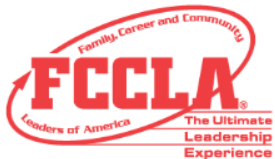


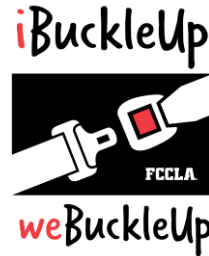
FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA

iBuckleUp weBuckleUp Campaign

Tools for Success



What is iBuckleUp weBuckleUp?



FCCLA's iBuckleUp weBuckleUp campaign is supported by the National Highway Traffic Safety Administration (NHTSA) to promote seat belt use among rural, middle level youth. The campaign began in 2017-2018 with 10 pilot chapters, and was expanded nation-wide in 2018-2019.

As a part of FCCLA's FACTS program, youth conduct positive outreach projects in their community to encourage everyone to wear their seat belts. This campaign highlights the need for drivers and passengers to make sure that everyone in the vehicle is wearing their seat belt before putting the vehicle in drive.

Why Do Seat Belts Matter?

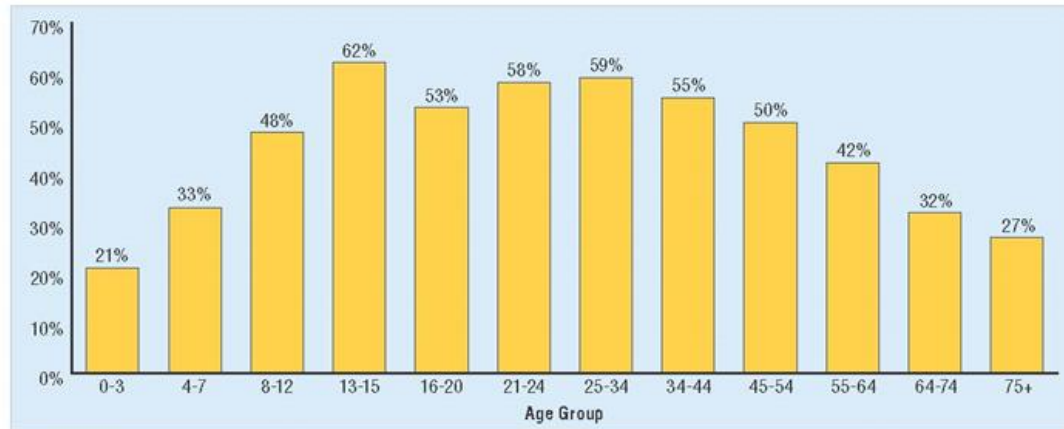
**Traffic crashes account
for **47%** of all
unintentional injury
deaths among young
people.**

*Click [here](#) to read the full report from NHTSA's National Center for Statistics and Analysis

Who Isn't Using Seat Belts?

62% of passengers aged 13-to-15 who were killed in traffic crashes were not wearing their seatbelt in 2016 — the highest percentage of any age group.

Percent of Passenger Vehicle Occupants Who Were Killed and Unrestrained, by Age Group, 2016



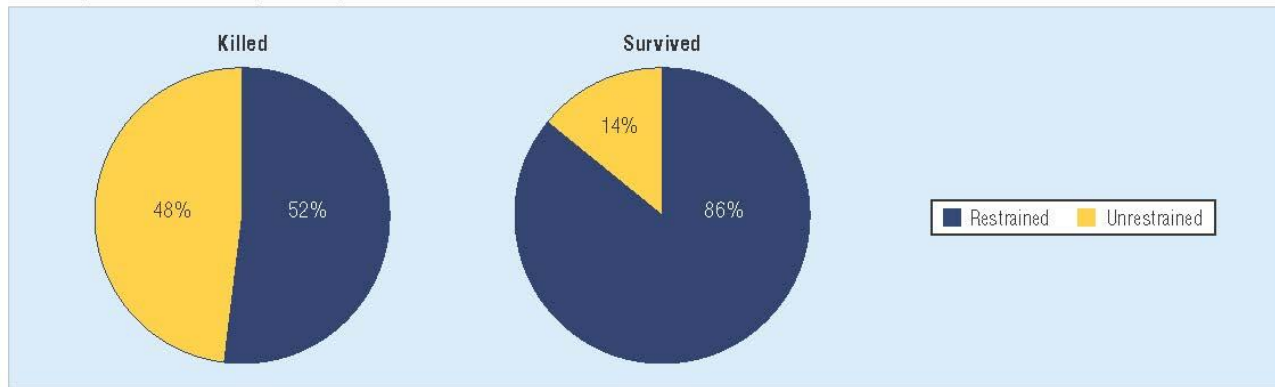
Source: FARS 2016 ARF.

