

Younger Seat Belt Safety Education in a Socially Distanced World

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PEER-TO-
PEER

COLLABORATIVE

YEAR LONG FOCUS
ON TRAFFIC
SAFETY

COVERS MAJOR
RISKS & ROAD
FACTORS

“

Our vision is to ensure that America's youth live long and healthy lives through safe practices on our transportation system.

YOUTH TRANSPORTATION SAFETY PROGRAM

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%

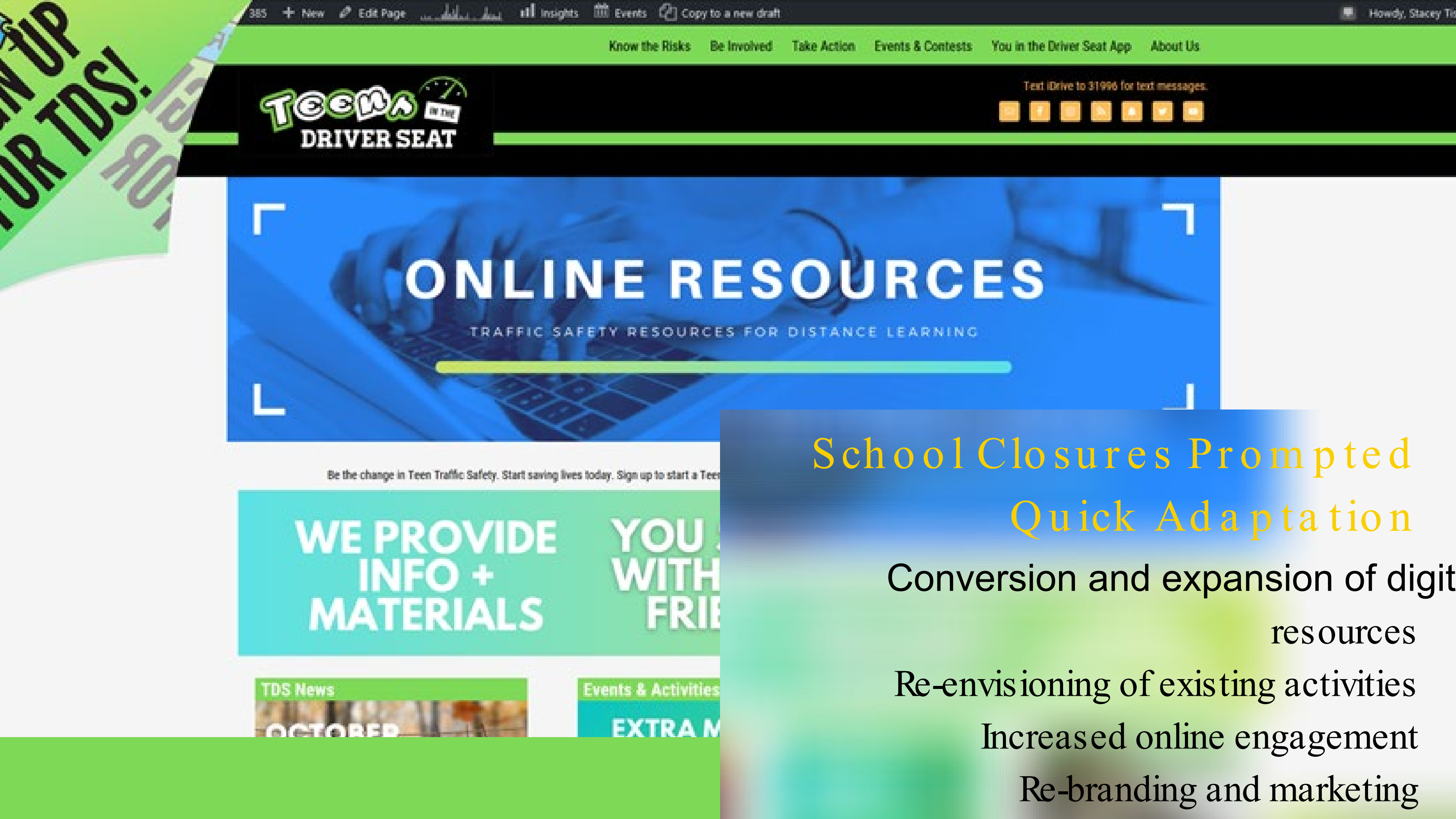
never rode without wearing their seatbelt in the past 30 days.

