



Sample draft letter from a Law Enforcement official to a School Principal.

Dear [name of School Principal]:

Of all the risks students encounter everyday, one of the greatest dangers they face is being killed or severely injured in a motor vehicle crash. In fact, nearly ten 15- to-18 year olds were killed in motor vehicle crashes every day in 2002 - about a third of a typical high school class, according to the National Highway Traffic Safety Administration. And two-thirds of those teens and young adults were *not* wearing a safety belt.

Fortunately, there is something very simple that we can do to stop this unnecessary loss of life, and it won't cost a thing. We can remind our young people to wear safety belts every trip, every time.

From November 17 to November 30, 2003, law enforcement officers across the country will be enforcing safety belt laws by conducting safety belt checkpoints and zero tolerance safety belt enforcement as part of the *Click It or Ticket/Operation ABC* (America Buckles Up Children) Mobilization. Our goal is not to write tickets, but to get everyone buckled up, especially teen drivers and their passengers. We are asking that you also support this effort by simply telling students about the *Click It or Ticket* heightened enforcement campaign, and by encouraging them to buckle up on every trip. This small step could save a life.

You can start by using this brief statement in your public address (PA) announcements to students:

**I would like to remind everyone about the importance of wearing a safety belt every time you drive or ride in a car. It will save you the cost of a ticket, and it could save your life. As a teenager, you are more likely to die, or become disabled or disfigured in a car crash than at any other time in your life. You also need to know that law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from November 17 to November 30, 2003. You can get a ticket if you don't buckle up, so save money and your life. Buckle up every trip, every time!**

Also enclosed are Buckle Up America morning announcements that you, your students, school resource officers, or other school staff can read. These should be read for the eight days before the November Mobilization to reinforce the safety campaign.

You also might consider letting parents know about your support of the *Click It or Ticket Mobilization*. They will certainly appreciate your efforts to keep their children safe.

Motor vehicle crashes are the No. 1 killer of our young people, but with your help, we can stop this killer in its tracks. Your cooperation is invaluable and greatly appreciated.

Sincerely,

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Law enforcement official



## Morning School Announcements

(to be read by student, principal, school resource officer or other school staff)

### MORNING ANNOUNCEMENT # 1

*Today's tip from Buckle Up America: How to meet more police officers.* Since not wearing a safety belt is against the law, one easy way to get cops to notice you is to drive around without wearing one. And from November 17<sup>th</sup> to the 30<sup>th</sup>, police all over the country are conducting a special safety belt mobilization just to catch people who don't buckle up so they can give them a ticket. Bottom line: Not wearing a safety belt can result in a roadside chat under flashing lights. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**

### MORNING ANNOUNCEMENT # 2

*Today's tip from Buckle Up America: How to get to the hospital really fast.* Don't wear your safety belt, get in a crash and take the ambulance. Maybe you'll even get to skip all the red lights on the way. If you don't wear a safety belt, you double your chances of getting seriously injured — maybe even permanently disabled or disfigured. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a plate of hospital food. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**

### MORNING ANNOUNCEMENT # 3

*Today's tip from Buckle Up America: How to get a facial — for free!* Don't wear your safety belt and you're a lot more likely to be thrown from the car. You'll be using the world's most powerful facial scrub: pavement. For more extensive work, try a brick wall. Safety belts can secure you and the people you like. Not wearing safety belts can give you a whole new look. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**

### MORNING ANNOUNCEMENT # 4

*Today's tip from Buckle Up America: How to elude the police.* Some people probably like being pulled over by the cops. But if you're not one of them, you should know that from November 17<sup>th</sup> to 30<sup>th</sup>, police departments all over the country have this safety belt mobilization just to catch people who don't buckle up so they can give them a ticket. So watch yourself. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a ticket. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**

### MORNING ANNOUNCEMENT # 5

*Today's tip from Buckle Up America: How to get people killed.* There are lots of ways to help people bite the dust. But one way that works really well for teens is this: Stop wearing a safety belt. At no other time in your life will you be more likely to die or become permanently disabled in a crash. Safety belts can secure you and the people you like. Not wearing safety belts is deadly. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**

### MORNING ANNOUNCEMENT # 6

*Today's tip from Buckle Up America: How to fly without a plane ticket.* Just don't wear a safety belt and you can fly right out of the car in a crash. It's a brief flight, but the landing stinks. So does the crippling injury or disfigurement you might get as a result. Safety belts can secure the people you like. Not wearing safety belts can hurt. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**



**MORNING ANNOUNCEMENT # 7**

*Today's tip from Buckle Up America: How to get a new set of wheels.* Not everyone dies in a serious car crash—some become permanently disabled. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a wheelchair. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**

**MORNING ANNOUNCEMENT # 8**

*Today's tip from Buckle Up America: How to blow a lot of money.* Just get a ticket for not wearing a safety belt, which is really easy to do. The police are having this safety belt mobilization from November 17<sup>th</sup> to 30<sup>th</sup>, which means that they're specifically looking for people who aren't wearing safety belts and are writing more tickets than usual. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a really big fine. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement Statewide from November 17<sup>th</sup> to 30<sup>th</sup>.**