Seat Belts Save Lives, Period.

From 1975 through 2016, seat belts have saved an estimated 359,241 lives.

If all passengers had worn seat belts during these years, an additional **384,156 lives** would have been saved.

Passenger Vehicle Occupants, by Survival Status and Restraint Use



Source: FARS 2016 ARF.

Click [here](#) to read the full report from NHTSA's National Center for Statistics and Analysis

Why Rural Middle Schoolers?

Rural youth wear their seat belts at the **lowest rate** among all demographics, putting them at the greatest risk of death in a traffic crash.

What Can Middle Level Students Do?

Lead an iBuckleUp weBuckleUp campaign in your community!

No one knows how to reach out to middle schoolers better than middle schoolers. That's why FCCLA and NHTSA want your students to use their creativity to encourage their peers to wear a seat belt every trip, every time.

Follow the tips and best practices in this guide to learn how to get started.

Where to Begin

The first and last step to every iBuckleUp weBuckleUp campaign is the **Seat Belt Check**. This activity asks students to observe seat belt use in their community.

This information will give your chapter an idea of how many people are not buckling up and will help students **set a goal** for the campaign and **measure success** after the campaign is finished.

To get started, click to download the [Seat Belt Check Instructions](#) and the [Seat Belt Check Forms](#).

FCCLA Seat Belt Checklist

Participant Name(s): _____

Date: _____

Time of Day (am/pm): _____

Location: _____



Instructions: Observe drivers and passengers in your community using the chart below. Complete one row per vehicle by circling the relevant letters. When you are finished, write totals for each letter at the bottom of the chart and note the total number of drivers and passengers.

Y = Buckled **N** = Not Buckled **U** = Unknown **H** = Driver is using handheld, electronic device

#	Driver				Front Passenger			Rear Passenger			Rear Passenger		
1	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
2	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
3	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
4	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
5	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
6	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
7	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
8	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
9	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
10	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
11	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
12	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
13	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
14	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
15	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
16	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
17	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
18	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
19	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
20	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
21	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
22	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
23	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
24	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
25	Y	N	U	H	Y	N	U	Y	N	U	Y	N	U
Total													

Total # of
Drivers

Total # of Front
Passengers

Total # of Rear
Passengers

Create a Plan

The seat belt check helps students understand the problem, but what about the solution?

The solution begins with your students launching a **peer-to-peer** focused campaign. Teens taking an active role in brainstorming and the planning process is important. When students take an active role, they'll be more likely to support and put their energy behind the plans you make together. And if they have their energy behind it, other teens will be more willing to listen, learn, and get on board.

Take advantage of the **planning tools, project ideas, and resources** in this tool kit to create a campaign plan with your students.

FCCLA Planning Process

The best way to plan, implement, and evaluate chapter projects is with the FCCLA Planning Process. Check out the [iBuckleUp weBuckleUp Planning Process Guide](#) to learn how to use this essential resource and read an example planning process from a successful project!

Click here to access the [FCCLA Planning Process Template](#).

Form an Action Plan

Use the [Action Plan Template](#) to help your students break the project down into manageable steps and assign responsibilities.

“Our action plan took into consideration the strengths of everyone on our team.” – Kittitas Jr/Sr High FCCLA

SMART Goals

Your chapter members are sure to have many BIG ideas for how to raise awareness in their community. Use the [SMART Goals Checklist](#) to help members identify ideas that are **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**ime efficient.

“We initially wanted to create an app somewhat like snapchat to promote seat belt safety. After researching the requirements to produce an app we found that, unfortunately, it would be an unreachable goal in our short timeframe. We decided to go back to the drawing board in how we would promote our information.” – Lyman FCCLA

Suggested Activities

In the following slides, you will see a few of the projects, activities, and outreach efforts that were conducted by the 10 iBuckleUp weBuckleUp pilot chapters during the 2017-2018 academic year.

Remember, your chapter is not required to conduct any of the following activity suggestions, they are only a few ideas to help get the wheels turning! What's most important is that you **let your middle-level students run with their campaign** – they should be the ones to brainstorm and execute their project ideas and you, the adviser, are there to help guide and encourage them.

Make a Week of It!

When it comes to changing attitudes about buckling up, **repetition is key**. Plan a Seat Belt Safety Week with different, engaging ideas for every day of the school week. This daily repetition will help get students to change their behaviors!

#SeatBeltSelfie Contest

*"We asked students to post a **#seatbeltselfie** on their personal social media accounts with a message to encourage your peers to buckle up! Of course, we reminded students to not be driving when they took their selfie. All that could prove that they posted a selfie got a fresh baked cookie at the end of the day. " – Kingston FCCLA*

Social media like Snapchat and Instagram are excellent places to reach out to middle school youth!