VIRTUAL
LAUNCH

TDS SEAT
BELT
ACTIVITIES

OTHER
DIGITAL
RESOURCES

WHOOOPS &
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



Peer-to-Peer
Traffic Safety
Outreach

ZERO CRAZY SEAT BELT OBSERVATIONS



HALLOWEEN SEAT BELT MESSAGING & CANDY

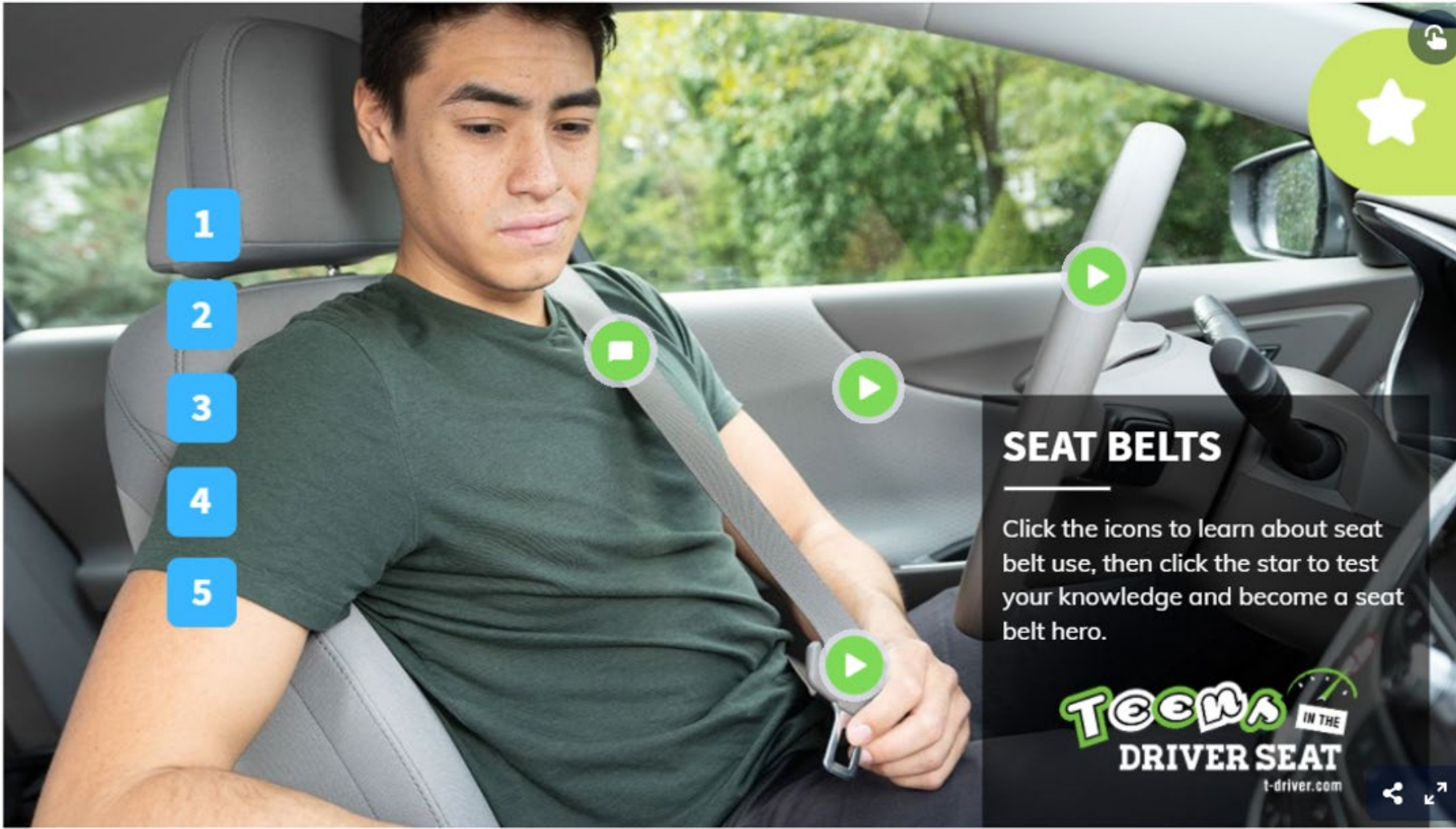


- Focused on improving seat belt use
- Socially distanced
- Allowed for hybrid school models to continue participation
- New Vs. Returning Schools Results

Zero Crazy

Seat Belt Activities

HIGH SCHOOL SEAT BELT HERO



HIGH SCHOOL SEAT BELT HERO



Seat Belt Hero
(Junior High & High School)

Seat Belt Activities



ARE YOU READY?





