

# Indiana SADD

## Rock the Belt Activity Guide

### Rock the Belt Overview

Rock the Belt is for anyone (SADD chapters, prevention or leadership groups, community coalitions, etc.) committed to saving lives – specifically teen lives – by promoting the importance of fastening your seat belt in every vehicle, in every seat, every time!

### Why?

Rock the Belt allows students to address a very specific issue that affects all ages.

***In 2022, 70% of young drivers who died were NOT properly restrained.***

Motor vehicle crashes are a leading cause of death for persons 15 to 20 years of age in the United States. The National Highway Traffic Safety Administration (NHTSA) identifies the use of safety belts as **the most effective** strategy in preventing traffic collision deaths and minimizing crash injuries.

**In 2020, Unrestrained passenger car occupants were 8 times more likely to be killed than restrained occupants.**

### When and Where?

Although it may be held any time of the year, as a school or larger community initiative, many chapters schedule Rock the Belt activities during National Teen Driver Safety Week in October.

### How?

Students are encouraged to plan and implement awareness activities to educate their peers about the importance of using a seat belt.

Activity suggestions can be found on the remaining pages of this activity guide; however, they are provided as suggestions only.



*I Click it. Rock the Belt!*

Indiana SADD looks forward to learning about how your chapter is promoting the importance of safety belts in your school and community.

***1 in 4 teens surveyed said they don't use a seatbelt on every ride.***



### Indiana SADD

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### Inside:

Quick-Click Challenge  
News Release Template  
Safety Belt Survey  
Survey Data Collection Form  
Survey Results Form  
Additional Activity Ideas

# Quick-Click Challenge

**OBJECTIVE:** Reminder that safety belts are easy to use and DO save lives.

## Overview

Safety belts save lives. But an alarming number of today's teens do not wear their seatbelts. In 2019, only 57% of high school students **always** wear a seat belt when riding in a car driven by someone else.

The Quick-Click Challenge is a competition that demonstrates the ease of putting on and taking off a safety belt. Teams of four students and/or adults race against each other in this safety belt relay, reinforcing the importance of always "buckle-up" behavior.



## Materials

- ☐ A safe location
- ☐ A full-size, 4-door vehicle with manual lap/shoulder belts in front and rear
- ☐ Four traffic cones or some method to designate a safe relay area
- ☐ A minimum of two monitors - Quick-Click Crew
- ☐ A stopwatch that registers hundredths of a second
- ☐ Score sheet for recording times
- ☐ A whistle

## Procedure

1. Find a level and paved area to provide a good footing.
2. Set up boundary markers (*ropes, chalk, or cones*) to keep spectators out of the relay area.
3. Create teams of four members.
4. Have all four members start buckled in their seats.
5. For safety, all doors must remain OPEN at all times. Participants are to make a concerted effort to avoid any contact with the exterior of the vehicle, especially the doors. Failing to do so may result in a time penalty or disqualification, as assessed by the Quick-Click Crew.
6. When the whistle is blown, the stopwatch is activated. Each person will unbuckle, EXIT the vehicle, and move to the next seat (*in a clockwise rotation*). After every team member has buckled their safety belt, they raise both hands into the air.
7. One monitor will watch and blow the whistle when all four players are buckled up with hands raised.
8. The action is repeated four times; each person sits once in each seat, always moving clockwise.
9. When each member is back in their original seat, buckled, and has raised hands, the time is stopped and recorded by the second monitor.
10. Please send a photo of the fastest team to Indiana SADD. We'll recognize the team on social media and mail you their Quick-Click T-shirts (*limited to four per school per school year, while quantities last*).

