

ROCK THE BELT



students against
SADD
destructive decisions

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**LET'S GET
STARTED!**



WELCOME STUDENTS AND ADVISORS!

We are pleased to present the middle school version of Rock the Belt, a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts in every vehicle, every seat, every time.

THE PROBLEM

Research by the National Highway Traffic Safety Administration (NHTSA) indicates that motor vehicle crashes are the number one killer of teens today. Of these deaths, 54% of teens (13-19 years old) were unbuckled.

Crash reports show that over the past five years, almost half of all tweens (8-14 years old) killed in crashes weren't wearing their seat belts.

Rock the Belt is designed to address these statistics through education and engaging activities for high school and middle school students.

PROGRAM HISTORY

Mississippi SADD, in conjunction with the Mississippi Office of Highway Safety started Rock the Belt. Shortly after, a NHTSA-funded evaluation concluded that Rock the Belt increased seat belt use among teens. Indiana and Illinois SADD adopted the program, and the SADD national office named it a core SADD national program in 2015.

In 2018 and 2019, SADD chapters in Louisiana, Ohio and Tennessee tested and modified Rock the Belt activities for middle school audiences. So, what's new in this version of Rock the Belt?








- More activities for middle school audiences
- Social media messaging and graphics for tweens, teens and parents on the importance of seat belt use
- Seat belt observation forms
- Seat belt quick quiz to measure student knowledge
- Program evaluation forms for students, parents and administrators

STEP-BY-STEP INSTRUCTIONS

The SADD Rock the Belt program is designed to be used year-round to increase the seat belt use rate for tweens and teens. Many chapters like to conduct Rock the Belt activities during Teen Driver Safety Week in October. If this time frame doesn't work for you, do what makes the most sense for your chapter and community!

The middle school version of Rock the Belt is unique in that it provides an opportunity for SADD high school students to educate their peers and mentor middle school students at the same time. Successful Rock the Belt activities will engage three key groups: 1) schools, 2) communities, and 3) parents.

The following pages will give you the tools you need to be successful. **Follow the checklist below to get started!**

-  Create an action plan that outlines each activity you want to complete
-  Approach the middle school administration to gain all necessary permissions
-  Identify middle school clubs and students that can help with activities
-  Set up committees for any additional Rock the Belt activities
-  Contact the local media using the templates found in this guide
-  Thank your school, community, and parental partners using SADD thank you cards
-  Report activities and seat belt survey results in the surveys section of the SADD Portal

ACTION PLANNER

Activity:
Event Date(S):
Leader:
Co-Leader:

WHO WILL HELP?	WHAT IS THEIR ROLE?	RESOURCES NEEDED	PROGRESS CHECK-IN DATES	COMPLETE

ACTIVITIES & TEMPLATES



HOW TO: QUICK-CLICK CHALLENGE

The Quick-Click Challenge is a high-energy, team competition that demonstrates the little amount of time it takes to fasten a seat belt. You'll need: a four-door vehicle, whistle, stopwatch, and a quick-click crew to record penalties and time. Official rules are in the next section for distribution.

QUICK-CLICK CHALLENGE OFFICIAL RULES

1. Each team must have FOUR members.
2. Teams may check seat belts prior to their run to determine belt type and that there are no kinks, jams, or twists.
3. Teams will start behind the designated starting line, usually 5-10 ft. in front of the car.
4. For safety purposes, all doors must remain open at all times. Participants must make an effort to not touch the doors. In fact, referees may set a penalty for touching the doors after the first whistle blows.
5. Upon the first whistle blow, the four team members will run to and enter the vehicle, buckling up in one of the four seat positions.
6. When each seat belt is buckled, team members are to raise both hands into the air.
7. When all four seat belts are buckled and all eight hands are in plain view, the Quick-Click crew will blow the whistle to signal team members to unbuckle and rotate clockwise to the next seat.
8. Members must exit the vehicle after each position. Sliding across seats or across the hood is not permitted and will result in disqualification.
9. Team members advance clockwise around the car until they have buckled up in all four positions, raising both hands each time, and being signaled by the whistle.
10. The clock is stopped when all four team members buckle their seat belts in the fourth rotation and raise their hands. All Quick-Click crew times are final.



