

AVOIDING TWEEN TRAGEDIES



Demonstration Project to
Increase Seat Belt Use
Among 8- to 15-Year-Old
Motor Vehicle Occupants



U.S. Department of Transportation
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Administration**

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<p>The purpose of this project was to increase seat belt use among 8- to 15-year-old motor vehicle occupants ("twens") by using a comprehensive approach involving police-driven educational programs, earned and paid media, and enforcement of Pennsylvania's occupant protection law.</p> <p>Fifteen school districts, comprised of 15 high schools, 15 junior high schools, and 31 elementary schools, participated along with law enforcement officers from 13 municipal police departments and two Pennsylvania State Police barracks. Intervention components included three age-appropriate educational programs, innovative enforcement strategies, community outreach, and earned/paid media exposure involving radio, television, and newspapers.</p> <p>Seat belt use significantly improved from the pre- to post-intervention periods in the elementary, junior high, and high schools by 13, 17, and 20 percentage points, respectively. Back seat positioning for elementary school children (12 and under) improved by 23 percentage points. In the post-intervention period, 90 percent of tweens wore seat belts when their drivers were also belted.</p> <p>Information from knowledge-attitude-behavior surveys indicated positive increases for all school levels in terms of reporting a higher level of steady seat belt use for tweens and their parents/drivers. In addition, elementary school tweens reported a higher level of consistent backseat use. Tweens also reported their knowledge and understanding of seat belt safety and laws in numbers higher than before the study. Recommendations are provided for further outreach to tweens, research needs, enforcement and education.</p>					
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EXECUTIVE SUMMARY

While much attention has been given to the passenger safety of younger children and older teens, the 8- to 15-year-old age group (“tweens”) is often left out of specific consideration in terms of highway safety. This project was conducted for the National Highway Traffic Safety Administration to implement and evaluate the effectiveness of intervention programs aimed at improving restraint use by tweens.

The goal for Pennsylvania’s project, Avoiding Tween Tragedy (ATT), was to increase tween restraint use. This was done using a multifaceted intervention approach, using police-driven educational programs, earned and paid media, and enforcement of Pennsylvania’s occupant protection laws.

RESEARCH METHODOLOGY AND DATA COLLECTION

Berks County, Pennsylvania, was chosen as the site for ATT. Located in the southeastern region of the State, Berks County contains both rural and urban areas, with Reading as the largest city. During the ATT project, Pennsylvania had a secondary seat belt law and children 8 to 18 are required to be secured in seat belts when riding in any seat in a vehicle. Pennsylvania’s child restraint laws are primary and provide provisions for children from birth to age 8. (Note: Pennsylvania's child restraint law was subsequently strengthened in 2011.)

The project consisted of an intervention component managed by the contractor, North Central Highway Safety Network (NCHSN), and separate evaluation and media components conducted by subcontractors TransAnalytics LLC and M Street Associates, respectively. The educational interventions consisted of programs at elementary, middle, and high schools, and with parent-teacher groups. The enforcement interventions were comprised of active and passive enforcement strategies, as well as officer participation in educational programs, community activities, and media events. The media component consisted of earned and paid media involving radio, newspapers, and television exposure. The evaluation component consisted of pre- and post-intervention seat belt use observations conducted by law enforcement and community volunteers; and knowledge-attitude-behavior (KAB) postcard surveys distributed by law enforcement officers and school officials in the pre- and post-intervention periods.

Education partners included 15 school districts, comprised of 15 high schools, 15 middle schools, and 31 elementary schools. Law enforcement partners included 13 municipal police departments and Pennsylvania State Police from Troop L. Community partners included Berks County AAA, Berks County Chiefs of Police Association, Berks County Western Ambulance Association, Berks County Safe Kids Association, Comcast, Daniel Torrez Hispanic Center, Kutztown University Greek Life Association, Pennsylvania Department of Health, Pennsylvania Department of Transportation District 5-0 Engineering, Reading *Times* and Reading *Eagle*, WFMZ-TV (Berks Edition), the Reading Phillies baseball team, and the Reading Express football team.

RESULTS

ATT reached over 14,000 students and parents as a result of 421 educational interventions, which included 97 elementary school presentations of “The Back Is Where It’s At,” 98 middle school presentations of “Survival 101,” 61 high school presentations of “Survival 101,” 136 high school presentations of “16 Minutes of Your Life” and 29 presentations to parent groups.

Nearly 800 enforcement interventions resulted in over 318,000 vehicle contacts. The vast majority of these contacts (approximately 308,000) were reached through interventions that normally do not result in any arrest data. Law enforcement activity resulted in 3,615 vehicle stops, producing 2,095 arrests/citations for violations of the Pennsylvania Motor Vehicle Code or Pennsylvania Crimes Code. Included in this total are 133 occupant protection violations and 17 child passenger violations.

There were 25 earned media events as part of ATT. Coverage resulted in 16 newspaper articles, 6 radio interviews, and 3 television spots. Paid media focused primarily on radio.

With help from participating Berks County partners, tween handouts or material were distributed at over 65 community events. The events included car seat checks, health fairs, minor league baseball and hockey games, and National Night Out activities sponsored by participating police departments. Some local businesses displayed an occupant protection message on outdoor message boards or helped to disseminate information.

Seat belt use significantly improved from the pre- to post-intervention periods in the elementary, middle, and high schools by 13, 17, and 20 percentage points, respectively. Back seat positioning for elementary school children rose by 23 percentage points. In the post-intervention period, 90 percent of tweens wore seat belts when their drivers were also belted.

For the KAB surveys, self-reporting of seat belt use improved across all school levels, but was most significant for high school students, for whom the “always” response improved 18 percentage points. Self-reports of hearing or seeing media messages increased significantly across all school levels. Ninety percent of tweens reported hearing about the effort on the radio. There was also a significant increase in tweens’ knowledge of educational interventions and understanding of highway safety. In the post-intervention survey, 81 percent of tweens knew that seat belts were required by law.

RECOMMENDATIONS

Future programs and research for the tween population should focus on enforcement, education, and legislation. For enforcement, high visibility is the key. This can involve roving patrols and checkpoints or increased community involvement through classroom visits, public service announcements or even outdoor advertising. Integration of seat belt enforcement for tween groups with established enforcement campaigns such as *Click It or Ticket* is recommended. Law enforcement officers should educate in schools using specialized seat belt safety curricula for the intended tween groups. For education, publicity using radio and print media is suggested. However, use of other electronic media (e.g., Web sites, forums, and especially social media) should be strongly considered since the target group is very tech-savvy. Legislation efforts should focus on a strong push for primary seat belt laws. There is no doubt that tween seat belt use is influenced by the behavior of others. In most cases, the model is a parent or older sibling. Evaluation of tween programs should be continued and can be effectively conducted through use of observation surveys and in-school questionnaires.

1.0 INTRODUCTION

1.1 PROJECT OVERVIEW AND DESCRIPTION

The goal of this project, Avoiding Tween Tragedy (ATT), was to increase occupant restraint use in the 8- to 15-year-old age group (tweens) in Berks County, Pennsylvania. To accomplish this, a strategy was developed to use targeted community education, social marketing, public information, and law enforcement. Through the use of established intervention models and the introduction of newly developed and tailored activities, the project investigators anticipated that behavior change (increasing seat belt use) could be successfully accomplished.

The North Central Highway Safety Network (NCHSN) was awarded a \$271,138 cooperative agreement by NHTSA to carry out this demonstration project. The project was awarded on September 16, 2005, and concluded on September 15, 2007.

NCHSN selected Berks County as the site to demonstrate the use of tailored education programming, community awareness, earned and paid media, and law enforcement to increase correct seat belt use and vehicle seat positioning at the time of this project. According to the Pennsylvania Department of Transportation, Berks had a population base of 377,697. It contains both rural and urban environments, with Reading as the largest city. Berks County provided an excellent setting to introduce intervention strategies and measure results that could be replicated in other locations.

