



2014 Buckle Up Campaign *"phone down buckle up"*



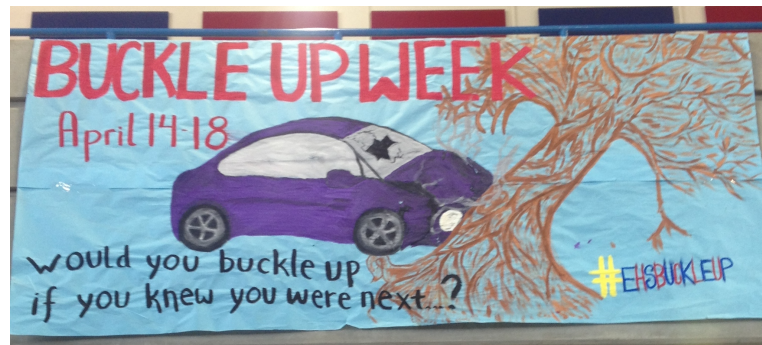
This year's Buckle Up campaign concluded with 90.6% of ASD teen drivers and their teen passengers buckled up! That's above the Alaska statewide average of 88% ~ great job!

Campaign Highlights

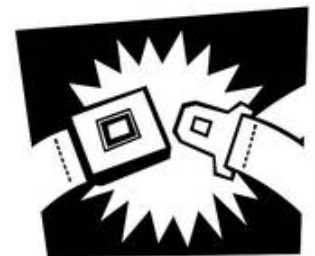
- Highest Seat Belt Use ~ **Chugiak High School 95%**
- Most Improved Seat Belt Use ~ **West High ~ up 8%** and photo feature in the newspaper!
- Best jingle/video ~ **Tie: East High & Bartlett High School**
- Link to Videos: <http://alaskainjurypreventioncenter.org/teen-created-media/>
Be sure to watch the videos~ they're great!
- Nashville, Tennessee, Lifesavers Conference;

Mai Chang Vue, Chugiak FCCLA & Taylor Edmondson, South Student Govt, presented at a national conference on the Buckle Up campaign.

Seat belt use is the number one preventative measure to protect occupants from injury and death in event of a crash.



School & Organization	Pre Campaign	Post Campaign
Bartlett JROTC	84%	90%
Chugiak FCCLA	97%	95%
Dimond Student Govt.	91%	91%
East Student Govt.	85%	89%
Eagle River Stu. Govt	89%	88%
Service Football	90%	90%
South Student Govt.	89%	91%
West Ignition	84%	91%



THANK YOU ~ Be Safe!

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