Younger Seat Belt Safety Education in a Socially Distanced World

Lisa Minjares-Kyle, M.S., MCHES, CPPE
Assistant Research Scientist | Program Manager in Training
Texas A&M Transportation Institute
Our vision is to ensure that America's youth live long and healthy lives through safe practices on our transportation system.
Teen Survey Results 2019-2021

- 66% believe it is unacceptable to drive without wearing their seat belt.
- 59% never drove without wearing their seat belt in the past 30 days.
- 43% never rode without wearing their seat belt in the past 30 days.

(Based on 10,930 Teens in the Driver Seat Knowledge Survey, 2019-2021)
VIRTUAL LAUNCH

TDS SEAT BELT ACTIVITIES

OTHER DIGITAL RESOURCES

WHOOPS & POOPS
School Closures Prompted Quick Adaptation

Conversion and expansion of digital resources
Re-envisioning of existing activities
Increased online engagement
Re-branding and marketing
We're Going Digital
Zero Crazy

Seat Belt Activities

- Focused on improving seat belt use
- Socially distanced
- Allowed for hybrid school models to continue participation
- New Vs. Returning Schools Results
Seat Belt Hero (Junior High & High School)

Seat Belt Activities

MYTH Buster

If your car has air bags, you don't need to wear a seat belt.

The Truth Is...
The safest way to ride is buckled up in a vehicle equipped with air bags. Even without an air bag, you are safer buckled up than you are with an air bag and not buckled up. (NHTSA.gov)

Seat Belt Super Quiz

Respond correctly to earn your Hero Power!
“SOMETHING AS SIMPLE AS A SEATBELT CAN SAVE A LIFE, AND THAT’S SOMETHING I TRY AND GET MY FRIENDS TO REALIZE.”
Because a seatbelt is such a minor task, people think that it carries minor importance, but it is the exact opposite.

-Esmeralda Trevino
Harlingen High School South, Harlingen, TX
February 2021 Teen of the Month

JoAnn Mynai Melndrez
Other Digital Activities

- Kahoots
- Virtual Escape Room
- Twitter Chats
- Instagram Stories
Whoops and Poops

Flexibility is Key

- Focused on 24 new initiatives
- Increased engagement by 264%
- Operated at the speed of need
- Curation of several "Click and Go" activities
Taking the bad with the good

- Small Victories
- Every platform doesn't guarantee success
- Expect failures
- Evaluate!

Whoops and Poops
Involving teens is critical but with their capacity limited during this time focus on building content to be here when they're ready.
Thank you to our project sponsors:

Lisa Minjares-Kyle, M.S., MCHES, CPPE
l-minjares@tti.tamu.edu