**"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

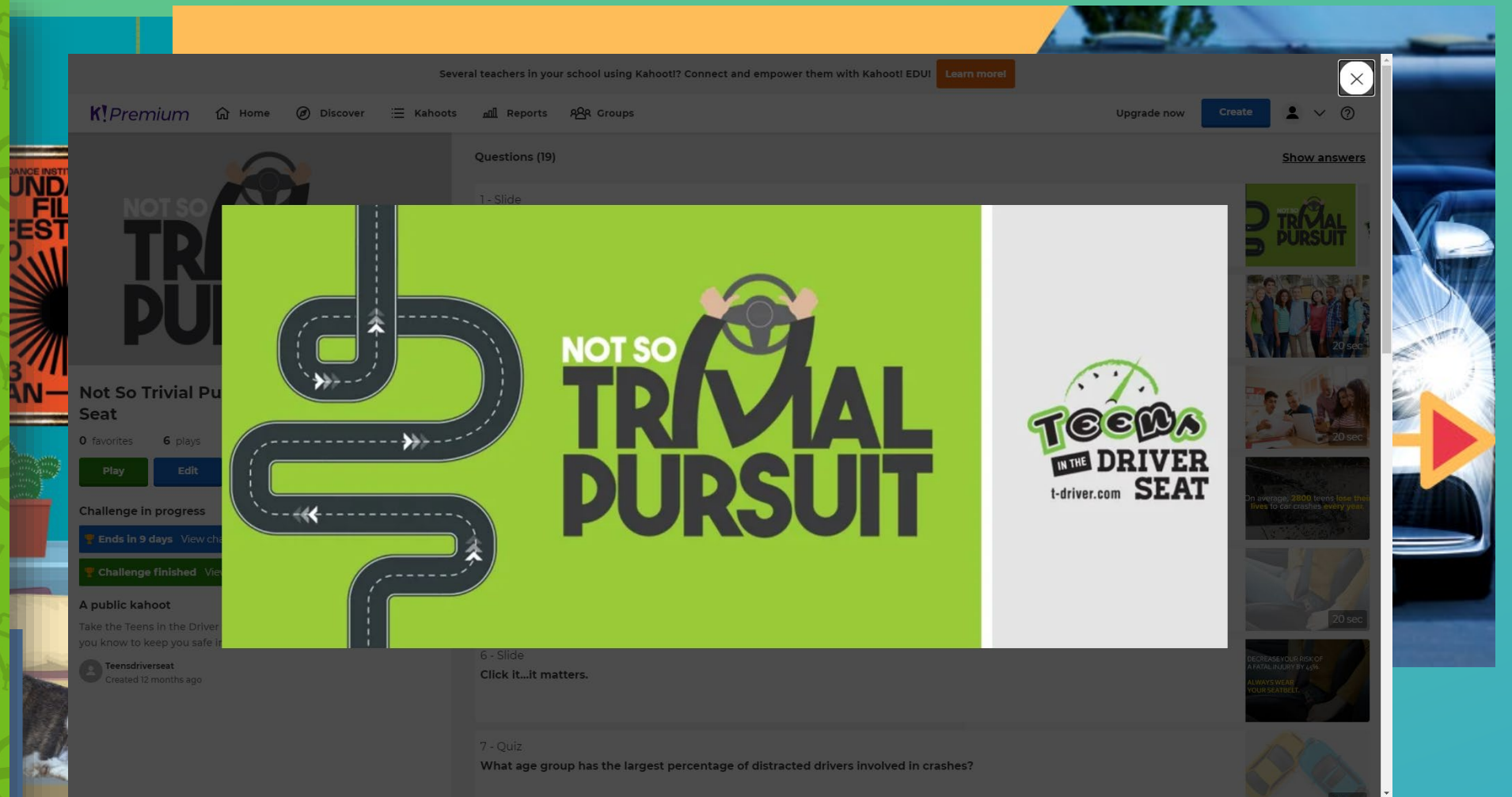
Harlingen High School South, Harlingen, TX
February 2021 Teen of the Month



JoAnn Mynar Melndrez

TEEN INFLUENCERS

Other Digital Activities



- Kahoots
- Virtual Escape Room
- Twitter Chats
- Instagram Stories

Other Digital Activities

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

Whoops and Poops



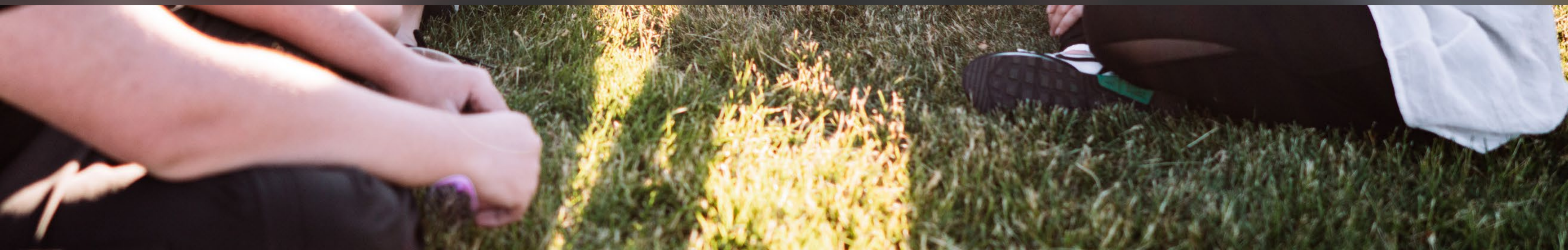
Taking the bad with the good

- 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.



Conclusion



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