BATTLE of the BELT

Tennessee Resource Kit
2012
# Battle of the Belt

## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Summary</strong></td>
<td></td>
</tr>
<tr>
<td>Objective</td>
<td></td>
</tr>
<tr>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>School Leaders and Student Participation</td>
<td></td>
</tr>
<tr>
<td>Timeline</td>
<td></td>
</tr>
<tr>
<td>Report Deadlines</td>
<td></td>
</tr>
<tr>
<td>Awards</td>
<td></td>
</tr>
<tr>
<td>Contact Information</td>
<td></td>
</tr>
<tr>
<td><strong>Safety Belt Checks/Education Campaign</strong></td>
<td></td>
</tr>
<tr>
<td>Participation Requirement Steps</td>
<td></td>
</tr>
<tr>
<td>Safety Belt Check Instructions</td>
<td></td>
</tr>
<tr>
<td>How to tell if the safety belts is worn correctly</td>
<td></td>
</tr>
<tr>
<td>Safety Belt Check Reporting Form</td>
<td></td>
</tr>
<tr>
<td><strong>Video and PSA Contest Guidelines</strong></td>
<td></td>
</tr>
<tr>
<td>Summary</td>
<td></td>
</tr>
<tr>
<td>Disclaimer</td>
<td></td>
</tr>
<tr>
<td>Timeline</td>
<td></td>
</tr>
<tr>
<td>Judging</td>
<td></td>
</tr>
<tr>
<td><strong>Resources</strong></td>
<td></td>
</tr>
<tr>
<td>American Auto Association (AAA)</td>
<td></td>
</tr>
<tr>
<td>Centers of Disease Control (CDC)</td>
<td></td>
</tr>
<tr>
<td>East Tennessee Children’s Hospital (ETCH)</td>
<td></td>
</tr>
<tr>
<td>Erlanger Children’s Hospital</td>
<td></td>
</tr>
<tr>
<td>Governor’s Highway Safety Office</td>
<td></td>
</tr>
<tr>
<td>Johnson City Medical Center</td>
<td></td>
</tr>
<tr>
<td>Kingsport Medical Center</td>
<td></td>
</tr>
<tr>
<td>Medical Center in Memphis</td>
<td></td>
</tr>
<tr>
<td>National Safety Council</td>
<td></td>
</tr>
<tr>
<td>Putnam County EMS</td>
<td></td>
</tr>
<tr>
<td>University of Knoxville Medical Center</td>
<td></td>
</tr>
<tr>
<td>Vanderbilt Medical Center</td>
<td></td>
</tr>
<tr>
<td><strong>State &amp; Regional Team Leaders</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Battle of the Belt Participant Checklist</strong></td>
<td></td>
</tr>
</tbody>
</table>
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 Tennessee high school students by increasing their safety belt use.

Introduction

Battle of the Belt is a statewide safety belt competition for Tennessee high schools. The program was originally brought to southwest Missouri by the Missouri Emergency Nurses Association and St. John’s Hospital. The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, took the competition statewide. It was such a huge success that other states started to implement the program. It was determined that the program is evidence-based and is effective in increasing safety belt usage.

We are proud to announce that collaborative partners in Tennessee want to roll out the Battle of the Belt program in high schools throughout the state. Serving as the lead for this promising initiative are Tennessee Trauma Centers and their collaborative partners that include AAA East Tennessee, the Tennessee Department of Education, and the Health Occupational Student’s of America (HOSA) organization.

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) and poster promoting safety belt use among young drivers (optional).

NOTE: The 30-second video public service announcement and poster contest are optional components of the Battle of the Belt program. Schools may compete in all competitions, however, the three are judged separately.

In order for a school to participate in Battle of the Belt, a Participation Agreement Form must be completed online at http://battleofthebelttn.org/ by May 15, 2012.
One administrator, faculty, staff member or parent in each school should serve as the main contact for correspondence and information. We recommend that this individual be associated with the HOSA organization. This person will also oversee the safety belt checks. The HOSA 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 increases in seatbelt use. Students in this group will decide what education might work best for their peers, based on the resource list provided or use their own ideas and/or develop the public service announcement and/or poster.

**Common Theme Associated with the Battle of the Belt Program**

One common theme of the BOTB program is to provide information and create awareness for Tennessee’s Graduated Drivers License (GDL) policy. Tennessee’s Graduated Driver License (GDL) Program is a multi-tiered program designed to ease young novice drivers into full driving privileges as they become more mature and develop their driving skills. By requiring more supervised practice, the State of Tennessee hopes to save lives and prevent tragic injuries. Tennessee’s GDL Program started on July 1, 2001. It places certain restrictions on teens under the age of 18 who have learner permits and driver licenses. The program requires parent/legal guardian involvement, and emphasizes the importance of a good driving record.