- Hold a Quick-Click Challenge during lunch or homeroom. If that is not possible, plan for immediately before or after school, obtaining permission from your administration.
- Encourage each team to use a fun team name!
- Promote the Quick-Click Challenge to get students excited! Track times and reward the fastest team with the CHAMP t-shirts included in Rock the Belt's toolkit.
- Give each participant a flyer with a fun reminder to buckle up.
- Recognize the winning teams in your school's announcements.



QUICK-CLICK CHALLENGE SCORE SHEET

	TEAM NAME	TIME	PENALTY	TOTAL (TIME MINUS PENALTIES)	PLACE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					

MAKE A SEAT BELT POLICY

[School Name] Seat Belt Policy

All operators and passengers of motor vehicles are required to properly fasten seat belts when driving on school property. Any operator of a vehicle in which the driver or any passenger is not wearing a seat belt or is not otherwise properly restrained in an infant or child seat will receive the following penalties:

STUDENTS

- ☹ First-time student offender will receive a written warning and a parent/guardian will be notified.
- ☹ Second-time offender will lose parking privileges at the high school for two weeks and parent/ guardian will be notified.
- ☹ Third-time student offender will then have his/her parking privileges at the high school revoked for the remainder of the school year, and parent/ guardian will be notified.

OTHERS

- ☹ Any other operator who is not a student will receive a warning and safety education material.

Any school administrator, staff member, or police officer may report a violation to school authority.

DOOR AND BULLETIN BOARD DECORATING CONTEST

HOW TO:

Door and bulletin board decorating contests are a fun way for middle school students to learn basic facts about seat belt safety and showcase their artistic ability.

Quick Tips

1. **Create a competition.** Get classes to compete against each other and offer prizes for best decorations. Prizes can be something simple like free homework passes or maybe get a local pizza restaurant to donate food for a pizza party!
2. **Make it personal.** Ask people why they wear seat belts. Have them put those messages on a seat belt they create with construction paper and hang the testimonials on a bulletin board in the hallway.
3. **Create a theme.** Make it easy to start by creating a theme. It could be based on a character, a time of the year or a location in the car. For example: show how you stay safe in the backseat, or show us your super hero power wearing a seat belt, or show the one's you love this Valentine's day how to stay safe in the car.

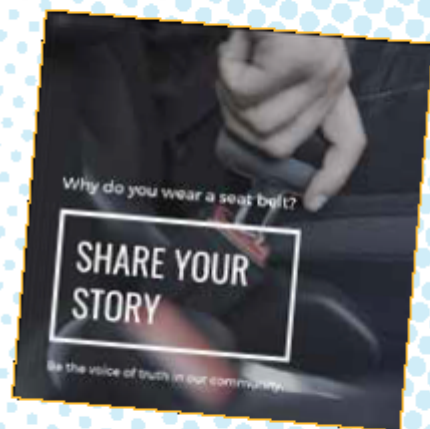


SEAT BELT SELFIE CHALLENGE

HOW TO:

Get some buzz started on social media for Rock the Belt. There are a lot of ways you can do this. Check out the social media messages and graphics in this guide that you can share on all your social channels. Think about reaching more people through some social media challenges. Here are some ideas.

1. Ask people to take pictures of themselves in the car wearing a seat belt and post them on social media with the #RocktheBelt.
2. Create a meme contest and ask people to post them on their social media with the #RocktheBelt.
3. Launch a seat belt testimonial campaign on social media. Ask people to post why they wear their seat belts. Use the results during different times of the year to promote seat belt safety.



HOW TO: ADDITIONAL ACTIVITIES



ELEMENTARY SCHOOL OUTREACH

Work with the elementary school administration to mail home proper child restraint information for parents. Send home a flyer (found in Rock the Belt's online templates) that educates parents about the importance of setting positive examples for their children.

Create an activity for middle school or elementary-aged students to remind them of the importance of seat belts. Hold a poster contest or teach them to make their own duct tape safety belts. **Be creative and encourage younger students to do the same!**



POSTERS & OTHER VISUALS

Don't forget the power of advertising! When people, young and old, are exposed to seat belt messaging, they are more likely to think about and discuss it. Create posters, decorate bulletin boards and displays, and utilize your school or community sign or digital message board. Approach businesses and put flyers on their bulletin boards. **Be creative and get the word out!**

Use the posters in your Rock the Belt toolkit, along with SADD poster templates online.