Door Decorating Contest

Host a Door Decorating Contest with home rooms throughout the school and give away prizes for the best doors! Not only is this a great activity to get students thinking about seatbelt safety at the beginning of the day, but the decorated doors will be a daily reminder throughout the year.



Pledge Wall

A pledge wall banner is a great opportunity to get students thinking about the choices they make on the road. The banner also serves as an excellent visual reminder that can be hung all year round.



Involve the Whole School

Work with other classrooms in your school to drive your message home.

*"The teachers in our building did bell ringers and activities in their classrooms to promote seat belt safety awareness. In **Math** they figured the amount of force caused by different speeds in a crash. In **Language Arts**, students wrote about how someone not wearing a seat belt has impacted their life or a life of someone they knew. In **FCS class**, they discussed how a vehicle crash impacts the family. In **Health class**, they learned about how not wearing a seat belt impacts the physical body and the consequences from being unbuckled."* –
Montgomery County MS FCCLA

Take a look at [Ford Driving Skills for Life's](#) Algebra, Physics and Biology curriculum, aligned with Common Core and Next Generation Science Standards.

Half-Time Show

Take advantage of your school's sporting events. Plan a special halftime event to capture the attention of local parents and students.

"Nearly all of our community fire fighters and EMT's attended our basketball halftime recognition in addition to local law officers, emergency medical personnel, and a member of the SD Highway Patrol. We included our local Rush Funeral Home director in our recognition. Our goal was to put a personal face on the people in our community who see the results of traffic accidents and show our sincere appreciation of all they do." – Wall
FCCLA

Safe Rides Save Lives PSA Contest



Sponsored by The National Road Safety Foundation (NRSF), the **Safe Rides Save Lives PSA Contest** is an excellent opportunity for FCCLA members to display their creativity and advocacy as they encourage their peers to make safe choices on the road.

This FACTS-powered project can easily be incorporated into your chapter's iBuckleUp weBuckleUp campaign to raise awareness of seat belt safety. Click [here](#) to learn how to participate.

Safe Rides Save Lives PSA Contest (Cont'd)



Connect with Local Partners

“Because of our rural setting, everyone knows everyone else. Our local partners have a vested interest in our community, and a desire to see our residents thrive and succeed especially with the youth. They were supportive of our projects knowing how seatbelts protect lives and prevent injuries.” – Wall FCCLA

Consider reaching out to local business owners to seek partnerships for seat belt awareness events or donations of supplies for chapter projects.

You may find particular success with **vehicle-related industries**, including auto insurers, car dealerships, auto shops, and gas stations. These businesses especially will share your chapter’s interest in keeping local residents safe on the road.

Connect with Local Partners (Cont'd)

Adviser Tip: Involve parents in your partner outreach efforts.

"Parents were an integral part of our project's success. Parents in our community worked with different organizations than maybe we had rapport with. That is how we were able to secure funding for our promotional supplies. Also parents could take kids to solicit pledges when I couldn't be in two places at once." – Kittitas Jr./Sr. FCCLA



Connect with Local Law Enforcement

Few are more invested than your local law enforcement officers in keeping your community safe. Consider partnering with your local department to help with awareness projects.

"We have three Missouri Highway Patrol officers who live in our town. They were able to come and be a part of the Seat Belt Safety Awareness Week. They were present and answering questions during the rollover simulation, and stayed around for the assembly that was given by Sgt. Scott White. Their presence and support helped the students to realize that this is a serious issue and everyone needs to practice wearing a seat belt in order to save lives." – Montgomery

County MS FCCLA

Connect with Local Law Enforcement (Cont'd)



"We found the local law enforcement to be our most helpful resource. They were will willing to come to our school (which is 12 miles away), and bring their equipment to help reinforce our message." – Maxwell FCCLA

Connect with Traffic Safety Experts

GHSA is a nonprofit representing the state and territorial highway safety offices that implement federal grant programs to address behavioral highway safety issues.

Their **vision** is to lead states and territories in moving toward zero deaths on the nation's roadways through leadership, partnerships and advocacy.

Contact your local State Highway Safety Office to let them know about your campaign and inquire how they can help you achieve your goals.



Spread the Word!

An important part of raising awareness is making sure your message is heard. Use the [press release template](#) to reach out to local media outlets about your chapter's efforts.

Spread the Word! (Cont'd)



PROCLAMATION - Montgomery City Mayor Michael Spirz pictured signing a proclamation of this week as Seat Belt Safety Awareness Week. Pictured are Montgomery County Middle School FCCLA members: Ahna Sinclair, Elizabeth Schierhoff, Shea Stille, Heather Stille, and Jan Hankinson - Chapter Adviser with Mayor Spirz as he signs the proclamation.