The Graduated Driver License law provides for three phases of licensing for teens under 18 years of age:

- Learner Permit
- Intermediate Restricted
- Intermediate Unrestricted

Appendix ____ of this kit contains documents pertaining to Tennessee’s GDL Program. Examples of the licensure documents and their restrictions are outlined and compared to each other. Resource: [http://tn.gov/safety/driverlicense/gdl.shtml](http://tn.gov/safety/driverlicense/gdl.shtml)

**Timeline**

Battle of the Belt 2012 will run from __________ to __________2013. Schools participating in the safety belt educational campaign need to allow six consecutive weeks between __________ and __________. This allows one week for the first safety belt check, four weeks for education and the remainder of the time for the 3 additional car seat checks. Each participating high school is encouraged to reach the highest seat belt usage rate in Tennessee.
Safety Belt Competition

Statewide awards:

Schools meeting seat belt usage rates of 91% and higher from the combined seat belt checks 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
- Tennessee Battle of the Belt State Champion Cup: The winning school with the highest overall safety belt use rate will receive the honor and title of Battle of the Belt State Champion and keep the winners cup trophy for one year until the next state champion is selected.

Seatbelt Usage Incentives for 2012-2013

Incentives will vary from year to year. The information below outlines the planned incentives for the 2012 – 2013 academic year.

Wearing your seatbelt has positive efforts especially when students who are caught wearing their seatbelt correctly can get tickets for their chance to win prizes and incentives. Here are some of the prizes that schools will be giving out for each of the 4 seatbelt checks.

- Keychain lanyard with an exterior 512 MB storage device
- Battle of the Belt T-shirts
- Post it Note Holders containing 8 flag notepads, 1 pad size 3x2 and one pad size 1 ½ x 2
- “Buckle up in your Truck trailer” hitch cover

Public Service Announcement (PSA) and POSTER Competition

- Professional production of the video for possible use in local and statewide media
- Winning POSTER will be used statewide for 2013 – 2014

Do we have any state wide agency that wants to donate prize money to the school to provide safety efforts? See the note below?

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

For additional information or questions about the Battle of the Belt Competition, please contact Rose Boyd at the Tennessee Department of Health at Rose.Boyd@tn.gov, or visit the Tennessee Battle of the Belt website link http://battleofthebelttn.org/
Battle of the Belt

Safety Belt Checks/Educational Campaign

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 4 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 school year before the educational efforts have started.
   - The three other checks should take place after all the educational efforts are finished.

NOTE: All Safety Belt Check Reporting Forms are required to be sent by mail, fax, email, or via the Tennessee Battle of the Belt website no later than April 1.

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. Educational 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 http://battleofthebelttn.org/. Outlines must be submitted along with the results of the safety belt checks 1 and 2 by December 15.
Battle of the Belt

Safety Belt Check Instructions

1. A school administrator, faculty, staff member, parent or volunteer 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 findings 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 at http://battleofthebelttn.org/.

4. Check “No” if students do not have their safety belt on, are in the process of putting their safety belt on or all incorrectly wearing their safety belt. Note: Record ONLY the safety belt behavior of the students, not faculty, staff, 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 the process 3 more times after your educational 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

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 Participant 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.

Poster Contest Guidelines
Summary
The poster content portion of the Battle of the Belt is a contest challenging students to use their creativity in the development of a poster that convinces their peers to buckle up each and every time they drive or ride in a vehicle.

The poster should be no larger than 8 x 10 inches. Students or student groups may enter as many posters as they like, but a separate School Participant 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 any of the collaborative partner agencies/organizations related to the contest for 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 a acceptance or use of a prize or parts thereof. All submissions, and any and all rights in submissions, become the property of the Tennessee Battle of the Belt Program. No entries will be returned.

Timeline
PSA:
The public service announcement may be created any time between the September – December as part of the Battle of the Belt. Entries will be accepted in the following formats: VHS, DVD and CD.
Battle of the Belt

Please mail your public service announcement by December 15 to:
   Attn:  Sheila Carlton
   Tennessee Dept of Education – HOSA Coordinator
   Address
   Nashville, TN.  Zipcode

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

Timeline

Poster
The poster may be created any time between the September – December as part of the Battle of the Belt. Entries will be accepted in the following formats: Electronic or poster submission

Please mail your poster submission by December 15 to:
   Attn:  Sheila Carlton
   Tennessee Dept of Education – HOSA Coordinator
   Address
   Nashville, TN.  Zipcode

NOTE: If submitting multiple posters, please fill out ONE Poster Entry Form for Each poster.  Do NOT put more than one poster on a Poster Entry Form.