SWEET TREATS

Create excitement for your activities with seasonal promotions. Valentine's Day and Halloween are great times to remind people to buckle. Buy some treats and tape messages to them like "You are too sweet to be ejected from your seat or Make your Mummy proud and always buckle up. Rock the Belt". You can pass out the treats to everyone or just those you notice who aren't wearing seat belts.



HOW TO: ADDITIONAL ACTIVITIES



CHALK THE WALK

Pull out a box of sidewalk chalk and remind your school and community how important it is to wear a seat belt! Be creative with your messaging. Spread it around various businesses, parks, and community areas (always gaining appropriate permissions first). Consider holding a sidewalk chalk contest by asking students to submit an original art idea ahead of time! **Give the winning design a spot by your school's main entrance for everyone to see!**



LIVING SEAT BELT

As a fun event to capture media attention, make a human chain around City Hall or another prominent building to raise awareness for the importance of wearing seat belts. In front of the building, link the circle by "fastening" a large cardboard seat belt buckle. Be sure to invite elected officials and the media to participate with the media advisory template found on page 21 and online. Always gain all appropriate permissions from your city and school.



T-SHIRT DESIGN CHALLENGE

Order simple white t-shirts and give them to the first 20 people that sign up for the contest. Students decorate the t-shirt with a seat belt design.

1. Have the student body vote on the t-shirts during lunch one week.
2. The t-shirt with most votes wins a prize!



EXPLAIN WHY
ROCK **THE** **BELT**
MATTERS



HOW TO: ADVOCATE FOR SEAT BELT SAFETY

Advocacy is the best way to make change in schools and communities! Follow the steps below to enact a seat belt policy in your school district! See a larger policy template in the Templates section.

[INSERT SCHOOL NAME HERE] Seat Belt Policy

All operators and passengers of motor vehicles are required to properly fasten seat belts when driving on school property. Any operator of a vehicle in which the driver or any passenger is not wearing a seat belt or is not otherwise properly restrained in an infant or child seat will receive the following penalties:

STUDENTS

- First-time student offender will receive a written warning and parent/guardian notification.
- Second-time offender will lose parking privileges at the high school for two weeks and parent/guardian will be notified.
- Third-time student offender will then have his/her parking privileges at the high school revoked for the remainder of the school year, and parent/ guardian will be notified.

OTHERS

- Any other operator who is not a student will receive a warning and safety education material as developed by school administration.

Any school administrator, staff member, or police officer may report a violation of this policy to the appropriate school authority.



- Form a diverse steering committee with SADD students, faculty, school administrators, guidance counselors, law enforcement and community members.
- Hold an initial brainstorming session for all steering committee members. Facilitate a discussion so everyone can share thoughts and ideas about the policy language.
- Develop concrete goals, next steps, and a time frame.
- Schedule regular meetings as a way to hold each group member accountable.
- Designate one person to research the steps for passing language into school board policy. This person must ensure that you're using appropriate channels and chain of command. Remember, each school uses a different process!

HOW TO: GAIN SUPPORT OF SCHOOL ADMINISTRATORS OR OTHER DECISION-MAKERS

Gaining permission and support from school administrators and others in the community for your events is key to having a successful campaign. Here are some tips and talking points to reference to gain permission and support.

- Ensure you allow plenty of time before your event to get permission. Start having conversations with the decision-makers four to six weeks before your proposed event date.
- Make sure when you set your date, that there are no other big events already planned for that date, time, and location.
- **Go into the meeting with a plan of action.** Be prepared to describe how you will conduct the activities and who will be responsible for the details such as set up, clean up, and who else is involved in the activity. (If you make it easy on the administration, they will see that you have thought through all of the details through and will be more likely to say YES and get involved)



TALKING POINTS

Describe your event and why it's important. Here are some talking points:

- "Rock the Belt" Week is a nationwide effort of all SADD chapters to be held in conjunction with National Teen Driver Safety Week to bring awareness about teen traffic safety issues.
- Car crashes remain the leading cause of death among teens today.
- The National Highway Traffic Safety Administration (NHTSA) identifies seat belt use as the most effective strategy in preventing death and minimizing injuries.
- Seat belts reduce serious crash-related injuries and deaths by about 50 percent.
- During Rock the Belt Week, our SADD chapter plans to conduct activities to encourage youth and adults to buckle up – in every vehicle, every seat, every time.

