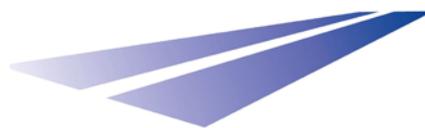


Battle of the Belt Resource Kit 2009



*Missouri Coalition
for **Roadway Safety***





Battle of the Belt

Table of Contents

Program Summary

Objective.....	2
Introduction.....	2
School Leaders and Student Participation.....	2
Timeline.....	2
Report Deadline.....	3
Awards.....	3
Contact Information	3

Safety Belt Checks/Education Campaign

Participation Requirement Steps	4
Safety Belt Check Instructions.....	5
How to tell if the safety belt is worn correctly.....	5
Safety Belt Check Reporting Form	6

Video Contest Guidelines

Summary	7
Disclaimer.....	7
Timeline.....	7
Judging.....	7

Resources

Highway Patrol	8
MoDOT – Division of Highway Safety.....	8
ThinkFirst Missouri	8
Missouri State Council of the Emergency Nurse’s Association.....	9
Missouri Youth/Adult Alliance	9
Missouri Department of Public Safety.....	9
St. John’s Hospital.....	9

State Team Leaders 10

Regional Team Leaders

Northwest	10
North Central	10
Northeast.....	10
Kansas City Area.....	11
Central.....	11
St. Louis Area	11
Southwest.....	11
Springfield.....	11
South Central.....	12
Southeast	12

Battle of the Belt Participant Checklist 13



Battle of the Belt

Program Summary

Objective

Battle of the Belt was developed to reduce the number of motor-vehicle-related injuries and fatalities among Missouri high school students by increasing their safety belt use.

Introduction

Battle of the Belt is a statewide safety belt competition for Missouri high schools. The program was originally brought to southwest Missouri by the Missouri Emergency Nurses Association and St. John's Hospital. In 2006, The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, took the competition statewide.

Schools compete to increase safety belt use among students, thereby saving lives. The tools students use during the competition, include:

- Educational campaign to increase safety belt use. Including surprise observational safety belt surveys before and after the educational campaign to determine the change in safety belt use among the students.
- Creation of a 30-second video public service announcement (commercial) promoting safety belt use among young drivers (optional).

NOTE: The 30-second video public service announcement is an optional component of the Battle of the Belt program. Schools may compete in both competitions, however, the two are judged separately.

School Leaders and Student Participation

In order for a school to participate in Battle of the Belt, a Participation Agreement Form must be completed online at <http://www.savemoyouth.com/> by **October 2, 2009**.

One administrator, faculty, staff member or parent in each school should serve as the main contact for correspondence and information. This person will also oversee the safety belt checks. A club or student group should claim the component(s) in which they want to participate and implement as many activities as they feel necessary to achieve successful safety belt use. Students in this group will decide what education might work best for their peers, based on the resource list provided or using their own ideas and/or develop the public service announcement.

Timeline

Battle of the Belt 2009 runs **October 5 to November 20, 2009**. Schools participating in the safety belt education campaign need to allow six consecutive weeks between October 5 and November 20. This allows one week for the first safety belt check, four weeks for education and



Battle of the Belt

a final week for the second safety belt check. **October 12, 2009**, is the last day to begin the safety belt check portion of the program in order to stay within the allotted six weeks.

Report Deadline

Registration and competition forms will be completed through the online system located at www.saveMOyouth.com, follow the Battle of the Belt link. Registration deadline is **October 2, 2009**, and all final online forms and/or video public service announcements must be submitted to the Regional Team Leader no later than **December 15, 2009**. Schools must meet the deadlines to be eligible for any awards or prize money. No exceptions!