## Message Takeaways

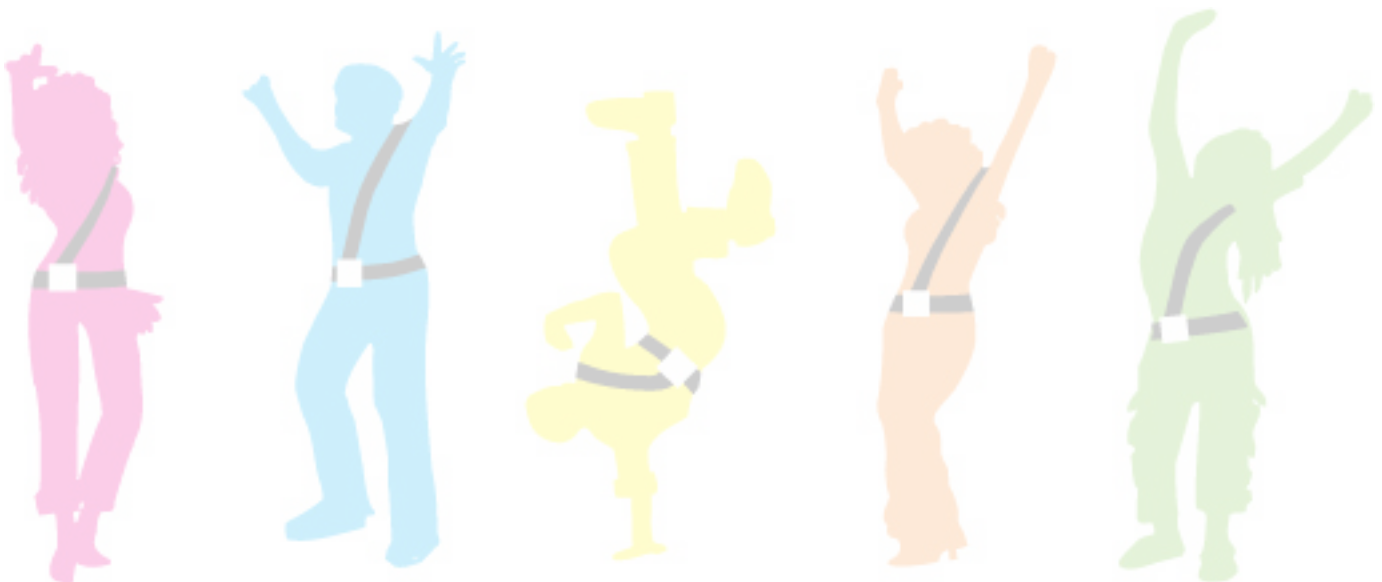
- In Indiana, all passengers in vehicles that have seatbelts must use them when the vehicle is in motion.
- **In 2022, 70% of young drivers who died were NOT properly restrained.**
- Safety belts are easy to use and do save lives.

## Additional Tips:

- Invite local media
- Take pictures/video.
- Please add the tag Indiana SADD use the hashtag #rockthebelt on your social media posts.

## Quick-Click Champion T-shirts

Limited sizes and quantities are available while supplies last. If your Chapter is interested, please contact Indiana SADD.





# Quick-Click Challenge Time Sheet

Team Name	Team Member Names	T-shirt Sizes	Time

# NEWS RELEASE TEMPLATE

## News Release

FOR IMMEDIATE RELEASE

[Date]

CONTACT INFORMATION:

[ADVISOR NAME & INFORMATION]

### [SCHOOL NAME] SADD CHAPTER HOLDS ROCK THE BELT CAMPAIGN TO REMIND STUDENTS TO BUCKLE UP

#### *SADD Chapter Joins Students throughout Indiana in Promoting “Rock the Belt”*

[CITY], Indiana – Indiana SADD (Students Against Destructive Decisions) Chapters, including [SCHOOL NAME], are participating in a statewide Rock the Belt initiative during National Teen Driver Safety Week with activities aimed at educating young people about the importance of wearing a safety belt.

**[INSERT DESCRIPTION OF FEATURED ACTIVITY OR ACTIVITIES, EXAMPLE:** In one activity, the Quick-Click Challenge, teams comprised of four students competed to see who could “click it” in the shortest amount of time, demonstrating how quick and simple it is to buckle up. **[INSERT TEAM MEMBERS’ NAMES]** were awarded Quick-Click Challenge T-shirts for the fastest time of the day.]