1.2 PURPOSE

1.2.1 Goals and Objectives

The goal of ATT was to demonstrate that tailored community education, social marketing, public information, and enforcement of occupant restraint laws could increase seat belt use among tweens.

In addition, the objective was to reduce traffic-related injuries and deaths in the 8- to 15-year-old age group

To achieve this goal, the team created the following strategies:

- create enforcement, education, and earned media strategies for tween interventions;
- create effective measurement tools for intervention strategies; and
- create a summary evaluation report.

1.3 BACKGROUND

1.3.1 Problem Identification

Primary seat belt laws and significant resources dedicated to child passenger safety have increased seat belt use and proper positioning of restraint systems for children four and under. Booster seat campaigns also provide parents with information and incentives to make the transition from safety seats to booster seats. However, occupant protection begins its fatal decline in the tween years. In 2005 there were more than 900 passenger vehicle occupant fatalities among children 8 to 15 years old. Of the 836 fatalities where restraint use was known, almost 60 percent of the children were unrestrained (NHTSA, 2006).

The use of occupant restraints among the tween population has not been a focus for many health/highway safety professionals, law enforcement, legislators, educators, and parents. In communities across Pennsylvania, many children in this age group have been needlessly injured or killed. For the years 2000, 2001, and 2003, Pennsylvania recorded 41,939 crashes, 20,872 injuries and 130 fatalities in the 8 - to 15-year-old group.

According to a 2005 NHTSA report, 46 percent of all children 8 to 12 killed in motor vehicle crashes were unrestrained and 58 percent of all children 13 to 15 killed in motor vehicle crashes were unrestrained (NHTSA, 2006).

NHTSA statistics reveal that unrestrained children are much more likely to be injured than those who are restrained. The tween years mark the beginning of a dangerous period for young people. The chance of traffic death increases again when teenagers reach the legal driving age.

1.3.2 Site Description and Community Characteristics

NCHSN carefully examined several potential sites within Pennsylvania and the surrounding border States. Berks County was thought to have the best potential to successfully demonstrate the program's plans, provide a manageable evaluation environment and be cost-efficient. Most importantly, Berks County had communities with active education, community, and enforcement organizations.

Berks County is situated in southeastern Pennsylvania. It is strategically located at the intersection of a dynamic market of economic, trade, and industrial activity in the New York-Washington, D.C., corridor. This market includes Philadelphia, 56 miles to the southeast; Baltimore, 97 miles south; and New York, 125 miles northeast. Roughly diamond shaped, the county covers an area of 864 square miles.

Berks County presented several significant opportunities for this project. It had been under the jurisdiction of NCHSN for 12 years. The county employed one full-time community traffic safety partner (CTSP) and contained several Pennsylvania DOT (PennDOT) seat belt survey sites.

Through its “Buckle Up Pennsylvania” program, NCHSN also had a regional seat belt law enforcement liaison (LEL) in place in Berks County and 24 municipal police departments under contract for seat belt mobilizations. These departments represent 85 percent of Berks County’s population. Both the regional LEL and safety coordinator were members of the Berks County Chiefs of Police Association.

The City of Reading was the site of one of the country’s first nighttime seat belt enforcement demonstration projects. NCHSN coordinated this project through Buckle Up PA, PennDOT, and the Reading Police Department, with support from a host of community organizations. An evaluation of the project and its results is currently in publication.

1.3.3 Pennsylvania’s Seat Belt Law

Pennsylvania’s seat belt law requires drivers and front-seat passengers to be properly buckled up when riding in a passenger car, Class 1 and Class 2 truck, or motorhome. The law requires children 8 and older, but under 18, to be secured in a seat belt system when riding in any seat in the vehicle. A driver who is under 18 may not operate a motor vehicle in which the number of passengers exceeds the number of available seat belts in the vehicle.

1.4 SCOPE

1.4.1 Educational Interventions

ATT’s educational component used three different instructional tools to address the tween population. Each program was developed to directly meet the educational and developmental needs of students in the targeted age group. All educational interventions were presented by trained, uniformed law enforcement officers.

- **Elementary School** - “The Back Is Where It’s At” curriculum focused on seat belt use, proper vehicle seat positioning, and the need for all occupants to buckle up. It was designed to provide the necessary tools and resources for law enforcement officers to educate children about the importance of seat belt use.
- **Middle School** - “Survival 101: A Student’s Guide to Staying Alive” was an enforcement-driven curriculum designed to encourage seat belt use among middle school students. The curriculum provided officers with a step-by-step program guide that encouraged them to draw from personal experiences when relating to tween crashes and fatalities. It was also designed to inform students about the realities of crashes and risks of dangerous driving behaviors.
- **High School** - “16 Minutes of Your Life” was the newest program created by the NCHSN and was introduced to every 15-year-old student in each participating Berks County high school. Each student, during the month of his or her 16th birthday, had an informal discussion with police officers who spoke about the need to buckle up, among other traffic safety topics.

- **PTO, Parent Groups** - Presentations for parent groups focused on a brief synopsis of the tween program, a review of Pennsylvania's occupant protection laws, and proper belt use and vehicle seat positioning for tween occupants.

The educational intervention took place over 14 months (with a break over the summer months and school closure). See the project timeline in Section 3.1.8.

Guides and materials for each of the educational interventions are located in Appendix B.

1.4.2 Enforcement Interventions

Enforcement of occupant restraint laws was a major component of this program. Direct police enforcement activities included:

- establishment of an around-the-clock enforcement protocol, encouraging police to make occupant protection enforcement an integral part of standard traffic safety enforcement;
- use of day/night seat belt enforcement;
- traffic safety checkpoints;
- informational sites;
- saturation patrols (multiple units in specific areas);
- active and passive minicade operations (a minicade is a signage device used to reinforce educational interventions and/or the seat belt message);
- participation in a total of four NHTSA-sponsored mobilizations;
- recording of public service announcements and appearances on radio and television talk shows;
- assistance with community related activities; and
- participation in training sessions for educational interventions.

Aggressive roving and saturation patrols focused on roadways near schools, primarily during arrival and dismissal times. These patrols were also held in areas where tweens were known to congregate, such as youth centers, playgrounds and ball fields. Informational sites were conducted as a method for uniformed police to distribute occupant protection materials and messages to motor vehicle operators in locations like school parking lots, community centers, and mall parking lots. By Pennsylvania guidelines, these operations could not be conducted on roadways.

Traffic safety checkpoints were conducted on roadways identified as having high incidents of violations related to operator licensing, vehicle registration and inspections. The checkpoints often required participation from at least two police agencies because six to eight officers are required to effectively conduct such an exercise

Active and passive minicade operations were conducted by uniformed police at schools and other areas in the community known to attract the tween age group. In these details, marked patrol units (emergency lights activated) and uniformed police officers with

seat belt minicades were situated at or near schools. The minicades differed in that, in an active detail, there was contact with the motor vehicle operator while in a passive detail, there was no contact.

NCHSN had a well established protocol in place to document and reimburse police departments for scheduled enforcement and educational interventions.

Enforcement efforts occurred over an 18-month period. See the project timeline in Section 3.1.8.

1.4.3 Media and Community Interventions

Earned and paid media included a combination of radio, print, and television exposure. Media outlets were invited to participate in planning activities and educational and enforcement interventions. Radio public service announcements were created using police, students, and parents. Informational kits were placed in the schools and handouts delivered to the general public at checkpoints and informational sites. Support was requested from outdoor advertising companies and local businesses.

1.4.4 Law Enforcement Partners

The Buckle Up PA seat belt enforcement campaign had already established a comprehensive approach using existing resources, such as CTSPs, PennDOT safety press officers, alcohol highway safety projects, the Traffic Injury Prevention Project, and municipal and State police initiatives. A primary strategy to increasing tween occupant restraint for this project was to use and expand this coordinated high-visibility enforcement, training, and public information and education system.