**SPREAD THE
WORD!**



THANK YOUR PARTNERS

A chapter's programs and campaigns are only as strong as its partners! To maintain these relationships, you must always thank those who participate and assist your efforts. Be diligent about documenting the contact information for each participating person or agency.

You can keep track of your contacts in several ways. Here are some options:

- Keep a written journal of your contacts.
- Create an Excel spreadsheet or Word document to compile information.

Remember to thank your partners. Try the following ideas or develop your own.

- Send handwritten thank you notes to the people you've worked with. Use the SADD National thank you cards found in the Rock the Belt Toolkit or purchase them at saddstore.org.
- Create an award certificate and send it to each partner who contributed to your program's success. We have a template in the Resources section of the SADD Portal.
- Recognize financial sponsors on any poster or flyer your chapter hands out. This will make your donors happy AND boost the credibility of your event.
- Send pictures of your group during the project! It's a fun, meaningful way to put faces to a SADD chapter. Also, post pictures on your chapter's social media pages, and tag or give shout outs to your partners' pages too.





HOW TO: ENGAGE THE MEDIA

Use these guidelines for maximum media exposure in your community!

BUILD A MEDIA PLAN

- Appoint a media relations point person (or committee) for this project. Be sure that this person is articulate, comfortable speaking in public and easy to contact.
- Scout out the local media. Make a list of all local television and cable stations, radio stations, and newspapers (dailies and weeklies). Call to get the names of reporters that cover education and metro beats.
- Refer to the templates included in this activity guide. In the next section of this toolkit (and online at sadd.org) you will find sample media advisories, press releases, and announcements & social media posts. These resources are designed to make your tasks easier. Adapt the documents to include additional information and place them on your school's letterhead.

HINTS & TIPS

- Send media advisories and press releases to keep reporters in the loop! Give them details for every event that you plan to execute. Follow up by phone the next day to introduce yourself, remind them of your event and ask if they need any more information!
- It's important to build strong relationships with media contacts. Stay in touch with them throughout the school year.
- Social media is just as important as traditional media! Utilize Facebook, Twitter, Instagram and Snapchat accounts to communicate messages with your peers. Always use the designated hashtag: **#RockTheBelt**.

SAMPLE MEDIA ADVISORY

MEDIA ADVISORY

- WHAT:** SADD (Students Against Destructive Decisions) is launching a Rock the Belt effort in conjunction with National Teen Driver Safety Week. [School] SADD is acting in tandem with hundreds of SADD chapters across the nation to help reduce traffic crash fatalities. Students, working with school administration, will highlight and encourage seat belt use by holding two seat belt observations on school grounds. In between surveys, students will implement other Rock the Belt programming, targeted to schools, parents, and community members.
- WHO:** SADD students from [School] will educate students, parents, and community members about the importance of wearing seat belts.
- WHERE:** [School]
- WHEN:** [Include day, date, and time of events]
- WHY:** Car crashes are the leading cause of death among teens and the National Highway Traffic Safety Administration (NHTSA) identifies seat belt use as the most effective strategy in preventing death and minimizing injuries. SADD and [School Name] encourage youth and adults to buckle up – in every vehicle, every seat, every time.
- CONTACT:** [Advisor Name, SADD advisor or chapter President/
Vice President]
Phone]
[E-Mail]

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE
[Date]

CONTACT:
[Advisor Name, SADD Advisor]
[Phone]
[E-mail]

SADD STUDENTS FROM [SCHOOL] HOLD “ROCK THE BELT” TO PROMOTE SEAT BELT USE

*Students Against Destructive Decisions Chapter Joins Hundreds of Chapters
in a Nationwide Celebration of “Rock the Belt” as Part of National Teen
Driver Safety Week*

[City, State, (Date)] – SADD (Students Against Destructive Decisions) chapters, including [School] are celebrating a nationwide Rock the Belt effort from [insert dates], to educate schools, parents, and communities about the importance of wearing a seat belt.

