"Best Practices to Bolster Seat Belt Education and Enforcement".

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Let’s Get Started

Encouraging and Strengthening Seat Belt Education and Enforcement on a local level
What I hope to provide is...

• How Increasing seat belt use is a local issue,
• Examples of 3 LEAs that have found a successful formula to increase SB use,
• How each LEA is unique but all found a local Hero
• Great examples of enforcement driven education,
• Programs for schools and our senior citizens.
Hutchinson Police Department, Kansas

- 67 officers
- Population of 42,080
- Largest city in Reno County
- Primary SB Law
- Traffic Unit
- Had no previous OP Training or local SB Campaign
Hutchinson Police Department, Kansas

• Champion - A Patrol Sergeant

• Hutchinson built their SB campaign with existing partners and resources already established

• Community friendly enforcement
• Publicize enforcement plans and results: Facebook and Twitter,
• Publicize Buckle Up Hutch during already established Third Thursday, Art and Live Music, monthly events, additional community events/holidays,
• Earned media: Kickoff and intermittent events.
• Conducting continual SB enforcement
• Gave away of four child safety seats donated by the Kansas Traffic Safety Resource Office and Safe Kids of Kansas; (drawing held during Halloween Parade)
Bedford County Sheriff’s Office, Virginia

- 93 deputies
- Population of 69,825
- Rural County
- Secondary SB Law
- Amassed a Team of Community Partners
- RSVP - Retired Police Volunteer Patrol
- YOSAVO - Youth of Virginia Speak Out about Traffic Safety
Sheriff Brown takes the Lead
• Earned media Kickoff - 4 local TV stations doing individual interviews with Sheriff, Town Chief, Chief of Fire/EMS and Sgt. from State police

• Also local church members and Pastors
Olive Branch Police Department, Mississippi

- 81 officers
- Primary SB Law
- Population of 33,484
- Suburb of Memphis
- Reached out to community partners from day one; Chief integral part of efforts
- Olive Branch PD active with SB enforcement before, but used social media to put it on steroids
• Extremely active within community; established partnerships, social media,
• Events planned just for OP activities as well as part of already established events.
Public Relations Officer

Sharing *Click It* messages with partners on Facebook and Twitter:
- Home Depot
- Methodist Health
- State Farm
Educational OP programming

- Schools
- Senior Citizens
- Community Groups and Monthly, Annual Events
- Different angle for media draw
- Continual research/update on law and materials
- *Easy to understand for all; simplify and make content relevant for all... personalize it!
• Over 9,000 presentations have been conducted, reaching 800,000 students; 1999 to present
• Elementary; Sit Back-It’s Elementary; Revised multiple times
• 16 Minutes in a 15 Year Old’s Life; Revised twice
• Survival 101; Revised multiple times
SIT BACK – IT’s ELEMENTARY

Set The Stage; surrounding space keeps students tuned in on topic
Presenters can be police, EMS, CTSP’s or other highway safety personnel done in conjunction with additional relative and interested parties.
FOR 15 TURNING 16 YEARS OLD

- Unique Approach to selecting audience
- Timing is everything
- Setting is in a comfortable conference table like setting; sitting amongst students
- Keeping numbers to about a dozen
- 16 minutes or so; easy for school to accommodate
16 Minutes unique approach

• Personal approach – Topics discussed between officer and students,
• The unique selection process keeps discipline in check; not with a group of their peers,
• Switch topic every 5 minutes,
• The officer becomes familiar with the new drivers.
• Questions/Discussion is encouraged.
An officer's actual account of teenage crashes/fatalities.

Includes: Critical Messages, Talking Points, Characteristics leading to a crash, distraction, driver error, impaired driving and fatigued driving. TYPES OF COLLISIONS in a CRASH and 7 fatal crashes that include the previously discussed driver errors.
Survival done in combination with Mock Crash, Mock Arraignment And Prom Promise with local Nationwide Insurance Agency
You’d be surprised where you can find encouragement and support:

- Police Academy
- Hospital Employees
- School Employees
- EMS
- Press
- Businesses Members
- Chamber Members
- Clubs/Organization Members
- Networking with Businesses
- Senior Citizens
- Faith Based Groups
“Everyone Can Use a Lifesaver!”

Thank you for your attention...