ATT used the network of police agencies currently established within the county. There were 19 Berks County police departments under agreement for the scheduled seat belt mobilizations in 2005-2006; 13 were a part of ATT. The network also joined with the two Pennsylvania State Police Highway Safety Coalitions in the county. The Berks County Chiefs of Police Association was an integral part of the enforcement effort and served as a central training and support center. Enforcement operations were scheduled in conjunction with school programming and the earned media campaign.

Participating departments received technical assistance, training, supplies and equipment from Buckle Up PA, CTSPs and PennDOT safety press officers for earned media events. Therefore, budget items were created to compensate each department for only direct officer time. A police project coordinator was identified and became a vital part of the demonstration project. Enforcement began at the project's four-month mark and ended at the 22nd month.

2.0 RESEARCH METHODOLOGY

2.1 PROCESS EVALUATION

2.1.1 Law Enforcement Data

Standard operating procedures were developed to address the following seat belt operations: traffic safety checkpoints (State law in Pennsylvania prohibits the use of seat belt checkpoints), informational site activities, nighttime seat belt enforcement, active and passive minicade details, saturation patrols, and police-driven educational interventions. A well-established protocol was already in place to document and reimburse police departments for scheduled enforcement time.

Enforcement data recorded included the type of enforcement activity, number of hours, number of contacts, officer's pay rate and arrest data for the following categories: occupant protection, child passenger, speeding, other moving violations, felony arrests, drug/or DUI arrests, and warrants served.

Thirteen educational intervention trainings for law enforcement officers were conducted in Berks County. Only officers who attended a training session were able to present the educational interventions. The trainings lasted three to four hours and reviewed all three educational programs: "The Back Is Where It's At," "Survival 101," and "16 Minutes." Forty-seven municipal and State police officers attended the training sessions. Additional enforcement trainings, attended by 26 municipal law enforcement officers, provided instruction for conducting traffic safety checkpoints and using ENRADD - a wireless speed-measuring device provided to police by North Central Highway Safety Network.

2.1.2 Earned and Paid Media

Earned Media: Advisories and press releases were created to help publicize the awarding of the grant, the kickoff event, the educational and enforcement interventions and also to report the results of the project. Generic fill-in-the-blank press releases and advisories were provided to schools and police to use to publicize interventions and invite media representatives to attend events.

Information kits also were created for the schools as a means of generating further awareness of tween safety issues. The kits included public address announcements, informational blurbs, and other items. A two-sided, color handout was produced and disseminated throughout Berks County. There were 30,000 copies of the handout printed.

Paid Media: Paid media efforts initially focused on television and radio in order to most effectively capture the tween demographic. In order to make the biggest splash using the allotted paid media budget, it was decided to use radio public service announcements and to spend the bulk of the budget on television. To create an original spot and have funds left over for ad buys, it was necessary to work with an amateur production team. With that

in mind, participating high schools were polled to ascertain willingness to create a television commercial. Staff and students from Wilson High School agreed to undertake the task. Meetings were first held with the students and staff in December 2006. A reporter and program manager from WFMZ-TV (Channel 69, Berks Edition) attended these meetings and offered technical assistance. The objective was to create a 30-second television spot ready to air during Child Passenger Safety Week.

See Section 3.1.8 for the project timeline and media schedule.

2.2 QUANTITATIVE RESEARCH

An objective of the evaluation was to determine if the interventions resulted in a significant improvement in the seat belt use of the tween populations (8- to 15-year-olds) under study.

Two types of surveys were conducted at both treatment and comparison schools: observational surveys of seat belt use by students and drivers, and a postcard size survey of students' knowledge, attitudes, and behavior regarding seat belts. These surveys were conducted in both pre- and post-intervention periods at the three types of schools under study: elementary (children 8 to 10 years old), middle (children 11 to 13), and high (children 14 and 15).

The project also included an interim survey of seat belt use to track effectiveness of the interventions over time.

2.2.1 Observational Surveys of Seat Belt Use

Observations of seat belt use among tweens and their drivers were collected at all of the treatment schools in Berks County and at a selection of comparison schools in nearby Northumberland County. Appendix A provides a list of the schools in the treatment and comparison groups. Observations were conducted on roadways near the schools and at intersections during the morning arrivals. In most cases, the observation locations were the closest crossing street to the school with a stop sign or other traffic control signal. Safety of the data collector was the primary concern.

An observation form was developed and presented at the project kickoff meeting. The form was subsequently revised to address comments from the NHTSA. A final version of the form was developed and approved by NHTSA. The form contained categories for tween sex, race, and age; tween seating position; tween seat belt use; tween booster seat use (for 8- to 10-year-old children); driver sex and race; driver seat belt use; and number of occupants in the vehicle. Data collection forms are presented in Appendix E.

NCHSN staff recruited volunteers to participate in the data collection effort. Most of these volunteers were college students, community highway safety advocates, and school officials. NCHSN staff gave the volunteers schedules for data collection and trained them onsite at the beginning of each observation period. The project manager and subcontractor (TransAnalytics LLC) pilot-tested the observation forms and data collection procedures. Upon mutual agreement, procedures were standardized.

Data was collected from community volunteers and delivered to NCHSN. Completed forms were copied and mailed to TransAnalytics for analyses. The data was checked for inconsistencies and labeled with unique identifiers, keyed into an Access database, and checked for data entry errors. Descriptive statistics were calculated and presented in summary tables, and chi-square analyses were performed to determine whether changes in seat belt use for students and drivers were significant from pre- to post-intervention periods.

2.2.2 Knowledge-Attitude-Behavior Surveys in the Schools

A postcard-size survey was given to students in the treatment and comparison schools, in the pre-and post-intervention periods to determine reports of seat belt use (tween and parent), vehicle positioning, awareness of traffic safety messages, awareness of messages specific to the ATT campaign, and reasons for buckling up.

Although age, sex, and race were collected, neither the student's name nor a unique identifier was placed on the postcard due to privacy and administrative issues. Pre- and post-intervention postcard surveys are shown in Appendix E. The only difference between the two surveys is in Question 8. In the post-intervention card survey, an additional response category was added presenting the name of the ATT campaign, "Buckle Up, It's the Thing to Do."

The postcard surveys were distributed to administrators in the treatment schools and to a random selection of comparison schools. The surveys were handed out by homeroom monitors and teachers in both project phases. The survey cards were collected by the school administrators and sent to NCHSN, where the data from the cards was keyed into an Excel spreadsheet and checked for accuracy. The spreadsheet was sent to TransAnalytics, which imported the data into an Access database for analysis. Descriptive summary tables were produced.

3.0 PROGRAM IMPLEMENTATION

3.1 PARTNERSHIPS

3.1.1 School Districts

To randomly select school districts for intervention, Berks County was divided into four quadrants. In each quadrant, schools were then divided by size (enrollment), and location (rural versus urban). Twelve schools (three from each quadrant) were selected for intervention. This selection process allowed schools from the entire county to be represented—small and large schools, rural and urban schools. Invitations were sent to the superintendents of the 10 school districts representing the selected schools. Through follow-up phone consultations, 9 districts responded positively and expressed an interest in the campaign. The district declining the invitation did not want uniformed police on campuses.

After districts expressed interest, the project coordinator met with representatives from each. Typically, those in attendance at the meetings for each district included the superintendent, assistant superintendent, principals and vice-principals of all high schools, middle/junior high schools and elementary schools and their support staff. At most of the meetings, a representative of the local police agency and/or the Pennsylvania State Police accompanied the project coordinator to assist in gaining support from the school district. An agenda was created to address all topics at these meetings, including a summary of the grant, an explanation of the various interventions to be utilized, the evaluation process, and the community outreach and awareness aspect. The commitment that would be required by the schools also was discussed.

Every district was asked to identify a person at each school building who would serve as a contact and work with NCHSN and law enforcement to help introduce, schedule, and implement the educational interventions. This did not pose a problem for most schools, although identifying the high school contact person was sometimes challenging. The high school contact person would be responsible on a monthly basis for identifying those 15-year-olds who were about to turn 16 and then coordinating with NCHSN and police to schedule the intervention for them each month.

Ultimately, 8 school districts were represented in the ATT project and 41 schools received intervention (24 elementary, 9 middle and 8 high schools).