As part of local activities, [School Name] SADD is leading a number of activities to encourage both youth and adults to buckle up. These activities include:

- Seat Belt Survey and Check, an on-campus seat belt observation at [Location] on [Dates] to measure the number of drivers and passengers wearing seat belts
- Quick-Click Challenge, a high-energy team competition that demonstrates how little time it takes to fasten a seat belt
- [Enter other local activities here]

“Rock the Belt” Week is a nationwide effort of all SADD chapters to be held in conjunction with National Teen Driver Safety Week to bring awareness to teen traffic safety issues. Car crashes remain the leading cause of death among teens today, and the National Highway Traffic Safety Administration (NHTSA) identifies seat belt use as the most effective strategy in preventing death and minimizing injuries. SADD and [School Name] encourage youth and adults to buckle up – in every vehicle, every seat, every time.

ABOUT SADD

For almost 40 years, SADD, the nation’s premier youth health & safety organization has worked to empower teens, engage parents, mobilize communities, and change lives around the issues of traffic safety, substance abuse, and personal health and safety. Through a national network of peer-led chapters in middle schools, high schools and colleges, SADD equips our students with the resources they need to advocate for change on their campuses and in their communities. Join the movement by visiting sadd.org, and follow us on Facebook, Twitter, YouTube and Instagram.

###

GET SOCIAL!



GET SOCIAL

Use the social media messages below on your personal and/or chapter Facebook, Twitter, Instagram and Snapchat accounts to maximize your impact and reach! Remember to use **#RocktheBelt** in all of your social media posts.

MESSAGING FOR MIDDLE SCHOOL STUDENTS

- I #RockTheBelt because... car crashes. I'm not about that risky business, so I buckle up. 🙌
- I'm in control of what I do and what happens to me, so I always wear a seat belt in the car. 💪 #RockTheBelt
- A+++ in class and these smarts don't stop when the bell rings. I #RockTheBelt every time I get in a car. 100
- To practice, the mall, school, home sweet home... wherever my ride takes me, I always use my seat belt on the way there. #RockTheBelt
- I love ME. 🙌 Ditching the seat belt on the road is NOT worth the risk, so I take control and #RockTheBelt.

MESSAGING FOR HIGH SCHOOL STUDENTS

- 📢 A reality check for little brothers and sisters out there—riding in a car without your seat belt doesn't make you cooler, but it does put you in danger. #RockTheBelt
- BREAKING NEWS !! Seat belts are in my car for a reason. I always make all of my passengers #RockTheBelt because it's not cool to put my friends in danger.
- Riding in a car, you have one job: #RockTheBelt. Make the right move and put your seat belt on every time.
- When I drive, you wear your seat belt. Being irresponsible isn't cool and I'm not afraid to let my friends know it. 🙌 #RockTheBelt
- I won't get offended if you put your seat belt on when I drive. I'll get offended (and stopped by the cops) if you don't. #RockTheBelt in my car, please.

SHARE #ROCKTHEBELT MESSAGES ON SOCIAL MEDIA!

Scan the code below to access content online!



MESSAGING FOR TEACHERS, PARENTS, AND SCHOOL ADMINISTRATORS

- Scary stat: 55% of all teens killed in car crashes weren't wearing a seat belt. Let's get them to #RockTheBelt instead.
- In a car, one snap decision can cut a future short. Let's teach teens to use a seat belt instead and look forward to what's ahead. #RockTheBelt
- Surviving a Car Crash 101: Wear a seat belt. The chance of not dying or getting seriously hurt in an accident goes up by 50%. Do your teens know that? Tell them to #RockTheBelt.
- No seat belt = no ride. Over half of teens killed in car crashes weren't wearing a seat belt. Make sure they #RockTheBelt in every car, every time.
- Buckle up, buttercup. Show the teens in your life some tough love and make sure they always #RockTheBelt before the pedal hits the metal.

