INDIANA SADD · ACTIVITY GUIDE & TOOLKIT

ROCK THE BELT

Every vehicle. Every seat. Every time.



WHY IT MATTERS

53%
of young drivers killed in 2024 crashes were unbuckled*
NHTSA, 2024 data

56%
of Indiana high school passengers always buckle up
Indiana YRBS, 2023

45%
lower risk of death for front-seat occupants who buckle up
NHTSA

94.1%
of Hoosiers buckled up in 2025. Can your school beat it?
Purdue & ICJI

Students leading students to make buckling up a habit.

Rock the Belt is for anyone committed to saving teen lives: SADD chapters, school resource officers, prevention and leadership groups, and community coalitions. Students plan and lead peer-to-peer activities, then measure the change with a simple parking lot survey.

Run it any time of year, or pair it with a campaign like **National Teen Driver Safety Week** or **Global Youth Traffic Safety Month**. Your toolkit has the supplies; this guide has the plan.

*Among young drivers ages 15–20 whose belt use was known.

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Indiana SADD
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indianasadd.org

GET STARTED · YOUR TOOLKIT

INSIDE YOUR KIT

Everything you need to run a Quick-Click Challenge and a seat belt survey, in one box. Check it off when it arrives, and keep it together for next year's leaders.

QUICK-CLICK CHALLENGE

- [ ] Digital stopwatch (hundredths of a second) on a lanyard
- [ ] Whistle
- [ ] 4 collapsible traffic cones
- [ ] Quick-Click Time Sheets

SEAT BELT SURVEY

- [ ] 2 clipboards with Data Collection Form pads
- [ ] Data Results Forms
- [ ] 4 reflective safety vests
- [ ] Pens

SHARE YOUR PROGRESS

- [ ] Caught Buckled recognition cards
- [ ] Red duct tape and sidewalk chalk
- [ ] Quick-start card with QR codes

THREE STEPS TO COMPLETE YOUR KIT

1

COUNT FIRST

Run an unannounced pre-campaign survey to find your starting rate (page 7).

2

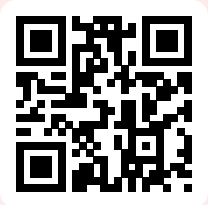
ROCK THE BELT

Lead a Quick-Click Challenge and at least one more activity (pages 4–13).

3

COUNT AGAIN & REPORT

Run your post-campaign survey and send both results to Indiana SADD.



EARN CHAMPION T-SHIRTS

Submit **both** your pre- and post-campaign survey results through the **Activity Reporting Form** at indianasadd.org, and we'll mail up to four Quick-Click Champion T-shirts to your school (one set per school year, while supplies last).

KEEP IT ROLLING

Put everything back in the box after each event so the kit is ready for next year's chapter. Missing something or need more forms? Contact the Indiana SADD team at indianasadd.org.

PLAN YOUR YEAR

Rock the Belt works any time, but pairing it with a statewide or national campaign gives your message a bigger stage and a ready-made news hook.

AUG–SEPT	**Back to school**	New drivers, new routines. Run your pre-campaign survey early to set a baseline for the year.
SEPTEMBER	**Child Passenger Safety Week**	Reach the pre-teens: share car seat and booster seat information with elementary families.
OCTOBER	**National Teen Driver Safety Week**	The third week of October and the flagship week for Quick-Click Challenges.
NOV–DEC	**Holiday travel season**	More time on the road. Post a buckle-up reminder before Thanksgiving and winter break.
MARCH–MAY	**Prom & graduation season**	Pair your message with prom, graduation and summer send-offs.
MAY	**Global Youth Traffic Safety Month**	A youth-led traffic safety month and a great time for your post-campaign survey.
MAY	**Click It or Ticket**	A national seat belt mobilization around Memorial Day; a natural time to team up with your SRO and local law enforcement.

SAMPLE YEAR PLAN

SEPTEMBER
Pre-campaign survey to set your baseline.

OCTOBER
Quick-Click Challenge during Teen Driver Safety Week.

WINTER
Announcements, pledge wall and Caught Buckled cards.

MAY
Post-campaign survey, then celebrate your results.

Campaign dates can shift from year to year. Confirm dates before you announce your event.

ACTIVITY · QUICK-CLICK CHALLENGE

RACE TO BUCKLE UP

A fast, loud, photo-friendly relay that proves buckling up takes seconds, and that seconds save lives.

Teams of four students and/or adults race to unbuckle, switch seats and buckle up again. It's a fun way to build on the **56% of Indiana high school students** who always buckle up when riding with someone else, and bring the rest along (Indiana YRBS, 2023).