3.1.2 Law Enforcement

Before school districts were selected, commitment from the law enforcement community was secured. The assurance that local police were participating would improve the receptivity of the school districts. Thirty-one law enforcement agencies were contacted and provided with a brief outline of the project. Since the project coordinator already had a working relationship with these police agencies, this request was made by a visit to the chief or the officer-in-charge.

Once NCHSN had identified the randomly selected school districts for intervention, contact was made with the police agencies having jurisdiction over these school districts. Each department was given a packet of information outlining the goals of the project, their responsibilities within the framework of the effort, an educational and enforcement budget, a contact sheet, officer's rate forms, and reporting documents listing their educational and enforcement activities, and reimbursement forms. Pennsylvania State Police participation was an in-kind effort and they were not reimbursed for any activity.

A commitment from the chief and/or station commander to cooperate and participate was obtained from 13 agencies. Each participating department was asked to give NCHSN a copy of its seat belt policy. For any department not having a policy, NCHSN provided a generic copy to adapt to current rules and regulations.

It was stipulated with each department that only those officers who were trained could present scheduled educational interventions and training sessions. Traffic safety

checkpoint training had also been made available to all police departments through Buckle Up PA.

There were 16 training sessions conducted (13 for educational interventions and 3 for enforcement interventions). Seventy-three municipal and State police officers attended the trainings.

Agencies were asked to conduct law enforcement operations in conjunction with educational interventions, if possible on the same day or during the same week. There were a total of 798 separate enforcement operations conducted.

3.1.3 Community Partners

Efforts at constructing community partnerships were directed towards those who shared a common interest in occupant protection, injury prevention, child passenger safety, etc. Cooperation and assistance was sought from Buckle Up PA, the Berks County Chiefs of Police Association, Pennsylvania Department of Health, Berks County Safe Kids Association, Berks County AAA, Berks County Western Ambulance Association, the Daniel Torrez Hispanic Center of Reading, PennDOT District 5-0 Engineering, and all local media outlets. These partners assisted by helping to distribute material and handouts to the general public, and assisting/appearing with police at educational interventions. Cooperation was also requested from student organizations at participating high schools, and also from Berks County colleges and universities.

3.1.4 Judiciary

A PowerPoint presentation was prepared for magisterial district judges in Berks County. Both the enforcement and the educational interventions from ATT were among the items addressed in the presentation. All 17 Berks County district judges were invited to a luncheon in Reading. This was funded through Buckle Up PA. Twelve magisterial district judges attended the meeting.

The importance for police to write a second citation for an occupant protection violation was stressed. The judges were given the results of the pre-observational surveys and the knowledge-attitude-behavior surveys. Judges were briefed on the enforcement and educational interventions already undertaken. Many judges agreed that education was a critical component of the effort and that the effort was not simply enforcement-driven. Follow-up meetings were planned to share ATT's final results with the judges.

3.1.5 Media Messages/Media Campaign

A combination of earned/paid media using radio, print, and television was implemented.

All local media outlets were invited to kickoffs and educational and enforcement activities throughout the duration of the ATT. The same media outlets were briefed period-

ically regarding the project's progress. A post-project media event took place in September 2007 to signify the end of ATT. Many events were attended by one or more media outlets, resulting in numerous articles and interviews.

Radio PSAs were created and recorded at WRFY in Reading and then distributed to five other radio stations in Berks County. The PSAs were recorded in English and Spanish by a parent, a tween, a police officer, the Berks County coroner, and a member of the Reading Express football team (see Appendix C for copies of the PSAs, media releases, etc.).

For distribution in the school community, public address announcements for elementary and secondary schools were created and given to all participating schools. The announcements were read by school officials, students and/or police. All schools were asked to air these announcements on at least a bi-monthly basis and encouraged to put the messages on their Web sites. Inserts for school newspapers and newsletters were created and provided to schools. A handout was also created and distributed at schools and throughout the community.

School inserts were created for distribution through school district newspapers, newsletters, principal's letters, etc. This information defined tweens, where and how they should be restrained in a motor vehicle, and suggested how to make it easier to get a tween to sit in the back seat of a vehicle. The inserts were given to all schools, and contacts were asked to distribute them through newspapers, newsletters, and Web sites.

When it became apparent that the Wilson School District television commercial – which was the crux of the paid media efforts and a significant earned media event – was not going to be ready prior to May of 2007, paid media efforts were re-evaluated. Using the tween handout created by the management staff and approved by NHTSA, partial-page ads were purchased in the four major newspapers in Berks County. This was done in late April 2007. These newspapers had a combined circulation of 95,000. Additional air time for public service announcements with WRFY Radio, whose primary listening audience is in the 25- to 54-year-old age group, was also purchased. In addition to their in-kind efforts, the public service announcements were aired an additional 60 times per week over a three-week period in April and May of 2007. WRFY's typical listening audience is 100,000 with a potential of 300,000 listeners.

3.1.6 Educational Interventions

Four hundred twenty-one educational interventions were conducted in the participating school districts at the elementary, junior high, and high school level. These resulted in 11,424 student contacts. The breakdown by school level follows:

- **Grades 3, 4, 5:** There were 97 presentations of “The Back Is Where It’s At” with 4,032 students attending the presentations.
- **Grades 6, 7, 8:** There were 98 presentations of “Survival 101: A Student’s Guide to Staying Alive” with 5,867 students attending.

- **15 Year Olds:** There were 136 presentations of “16 Minutes of Your Life” with 1,525 students attending.
- **Parent Groups:** There were 29 presentations to parent groups resulting in 507 contacts.

These were all tween-related educational activities.

In-kind contributions from police or Buckle Up PA also resulted in “Survival 101” being presented to 61 driver education classes, resulting in 2,142 additional student contacts.

3.1.7 Community Efforts

Community efforts were focused on locations where the target group or parents were likely to be found. Commercial establishments such as Burger King, Arby’s, and McDonalds were asked to put a seat belt message on their signs or to distribute material at drive-thru windows. Synergy Stadium (home of the Reading Phillies) displayed a tween message on its marquee and aired PSAs during games, as did Maple Grove Raceway and the Sovereign Center (home of the Reading Royals hockey team).

In some localities, Pizza Hut and Dairy Queen gave police free coupons to give to tweens who were observed properly buckled up. The Reading Express football team provided a well-known player to record a PSA and aired it during games. The Berks County YMCA and YWCA cooperated with police in arranging educational interventions at playgrounds during the summer months. Recreation commissions from Exeter, Spring Township, Caenarvon, and Fleetwood assisted by offering the opportunity for police to visit playgrounds and ball fields to conduct education interventions, minicade details, and informational sites.

Students from the Kutztown University Greek Life Association provided over 50 volunteers to assist the project coordinator in conducting pre- and post-observational surveys. The Reading Airport allowed Bern Township Police to conduct minicade details and informational sites at the airport during Christmas in the Air, an event in which free airplane rides are offered to children 6 to 15. Berks County AAA, Berks County Safe Kids, and the Pennsylvania Department of Health helped by assisting in the pre- and post-observational surveys, and by distributing material to kids and parents during their car seat checks and health fairs. Specific examples of community involvement can be found in Appendix D.