Judging

PSAs and Posters will be judged 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 a safety message from the provided resource listing
   • Show original and creative ideas.
   • Be neat, clean, and professional in presentation regardless of format in which the video is presented (PSA only)
Battle of the Belt

Resources

The following is a list of possible resources for your education campaign, video public service announcements and poster. The school group will need to contact program speakers for their campaign directly. If any difficulties arise contacting a speaker or resource, please contact Rose Boyd with the Tennessee Department of Health at Rose.Boyd@tn.gov.

For additional resource, program ideas and technical support, contact your state or regional team leaders or visit the http://battleofthebelttn.org/ website.

Centers for Disease Control- Parents are the Key Program
http://www.cdc.gov/ParentsAreTheKey/materials/custom.html

The CDC site has information related to data on teen crashes as well as program information to assist you in planning your campaign. Since motor vehicle crashes are the #1 cause of death for U.S. and Tennessee teens, the CDC understands how important the role of the parent is to ensure that their teens driving experience is one that is safety focused and adheres to the Tennessee Graduated Drivers License.

Tennessee Highway Patrol
http://www.tn.gov/safety/thp.shtml

The Tennessee Highway Patrol has contacts in all regions of Tennessee. If you are looking for a vehicle that simulates a rollover and what happens when you are not belted, goggles that demonstrate driving under the influence, or want someone to give a presentation at the school on the topic of teen drivers and safety, the Tennessee Highway Patrol has got you covered. The website has contact information for all district offices.

Tennessee Department of Safety and Homeland Security
http://www.tn.gov/safety/driverlicense/gdlfaq.shtml#q8

Great! Everything you wanted to know about the Graduated Drivers License (GDL) but were afraid to ask. This site features 12 of the most frequently asked questions related to the GDL. It even shows you what the intermediate restricted license will look like. Remember the GDL was developed to gradually build your driving skills and stay safe at the same time.
Battle of the Belt

Tennessee Department of Transportation  
http://www.tdot.state.tn.us/

Merge Left Campaign  
http://www.tdot.state.tn.us/documents/MergeLeftBroc.pdf

Get traffic and construction updates and holiday travel advisories. One focus of this state agency is to make sure that you merge left and merge early to improve flow and safety on Tennessee highways.

National Teen Driver Program Websites

Information and resources are available for download at these national websites that focus on teen driver safety. These materials can also help you plan your school educational campaign. There are parent and teen driver contracts as well as posters, PSAs and even crossword activities to help you provide education about the Graduated Drivers License Program in Tennessee. Who knows, maybe your school will be the next Battle of the Belt State Champion.

http://teendriving.aaa.com/TN/

http://www.underyourinfluence.org/Toolkit.html
Battle of the Belt

http://teendriving.statefarm.com/

http://www.allstatefoundation.org/teen-driving


http://www.nsc.org/safety_road/TeenDriving/Pages/teen_driving.aspx
Battle of the Belt

http://www.teendriversource.org/tools/teen

Battle of the Belt

State Team Leaders

Tennessee Department of Health
Injury and Violence Prevention Program
425 5th Avenue North, Cordell Hull Building – 4th Floor
Nashville, TN. 37243
615 532-7778
Temporary Contact: Rose Boyd; Rose.Boyd@tn.gov

Sheila Carlton
Tennessee Department of Education – HOSA Coordinator
Address
Nashville, TN. 37243
615
Sheila.Carlton@tn.gov

Regional Team Leaders

Eastern Tennessee

East Tennessee Children’s Hospital
Counties:

Contact: Susan Cook
Address
Phone
Email
Web Address

Erlanger Children’s Hospital
Counties:

Contact: Cindy Camp
Address
Phone
Email
Web Address
<table>
<thead>
<tr>
<th>Medical Center</th>
<th>Counties</th>
<th>Contact</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Web Address</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Holston Valley Medical Center</strong></td>
<td></td>
<td>Melissa Hamilton</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Johnson City Medical Center</strong></td>
<td></td>
<td>Jennifer Bonsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>University of Tennessee Knoxville Medical Center</strong></td>
<td></td>
<td>Jennifer or Deborah</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Middle Tennessee</strong></td>
<td>Putnam County EMS</td>
<td>Brandon Smith</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vanderbilt Medical Center</strong></td>
<td></td>
<td>Purnima Unni</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Battle of the Belt

Western Tennessee
Met in Memphis
Counties:
Contact: Denise Headin
Address
Phone
Email
Web Address