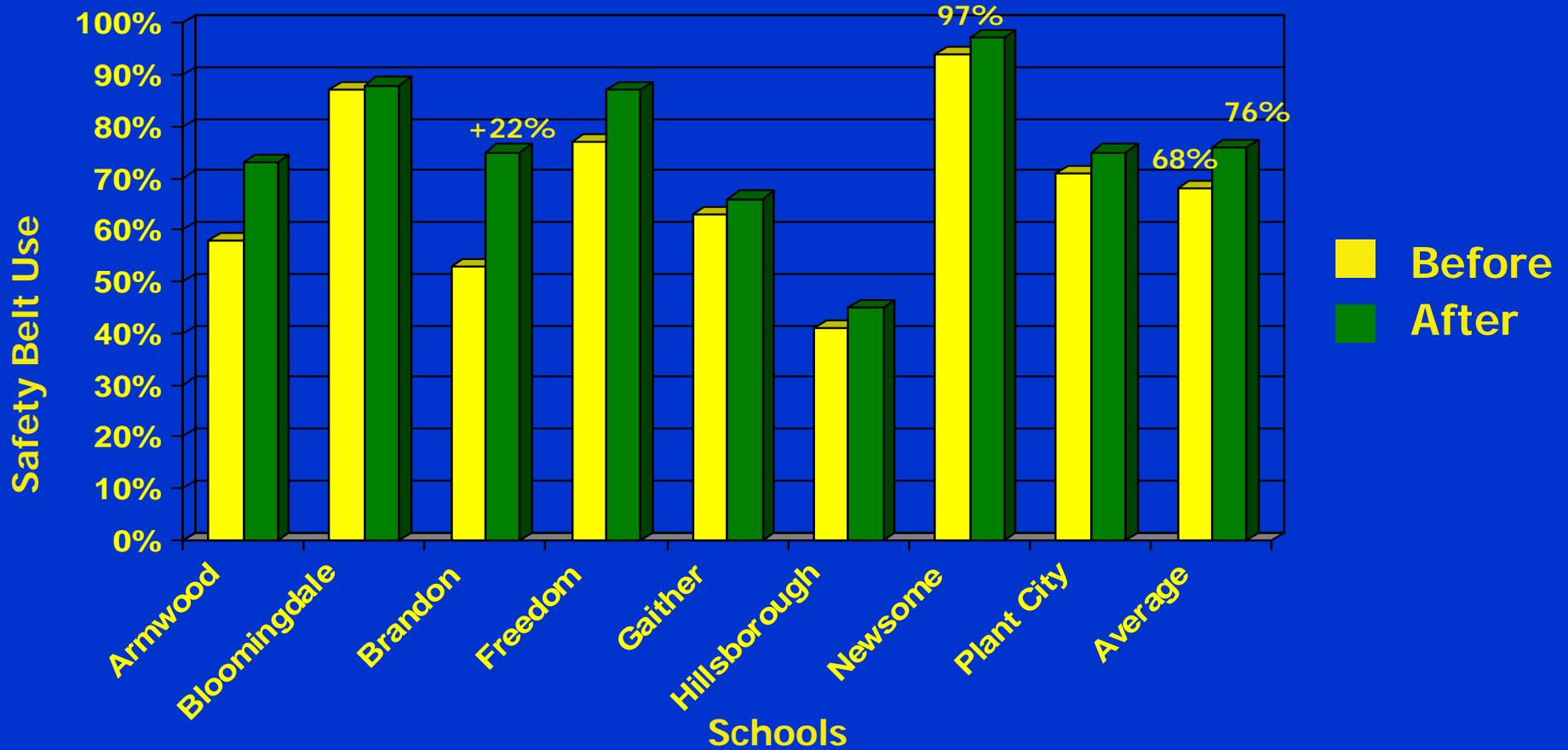
Brandon Simonds, Nick's passenger, is still in critical condition. Amelia Gold, Haley's passenger, is in serious.