3.1.8. Project Timeline

TIMELINE North Central Highway Safety Network TWEEN Safety Belt Project

		Year One												
		Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	
A c t i v i t i e s	Educational Interventions													
	Back Is Where It's At Survival 101							X	X	X			X	
	16 Minutes					X		X	X	X			X	
	Law Enforcement													
	Minicades						X	X	X	X	X	X	X	
	Roving Patrols						X	X	X	X			X	
	24/7 Enforcement						X	X	X	X	X	X	X	
	Informational Sites						X	X	X	X			X	
	Paid Media													
	TV													
	Radio													
	Print													
	Earned Media													
	Media Releases		X					X			X			X
	Radio and Talk TV							X	X			X		
	School PSAs							X	X	X	X	X	X	X
	Radio PSAs							X	X	X	X	X	X	X
	Parent Handouts							X	X	X	X	X	X	X
	Safety Contract													
	Presentations to PTA							X	X	X	X	X	X	X
	Other							X	X	X	X	X	X	X
	Evaluation													
	Observational Surveys		X	X	X	X	X							
KAB Surveys			X	X	X	X	X							

TIMELINE North Central Highway Safety Network TWEEN Safety Belt Project

		Year Two											
		Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07
A c t i v i t i e s	Educational Interventions												
	Back Is Where It's At Survival 101	X	X	X	X	X	X	X	X	X			
	16 Minutes	X	X	X	X	X	X	X	X	X			
	Law Enforcement												
	Minicades	X	X	X	X	X	X	X	X	X	X	X	X
	Roving Patrols	X	X	X	X	X	X	X	X	X	X	X	X
	24/7 Enforcement	X	X	X	X	X	X	X	X	X	X	X	X
	Informational Sites	X	X				X	X		X	X	X	
	Paid Media												
	TV												
	Radio								X	X	X		
	Print								X	X	X		
	Earned Media												
	Media Releases	X	X	X	X	X	X	X	X	X	X	X	X
	Radio and Talk TV	X		X				X		X			
	School PSAs	X	X	X	X	X	X	X	X	X	X	X	X
	Radio PSAs	X	X	X	X	X	X	X	X	X	X	X	X
	Parent Handouts	X	X	X	X	X	X	X	X	X	X	X	X
	Safety Contract												
	Presentations to PTA	X	X	X	X	X	X	X	X	X	X	X	X
	Other												
	Evaluation												
	Observational Surveys							X Interim			X	X	
KAB Surveys									X	X			

4.0 RESULTS

The results of the seat belt observational surveys and KAB surveys are presented in this section.

4.1 OBSERVATIONAL SURVEYS OF RESTRAINT USE

The data collection periods were October 13, 2005, to February 10, 2006 (pre-intervention), and April 19, 2007, to May 25, 2007 (post-intervention). There were 2,223 drivers and 3,040 occupants observed in the pre-intervention period and 1,770 drivers and 2,298 occupants observed in the post-intervention period.

The interim intervention data collection period was February 26, 2007, to April 12, 2007. There were 1,156 drivers and 1,435 occupants observed in the interim study. This data represented about one-half of the sample size that was collected in either the pre-intervention data collection period. Results of the interim data collection effort are not presented in this report, but in summary showed significant increases in seat belt use for all tween groups at that point in the intervention phase (late winter/early spring 2007).

4.2 CHARACTERISTICS OF THE STUDY SAMPLE

Table 1 presents a summary of the key findings of the observational study. Sample sizes for each variable described in this section of the report may be different from the aforementioned total sample sizes due to some missing data elements.

The seat belt observation data was examined for their suitability for additional analyses (beyond descriptive statistics) to gauge the level of statistical significance that could be attached to the observed differences between treatment and comparison sites, for post- versus pre-intervention periods. The preferred approach was a nonparametric analysis using the chi-square test. A requirement for this test is the independence of all of the included samples. While a strong argument can be made that the geographic separation between treatment and comparison sites provided independent samples, it is unknown whether the post- versus pre-intervention samples within the treatment and control sites met this requirement. The chi-square analyses proceeded under an assumption of independence; however, the reader is advised that no checks were applied to ensure that no individuals contributed data in both pre- and post-observation periods.

4.2.1 Drivers

Sex. Almost two-thirds of drivers were female in both the pre- and post-intervention periods; as well as for treatment and comparison school sites.

Race. Almost 90 percent of the drivers were White in both the pre- and post-intervention periods.

Table 1. Restraint Use of Tweens and Drivers in Pre- and Post-Intervention Periods.

Measure of Effectiveness	Treatment Schools					Comparison Schools				
	% Pre-Intervention	N	% Post-Intervention	N	Chi-Square Test of Significance	% Pre-Intervention	N	% Post-Intervention	N	Chi-Square Test of Significance
Tween Restraint Use (All School Types)	69%	2,424	85%	1,841	Significant p<.005	49%	588	31%	438	Significant P<.005
Tween Restraint Use (Elementary School)	74%	1,206	87%	1,019	Significant p<.005	58%	214	42%	192	Significant P<.005
Tween Restraint Use (Middle School)	65%	705	82%	438	Significant p<.005	52%	175	23%	135	Significant p<.005
Tween Restraint Use (High School)	62%	513	82%	384	Significant p<.005	37%	199	22%	111	Significant p<.01
Tween Position in Back Seat (All School Types)	41%	2,183	54%	1,821	Significant p<.005	33%	584	25%	438	Significant p<.01
Tween Position in Back Seat (Elementary School)	47%	1,197	70%	1,017	Significant p<.005	36%	211	35%	192	Not Significant
Tween Position Back Seat (Middle School)	36%	644	38%	428	Not Significant	34%	174	24%	135	Not Significant
Tween Position Back Seat (High School)	27%	342	26%	376	Not Significant	30%	199	10%	111	Significant p<.005
Driver Restraint Use (All School Types)	69%	1,783	81%	1,376	Significant p<.005	50%	433	36%	392	Significant p<.005
Driver Restraint Use (Elementary School)	69%	885	81%	740	Significant p<.005	48%	162	36%	176	Significant p<.025
Driver Restraint Use (Middle School)	66%	504	79%	334	Significant p<.005	52%	131	36%	116	Significant p<.025
Driver Restraint Use (High School)	70%	394	82%	302	Significant p<.005	51%	140	35%	100	Significant p<.025

Pre-Intervention Observation Period: 10/13/2005 to 2/10/2006

Post Observation Period: 4/19/2007 to 5/24/2007

Five percent of the drivers were Black and 6 and 7 percent were Latinos in the pre- and post-intervention periods, respectively. There were very few drivers in other race categories. The percentage of drivers of various races was similar for treatment and comparison samples.

Type of Vehicle. Passenger cars were the most common vehicle type, accounting for 47 and 39 percent of the vehicles in the pre- and post-intervention periods, respectively. Sport utility vehicles were the second-most-common vehicle (24% and 36% in pre- and post-intervention periods, respectively). Minivans made up 19 and 18 percent of the pre- and post-intervention vehicle types, respectively. Pickup trucks accounted for 9 and 6 percent of the sample in the pre- and post-intervention periods, respectively. There were very few other types of vehicles in the sample.

Driver Seat Belt Use. Driver seat belt use increased 12 percentage points from the pre-intervention period (69%) to the post-intervention period (81%) for all of the treatment school sites. No increase in seat belt use was observed for the comparison school sites. In fact, restraint use decreased 14 percentage points (from 50% to 36%).

Chi-Square analyses showed these results were significant ($p < .005$) for both treatment and comparison groups. The increases in driver seat belt use were very similar within the three types of schools compared with the overall totals in the treatment and comparison sites. The level of significance was greater at the treatment schools ($p < .005$) than for the comparison schools ($p < .025$).

Number of Occupants in Vehicle. Almost 70 percent of the vehicles had only two occupants in the vehicle (driver and one passenger) in the pre- (65%) and post-intervention (73%) periods. About 25 percent of the vehicles had three occupants (driver and two passengers), in the pre- (27%) and in the post-intervention (22%) periods. The treatment and comparison sites were similar in their occupant counts in the pre-intervention period. In the post-intervention period, more vehicles at the comparison sites had two occupants (over 10 percentage points) than at the treatment sites. About 7 percent of the vehicles had four occupants in the vehicle (driver and three passengers) in the pre- and post-intervention periods.

4.2.2 Tweens

Sex. For the tween population, 54 and 58 percent of the pre- and post-intervention sample were female, respectively, with little differences between the treatment versus comparison sites (3 percentage points).

Race. For this group, 87 and 85 percent of the pre- and post-intervention sample were White, respectively. Only 5 percent of sample were Black in pre- and post-intervention groups; and 7 and 9 percent of the pre- and post-intervention sample were Latino, respectively. The entire sample of the post-intervention comparison group was White.