Awards

Safety Belt Competition

Statewide awards: **New for 2009**

Schools meeting seat belt usage rates of 91 percent or higher, during the first safety belt check, will receive statewide recognition, for:

- Gold level: schools with 99% of students wearing safety belts
- Silver level: schools with 95% of students wearing safety belts
- Bronze level: schools with 91% of students wearing safety belts

Regional awards:

Two schools in each of the 10 Missouri regions will receive prize money for:

- Highest overall safety belt use rate
- Most improved safety belt use rate

Public Service Announcement (PSA) Competition

- Prize money to the school producing the winning 30-second video
- Professional production of the video for possible use in local and statewide media

NOTE: Winners are encouraged to use the prize money to further traffic safety efforts in the schools or communities.

Contact Information

For additional information or questions about the Battle of the Belt Competition, please contact the Regional Team Leader, the Missouri Department of Transportation's Highway Safety Division at 800-800-BELT or visit www.saveMOyouth.com and go to the Battle of the Belt link.



Battle of the Belt

Safety Belt Checks/Education Campaign - October 5 – November 20, 2009

Participation Requirement Steps

1. **Complete and submit the School Participation Agreement Form online before starting the program.**
2. **Unannounced Safety Belt Checks** – The challenge involves two **UNANNOUNCED** observations of the student body's safety belt use.
 - All safety belt checks should be conducted under the supervision of a teacher, administrator or adult volunteer.
 - The first safety belt check should be conducted at the start of the campaign before any educational efforts have started.
 - The second check should take place after all educational efforts are finished.

NOTE: ALL Safety Belt Check Reporting Forms are required to be sent by mail, fax or e-mail to the Team Leader after completing the Safety Belt Check Summary Form online by December 15.

The results of the observations will be an indicator of the effectiveness of the Battle of the Belt challenge. These safety belt checks are mandatory and must be completed by the school. Results should reflect only the student's usage of safety belts, not adults or young children in the car. If it is determined the safety belt check was announced to the students beforehand, it will disqualify the school from the competition.

3. **Inclement weather** - Do not conduct safety belt checks in the rain or snow! It is dangerous for both the students and drivers because the vision of both the drivers and the checkers is impaired. Therefore plan your safety belt checks for early in the week and make a backup date for later in the week in case of bad weather.
4. **Education campaign** - The team conducting the competition should implement a four-week awareness campaign to increase the use of safety belts in their schools. This campaign may include the use of any of the resources listed in the Resource Kit or resources and activities created and produced by the school. The activities do not have to be on the school property and may include activities at school functions held elsewhere. Each school should submit a campaign outline detailing resources and activities used during the campaign using the "Campaign Outline" form located at www.saveMOyouth.com. Outlines must be submitted along with the results of the safety belt checks online by **December 15, 2009**.



Battle of the Belt

Safety Belt Check Instructions

1. A school administrator, faculty, staff member or parent should oversee each safety belt check.
2. A pairing of students should stand at the entrance or exit of each school parking lot with a good view of all vehicles entering or exiting. It may be helpful for one student to observe and call out their finding and the other to record the result.
3. Record the findings on the “Safety Belt Check Reporting Form”, which can be printed and copied from the Forms section of the online system.
4. Check “No” if students do not have their safety belt on, are in the process of putting their safety belt on or are incorrectly wearing their safety belt. Note: Record **ONLY** the safety belt behavior of the students, not faculty, staff or parents or young children.
5. Check “Yes” if students have their safety belt correctly in place.
6. Add up the number of “**Yes**” and “**No**” students after the survey is complete and enter the results in the Forms Section of the online system under “Safety Belt Check Summary Form”.
7. Repeat this process at the end of your campaign.

How to tell if the safety belt is worn correctly:

- The lap belt should fit snugly across the upper thighs and not ride up on the stomach.
- The shoulder part of the belt should fit across the collarbone and chest and not cut into the neck or face.
- The shoulder belt should never be behind the back or under the arm.



