Title of presentation: Tweens Click It for Safety

Date: Sunday March 31, 2019

Time: 4:00PM- 5:30PM

Outline: Tweens Click It for Safety is a pilot program that targets 8-14 year olds, tweens. Motor vehicle crashes remain a leading cause of death for children in this age group. The Tweens Click It for Safety program utilizes health education theory, to increase seatbelt use by tweens and decrease front seat riding for children under 13 years. Student ambassador’s help design and implement activities to drive behavior change among their peers. Parents and teachers are identified as outside influencers, and as such, secondary outcomes include assessment of seatbelt use among the influencers. The expected long-term impact of this program is a decrease in morbidity and mortality amongst tweens.

Background: Motor vehicle crashes are the leading cause of death in tweens. In 2017, data showed two tweens were killed every day and over half were unrestrained.

Sources:

American Academy of Pediatrics: www.aap.org


Injury Prevention Center: www.archildrens.org/ipc

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