



Activities for Students and Educators

CLICK IT OR TICKET MAY 2004 MOBILIZATION

Want to make a difference? This is how you can help save lives, especially those most at-risk of dying in a car crash: teens and young adults. Whether you're a student, teacher or school administrator, you can be part of the *Click It or Ticket/Operation ABC (America Buckles Up Children) May 2004 Mobilization*, which runs from May 24 to June 6 2004.

STUDENTS AND STUDENT ACTIVITY LEADERS

- **Be a dummy.** Borrow Vince and Larry crash test dummy costumes from your State highway safety office to use during a *Click It or Ticket* event, pep rally, or any school function. (You may also be able to rent the costumes from a local store.) No special event scheduled? Put Vince and Larry to work parading through the halls or student parking lot and pass out materials warning other students to buckle up or face a ticket.
- **Be a comedian.** Use the humorous morning school announcements to warn students that they could get expensive tickets if they don't wear safety belts during the *Mobilization*.
- **Watch your peers.** Anyone can preach safety belt use. Who's practicing it? Use the observational safety belt use survey data collection form to record safety belt use in your school. Publicize the results through the school newspaper, radio station or the morning or afternoon announcements.
- **Invite a friend.** Send the add-a-friend e-mail to friends, acquaintances or even leaders of other high schools and colleges to get them involved in the *Mobilization*.
- **Deck the halls.** Splash some color in the corridors and add some advice near the entryways with snappy four-color posters warning drivers and passengers that the *Mobilization* is under way.
- **Make a scene.** Let the world know what you are doing to support the *Mobilization* by attracting media attention. How? Check out "Get Your Stories in the News" for advice on contacting and talking to reporters. Don't forget the school newspaper, radio or television program.
- **Get the scoop.** Break the news in your school newspaper that the *May Mobilization* is under way from May 24 to June 6 2004. Let everyone in on the easiest way to avoid a ticket: Buckle up.

TEACHERS

- **Help students learn more about automobile restraint safety.** Print out the resource list as a research aid.
- **Notify other teachers.** Send the add-a-friend e-mail to teachers in your school and schools throughout the country to let them know how they can get involved in the *Mobilization*.
- **Use the following activities in your lesson planning.** Each activity is linked to Standards of Learning (SOL), as shown in the attached chart.
 1. **For a journalism class, school newspaper or other school media:** Have students report on their classmates' safety belt use. They can interview classmates about whether, when and why they wear — or don't wear — a safety belt. Students can conduct a safety belt survey using the observational safety belt use survey data collection form. Also, share the fact sheet and the charts on State death and injury statistics with the students.
 2. **For a math or sociology class:** Have students measure safety belt use by observing students as they arrive or leave school. Conduct two surveys, one before and one after the *Mobilization*. Use the observational safety belt use survey data collection form. The students can tabulate the results and determine the initial rate of safety belt use and the change in use. Encourage them to report the results in the school newspaper, school radio, or during morning or afternoon announcements.
 3. **For a math or sociology class:** Look through one week/month's worth of newspapers and clip out all stories that mention youth involved in crashes. Create a chart that indicates age and gender of the youth in the stories and track whether or not safety belts were used. Now research national statistics on safety belt use and compare them to what you've found in your community or state.
 4. **For a government or civics class:** Use the status of State safety belt laws as a starting point for a project on the development of safety belt legislation.
 5. **For an art or design class:** Students can create posters and other artwork for a poster campaign or art contest that focuses on the *Click It or Ticket* message. Students can also design their own advertisement to promote safety belt use. Students can include the logos from this planner in their artwork.
 6. **For a debate or civics class:** Divide students into two teams, assigning each team a position to argue regarding safety belt use legislation. Ensure they understand the importance of being able to argue from points of view other than their own. Allow time to prepare for their arguments before debating the issue. Afterwards, encourage discussion as to how students' personal views have been changed or reinforced and what has been learned from the debate.

SCHOOL OFFICIALS

- **Warn students.** Let them know that law enforcement will be aggressively ticketing people for not wearing safety belts during the *Mobilization*. Use the morning announcements to get students' attention or hang posters.
- **Distribute materials.** Hand out safety belt materials (posters, the fact sheet, teen stories and the *Click It or Ticket* information sheet) at school events or in driver's education classes. Include messages about safety belts in school fliers or other parent/student communication.
- **Safe prom and graduation.** Tie the *Click It or Ticket* campaign to other safe driving messages centered around prom and graduation celebrations.
- **Coach your coaches.** Students know that safety is essential in sports. Ask coaches to remind athletes to buckle up when they head home after a practice or a game.
- **Help your students serve as an example.** Hold a press conference a few days before the *Mobilization* to spotlight a group of students making a pledge to buckle up. Use "Get Your Stories in the News" for tips on dealing with the media. Help students develop customized talking points by going to www.buckleupamerica.org , clicking on Tools from the home page, and then on the Talking Point Creator tab.
- **Notify others about the *Mobilization*:** Use the sample letters to educators, or send the add-a-friend e-mail to other school administrators and get other schools involved.
- **Send a letter to your local newspaper:** Use the sample letter to the editor in this planner.