Restraint Use. For all three tween groups (elementary, middle, and high school), restraint use increased an average of 23 percentage points (from 62% to 85%) in the treatment schools. This was significant ($p < .005$). Restraint use did not increase in the comparison schools; and in fact, it decreased significantly ($p < .005$) by over 15 percentage points (49 to 31%).

For elementary school tweens, restraint use significantly increased 13 percentage points (74 to 87%) in the treatment schools; and decreased in the comparison schools (58 to 42%). Restraint use generally consisted of seat belts, although booster seats are the recommended device for many of these children because the vehicle seat belts do not fit them properly. In the pre-intervention sample, the treatment and comparison schools had 4 and 5 percent of children in booster seats, respectively. In the post-intervention sample, the treatment and comparison schools had 2 and 1 percent of children in booster seats, respectively.

For middle school tweens, seat belt use significantly increased 17 percentage points (65 to 82%) in the treatment schools; and significantly decreased in the comparison schools (52 to 23%). For high school tweens, seat belt use significantly increased 20 percentage points (62 to 82%); and significantly decreased in the comparison schools (37 to 22%). All chi-square tests were significant at the $p < .005$ level for each school group, except for the high school comparison group ($p < .01$).

Tween Position in Back Seat. For elementary school tweens, back-seat seating position increased 23 percentage points, from 47 to 70 percent in the treatment schools. This increase was significant at the $p < .005$ level. There was no change in observed back seat use for this age group at the comparison sites from pre- to post-intervention.

For middle school tweens, only a slight (and non-significant) increase in back-seat positioning occurred from pre- to post-intervention periods (36 to 38%). There was a non-significant decrease in back-seat positioning at the comparison sites (34 to 24%).

Although there are no recommendations for older children to ride in the back seat, 26 to 27 percent of the high school treatment sample were sitting in the back seat during both observation periods.

4.2.3 Tween Restraint Use in Relation to Driver Restraint Use

In the pre-intervention period, when drivers were belted, 85 percent of all tween children were restrained. In addition, when drivers were unbelted, only 29 percent of the tweens were restrained. In the post-intervention period, when drivers were belted, 90 percent of all tween children were restrained and when drivers were unbelted, only 34 percent of the tweens were restrained. This reinforces long-standing NHTSA research establishing a direct correlation between driver seat belt use and child restraint use.

4.3 KNOWLEDGE-ATTITUDE-BEHAVIOR SURVEYS

The data collection periods were January to mid-February 2006 (pre-intervention); and end of April to mid-May 2007 (post-intervention). There were 9,809 and 6,699 tween students who responded to the postcard survey in the pre- and post-intervention periods, respectively.

4.3.1 Characteristics of the KAB Survey Sample

Table 2 shows the sample size for elementary, middle, and high school participants in the treatment and comparison schools.

Table 2. Sample Size by School Type and Site Type.

School Type	Treatment Schools		Comparison Schools	
	Pre-Intervention N	Post-Intervention N	Pre-Intervention N	Post-Intervention N
Elementary	2,825	2,643	418	234
Middle	3,322	2,139	547	323
High	1,439	1,044	1,258	316
Total	7,586	5,826	2,223	873

Sample sizes for each variable described below may differ from those presented in the table, due to missing responses.

Sex. For the tween respondents, 49 and 50 percent of the pre-and postintervention treatment sample were female, respectively. There was very little difference between the treatment versus comparison sites (1 percentage point).

Race. The majority of the respondents were White (88 and 86% of the pre- and post-intervention treatment sample, respectively). Only 5 percent of the sample were Black in pre- and post-intervention samples and 4 and 5 percent of the pre- and post-intervention sample were Latino, respectively. For the comparison schools, 62 and 85 percent of the pre- and post-intervention sample were White, 9 and 6 percent of the pre- and post-intervention comparison sample were Black; and 26 and 6 percent of the pre- and post-intervention comparison samples were Latino, respectively. The pre-intervention treatment sample included a larger sample of students from the Reading area, which has a larger Latino population.

Age. Eight- to 10-year-olds made up 30 and 35 percent of the pre- and post-intervention treatment sample, respectively and 14 to 6 percent of the pre- and post-intervention comparison sample, respectively. Eleven- to 13-year-olds comprised 43 and 36 percent of the pre- and post-intervention treatment sample, respectively; and 26 and 46 percent of the pre- and post-comparison sample, respectively. Fourteen- and 15-year-olds made up 56 and 47 percent of the pre- and post-intervention treatment sample, respectively; and 32 and 24 percent of the pre- and post-comparison sample, respectively. Sixteen-year-olds made up 2 and 6 percent; and 4 and 1 percent of the pre- and post-intervention, treatment, and comparison samples, respectively. Sixteen-year-olds created their own age category with a write-in on the postcards; age 16 was not provided as a category on the postcards.

4.3.2 Responses to KAB Questions

Do Your Parents Wear Seat Belts?

Responses to this question are presented in Table 3. Across all three school levels, “Always” was selected by 59 and 65 percent of the students in the pre- and post-intervention treatment sample, respectively. This was a six percentage point improvement for this response category. However, the “Always” response from the comparison school students improved 5 percentage points for both periods as well (58 to 63% increase).

Table 3. Frequency With Which Participants Indicated That Their Parents “Always” Wear Seat Belts.

Post Card Q4. Do Your Parents Wear Seat Belts?								
School Type	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
Elementary	58%	2,820	65%	2,638	57%	417	65%	234
Middle	60%	3,313	63%	2,136	58%	546	65%	323
High	59%	1,439	69%	1,038	58%	1254	59%	316
All School Types	59%	7,572	65%	5,812	58%	2,217	63%	873

The largest improvement in terms of an “Always” response was found for high school students in the treatment schools. This response went up 10 percentage points from the pre- (59%) to post-intervention (69%) period. However, there was hardly any increase for this response in the comparison high school groups (58 to 59%, pre- to post-intervention periods, respectively).

How Often Do You Wear a Seat Belt?

Responses to this question are presented in Table 4. For responses across all three school levels, “Always” was selected by 69 and 74 percent of the students in the pre- and post-intervention treatment sample, respectively. This was a 5-percentage-point improvement for this response category. However, the “Always” response from the comparison school students improved 13 percentage points from both periods (52 to 65% increase).

Table 4. Frequency With Which Participants Indicated They “Always” Wear Seat Belts.

Post Card Q5. How Often Do You Wear a Seat Belt?								
School Type	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
Elementary	79%	2,822	82%	2,632	82%	417	80%	234
Middle	68%	3,314	67%	2,135	64%	545	61%	322
High	53%	1,437	71%	1,036	37%	1,253	58%	315
All School Types	69%	7,573	74%	5,803	52%	2,215	65%	871

Again, the largest improvement in terms of an “Always” response was found for the high school students in the treatment schools. This response went up 18 percentage points from the pre- (53%) to post-intervention (71%) period. However, there was also a tremendous increase in the “Always” response with comparison high school groups as well (37 to 58 percent, pre- to post-intervention periods, respectively).

Where Do You Normally Sit While in the Vehicle?

This question was primarily directed to the elementary school students in the 8- to 10-year-old category. For the “Back Seat” response in the treatment schools, there was an increase of 10 percentage points from the pre- (37%) to the post-intervention (47%) period, respectively. There was a slight decrease (3 percentage points) in this response for the comparison schools from 39 to 36 percent, pre- to the post-intervention, respectively. Responses of the elementary school participants are summarized in Table 5.

Table 5. Vehicle Seating Position That Elementary School Participants Indicated They Normally Occupy.

Post Card Q6. Where Do You Normally Sit While in the Vehicle?								
Vehicle Seating Position	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
Front Seat	10%	2,819	10%	2,639	9%	417	15%	234
Back Seat	37%	2,819	47%	2,639	39%	417	36%	234
Either	53%	2,819	43%	2,639	52%	417	49%	234

Have You Recently Seen or Heard Anything About Tween Seat Belt Use in the Media?