In Loving Memory of

Haley Weatherly

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Campaign Results



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2008 Awards Ceremony

- Media Invited
- Message Set to Music
- Personal Story
- Guest Speaker – Ryan Nece (Tampa Bay Buccaneer)
- Special Thanks to Our Contributors



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2009 Awards Ceremony

- Media Invited
- School Check Presentations
- Superintendent of Schools



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2009 Awards Ceremony



- County Sheriff and Son
- Special Thanks to Our Contributors

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Lessons Learned

- Find Partners with Passion
- Coordinate Early and Often
- Secure a Sponsor in Advance
- Maintain the Momentum

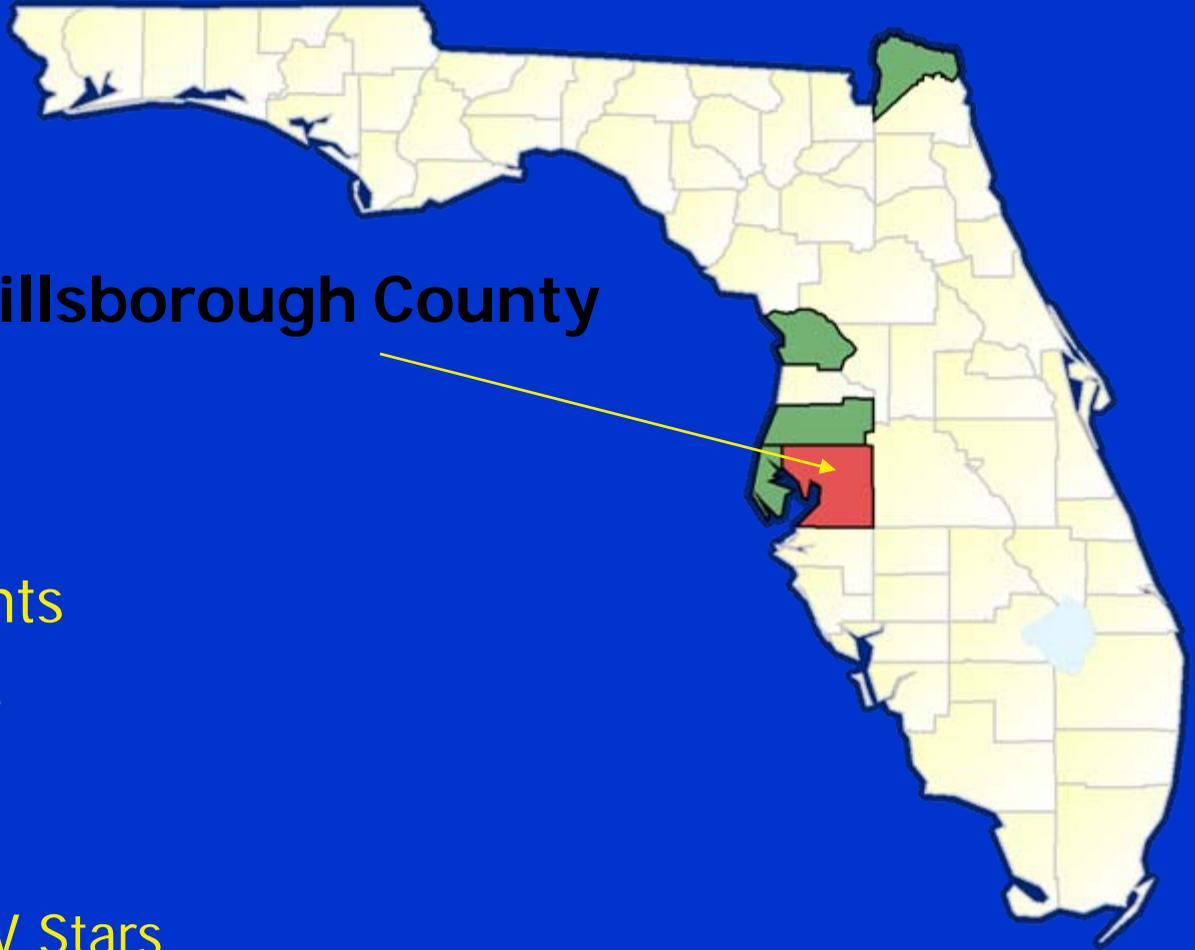


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What's Next?

- Primary Seatbelt Law
- Annual Campaign
- Expand Through State
- Target Younger Students
- Influential Role Models
 - Sports Figures
 - Music Entertainers
 - Motion Picture and TV Stars

Hillsborough County



BATTLE FOR THE BELTS

- Contact Information - Susan Joel, PE
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QUESTIONS?