Mayor Proclaims Seat Belt Awareness Week

Members of the Montgomery County Middle School FCCLA Chapter met with Mayor, Michael Spirz, to focus on saving lives in 2018 by encouraging individuals in our community to wear their seat belts on every trip, every time. In 2016, in America, 18,590 people died in vehicle accidents in rural areas, with 51% of them being unbuckled. Motor vehicle crashes are the leading cause of death among people ages one to fifty-four.

ries in half. Although child passenger protection laws that require proper restraint for younger children and seat belt use by older children exist in Missouri, many individuals get relaxed in the usage of these restraints, resulting in injury or death to children or family members.

As a result of these statistics, Michael Spirz, Mayor of Montgomery City, Missouri, proclaims January 8 through January 12, 2018 as Seat Belt Safety Awareness Week in

highways and roads by buckling up every passenger in their vehicle, and using appropriate child approved restraints in the vehicle's back seat. Let us all help to spread the important seat belt safety message throughout our community. By doing so we can save many lives. I call upon all citizens, government officials, public and private institutions, businesses, and schools in Montgomery City to observe this week with appropriate activities.

"In order to create even more awareness for seat belt safety, we had articles and photos in the local newspaper, school newsletter, and on the school website and Facebook page. We were extremely excited when the newspaper featured colored photos and a front-page article about our Seat Belt Safety Awareness Week, making it easier to capture the community's attention." – Montgomery County MS FCCLA

Branding

Click here to download the [official iBuckleUp weBuckleUp logo.](#)

Use it to make flyers, stickers, posters, and more to promote your campaign within your school and community!



Additional Resources

The Families Acting for Community Traffic Safety (FACTS) National Program Guide is filled with lesson plans, activities, games, and project ideas to help youth learn how to promote basic safety attitudes that can last a lifetime.

Contact your state adviser to inquire whether the program guide is available for free to your chapter or click [here](#) to purchase the guide on the FCCLA Store.

American Traffic Safety Services Association, <https://www.atssa.com/>

Governors Highway Traffic Safety Association, www.gsa.org

Ford Driving Skills for Life, <https://www.drivingskillsforlife.com/academy>

National Highway Traffic Safety Administration, <https://www.nhtsa.gov/>

National Road Safety Foundation, www.nrsf.org

National Transportation Safety Board, <https://www.nts.gov>

Tell Us About It!

Once you and your students have wrapped up a successful iBuckleUp weBuckleUp campaign, be sure to participate in the Battle of the Belts contest and/or apply for a FACTS program award!



Battle of the Belts Contest

Who: FCCLA Middle Level Students across the country competing with other FCCLA state associations.

What: Battle of the Belts is a nation-wide contest to see which state can collectively increase seat belt use the most.

When: November 1, 2018 – February 1, 2019

Where: In your local community

Why:

- Save lives by increasing seat belt use in your community
- The state with the highest increase in seat belt use will earn \$5,000 in travel stipends to travel to NLC 2019!

How to Enter

1. Login to the FCCLA Portal: <https://affiliation.registermychapter.com/fccla#>
2. Click on the "Surveys" tab
3. Click "iBuckleUp weBuckleUp: Battle of the Belts"
4. Click on the [eye](#) to begin the survey
5. Answer every question and click "Submit" at the bottom of the page

[Home](#) [State Admin](#) [FAQs](#) [Logout](#)



Membership Information
Affiliation Date: Expire Date: 07/26/2019
Original Join Date: 11/19/2014 Total Number of Paid Members: 0
Unpaid Pending Members: 10

[Members](#) [Chapter Information](#) [Chapter Adviser\(s\)](#) [Meetings & Events](#) [Invoice History](#) [Program Awards](#) [State Information](#) [Resources](#) [E-Store](#) [Surveys](#)

SELECT A CATEGORY

[Competitive Events](#)

[iBuckleUp weBuckleUp: Battle of the Belts](#)

Survey Name	Name(s)	Status	Conference	Event	Team - Level	View/Continue Survey	Email Confirmation
Battle of the Belts Contest Submission	John Test	Submitted					

Adviser Tip: Use your [Seat Belt Check Cover Sheets](#) to answer the survey question.

State & National Awards

FCCLA offers **state** and **national** recognition to chapters that complete FCCLA FACTS projects. This honor includes cash awards and special recognition at the National Leadership Conference, online, and in *Teen Times* magazine. Chapters apply online for recognition for their hard work and innovative projects with the National FACTS [Program Award Application](#).

State Level Awards

\$500 for each state (up to 26 states)

National Awards

High School Award - \$1,000

Middle School Award - \$1,000

Runner-Up Award - \$500

Questions?

Contact us at info@fcclainc.org or 703.476.4900