Across the three school types in the treatment group, the “Yes” response dramatically increased 24 percentage points from the pre- (8%) to the post-intervention (32%) period, respectively; but for the comparison schools, the “Yes” response did not increase at all in either period (8%). Responses to this question are summarized in Table 6.

Table 6. Percent of Participants Who Indicated They Had Seen or Heard Anything About Tween Seat Belt Use in the Media.

Post Card Q7. Have You Seen or Heard Anything About Tween Seat Belt Use in the Media?								
School Type	Treatment Schools				Comparison Schools			
	Pre- Intervention %	N	Post- Intervention %	N	Pre- Intervention %	N	Post- Intervention %	N
Elementary	10%	2,816	34%	2642	10%	418	10%	234
Middle	8%	3,307	18%	2139	6%	547	8%	323
High	6%	1,437	53%	1039	8%	1,253	7%	316
All School Types	8%	7,560	32%	5820	8%	2,218	8%	873

The largest improvement in terms of a “Yes” response was found for the high school students in the treatment schools. This response went up 47 percentage points from the pre- (6%) to post-intervention (53%) intervention period, respectively. This was not the case for the comparison schools, where the “Yes” responses went from 8 percent in the pre-intervention period to 7 percent in the post-intervention period.

Where Have You Recently Seen or Heard Anything About Tween Seat Belt Use in the Media?

Participants who answered “Yes” to the question above were asked to indicate where they had seen or heard tween seat belt messages. There were four response categories: television, radio, newspaper, and billboard. For all treatment schools in all levels, the most dramatic increase in a response category from pre- to post-intervention was for “Radio.” There was a 73-percentage-point increase in this category from pre- (17%) to post-intervention (90%). The comparison schools only went up 14 percentage points, from a pre- (17%) to post-intervention (31%). Responses are summarized in Table 7.

Table 7. Message Source, for Participants Who Indicated They Heard or Saw a Tween Seat Belt Message, by Site Type (Across All School Types).

If YES to Q7, Where?								
Media Type	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
Television	70%	619	52%	1,835	65%	178	57%	72
Radio	17%	619	90%	1,835	17%	178	31%	72
Newspaper	17%	619	14%	1,835	15%	178	21%	72
Billboard	17%	619	36%	1,835	17%	178	24%	72

The only other category that had an increase in the treatment schools was “Billboard,” which increased 19 percentage points from a pre- (17%) to post-intervention (36%). The comparison schools went up 7 percentage points from 17 percent in the pre- to 24 percent in the post-intervention.

Have You Heard Any of the Following Traffic Safety Messages?

There were five response categories in the pre-intervention post card survey. Each response category related to the name of a program given in the schools. “The Back Is Where It’s At” category was the elementary school program; the “Survival 101” category was the middle school program; “16 Minutes of Your Life” was the high school program; and the “Kids Aren’t Cargo” and *Click It or Ticket* campaign are national occupant restraint system programs from NHTSA. The same five response categories were used in the post-intervention post card survey with one additional category, “Buckle Up: It’s the Thing to Do,” which was the ATT program slogan. (Responses are summarized in Table 8 across all school types).

Overall, there was a fairly large increase in knowledge about the program interventions at each treatment school level and for the overall combined school levels. This was not the case at the comparison schools, either within or across school types. In most cases, less than 10 percent of students at each school level in the comparison groups heard of any of the intervention programs.

Table 8. Traffic Safety Messages Participants Indicated They Had Heard (Across All School Types).

Post Card Q8. Have You Heard Any of the Following Traffic Safety Messages?*								
Traffic Safety Messages	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
“The Back Is Where It’s At”	9%	7,586	30%	5,826	6%	2,223	10%	873
“Survival 101”	8%	7,586	39%	5,826	6%	2,223	5%	873
“Kids Aren’t Cargo”	7%	7,586	11%	5,826	6%	2,223	8%	873
<i>Click It or Ticket</i>	64%	7,586	72%	5,826	68%	2,223	78%	873
“16 Minutes”	3%	7,586	13%	5,826	3%	2,223	2%	873
“Buckle Up; It’s the Thing to Do”*			78%	5,826			39%	873

* Not included on the pre-intervention survey

While less than 10 percent of all students at all school levels in the treatment and comparison schools, pre- and post-intervention periods, had heard of “Kids Aren’t Cargo,” the same cannot be said for the *Click It or Ticket* program. In the post-intervention period (May 2007) over 70 percent of students in all schools (treatment and comparison) had heard of this program.

Results are summarized by message and target group in Table 9, as each school type received a specific program. For elementary students, a response that they had heard of “The Back Is Where It’s At” program showed an increase of 40 percentage points in the treatment schools from pre- (10%) to a post-intervention (50%). There was very little increase in the percentage of comparison elementary school students who had heard of this program (5 percentage points) from pre-intervention (5%) to post-intervention (10%).

For middle school students, a response that they had heard of the “Survival 101” program increased 54 percentage points in the treatment schools from pre- (6%) to post-intervention (60%). There was a slight decrease in the percentage of comparison middle school students who had heard of this program, from pre-intervention (7%) to post-intervention (5%).

For high school students, the response that they heard of the “16 Minutes” program increased 59 percentage points in the treatment schools from pre- (3%) to post-intervention (62%).

There was a slight decrease in the percentage of comparison high school students who had heard of this program, from pre-intervention (2%) to post-intervention (1%).

Table 9. Traffic Safety Messages Participants Indicated They Had Heard.

Post Card Q8. Have You Heard Any of the Following Traffic Safety Messages?								
Traffic Safety Messages	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
“The Back is Where It’s At” Elementary School	10%	2,825	50%	2643	5%	418	10%	234
“Survival 101” Middle School	6%	3,322	60%	2139	7%	547	5%	323
“16 Minutes” High School	3%	1,439	62%	1044	2%	1,258	1%	316

Why Do You Wear Your Seat Belt?

Responses to this question are summarized in Table 10. The most common response by students in all school levels in the pre-and post-intervention periods was the response, “It’s the Law.” For all school levels combined, the responses increased (from pre- to post-intervention) 7 percentage points in all of the treatment schools (74 to 81%), as well as in all of the comparison schools (67 to 74%).

The second most common response by students in all school levels in the pre-and post-intervention periods was the response, “I Don’t Want Parents/Driver to Get a Ticket From the Police.” For all school levels combined, the responses increased (from pre- to post-intervention) 6 percentage points in all of the treatment schools (67 to 73%), but also increased 5 percentage points in all of the comparison schools (61 to 66%).

The third most common response by students in all school levels in the pre-and post-intervention periods was the response “My Parents Insist I Wear It.”

For all school levels combined, the responses increased (from pre- to post-intervention) 3 percentage points in all of the treatment schools (69 to 72%), but also increased 6 percentage points in all of the comparison schools (64 to 70%).

The fourth most common response by students in all school levels in the pre-and post-intervention periods was the response, “I Feel Uncomfortable Without It.” For all school levels combined, the responses increased (from pre- to post-intervention) 7 percentage points in all of the treatment schools (36 to 43%) and comparison schools (31 to 38%).

The other response categories (“I Heard a Seat Belt or Booster Seat Message on TV or Radio,” “My Friends Remind Me to Wear It,” “A Teacher Reminds Me to Wear It,” and “I Don’t Wear My Seat Belt”) were selected by respondents less than 20 percent of the time in all of the schools, pre- and post-intervention.