SHARE
#ROCKTHEBELT
ON SOCIAL
MEDIA!

Scan the code below.



MEASURING YOUR SUCCESS



HOW TO: SEAT BELT SURVEY

A seat belt survey is designed to record seat belt use throughout the course of a week. **How?** An observation committee stands at a designated area and records the number of cars, along with the number of drivers and passengers wearing their seat belts. Data from the first survey is compared with the final survey data, and the research summary measures changes in seat belt use. Follow the steps outlined below to gather meaningful, accurate data.



TO DO: BEFORE MONDAY

- Get permission! Coordinate with all appropriate school authorities.
- Do not advertise that you are going to hold a seat belt survey. To be successful, it must be a surprise for everyone on the road.
- Plan observation times for both Monday and Friday. Choose a time when a high volume of vehicles are entering or exiting school parking lots. Immediately before or after school typically works best. Regardless of what you choose, you must use the same timeslot on both days. Each should last between 30–60 minutes.



TO DO: MONDAY

- Bring your seat belt survey team (at least one recorder and two observers) to a predetermined observation spot. Use collection forms on page 28–31 to track your results.
- Safety is the first priority. Always stand where drivers can clearly see you, wearing bright clothing so that all drivers can easily spot you.



TO DO: FRIDAY

- Compare your results from Monday to Friday on the seat belt survey summary form found on page 32. Did your Rock the Belt campaign make a difference? Share your results in the wrap-up survey!



- Reward those who Rock the Belt! Write down the license plate numbers for all drivers who wore seat belts and put each into a drawing for a prize.
- Consider passing out candy with a safety belt message to each driver that passes.
 - “Be a Smartie! Buckle up in every vehicle, every seat, every time!”
 - “Safety first! Buckle up in every vehicle, every time!”



MONDAY: SEAT BELT SURVEY DATA COLLECTION FORM

School Name:			Total People	
Recorder:			Total People Belted	
Front Seat Observer:			Total People NOT Belted	
Back Seat Observer:			Total People Unknown	
Date of Check:	Time Started:	Time Ended:		

For each vehicle observed, circle the driver belt use (yes [belted]/no [not belted]/unknown). If there are front or rear passengers, circle belt use, otherwise leave the seat unmarked.

Y = Yes (Belted) N = No (Not Belted) ? = Unknown

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

Y = Yes (Belted)

N = No (Not Belted)

? = Unknown

	Driver			Front Passenger			Rear Passenger			Rear Passenger			Rear Passenger		
26	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
27	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
28	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
29	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
30	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
31	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
32	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
33	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
34	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
35	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
36	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
37	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
38	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
39	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
40	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
41	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
42	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
43	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
44	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
45	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
46	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
47	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
48	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
49	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
50	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
51	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
52	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
53	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
54	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
55	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
56	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
57	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
58	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
TOTAL															

FRIDAY: SEAT BELT SURVEY DATA COLLECTION FORM

School Name:			Total People	
Recorder:			Total People Belted	
Front Seat Observer:			Total People NOT Belted	
Back Seat Observer:			Total People Unknown	
Date of Check:	Time Started:	Time Ended:		

For each vehicle observed, circle the driver belt use (yes [belted]/no [not belted]/unknown). If there are front or rear passengers, circle belt use, otherwise leave the seat unmarked.

Y = Yes (Belted) N = No (Not Belted) ? = Unknown

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

Y = Yes (Belted)

N = No (Not Belted)

? = Unknown

	Driver			Front Passenger			Rear Passenger			Rear Passenger			Rear Passenger		
26	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
27	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
28	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
29	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
30	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
31	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
32	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
33	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
34	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
35	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
36	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
37	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
38	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
39	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
40	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
41	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
42	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
43	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
44	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
45	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
46	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
47	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
48	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
49	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
50	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
51	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
52	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
53	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
54	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
55	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
56	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
57	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
58	Y	N	?	Y	N	?	Y	N	?	Y	N	?	Y	N	?
TOTAL															

MONDAY: SEAT BELT SURVEY SUMMARY FORM

INSTRUCTIONS: Record the total numbers from the Data Collection Form on page 28 to calculate the final sums.