Indiana SADD promotes “Rock the Belt” during National Teen Driver Safety Week as part of its peer-to-peer efforts to raise awareness about teen traffic safety. Car crashes are the leading cause of death for teens in Indiana and across the nation. The National Highway Traffic Safety Administration identifies seatbelt use as the most effective strategy for preventing crash-related deaths and minimizing injuries. In 2022, about 70% of young Hoosier drivers (ages 15–20) killed in crashes were unrestrained. Wearing a seat belt reduces the risk of dying in a crash by about 45–50% for front-seat occupants, and by 55–75% for rear-seat occupants. Although Indiana’s seatbelt usage rates continue to rise, there is still a need for ongoing education about the importance of wearing proper safety restraints. Indiana SADD and [SCHOOL NAME] encourage everyone to buckle up every time, in every vehicle.

Additional information available at [www.IndianaSADD.org](http://www.IndianaSADD.org)

###



*I Click it. Rock the Belt!*

*Above is a sample template you may modify when writing a press release to send to your local media outlets. Copy, cut, paste, and print it on your school letterhead, add quotes from students or additional details about the events, and mention the overall highlights of the day.*

# Safety Belt Survey

## Overview

Survey safety belt use by students and adults entering the school parking lot. Announce the percentage observed wearing safety belts during the school day, and encourage students and staff to increase compliance. **NOTE:** The safety belt survey forms are designed for use in both pre- and post-observational studies. Consider a second survey if you intend to emphasize safety belt education throughout the year. You might also display your results annually for the student body, such as during National Teen Driver Safety Week.

## SURVeY Time

### Materials:

- ☐ Observers
- ☐ Copies of Survey Forms
- ☐ Clipboards, pens/pencils
- ☐ Survey Forms (see next page)

## Procedure

### Step 1: Conducting Your Safety Belt Observational Surveys

Conduct two unannounced safety belt observational surveys. Complete one at the beginning of your campaign. This will be your pre-observational survey. Conduct the second at the end of your campaign as your post-observational survey.

### Step 2: Selecting Your Observation Times

- Be sure to choose your observation times when the highest number of vehicles are entering or exiting the school parking lots. The periods immediately before and after school are the most optimal for observation. Be consistent with your time of day for each survey; for example, if you conduct your first survey in the morning, conduct your second survey at the same time.
- Each observation period must last at least 30 minutes or until the lot is mostly empty or full.

### Step 3: Select Your Observation Teams

- Form a two-person team: one observer and one recorder.
- Students, teachers, parents, or community members can serve on observation teams.
- The observer announces findings to the recorder.
- The recorder will use a small stack of Data Collection Forms (provided) on a clipboard to record the data according to the ongoing verbal statements of the observer.

**Observers:** Ensure you can clearly see the vehicle, driver, and front passenger in the window seat. Sample as many vehicles as possible within the collection period while maintaining accuracy and randomness (*for example, do not skip every SUV because they are difficult to see into*). An example of what the observer might call out would be, "Two occupants, driver is belted, passenger is not belted."



# Safety Belt Survey

## Step 4: Select Your Observation Point

**Note: The safety of the observation team is the first priority.** When picking locations for observations, NEVER place yourself in a dangerous spot.

**Do not risk your safety for the sake of data collection.**

- Stand in a place where drivers entering and exiting the parking lot can CLEARLY see you.
- Do not stand in driveways.
- Stand in the parking lot, on a curb, sidewalk, or the shoulder of the road.
- Observe cars going in one direction only (entering OR exiting the parking lot).

## Step 5: Get Permission and Prepare for Questions

Coordinate all safety belt observations with the appropriate school authorities. Be sure to notify school officials of the exact dates and locations where your surveys will take place. If asked by motorists what you are doing, indicate that you are involved in a traffic study. Keep your interactions to a minimum. If someone accuses you of collecting personal or private data, assure the individual that no personal data is being recorded. If at any time you feel uncomfortable with a person or situation, immediately suspend the data collection and return to your school.

## Step 6: Collect Your Data

As field observers, the observation teams are the key link in this effort.

- Observation teams are to collect data on all varieties of motor vehicles, including cars, pickups, vans, and SUVs.
- Observation teams are to observe drivers and front-seat, right-side passengers.
- Do not observe front seat middle passengers or back seat passengers; it's difficult to see if these passengers are belted, and you have a small amount of time to collect information.
- Only shoulder harnesses, properly used, should be recorded (if tucked behind the back, do not record as being used).

