

BUCKLE UP CAMPAIGN 2012 SUMMARY

Alaska Injury Prevention Center is proud to announce that all ASD High Schools participated in the 2012 Buckle Up Campaign that resulted in an overall 5.8% increase in Anchorage teen seat belt use, from 85.1% to 90% use after the campaign.

With motor vehicle crashes being the number one cause of death for youth 16-20 years old – teen death rate in motor vehicle crashes is **twice** the rate of adult drivers. Low seat belt use is one of the reasons that teen fatalities rates remain high.

THE GOAL OF THIS CAMPAIGN IS TO EMPOWER AND ENGAGE YOUTH TO LEAD PROJECTS ADDRESSING YOUTH TRAFFIC SAFETY DURING THE TIMES OF INCREASED RISK; INCLUDING PROM, GRADUATION, AND SUMMER DRIVING.

The main focus of the campaign is to increase seat belt use amongst teen drivers and their passengers but emphasis this year was also on distracted driving. Cell phones, texting, other teen passengers are examples of major distractions to drivers which contribute to a high percentage of crashes. Texting while driving is exponentially dangerous as it takes your eyes off the road, your hand off the wheel, and your mind off driving.

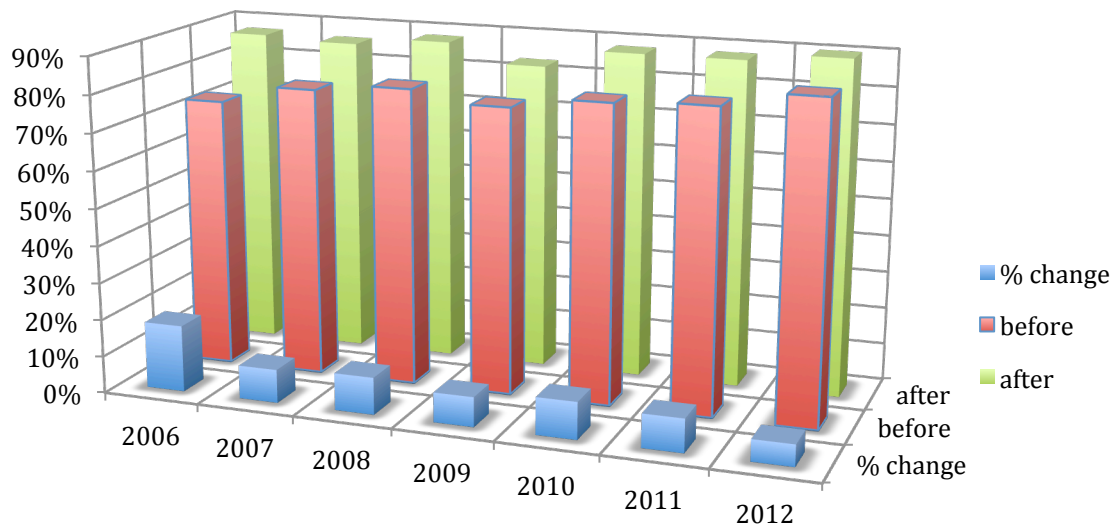
All ASD high schools conducted excellent peer-to-peer safety messaging and succeeded in increasing seat belt use. A minimum of two parking lot incentives and two additional activities were implemented at each school. In addition, many schools conducted pledges for safe driving, roll over simulator demonstrations, school announcements, assembly skits, safe driving rap music and videos, banners and signs, and locker flyers.

2012	PRE	POST	% Change	Bonus Winners *
Bartlett	89.8%	91.2%	1.6%	*Highest % of Use
Chugiak	92.9%	92.8%	-0.1%	
Dimond	79.1%	86.9%	9.9%	
Eagle River	92.0%	97.2%	5.7%	
East	82.9%	90.3%	8.9%	
Service	84.3%	87.7%	4.0%	
South	86.4%	88.2%	2.1%	
West	82.7%	91.3%	10.4%	*Highest % of increase
All Schools	85.1%	90.0%	5.8%	*(2nd year in a row)

(over)



7 Years of ASD High School Student Seat Belt Use Observations



Congratulations to all schools for conducting successful seat belt campaigns. A very special "Thank You!" to all students and advisors who put in extra time and energy into implementing the programs guidelines and embellishing the campaign with their own creativity!!

Have a great summer, drive safe, and buckle up!!!

Beth Schuerman

Alaska Injury Prevention Center

Project Director

Beth.schuerman@alaska-ipc.org

907-929-3939