Total People Belted =	Total People Not Belted =	Total People Unknown =
Total Cars Observed =	Total People Observed =	*Total Students in School =

Put your thinking cap on! Calculate percentages with some of the totals above.

_____ ÷ _____ x100 = _____ % Belted
(Belted) (Belted + Not Belted)
_____ ÷ _____ x100 = _____ % Not Belted
(Not Belted) (Belted + Not Belted)
_____ ÷ _____ x100 = _____ % Unknown
(Unknown) (Belted + Not Belted + Unknown)

*Reach out to your school administrators to get this number.

FRIDAY: SEAT BELT SURVEY SUMMARY FORM

INSTRUCTIONS: Record the total numbers from the Data Collection Form on page 30 to calculate the final sums.

Total People Belted =	Total People Not Belted =	Total People Unknown =
Total Cars Observed =	Total People Observed =	*Total Students in School =

Put your thinking cap on! Calculate percentages with some of the totals above.

_____ ÷ _____ x100 = _____ % Belted
(Belted) (Belted + Not Belted)
_____ ÷ _____ x100 = _____ % Not Belted
(Not Belted) (Belted + Not Belted)
_____ ÷ _____ x100 = _____ % Unknown
(Unknown) (Belted + Not Belted + Unknown)

*Reach out to your school administrators to get this number.

ROCK THE BELT WRAP-UP SURVEY: SADD STUDENT LEADERS

Please note: This survey is included for reference only. Please complete the survey via the link in the SADD portal.

This survey is about how your chapter used the Rock the Belt program. Your responses will not affect whether your chapter receives credit for participating in the Rock the Belt program. The information you share will be used to improve Rock the Belt for other students.

SADD Chapter Name:
Advisor Name:
Advisor Email:
Chapter President Name:
Name of Person Completing the Survey:

1. Please rate your level of agreement with the following statements:

	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	No Opinion/ Not Applicable (5)
I learned a lot about seat belt safety from Rock the Belt.					
Rock the Belt provided the information my chapter needed to educate our peers about seat belt safety.					
I had fun planning Rock the Belt activities.					
My chapter would like to plan Rock the Belt activities again next year.					
Rock the Belt increased my chapter's interest in educating our peers about seat belt safety.					

2. Which activities did you do?

3. How many people participated in each activity? For example, if you held an event, include how many people attended. If you put up a poster in a community business, ask the business how many people stop by in a week.

	Activity	Date Activity Took Place	How many people participated or saw your message? You can give an estimate.
Activity 1			
Activity 2			
Activity 3			
Activity 4			
Activity 5			

4. Which activity did your peers seem to enjoy most?

4A. Why?

5. Which activity did your peers seem to enjoy least?

5A. Why?

6. Tell us how you incorporated the following three groups into your activities.

- Community members
- School (students, teachers, and administrators)
- Parents and other caring adults

7. How else could Rock the Belt share seat belt safety messages with students like you? We'd love to hear your creative ideas.

8. Please provide the results of your **Monday seat belt survey, using the totals from the seat belt survey summary form (found on page 32 of your Rock the Belt program guide):**

Total People Belted:	Total Cars Observed:	% Belted:
Total People Not Belted:	Total People Observed:	% Not Belted:
Total People Unknown:	Total Students in School:	% Unknown:

9. Please provide the results of your **Friday seat belt survey, using the totals from the seat belt survey summary form (found on page 32 of your Rock the Belt program guide):**

Total People Belted:	Total Cars Observed:	% Belted:
Total People Not Belted:	Total People Observed:	% Not Belted:
Total People Unknown:	Total Students in School:	% Unknown:

Thank you for completing the student leader survey. Your responses have been submitted to SADD. Don't forget to send a few pictures or videos of your Rock the Belt activities. We will highlight a few on social media. Send to info@sadd.org with the subject "Rock the Belt Activity Report."

CONGRATULATIONS! YOUR EFFORTS ARE SAVING LIVES!

ROCK THE BELT WRAP-UP SURVEY: SADD CHAPTER ADVISORS, SUPERVISING TEACHERS, AND ADMINISTRATORS

Please note: This survey is included for reference only. Please complete the survey via the link in the SADD portal.