SET UP

1. Find a level, paved area with good footing.
2. Mark the relay area with the kit cones, rope or chalk to keep spectators out.
3. Form teams of four. Everyone starts buckled in their seats.

RACE

4. **All doors stay open the whole time.** Avoid touching the vehicle's exterior; the crew may add a penalty or disqualify a team.
5. On the whistle, start the clock. Everyone unbuckles, exits, moves one seat clockwise, buckles up and raises both hands.
6. When all four hands are up, the monitor whistles for the next rotation.
7. After four rotations, everyone is back in their original seat. Stop the clock and record the time.

CELEBRATE

8. Send a photo of your fastest team through the Activity Reporting Form. We'll share it on social media.

AT A GLANCE

TEAMS
4 people each

CREW
2+ adult or student monitors

LOCATION
Safe, level, paved lot

BRING

- [ ] 4-door vehicle with lap/shoulder belts front and rear
- [ ] 4 traffic cones KIT
- [ ] Stopwatch KIT
- [ ] Whistle KIT
- [ ] Time Sheet, page 6 KIT

! **Safety first, every heat:** engine off, keys out, doors open, spectators behind the boundary, and an adult monitor on site.

ACTIVITY · QUICK-CLICK CHALLENGE

MAKE IT COUNT



MESSAGE TAKEAWAYS

- In Indiana, the driver and **every passenger** must buckle up.
- 53% of young drivers killed in 2024 crashes were unbuckled, where belt use was known (NHTSA).
- Seat belts are quick, easy and save lives.

SPREAD THE WORD

- Invite local media (tips on page 15).
- Take photos and video of every team.
- Send us your photos and video through the **Activity Reporting Form** at indianasadd.org.

CHAMPION T-SHIRTS

Submit your pre- and post-campaign survey results and we'll mail up to four Quick-Click Champion T-shirts per school, per school year. Sizes and quantities are limited, so they go while supplies last.

LEVEL UP YOUR RELAY

Beat the clock: post your fastest team time and challenge another school, class or club to top it.

Mix it up: run a students-vs.-teachers heat, or invite parents and your school resource officer to race.

! **Safety first, every heat:** engine off, keys out, doors open, and an adult monitor on site.

FORM · QUICK-CLICK CHALLENGE

QUICK-CLICK TIME SHEET

School _____ **Date** _____ **Location** _____

TEAM NAME	TEAM MEMBER NAMES	T-SHIRT SIZES	TIME

Fastest team time _____

Send this sheet and a photo of your fastest team through the Activity Reporting Form.

ACTIVITY · SEAT BELT SURVEY

MEASURE THE CHANGE

Count belts in your school parking lot before and after your campaign, and see your progress in black and white.

Observe seat belt use by students and adults entering the lot. Announce the percentage you saw buckled up, encourage everyone to raise it, then survey again at the end of your campaign.

1 PLAN TWO UNANNOUNCED SURVEYS

A **pre-campaign** survey before your activities start and a **post-campaign** survey after they end.

2 CHOOSE YOUR TIMES

- Pick the busiest times; just before and after school work best.
- Use the same time of day for both surveys.
- Observe for at least 30 minutes, or until the lot is mostly full or empty.

3 BUILD YOUR TEAMS

- Two-person teams: one **observer**, one **recorder**. Students, teachers, parents or community members can serve.
- The observer calls out what they see; the recorder marks the Data Collection Form.

WHAT THE RECORDER WRITES

Each vehicle gets one row. Example: *"Two occupants, driver belted, passenger not belted"* becomes the first row. No names or plates, ever.

#	Drv Y	Drv N	Pass Y	Pass N
2	✓			✓
1	✓			
3		✓		✓

YOUR GOAL TO BEAT

94.1%

Indiana's statewide seat belt use in 2025 (Purdue Center for Road Safety & ICJI). How does your school compare?

BRING

- ☐ Observers and recorders
- ☐ Reflective vests KIT
- ☐ Clipboards, pens and Data Collection Forms KIT
- ☐ Data Results Form (page 10)

KEEP IT A FAIR COUNT

Run both surveys under the same conditions: same spot, same time, same day of the week if you can. Keep patrol cars and uniformed officers out of view; drivers buckle up when they see police, which can hide your real starting point.

OBSERVER TIP

Make sure you can clearly see the driver and front-seat passenger. Sample as many vehicles as you can, and don't skip SUVs because they're hard to see into.

SURVEY SAFELY

The observation team's safety comes first. Never stand anywhere dangerous, and never risk your safety for data.

