



**TRAFFIC SAFETY  
HERO CHALLENGE**

# TRAFFIC SAFETY HERO

It's time to celebrate and engage our *community heroes*!

YPRC has longed partnered with *community champions* (*EMTs, Mayors, Alderman, City or County Boards, Insurance Heroes, Teachers, Local Businessperson* - whoever in your community you chose), promoting healthy youth and safe teen driving. Traffic crashes are the number one killer of teens, and we want to work together to save lives.

This Challenge was developed as a tool for local YPRC peer leadership groups to work with their community hero of choice to raise awareness of this issue and help save lives. For this Challenge, the YPRC will serve as command central for your Challenge. Your Challenge is to implement one or more challenge activity(ies), partnering with your chosen Hero. The peer leadership group is acting as the Hero of Change.

## ***YOUR CHALLENGE IF YOU CHOOSE TO ACCEPT IT***

- Find your traffic safety champion/hero/superheroes
- Implement the traffic safety activity(ies) or event(s) of your choice using YPRC suggestions or your activities to create you challenge plan.
- Complete the Challenge Report Form and submit to YPRC
- Get creative! Create signs, wear capes- you and the hero, etc., for pictures.
- Like and follow all YPRC social media. Social Media locations are listed below under Challenge Documentation.



## ***THE HEROES CHALLENGE***

To participate, support and promote the completion of your traffic safety efforts on the local level.



# CHALLENGE DOCUMENTATION

## SOCIAL MEDIA:

We want to see your Challenge in action, including pictures, videos, news articles, etc. Get creative! Create signs, props for photos, also wear capes- you and the Hero!

All pictures posted to social media should include the hashtag - **#trafficsafetyheroes** and **#YPRC**.

Photos help us track what you are doing and separate us from other state initiatives. Please post on our social media as well as your own.



<https://www.facebook.com/YPRC.IL>

<https://www.facebook.com/ILSADD>



il\_YPRC



@IL\_YPRC

**#trafficsafetyheroes**  
**#YPRC**

## CHALLENGE REPORT FORM

Download this form to report out on your challenge success.



# CHALLENGE FILE CONTENTS

This challenge file contains suggested activities. Your peer leadership group can pick one or more activities from this list, or your group can come up with their activity to complete the Challenge.

## QUICK CLICK BUCKLE UP COMPETITION

Get approval from the administration to hold a Quick-Click Buckle Up Competition during lunch or homeroom. Start promoting the competition to get students excited. Secure a four-door vehicle, a whistle, a stopwatch, and a “Quick-Click Crew” to host the competition. Keep track of times, and make sure to recognize the fastest team on the announcements at the end of the school day, so the buzz about buckling up continues. Quick Click instructions and documents are in the Challenge Resource section on **pages 12 and 13**.

## SAFETY BELT SURVEY

Meet an hour before school to “survey” safety belt usage by students and adults entering the school parking lot(s). Consider passing out candy with a safety belt message to each driver who enters the lot—some examples in the Challenge Resource section on **page 14-15**.

Announce the percentages sometime during the school day, encouraging students and staff to help improve those numbers. NOTE: The provided safety belt survey forms are for traditional pre- and post-observational surveys. Seatbelt Survey instructions and documents are in the Challenge Resource Section on **page 9-11**.

## PSA OR ANNOUNCEMENTS

Use the list of PSAs (**page 16-17**) in your daily announcements. Use them on the radio, newspapers to raise awareness of what you are doing.

## SUPERHERO COMMITMENT

Create a banner and get students to pledge to safe teen driving practices (distracted, texting, etc.). You can focus on one practice or all of them. Consider using this activity along with the Impact Teen Driver presentation for a more significant commitment.