Thank you for your efforts to implement the Rock the Belt program with your SADD chapter. SADD is seeking feedback on your experience. Your response is voluntary and will help inform planning efforts for future Rock the Belt activities. You may choose not to respond to any question or to discontinue participation at any time.

SADD Chapter Name:
Advisor Name:
Advisor Email:
Chapter President Name:

- Which activities did you do?
- Did your chapter conduct any activities that were not outlined in the Rock the Belt program guide?
☐ Yes ☐ No

2A. Please describe these activities.

- Please rate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	No Opinion/ Not Applicable (5)
My students learned a lot about seat belt safety from Rock the Belt.					
Rock the Belt provided students with important information to educate their peers about seat belt safety.					
I would like to implement Rock the Belt activities again next year.					
The Rock the Belt program guide provided all of the information my chapter needed to implement seat belt safety activities.					
Rock the Belt increased my chapter's interest in educating their peers about seat belt safety.					

- What were the most significant challenges the chapter experienced in implementing the program?

5. What were the most significant factors that helped you implement Rock the Belt program activities?
6. Did any activities that need to be changed to make them age-appropriate for middle school students?
7. Did you supplement the program guide with other resources on traffic safety? If so, what did you use?
8. What could SADD do to make your activities more successful next year?
9. How could SADD further motivate your chapter to conduct more Rock the Belt activities?

**Thank you for offering input on your Rock the Belt experience.
We know your time is valuable, and we greatly appreciate your insights
that will help shape future Rock the Belt programming.**

SEAT BELT QUICK QUIZ

This survey is about health behavior. It has been developed so you can tell us what you do that may affect your health. The information you give will be used to improve health education for young people like yourself.

DO NOT write your name on this survey. The answers you give will be kept private. No one will know what you write. Answer the questions based on what you really do.

Completing the survey is voluntary. Whether or not you answer the questions will not affect your grade in this class. If you are not comfortable answering a question, just leave it blank.

1. In the past month, have you seen or heard messages about young people wearing seat belts?
☐ Yes ☐ No

2. If yes, where were you when you saw or heard these seat belt messages? (Check all that apply)
☐ Home ☐ Driving on a roadway
☐ School ☐ Using media (such as TV, magazine, or radio)
☐ Social or community area (such as a mall or house of worship) ☐ Online

3. Seat belts are only important for passengers in the front seat of a vehicle.
☐ True ☐ False

4. In a severe accident, you have a better chance of surviving if you are not wearing a seat belt.
☐ True ☐ False

5. Seat belts are necessary only for long-distance driving or for traveling at fast speeds.
☐ True ☐ False

6. Car crashes are the leading cause of death among teens today.
☐ True ☐ False

7. Seat belts reduce serious crash-related injuries and deaths by about 50 percent.
☐ True ☐ False

8. What motivates you to wear your seat belt? (Check all that apply)
☐ I see my parents/guardians buckle up ☐ I am worried about the driver getting a ticket
☐ My parents/guardians buckle up ☐ I am concerned about my safety
☐ Putting on a seat belt is an automatic habit when I get into a vehicle ☐ Other:

9. How often do you wear a seat belt when riding in a car?
☐ Always ☐ Most of the time ☐ Sometimes ☐ Rarely ☐ Never

10. [If any response other than "always"] Why don't you wear a seat belt when riding in a car?

- ☐ Forgot to put on belt
- ☐ Going a short distance
- ☐ Wearing a seat belt isn't cool
- ☐ Didn't think it was important
- ☐ Not enough seat belts in vehicle
- ☐ Other:
- ☐ Belt is uncomfortable
- ☐ Eating or sleeping in vehicle

11. How old are you?

- ☐ 10
- ☐ 11
- ☐ 12
- ☐ 13
- ☐ 14
- ☐ 15
- ☐ 16
- ☐ 17
- ☐ 18

12. What best describes your race?

- ☐ White
- ☐ Black or African American
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other:

13. What is your ethnicity?

- ☐ Hispanic
- ☐ Non-Hispanic

14. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other:

This is the end of the survey.

THANK YOU VERY MUCH FOR YOUR HELP.

ROCK THE BELT



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