4 PICK A SAFE SPOT

- Wear your reflective vests and stand where drivers can **clearly** see you.
- Never stand in a driveway. Use the lot, a curb, sidewalk or road shoulder.
- Watch one direction only (entering **or** leaving).

5 GET PERMISSION

- Share exact dates and locations with school administrators.
- Ask your SRO to help choose safe spots and brief observers.
- If a motorist asks, say it's a traffic safety study. Keep it short.
- No personal information is recorded.
- Feel uncomfortable? Stop.

6 COLLECT YOUR DATA

- Include cars, pickups, vans and SUVs.
- Observe only drivers and front-seat, right-side passengers.
- Count a belt only if the shoulder strap is worn properly.

7 TALLY THE RESULTS

Add up every Data Collection Form and enter the totals on the Data Results Form (page 10).

SURVEY DAY CHECKLIST

- ☐ Administrator approval
- ☐ Clipboards and pens
- ☐ SRO briefed
- ☐ Dates shared with office
- ☐ Teams assigned
- ☐ Safe spots chosen
- ☐ Forms copied
- ☐ Reflective vests
- ☐ Same time as pre-survey

TURN YOUR NUMBERS INTO ACTION

Post your starting rate and a goal where drivers will see it (page 11), share your pre- and post-campaign rates on morning announcements and social media, and send them to Indiana SADD so we can celebrate your progress.

FORM · SEAT BELT SURVEY

DATA COLLECTION FORM

Date _____ **Time** _____ **Location** _____

Observer _____ **Recorder** _____ **Survey:** ☐ **Pre** ☐ **Post**

For each vehicle, write the number of occupants (including the driver), then check whether the driver and front passenger are belted. Leave passenger boxes blank if there's no front passenger. Make several copies for each survey.

# IN CAR	DRIVER		FRONT PASS.	
	YES	NO	YES	NO

# IN CAR	DRIVER		FRONT PASS.	
	YES	NO	YES	NO

FORM · SEAT BELT SURVEY

DATA RESULTS FORM

Tally the numbers from all of your Data Collection Forms and enter the sums below.

PRE-CAMPAIGN RESULTS

Date _____ **Time** _____ **Location** _____

PRE	DRIVERS	FRONT PASS.	TOTAL	PERCENT
Belted				**%**
Not belted				**%**
Total observed				100%

POST-CAMPAIGN RESULTS

Date _____ **Time** _____ **Location** _____

POST	DRIVERS	FRONT PASS.	TOTAL	PERCENT
Belted				**%**
Not belted				**%**
Total observed				100%

FIGURE THE PERENTAGE

Belted ÷ Total observed × 100 = % belted

Example: 172 ÷ 200 × 100 = 86%

DID YOU MAKE A DIFFERENCE?

Post % - Pre % = change

Our change: _____ **points**

SHARE YOUR RESULTS

Submit photos, video and both survey results through the **Activity Reporting Form** at indianasadd.org. Completed pre- and post-campaign results earn your Champion T-shirts.

ACTIVITY · SHARE YOUR NUMBERS

POST YOUR PROGRESS

People follow what they see others doing. Show your school how many people already buckle up, set a goal, and celebrate when you reach it.

1 POST YOUR STARTING POINT

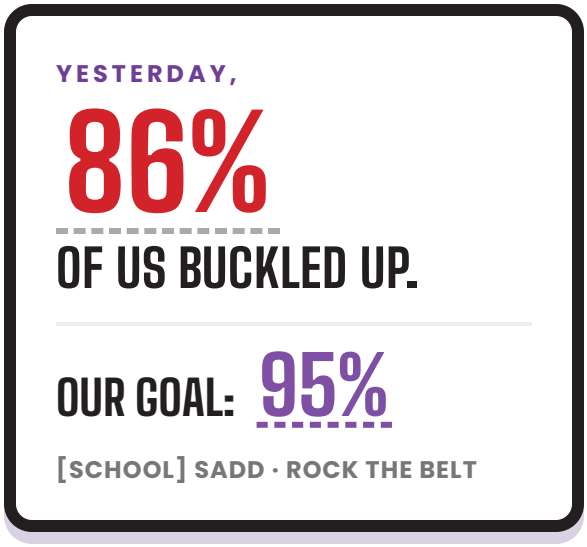
After your pre-campaign survey, write your rate on a poster and put it where drivers will see it as they leave the lot. No poster? Use the school marquee, digital displays or social media. Your pre-campaign survey stays unannounced; the sign goes up after it.

2 SET A GOAL

Aim to beat Indiana's 94.1%, or set a goal to raise your rate by a set number of points. Add the goal to the sign.