Battle of the Belt

Safety Belt Check Reporting Form

School name: _____

First Check: _____ Final Check: _____

	DRIVER	FRONT PASSENGER	REAR PASSENGER	REAR PASSENGER	REAR PASSENGER
1.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
2.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
3.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
4.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
5.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
6.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
7.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
8.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
9.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
10.	Yes <input type="checkbox"/>				
	No <input type="checkbox"/>				
TOTAL:					



Battle of the Belt

Video Contest Guidelines

Summary

The video contest portion of the Battle of the Belt is a contest challenging students to use their creativity in the development of an original 30-second television public service announcement (PSA) (commercial) that convinces their peers to buckle up each and every time they drive or ride in a vehicle.

The PSA should be a maximum of 30 seconds in length. Students or student groups may enter as many PSAs as they like, but a separate School Participation Agreement form must accompany each entry. Teachers may act as mentors for entrants, providing direction and supervision, as long as the entry is solely a student effort.

Disclaimer

By entering, the entrant represents and warrants that the entry is his or her original work and that it does not contain previously published and/or copyrighted material and agrees to release, indemnify and hold harmless Missouri Department of Transportation, Missouri Highways and Transportation Commission, and any other organizations related to the contest from any and all claims, injuries, damages, or losses to the person or property and/or liabilities of any nature that in any way arise from participation in this contest or acceptance or use of a prize or parts thereof. All submissions, and any and all rights in submissions, become the property of Missouri Department of Transportation and Missouri Highways and Transportation Commission. **No entries will be returned.** The Missouri Coalition for Roadway Safety reserves the right to make creative adaptations to the winning entry in order to comply with copyright laws, trademarks and other licensing issues which may prevent the State from executing the PSA exactly as it is written. Each winner grants to the Missouri Coalition for Roadway Safety, Missouri Department of Transportation and Missouri Highways and Transportation Commission the right to use his or her name, likeness, hometown name, biographical information, and entry for purposes of advertising and promotion without further notice or compensation, except where prohibited by law.

Timeline

The public service announcement may be created any time between **October 5 and November 20, 2009** as part of Battle of the Belt. Entries will be accepted in the following formats: VHS, DVD, CD. **Please mail your public service announcement by December 15 to:**

Attn: Carrie Wolken
MoDOT - Highway Safety Division
2211 St. Mary's Blvd.
Jefferson City, MO 65102

NOTE: If submitting multiple videos, please fill out ONE PSA Entry Form for EACH video. Do NOT put more than one video title on a PSA Entry Form.

Judging

PSAs will be judged based on persuasiveness, logical organization, clarity, quality and creativity. Winning entries must:

- Clearly communicate the importance of teens using safety belts whenever they drive or ride in cars, no matter who is driving.
- Identify a target audience and feature a call to action.
- Incorporate and clearly communicate the Buckle Up/Arrive Alive message.
- Show original and creative ideas.
- Be neat, clean, and professional in presentation regardless of format in which video is presented.



Battle of the Belt

Resources

The following is a list of possible resources for your education campaign and video public service announcement. The school group will need to contact program speakers for their campaign directly. If any difficulties arise contacting a speaker or resource, please contact the MoDOT's Highway Safety Division at 800-800-BELT.

For additional resource and program ideas, contact your state or regional team leaders or by visiting www.saveMOlives.com.

Highway Patrol

- **SIDNE: Simulated Impaired DrivINg Experience** or SIDNE® is a battery-powered vehicle that simulates the effects of impairment from alcohol or other drug on a motorist's driving skills. SIDNE® operates in two modes. In Normal Mode, the vehicle's steering, braking and acceleration respond appropriately. In Impaired Mode, the vehicle reacts with delayed steering, braking and acceleration, simulating the effects of a vehicle being driven by an impaired driver.
- **Seat Belt Convincer:** The Seat Belt Convincer is a traffic crash simulator designed to convince drivers and passengers to buckle up. Participants are seat-belted into a cart that is propelled down a ramp and then brought to an abrupt stop, allowing the passengers to experience the sensation of a traffic crash.
- **Videos:** The Missouri State Highway Patrol has a number of compelling videos on the subject of safety belt use.