# CHALLENGE PROCEDURES

## HOW TO PROCEED

1. Review the Challenge Report Form – instead of Request your Challenge Report Form.
2. Review activity(ies) from the list below.
3. Contact your Hero and ask them to participate in this Challenge. Possible hero's- EMTs, Mayors, Alderman, City or County Boards, Insurance Heroes, Teachers, Local Businessperson- anyone local dedicated to the safety of youth and the community.
4. Invite your Hero to a peer leadership meeting and decide how to complete your Challenge. You can choose as few or as many activities or events as you want. Fill out your **Challenge Protocol Document**—located in the Challenge Resources on **page 8**.
  - a. Make sure your Hero knows his or her role in the activity/event. **Page 5** gives you some suggestions as to the role the Hero can play.
  - b. This project may require some additional funding. Discuss the plan with your chosen hero and see how they might be able to help.
    - i. For example, maybe they would be willing to buy Smarties candies, etc. Be clear on what you hope to achieve in your Challenge. YPRC hopes that you will continue to involve the Hero (s) in your teen safe driving efforts upon completion of the Challenge.
5. Document your efforts! You will be able to document most of your work on the Challenge Report Form, but it is essential to take lots of pictures to show the work you have done. It is important to take a lot of pictures and submit them to [YPRC@prevention.org](mailto:YPRC@prevention.org). Look for your photos on Instagram and other YPRC social media. Use photos in school publications, local print media, promotional material, and much more. Share the pictures with your Local Hero so that they can use them as well. You can add your hashtag, but always use the YPRC **#trafficsafetyheroes** and **#YPRC**.
6. Submit your Challenge Report Form: YPRC will recognize you in our newsletter throughout the year.



# HERO RESPONSIBILITIES

Traffic Safety Hero will be part of the planning and implementation of this Challenge. Invite the Hero to a planning meeting with the peer leadership group, decide on the activity and implement together, if possible!

Heroes who participate will be provided with a certificate of appreciation (located in Challenge Resources on **page 18**) presented by the peer leadership group, along with a press release for local media. YPRC will highlight challenges and traffic safety heroes in YPRC newsletters and social media. Do not forget to document and include any press coverage.

## POTENTIAL HERO SUPPORT /ENGAGEMENT ACTIVITIES

ACTIVITY	ROLE OF HERO
Quick Click Challenge (instructions provided)	Serve as a timer or be part of a challenge team
Seat belt survey (instructions provided)	Participate or oversee/bring snacks for students
Smartie or Dum Dum awards (wording is provided)	Provide the candy for awards/help pass out
Challenge Impact- What Do You Consider Lethal Presentation	Cover travel expense/be present for the presentation and introduction of Hero.
Evidence Collection	Host Event /Thumbprint participants/ after the Challenge is completed, heroes could hang the banner in their office to display participation.
Photo Opps	Provide props for photos and social media.
Spread the Word!	Provide <a href="#">GDL Made Simple Brochures</a> or GDL Made Simple video to clients/community members
Hero Announcements	Invite the superhero to read announcements at your school



# HERO CONTACT

Take this document to your identified traffic safety hero to explain the Challenge.

The Traffic Safety Hero Challenge is a way to engage partners on the local level and highlight traffic safety heroes who care enough to get involved with local peer leadership groups to reduce teen traffic fatalities.

Bottom line, this is about saving lives in your school and community and allowing your traffic safety hero to be a part of the solution to the number one killer of teens in this country.

YPRC wants to recognize those heroes that take an active role in working with chapters in this Challenge.

If possible, the traffic safety hero can contribute funds to offset some expenses and, more importantly, some of their time working directly with passionate and enthusiastic students.

We hope you can plan an exciting event or activity for your school to raise awareness of this critical issue.

We leave it open for any ideas you have or that your Hero might suggest. Involve them in the conversation as much as possible to develop a working relationship.





# YPRC

YOUTH  
PREVENTION  
RESOURCE CENTER

## CHALLENGE FILE CONTENTS

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# SAFETY BELT SURVEY INSTRUCTIONS

## STEP 1: CONDUCTING YOUR SAFETY BELT OBSERVATIONAL SURVEYS

- Conduct two unannounced safety belt observational surveys. Conduct one at the beginning of your campaign (a pre-observational survey). Complete a second survey (a post-observational survey) at the end of your campaign.