3 UPDATE AND CELEBRATE

After your post-campaign survey, update the sign, share the change on announcements and social media, and thank everyone who buckled up.



Sample sign: poster board and a marker work fine

CAUGHT BUCKLED CARDS

Hand a card to drivers and passengers you see buckled up as they arrive. Cards can double as raffle tickets for Rockin' the Belt Recognition (page 13), and they give SROs an easy way to start positive conversations.

KEEP IT SAFE AND APPROVED

Post signs only with administrator permission, and never where they block drivers' view of pedestrians. Hand out cards at the school entrance or to parked cars, never in a traffic lane.

SAMPLE ANNOUNCEMENT

"This week, **__%** of drivers and passengers in our parking lot buckled up. Let's reach **__%** by **[DATE]**. Every vehicle. Every seat. Every time. Brought to you by [SCHOOL] SADD."

ACTIVITY IDEAS

MORE WAYS TO ROCK THE BELT

A NOTE ON WHAT WORKS

On their own, one-time awareness activities like these rarely change behavior or outcomes. They work best as **one part of a comprehensive plan**: use your survey data to set goals, pair activities with parent engagement, school policies and community partners such as your SRO and local law enforcement, and measure results with your pre- and post-campaign surveys.

DUCT TAPE SEAT BELTS

Hand out colorful duct tape and let students design wearable "seat belts." Take it up a notch with a **Fasten Show**: a runway, lights and student "paparazzi," with a prize for the most stylishly belted.

MATERIALS Red duct tape (kit) · Optional: runway, lights, prizes

SIDEWALK CHALK

Fill high-traffic sidewalks with buckle-up reminders the whole school will see. Or run a contest: students submit designs ahead of time, and the winner gets the best spot to draw.

MATERIALS Sidewalk chalk (kit) · Permission for the space

CHEER FOR SEAT BELTS

Team up with your cheer squad to create and perform a buckle-up cheer at a game. Get the crowd involved with key words or motions, then toss giveaways with traffic safety messages into the stands.

MATERIALS Cheer squad partnership · Optional: giveaways

SEAT BELT PLEDGE WALL

Set up a banner where students sign a pledge to buckle up every ride and remind friends to do the same. Display it in a busy hallway or the cafeteria, and share a photo on social media.

MATERIALS Banner or poster paper · Markers

EVEN MORE IDEAS

Short on time or looking to reach a new audience? Try one of these.

SCHOOL ANNOUNCEMENTS

Share a quick buckle-up message, a fact from this guide or your survey results on morning announcements. Have video announcements? Create a short student PSA for the whole school.

MATERIALS Script · Optional: phone or camera, editing app

ROCKIN' THE BELT RECOGNITION

Catch students doing it right! Hand buckled-up drivers and passengers a Caught Buckled card as they arrive, draw winners for prizes like gift cards, and thank everyone who buckled up.

MATERIALS Volunteers · Caught Buckled cards (kit) · Prizes

REACH THE PRE-TEENS

Plan an activity for middle or elementary students: a poster contest, duct tape seat belts and more. During Child Passenger Safety Week, partner with elementary schools to share car seat and booster seat information with parents.

MATERIALS Varies · Elementary school partners

PARTNER WITH LOCAL MEDIA

Use the media tips and news release template (pages 15–16) to tell local media about your plans, invite reporters to your events, and send photos or video afterward.

MATERIALS News release (page 16) · Camera or phone

SHARE YOUR STORY

Submit photos, video and survey results through the **Activity Reporting Form** at indianasadd.org so we can celebrate your chapter's work.

PARTNERSHIP · SCHOOL RESOURCE OFFICERS

PARTNER WITH YOUR SRO

Your school resource officer sees the crash side of traffic safety. Bring them in early, offer them a clear role, and Rock the Belt becomes a shared project.

PICK A ROLE OR TWO

Quick-Click monitor

Serve as the adult monitor: run the whistle, time the heats and keep the boundary safe.

Race a heat

Join a students-vs.-SROs heat. Students love trying to beat the officer's time.

Survey safety lead

Help pick safe observation spots and brief observers, then step out of view so the count stays fair.

Caught Buckled

Hand out recognition cards to buckled-up drivers and passengers as they arrive.

Media voice

Stand with student leaders when reporters visit and share why buckling up matters.

Real-world perspective

Talk with the chapter about what officers see on the road. Focus on solutions, not graphic images.

