



## Your Role

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### **Motor vehicle crashes are the leading cause of death for teen-agers and young adults in the United States.**

*Centers for Disease Control and Prevention,  
National Vital Statistics Report for Deaths in 2001*

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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 or teacher, doctor or patient, local official or law enforcement officer, you can be part of the *Click It or Ticket/Operation ABC (America Buckles Up Children) November 2003 Mobilization*, which runs from November 17-30, 2003.

Here's how:

#### **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 *November 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 *November Mobilization* is under way from November 17-30. Let everyone in on the easiest way to avoid a ticket: Buckle up.

## TEACHERS

- **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.
- **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.
- **For an art or drafting 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 include the [logos](#) from this planner in their artwork.
- **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.
- **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*.

## 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.
- **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](http://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.

## LOCAL GOVERNMENT OFFICIALS

- **Notify residents.** Put up [posters](#) about the *Mobilization*.
- **Place a PSA.** Develop short public service announcements (PSAs) on safety belt use to be read on local radio stations or during announcements at sports events and other activities. (Stations will occasionally provide free radio time for PSAs).
- **Conduct a local survey.** Contact the editor of your local paper and pitch the idea of a story on the critical problem of teen-agers and young adults not buckling up. Suggest conducting a survey of teen and young adult safety belt use and compare the results to county, State and national statistics. Use the observational safety belt use survey data collection form, the fact sheet, the chart on 16- to 20-year-old passenger vehicle occupants killed in fatal motor vehicle crashes by State and the chart on 18- to 34-year-old passenger vehicle occupants killed in fatal motor vehicle crashes by State.
- **Issue a proclamation.** Use the [sample proclamation](#) to build community support for the *Click It or Ticket Mobilization* that runs from November 17-30, 2003.
- **Send a letter to the editor.** Use the sample [letter to the editor](#) in this planner. Ask your community to make the *Mobilization* a success by being an example to young people and buckling up.
- **Conduct a *Mobilization* kick-off press conference.** Issue a call-to-action to the community and ask the police chief, high school principals, an emergency room doctor, traffic safety advocates and students to talk about buckling up. Hold the event a few days before the *Mobilization* starts. "[Get Your Stories in the News](#)" offers advice on dealing with the media. Develop customized talking points by going to [www.buckleupamerica.org](http://www.buckleupamerica.org), clicking on Tools from the home page and then on the Talking Point Creator tab. Display enlarged [posters](#) at the event.
- **Display Buckle Up America road signs.** Propose to your local city council or local traffic engineering department that road signs be posted in your community reminding residents and visitors that buckling up is the law. Use the Buckle Up America and *Click It or Ticket* [logos](#) on your signs.

## PHYSICIANS & MEDICAL PERSONNEL (including school nurses & team doctors)

- **Display and distribute materials in your office.** People – even teens and young adults – listen to what physicians and medical personnel have to say about safety.



Display [posters](#) in your office and distribute materials. This is especially helpful for team doctors and school nurses who see dozens of young drivers every week.

- **Send a letter to your local newspaper.** Use the sample [letter to the editor](#) or write your own that includes your experiences with people who died or were injured because they didn't buckle up. Ask your community to make the *Mobilization* a success by being an example to young people and buckling up.
- **For team doctors: Make a team announcement.** Let the whole team know that one way to stay in the game is to stay safe by buckling up. Let them know young drivers are being given special attention during the *Mobilization* and risk getting a ticket if they don't buckle up.
- **Add a safety belt question to every checkup.** Just ask your patients: Do you buckle up every time you're in your car or truck? Remind them that motor vehicle crashes are the leading cause of death for Americans age 15 to 34. What's more, anyone who fails to buckle up is also likely to get a ticket during the *Mobilization*. Use [posters](#) in your examination room as visual aids.
- **Share your experiences.** Stories about young people who were seriously injured because they didn't wear safety belts can be a powerful motivator to wear belts. Use the *Mobilization* as an opportunity to tell these stories to your patients or the media. (Use "[Get Your Stories in the News](#)" for tips on contacting and dealing with the media.)

## LAW ENFORCEMENT

- **Go to schools.** Offer to speak about the *Mobilization* at health or driver's education classes or at an assembly. Ask other law enforcement officers or traffic safety advocates to help make sure the message reaches every school. Tell stories about how horrific it is to find a teen or young adult ejected from an automobile because he or she wasn't buckled up. Distribute materials from this planner, including [posters](#), the [fact sheet](#) and [logos](#).
- **Send a letter to the editor.** Use the sample [letter to the editor](#) or write your own pointing out that you would rather not issue tickets, but that tickets are better than seeing people killed or injured because they didn't buckle up.
- **Invite news media to checkpoints or to ride along on saturation patrols.** "[Get Your Stories in the News](#)" can help guide your work with the media.
- **Notify others about the *Mobilization*:** Use the [sample letters to law enforcement](#), or send the [add-a-friend e-mail](#) to other officers and get them involved.