## Step 7: Completing the Final Survey Form

The final stage of the safety belt observation involves entering the information you recorded on the Data Collection Forms into the Final Collection Form.

“The goal is to turn data into information,  
and information into insight.” — Carly Fiorina

# Safety Belt Survey Data Collection Form

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

For each vehicle, record the number of occupants (including the driver) and place a check in the appropriate box to indicate if the driver and passenger are belted (yes) or not belted (no). Make several copies of this form for each survey.

[illegible][illegible]



# Safety Belt Survey Data Results Form

**PRE-OBSERVATIONAL SURVEY RESULTS:** Tally the numbers from the Safety Belt Survey Data Collection Forms and enter the sums in the appropriate columns:

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

<b>PRE-Observational Safety Belt Survey</b>	<b>Driver</b>	<b>Front Seat Passengers</b>	<b>Total</b>	<b>Percentage</b>
<b>Belted</b>				
<b>Not Belted</b>				

.....

**POST-OBSERVATIONAL SURVEY RESULTS:** Tally the numbers from the Safety Belt Survey Data Collection Forms and enter the sums in the appropriate columns:

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

<b>POST-Observational Safety Belt Survey</b>	<b>Driver</b>	<b>Front Seat Passengers</b>	<b>Total</b>	<b>Percentage</b>
<b>Belted</b>				
<b>Not Belted</b>				

# Additional Activity Ideas

## Duct Tape Safety Belts

### Overview

Provide colorful duct tape and have students decorate themselves with duct tape “safety belts” as a fun activity and an effective visual reminder. Be sure to take photos for the yearbook, newspaper, and social media (#rockthebelt). Consider taking this activity to the next level by hosting a “*Fasten Show*” with a runway, lights, social media paparazzi, etc. Award the most stylishly belted students a prize.

### Materials:

- Duct Tape

### Optional Materials:

- Runway/Red Carpet
- Lights
- Paparazzi
- Prizes



## Sidewalk Chalk

### Overview

Use sidewalk chalk to visually demonstrate to the entire student body the importance of buckling up! Be creative with your messaging. Provide simple reminders to buckle up and that doing so could save their life. Or, consider holding a sidewalk chalk contest. Have students submit their sidewalk art idea ahead of time, and give the student with the winning design a featured, high-traffic location to draw their message for everyone to see!



### Materials

- Sidewalk Chalk

## Cheer for Safety Belts!

### Overview

Work with your cheerleading squad to create and perform a safety belt cheer at a game. Get the crowd involved, emphasizing a few key words or motions. **Optional:** Toss items with teen traffic safety messaging into the crowds after the cheer is completed

### Materials:

- » Cooperation with cheerleaders

### Optional Materials:

- » Crowd Giveaways

# Additional Activity Ideas

## School Announcements

### Overview

More than likely, you have used school announcements as a way to educate in the past. Brainstorm what seat belt use message(s) might be shared to help you get your point across to your fellow students. Be creative! If you have video announcements, consider creating and submitting a video PSA to be shown to the student body.

### Materials:

- Varies

### Optional Materials:

- Video Camera
- Video Editing

## Rockin' the Belt Recognition

### Overview

As an alternative (*or in addition*) to the seat belt survey, record the license plate number or other identifying information of all student drivers who are buckled up when coming into school. Place the names into a hat for a drawing to win prizes, such as gift cards. Make a big deal of the winners, and thank everyone who buckled up!

### Materials:

- Parking lot observers
- Prizes

## Reach the Pre-teens!

### Overview

Create an activity for middle school or elementary-aged students to remind them of the importance of safety belts! Hold a poster contest, have them create their own duct tape safety belts, and so on. Consider collaborating with elementary school administrators to distribute accurate restraint information to parents.

### Materials:

- Varies

## Partner With Local Media

### Overview

To increase safety belt usage rates, you need to get the word out! Contact your local media about your Rock the Belt initiative(s). Use the press release template (see last page) to inform your local media of your plans. Invite media to attend or participate in some of your activities. Take videos or pictures, and submit them after your events.

### Materials:

- Press Release Form (see last page of guide)
- Camera (for video or photos)