TWEENS CLICK IT FOR SAFETY!

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What is a tween?

The National Highway Traffic Safety Administration (NHTSA) defines a tween as a youth that is 8-14 years in age.
Background

- Motor vehicle crashes (MVC) are the leading cause of death in tweens
- Two tweens are killed everyday
- Over half are unrestrained

Source: NHTSA, Traffic Safety Facts Children, February 2018
Centers for Disease Control and Prevention, 2019
Program Goals

- Increase seatbelt use
- Reduce front seat riding
- Engage students, teachers, and parents
Why is this program worth stealing?

- Lack of proven strategies for tweens
- Developed with evidence based theories
- Peer led
Results

Data from the first semester of our pilot indicates that...
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