## STEP 2: SELECTING YOUR OBSERVATION TIMES

- Be sure to choose your observation times when the highest number of vehicles enter or exit the school parking lots. Immediately before and after school are the most optimal observation periods. Please be consistent with your time of day for each survey; for example, if you conducted your first survey in the morning, complete your second survey in the morning.
- Each observation period must be held for a minimum of 30 minutes or until the parking lot has mostly cleared (or filled).

## STEP 3: SELECT YOUR OBSERVATION TEAMS

- Two people are needed for the observation team: one observer and one recorder.
- Students, teachers, parents, or other community members may serve on the observation teams.
- The observer will observe and then verbally give the information to the recorder.
- The recorder will use the Data Collection Forms (forms provided) on a clipboard to fill out the data according to the ongoing verbal statements of the observer.

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



## STEP 4: SELECT YOUR OBSERVATION POINT

The safety of the observation team is the priority. When selecting specific locations to stand for observations, NEVER place yourself in a dangerous spot for the sake of the data. Be sure to stand in an area that the drivers entering and exiting the parking lot can CLEARLY see you. Have a conversation with your advisor to determine the best places to conduct the survey. Here are some suggestions:

- Choose a safe spot that is CLEARLY visible to drivers.
- Avoid driveways.
- Stand in the parking lot, on a curb, on a sidewalk, or the shoulder of the road.
- Observe cars going in one direction only (entering OR exiting the parking lot).

## STEP 5: GET APPROVAL TO CONDUCT AND PREPARE FOR INTERACTIONS.

Coordinate all safety belt observations with the appropriate school authorities. Be sure to let school officials know precisely when and 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 (license plate numbers, etc.), 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. Be sure to let school officials know precisely when and where your surveys will take place *and have an adult with you while the surveys are being conducted.*

## STEP 6: COLLECT YOUR DATA

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

- Observation teams 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, please do not record as being used).

## STEP 7: COMPLETING THE FINAL SURVEY FORM

The last stage of the safety belt observation is entering the information you recorded on the Data Collection Forms onto the Final Collection Form.





# QUICK-CLICK CHALLENGE COMPETITION RULES

To participate in the Quick-Click Challenge, there must be a team of four students and/or adults. When the 1st whistle blows, the team of four is at the starting line, and the following rules apply:

- 1.** The team must have **FOUR** members.
- 2.** Teams may check safety belts before their run to determine belt type and no kinks, jams, or twists.
- 3.** Teams start behind the starting line (5-10 ft. in front of the car).
- 4.** For safety, all doors must always remain **OPEN**. Participants are to make a concerted effort not to touch the doors. You may choose to set a penalty for touching the doors.
- 5.** Upon the first whistle being blown, the four members run to and enter the vehicle and buckle up in one of the four-seat positions.
- 6.** As each safety belt is buckled, team members are to raise **BOTH** hands into the air.
- 7.** When all four safety belts are buckled, and all eight hands are in plain view, as determined by the Quick-Click crew, the whistle will be blown to signal for team members to unbuckle and rotate **CLOCKWISE** to the next seat.
- 8.** Members **MUST** exit the vehicle after each position. Sliding across seats or 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 safety belts in the fourth rotation and raise their hands. The winning team, along with the 2nd and 3rd place teams, will be announced at the end of the day. Determine prizes for the winning team, which could be donated by a local business or the Hero. Quick-Click crew times are final.



# QUICK CLICK CHALLENGE TRACKING

	Team Name	Time	Penalty	Total	Place
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					



# SMARTIE TEMPLATE

Print off the following template, cut the messages, and attach them to the Smartie to hand out to students using their safety belts during the survey!

<b>Be a Smartie! Buckle up in every vehicle, every seat, every time!</b>	<b>Be a Smartie! Buckle up in every vehicle, every seat, every time!</b>
<b>Be a Smartie! Buckle up in every vehicle, every seat, every time!</b>	<b>Be a Smartie! Buckle up in every vehicle, every seat, every time!</b>
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<b>Be a Smartie! Buckle up in every vehicle, every seat, every time!</b>	<b>Be a Smartie! Buckle up in every vehicle, every seat, every time!</b>



# DUM DUM TEMPLATE

Print off the following template, cut the messages, and attach to Dum Dums to hand out to students NOT using their safety belts during the survey!