FOR CHAPTERS: INVITE YOUR SRO

- Ask your advisor to introduce you, or invite your SRO to a chapter meeting.
- Share this guide and choose one or two roles together.
- Add your SRO to your event plan, then thank them publicly.
- Name your SRO partner on the Activity Reporting Form so we can thank them too.

FOR SROS: GET INVOLVED

- Reach out to your school's SADD advisor and offer a role from this page.
- No SADD chapter at your school? Rock the Belt works with any student group, and the Indiana SADD team can help that group become a registered chapter.
- Contact us anytime at indianasadd.org.

Recognition, not enforcement. Rock the Belt celebrates people who buckle up. Surveys record no names or plates, ever, and uniformed SROs stay out of view during survey counts.

ACTIVITY · LOCAL MEDIA

WORK WITH LOCAL MEDIA

Local coverage spreads your buckle-up message far beyond your school. Make it easy for reporters to say yes.

Check with your advisor and principal first. Many districts require approval for media contact. Use students' names and photos only with parent/guardian permission.

BEFORE

3–5 DAYS OUT

- Fill in every red bracket on the template.
- Paste it into an email to the newsroom (don't attach it).
- Call the day before to confirm.

DAY OF

AT THE EVENT

- Have a student leader, your advisor and your SRO ready to talk.
- Take your own photos and video.
- Send them through the **Activity Reporting Form** at indianasadd.org.

AFTER

WITHIN 24 HOURS

- Send a short recap and 2–3 photos to outlets that couldn't attend.
- Share your survey results once you have them.

WHO TO SEND IT TO

- Local newspaper news desk or education reporter
- TV and radio newsrooms (look for a "news tips" email)
- Your district's communications office
- Community newsletters and news websites

MAKE IT EASY TO COVER

- Lead with who, what, when and where.
- Keep it to one page.
- Offer a photo opportunity: Quick-Click races make great visuals.
- List a phone number someone will answer that day.

SAMPLE EMAIL

Subject: Photo opportunity: [SCHOOL] students race to "Rock the Belt" on [DATE]

Hello [REPORTER NAME], students in the [SCHOOL] SADD chapter are hosting [ACTIVITY] on [DATE] at [TIME] at [LOCATION] as part of [CAMPAIGN NAME] to remind classmates to buckle up. It's a great photo opportunity: [WHAT REPORTERS WILL SEE]. Our news release is below. We'd love for you to join us or share the story. Thank you, [YOUR NAME] · [PHONE]

NEWS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE
[DATE]

Media contact:
[NAME, TITLE]
[PHONE] · **[EMAIL]**

[SCHOOL NAME] Students Challenge Classmates to "Rock the Belt" During [CAMPAIGN NAME]

SADD chapter joins students across Indiana in reminding teens to buckle up on every ride

[CITY], Ind. – Students in the **[SCHOOL NAME]** SADD chapter will host **[ACTIVITY NAME]** on **[DAY, DATE]** at **[TIME]** at **[LOCATION]** to remind classmates to buckle up in every vehicle, in every seat, every time. The event is part of Indiana SADD's statewide Rock the Belt campaign during **[CAMPAIGN NAME, e.g., National Teen Driver Safety Week]**.

[DESCRIBE THE ACTIVITY IN 1–2 SENTENCES. EXAMPLE: In the Quick-Click Challenge, teams of four race to unbuckle, switch seats and buckle up again, showing just how quick it is to click it.**]**

"**[STUDENT QUOTE: WHY THIS MATTERS TO YOU AND YOUR FRIENDS]**," said **[NAME]**, a **[GRADE]** and **[ROLE]** in the chapter.

Nationally, 53% of young drivers ages 15–20 killed in 2024 crashes were not wearing seat belts, among those whose belt use was known, according to the National Highway Traffic Safety Administration. In Indiana, 94.1% of drivers and passengers buckled up in 2025, and 56% of Indiana high school students said they always wear a seat belt when riding as a passenger, according to the 2023 Youth Risk Behavior Survey. **[OPTIONAL: Our chapter's parking lot survey found __% of drivers and front-seat passengers buckled up, up from __% before the campaign.]**

"**[ADVISOR, PRINCIPAL OR SRO QUOTE]**," said **[NAME, TITLE]**.

Photo opportunity: [WHAT REPORTERS WILL SEE], [DATE, TIME, LOCATION]. To arrange a visit, contact **[NAME]** at **[PHONE]**.

About Indiana SADD: Indiana SADD (Students Against Destructive Decisions) empowers students to lead peer-to-peer prevention efforts that promote safe, healthy choices in their schools and communities. Learn more at indianasadd.org.

###

Replace everything in **red brackets**, delete any optional lines you don't use, and keep the finished release to one page.