To schedule any of these resources for your school please contact your local Missouri State Highway Patrol troop via their web site, www.mshp.dps.missouri.gov or find information on www.saveMOlives.com.

MoDOT - Division of Highway Safety

- PowerPoint presentations
- Television and Radio spots focusing on safety belt use for young drivers
- Posters

Call 800-800-BELT for materials or visit www.saveMOyouth.com for youth statistics, videos and more. A number of downloadable videos and materials are located at www.saveMOyouth.com.

ThinkFirst, Missouri

The mission of ThinkFirst Missouri is to educate the public, especially adolescents, about their vulnerability to brain and spinal cord injury, common causes of these injuries, and how to prevent them.

To schedule a ThinkFirst speaker or program, contact:

Michelle Gibler, Director, 573-882-2370 or e-mail: giblerm@health.missouri.edu or

Penny Lorenz at 573-882-1176 or Lorenz-BaileyP@health.missouri.edu.



Battle of the Belt

Missouri State Council of the Emergency Nurse's Association

The ENA can provide school assemblies and presentations about highway safety issues.

Contact:

Tony Mitchell
Missouri State Council of the Emergency Nurse's Association
13424 Jay Drive
Neosho, MO 64850
417-389-9032
tmitchell@cpmq-docs.com

Missouri Youth/Adult Alliance (MYAA)

Provide school assemblies and presentations about issues involving underage alcohol use.

Contact:

Alicia Ozenberger
Project Director
428 E. Capitol Avenue
Jefferson City, MO 65101
(573) 635-6669
aozenberger@actmissouri.org

Missouri Department of Public Safety

Provides presentations on underage drinking.

Contact:

Nancy McGee
Division of Alcohol and Tobacco
111 North 7th Street
Room 170
St. Louis MO 63101
314-340-6835
Nancy.McGee@dps.mo.gov

St. John's Hospital

St. John's provides school assemblies or classroom presentations that are fast-paced and interactive. They focus on the physics of a crash as well as common causes of crashes, such as, inattention.

Contact:

Pam Holt, RN
Injury Prevention Program
1570 W. Battlefield- Suite 110
Springfield, MO 65804
417-820-6672
pamella.holt@mercy.net

NOTE: Your state and regional team leaders are great resources. Please contact them with any questions. Following is a list of leaders.



Battle of the Belt

State Team Leaders

Kara Price
MoDOT Community Relations
Battle of the Belt Program Facilitator
1590 Woodlake Drive
Chesterfield, MO 63017
314-340-4160 or 314-713-2717
Kara.Price@modot.mo.gov

Carrie Wolken
MoDOT Highway Safety
Youth Coordinator
P.O. Box 270
Jefferson City, MO 65109
573-751-5420
Carrie.Wolken@modot.mo.gov

Regional Team Leaders

Northwest (*Counties of Atchison, Andrew, Buchanan, Caldwell, Clinton, Daviess, DeKalb, Gentry, Harrison, Holt, Nodaway, Worth*)

Elaine Justus or Connie Hale
MoDOT Community Relations
3602 North Belt Highway
St. Joseph, MO 64506-1399
816-387-2350
Margaret.Justus@modot.mo.gov
Connie.Hale@modot.mo.gov

North Central (*Counties of Adair, Carroll, Chariton, Grundy, Howard, Linn, Livingston, Macon, Mercer, Putnam, Randolph, Saline, Schuyler, Sullivan*)

Amy Crawford
MoDOT Traffic
902 N. Missouri
Macon, MO 63552
660-385-8634
Amy.Crawford@modot.mo.gov

Northeast (*Counties of Audrain, Clark, Knox, Lewis, Lincoln, Marion, Monroe, Montgomery, Pike, Ralls, Scotland, Shelby, Warren*)

Tana Akright
MoDOT Community Relations
P.O. Box 1067
Hannibal, MO 63401
573-248-2597
Tana.Akright@modot.mo.gov



Battle of the Belt

Kansas City Area (*Counties of Cass, Clay, Henry, Jackson, Johnson, Lafayette, Platte, Ray*)