<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>	<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>
<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>	<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>
<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>	<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>
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<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>	<p><b>Don't be a dum-dum. Buckle up in every vehicle, in every seat, every time!</b></p>



# PRESS RELEASE

IMMEDIATE RELEASE

CONTACT:

[date]

[ADVISOR NAME & INFORMATION]

**[SCHOOL NAME AND PEER LEADER GROUP] PARTICIPATES IN TRAFFIC SAFETY HERO CONTEST TO RAISE AWARENESS OF TEEN SAFE DRIVING ISSUES**

*[SCHOOL NAME AND PEER LEADER GROUP] Joins Forces with Local Traffic Safety Hero in hosting activities to shine a spotlight on the #1 Killer of Teens in the Country*

The Youth Prevention Resource Center (YPRC) and **[SCHOOL NAME AND PEER LEADER GROUP]** partner with a local traffic safety hero to educate young people about the importance of wearing a safety belt.

Dozens of traffic safety peer leadership groups across the state are participating in the Traffic Safety Hero Challenge. As part of a local event, **[SCHOOL NAME]** and **[NAME OF LOCAL TRAFFIC SAFETY HERO]** are **[DESCRIBE ACTIVITIES]**.

The YPRC's Traffic Safety Hero Challenge, done in partnership with a community partner **[NAME OF LOCAL TRAFFIC SAFETY HERO]**, shares YPRC's concern of keeping young and novice drivers safe. We hope to help bring awareness about teen traffic safety issues with these activities. Car crashes remain the leading cause of death among 15-20-year-old, and the National Highway Traffic Safety Administration (NHTSA) identifies safety belt use as the most effective strategy in preventing those deaths and minimizing injuries. In the most recent data, less than 1/2 of young Illinois drivers killed in crashes were restrained. Half of those who were not wearing seatbelts would have survived if only they had buckled up. Though Illinois' seat belt usage rates continue to climb, there is still a need for ongoing education about the value of wearing proper safety restraints. Distractions behind the wheel and elsewhere in the car are almost always preventable. The YPRC and **[HIGH SCHOOL NAME]** along with **[HERO NAME]** encourage youth and adults to buckle up – in every vehicle, in every seat, every time, and to stay focused.



# PUBLIC SERVICE ANNOUNCEMENT EXAMPLES

[SCHOOL NAME] and [HERO NAME] would like to remind you to buckle up, in every vehicle, in every seat, every time.

Vehicle crashes are the #1 killer of teens. No text, phone call, email, or picture is worth the risk [SCHOOL NAME] peer leadership group and [HERO NAME] remind you to keep two hands on the wheel and two eyes on the road.

Motor vehicle crashes are the second leading cause of death for U.S. teens. Teen motor vehicle crashes are preventable, and proven strategies can improve young drivers' safety on the road. In 2018, almost 2,500 teens in the United States aged 13–19 were killed, and about 285,000 were treated in emergency departments for injuries suffered in motor vehicle crashes. That means that nearly seven teens aged 13–19 died every day due to motor vehicle crashes, and hundreds more were injured. Also, fatal, and nonfatal motor vehicle crash injuries among teens 13–19 years of age resulted in about \$11.8 billion in medical and work loss costs for crashes that occurred in 2018. (CDC, 2020)

## SAMPLE MARQUEE SUGGESTIONS

Get the community involved! Share the following marquis suggestions with local businesses for them to use on their marquee signs!

- Put your phone in park!
- Click it or ticket – Front & Back Seat Too!
- You never know, buckle up.
- Texts cause wrecks.
- Put an end to distracted driving
- It can happen to you: do not text and drive, arrive alive!
- Be alert. Accidents hurt!
- Better to arrive late than never!
- Alert today – Alive tomorrow.



Is recognized as a

# TRAFFIC SAFETY HERO

GIVEN THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20 \_\_\_\_\_

**BE A  
HERO!**



Presented By: \_\_\_\_\_