Melanie Lanigan

MoDOT Traffic

600 Northeast Colbern Rd.

Lee's Summit, MO 64086

816-622-0419

Melanie.Lanigan@modot.mo.gov

Central (*Counties of Benton, Boone, Callaway, Camden, Cole, Cooper, Gasconade, Maries, Miller, Moniteau, Morgan, Osage, Pettis*)

Carol Pleus

MoDOT Traffic

1511 Missouri Blvd.

Jefferson City, MO 65102

573-522-1061

Carol.Pleus@modot.mo.gov

St. Louis Area (*Counties of Franklin, Jefferson, St. Charles, St. Louis City, St. Louis County*)

Laura Ellen

MoDOT Planning and Traffic

1590 Woodlake Drive

Chesterfield, MO 63017

314-275-1542

laura.ellen@modot.mo.gov

Southwest (*Counties of Barry, Barton, Bates, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, St. Clair, Vernon*)

Tamara Black

MoDOT Coalition for Roadway Safety

3901 E. 32nd

Joplin, MO 64804

417-629-3349

Tamara.Black@modot.mo.gov

Springfield (*Counties of Christian, Dallas, Douglas, Greene, Hickory, Laclede, Ozark, Polk, Stone, Taney, Webster, Wright,*)

Pam Holt, RN, BSN

St. John's/Kohl's Injury Prevention Center

1570 W. Battlefield, Suite 110

Springfield, MO 65807

417-820-6672 or 417-818-7738

Pamella.Holt@mercy.net



Battle of the Belt

South Central (*Counties of Carter, Crawford, Dent, Howell, Iron, Oregon, Phelps, Pulaski, Reynolds, Ripley, Shannon Texas, Washington*)

Kelly Martin
MoDOT Community Relations
910 Springfield Rd.
Willow Springs, MO 65793
417-469-6275
Kelly.Martin@modot.mo.gov

Tamara Gregory
MoDOT Right of Way
910 Springfield Rd.
Willow Springs, MO 65793
417-469-6299
Tamara.Gregory@modot.mo.gov

Southeast (*Counties of Bollinger, Butler, Cape Girardeau, Dunklin, Madison, Mississippi, New Madrid, Pemiscot, Perry, Scott, St. Francois, Ste. Genevieve, Stoddard, Wayne*)

Belinda McMurry
MoDOT Community Relations
2675 North Main
P.O. Box 160
Sikeston, MO 63801
573-472-5882
Belinda.McMurry@modot.mo.gov



Battle of the Belt

2009 Battle of the Belt Participant Checklist

This is an at-a-glance checklist for participants to use as a guide for participating in both the safety belt competition and the PSA competition. You may choose to participate in only one of the competitions. This is not a required form.

- Designate one administrator, faculty, staff member, or parent to serve as the main contact for correspondence, information, and overseeing the competitions.
- Designate the time frame for your safety belt campaign.
- Complete the campaign outline form by a student group, or club, and the designated school contact person. If you are participating in the PSA competition as well, now would be a good time to start planning for it. The outline form is not due until 12/15/09.
- Complete the on-line Participation Agreement, by the designated contact person. You must indicate if you will be participating in the safety belt competition, the PSA competition, or both. You will receive a registration number by email to use when submitting all on-line forms.
- Week 1 - Conduct first *unannounced* safety belt check using the Safety Belt Check Form. This form is available on-line at www.saveMOyouth.com, or in the resource kit
- Weeks 2 thru 5 - Conduct safety belt educational campaign.
- Week 6 - Conduct final *unannounced* safety belt check using the Safety Belt Check Form. This form is available on-line at www.saveMOyouth.com, or in the resource kit.
- Using your registration number, submit all on-line forms and the Safety Belt Check forms to your Regional Team Leader on or before 12/15/09. If you are participating in the PSA competition, the entry form(s) must be completed on-line and entries postmarked by this date.