**Table 10. Reasons Participants Wear Seat Belts, by Site Type
(Across School Type).**

Traffic Safety Messages	Treatment Schools				Comparison Schools			
	Pre-Intervention %	N	Post-Intervention %	N	Pre-Intervention %	N	Post-Intervention %	N
I feel uncomfortable without it.	36%	7,586	43%	5,826	31%	2,223	38%	873
I don't want parent/driver to get a ticket from police.	67%	7,586	73%	5,826	61%	2,223	66%	873
I heard a seat belt or booster seat message on TV or radio.	12%	7,586	12%	5,826	9%	2,223	6%	873
My parents insist I wear it.	69%	7,586	72%	5,826	64%	2,223	70%	873
My friends remind me to wear it.	14%	7,586	16%	5,826	13%	2,223	12%	873
A teacher reminds me to wear it.	11%	7,586	16%	5,826	7%	2,223	5%	873
It's the law.	74%	7,586	81%	5,826	67%	2,223	74%	873
I don't wear my seat belt.	9%	7,586	8%	5,826	16%	2,223	8%	873

The postcard response data, as summarized using the descriptive statistics reported above, were examined for their suitability for additional analyses to gauge the level of statistical significance that could be attached to the observed differences between treatment and comparison sites, for post- versus pre-intervention periods. The preferred approach was a nonparametric analysis using the chi-square test. One requirement for this test, however, is the independence of all of the included samples. While the treatment versus comparison site samples meet this requirement, the post- versus pre-intervention samples do not; specifically, an unknown but substantial number of students sampled in the pre-intervention period also contributed responses following the intervention.

A variation of the chi-square procedure suitable for use with repeated measures also was examined (the McNemar chi-square). This test permits an analysis of whether the change scores

for matched sets of observations show a significant increase (or decrease) at two different points in time. A requirement for this procedure, however, is that the responses of all participating individuals be uniquely identified during each sampling period, so that the before-after scores can be associated on a one-to-one basis. Both privacy considerations and logistical constraints ruled this out for the schools participating in this data collection effort.

Consequently, the statistical significance of the observed differences in this study – though apparently quite profound – cannot be reliably measured. It is recommended that future efforts to document changes in restraint system usage preserve independent samples at different observation periods, unless the respondents in those samples can be uniquely identified for analyses of their behavior before and after an intervention is implemented.

4.4 ENFORCEMENT PROJECTS

Twelve enforcement intervention related specifically to the ATT project resulted in over 318,000 contacts (a contact is defined as anyone exposed to an enforcement intervention). The majority of the contacts (315,000) were reached through minicade details and information sites, operations in which citations/arrests are not normally made. Traffic safety checkpoints and saturation/roving patrols resulted in 3,615 motor vehicle operator contacts, 2,095 arrests/citations for various vehicle code and/or criminal code offenses including 1,905 moving violations, 133 occupant protection violations, 17 child passenger safety violations, 7 felony arrests, 10 DUI arrests, 10 drug-related arrests, and 13 warrants served on wanted persons. There were a total of 798 separate enforcement interventions conducted.

In addition to the tween-related enforcement projects, several other PennDOT- or NHTSA-sponsored enforcement operations were conducted in both the treatment and comparison counties in the time between the pre- and post-surveys. These operations focused on general occupant protection, as well as aggressive driving and impaired driving.

In both the treatment and comparison counties, activities included four PennDOT/NHTSA-sponsored mobilizations focusing on general occupant protection, as well as model plan enforcement, which consisted of in-kind enforcement from police based on crash data maps prepared by PennDOT. In the treatment location, these efforts resulted in 120,621 contacts, 5,851 arrests/citations for various motor vehicle code offenses, 251 occupant protection violations and 27 child passenger safety violations.

In the comparison county, there were three PennDOT/NHTSA-sponsored mobilizations resulting in 14,667 motor vehicle operator contacts, 1,073 arrests for various motor vehicle code infractions, including 132 occupant protection violations and nine child passenger safety violations.

In addition to the enforcement efforts, earned/paid media, public service announcements, and community outreach took place during the NHTSA and PennDOT operations.

4.4.1 Occupant Protection Enforcement

Each participating department in Berks County showed significant increases in the number of occupant protection citations from the pre-intervention period. An analysis of 2005 data shows that participating law enforcement agencies issued a total of 213 occupant protection citations, 15 of which were for child passenger violations. In 2006 the same law enforcement agencies issued a total of 299 occupant protection violations, 39 of which were for child passenger violations, an increase of 40 percent from the previous year. Data collected for 2007 (January-July) indicates 376 occupant protection violations, 46 of which were for child passenger violations, an increase of 25 percent from the previous year.

In the comparison location Northumberland County, occupant protection citations in 2005 showed 35 violations, 5 of which were for child passengers; 2006 data showed a slight increase to 42 violations, 11 of which were for child passengers, and 2007 (January-July) showed a total of 40 violations, 6 of which were for child passengers.

4.5 EARNED AND PAID MEDIA

In May 2007, 15 tween project news releases were disseminated to Berks County media. The releases were distributed as follows:

December	2005	Advisory to all Berks County Outlets (Awarding of Grant)
January	2006	Kickoff Release All Outlets
February	2006	Press Release at Kickoff
April	2006	Enforcement Release
April	2006	Education Release
May	2006	End-of-School-Year Release
September	2006	Beginning-of-School-Year Release
October	2006	Enforcement Release
October	2006	Education Release
December	2006	Enforcement Release
December	2006	Education Release
February	2007	Child Passenger Safety Release
March	2007	Education Release
March	2007	Enforcement Release
May	2007	End-of-School-Year Release

The following newspaper and radio/television outlets featured articles and interviews that resulted from the team’s media efforts:

Date	Media Outlet	Potential Audience
January 2006	<i>Shamokin Item</i>	15,000
December 2005	<i>Reading Eagle</i>	60,000
February 2006	<i>Reading Eagle</i>	60,000
February 2006	<i>Pottsville Republican</i>	30,000
February 2006	WEEU-FM	15,000
February 2006	WRFY-FM	100,000
February 2006	Wilson Pride	8,000
February 2006	WFMZ-TV	120,000
March 2006	<i>TriCounty Record</i>	20,000
April 2006	WITF-FM (NPR)	150,000
May 2006	Comcast Community Spotlight	75,000
May 2006	WRFY-FM (Berks Round Table)	100,000
July 2006	Spring Township Newsletter	6,000
July 2006	<i>Myerstown Herald</i>	15,000
July 2006	<i>Reading Eagle</i>	60,000
Sept 2006	<i>Reading Eagle</i>	60,000
Sept 2006	<i>Myerstown Herald</i>	15,000
Oct 2006	<i>TriCounty Record</i>	20,000
Nov 2006	<i>Reading Eagle</i>	60,000
Nov 2006	<i>Kutztown Patriot</i>	3,100
Feb 2007	<i>Reading Eagle</i>	60,000
Mar 2007	<i>TriCounty Record</i>	20,000
Apr 2007	<i>Myerstown Herald</i>	15,000
June 2007	Comcast Community Spotlight	75,000
June 2007	WRFY-FM (Berks Round Table)	100,000

Public service announcements were recorded and distributed to radio stations throughout Berks County. It is estimated that the spots reached a majority of Berks County residents, including many tweens and their parents.

The paid media budget, as a result of the inability to use the Wilson High School television spot, was spent on partial page ads in the four major newspapers in Berks County. This was done in late April 2007. These newspapers had a combined circulation of 95,000. Additional air time for our public service announcements with WRFY Radio, whose primary listening audience is in the 25- to 54-year-old age group, was also purchased.

5.0 ANALYSIS/DISCUSSION OF FINDINGS

5.1 OBSERVATIONAL SURVEYS OF RESTRAINT USE

As stated earlier, there were statistically significant increases in restraint use in each of the tween groups (elementary, age 8 to 10; middle school, age 11 to 13; and high school, age 14 and 15) from the pre-intervention (baseline) period to the post-intervention period. Statistically significant increases in seat belt use were also observed for the drivers. It is reasonable to believe that the intervention programs in each type of school, as well as media coverage and enforcement activities throughout the treatment area influenced this increase in restraint use among tweens and their adult drivers. The same also held true for the significant improvement in back seat positioning of elementary-age tweens after the intervention programs.

Restraint use for the comparison school sites decreased. The comparison school sites were matched to the treatment school sites by student enrollment figures. The schools were located far enough away from the treatment area to reduce the probability of spillover from media and enforcement interventions. For tweens, restraint use was lower at the comparison schools during all of the data collection periods. This was not completely surprising because the comparison location (Northumberland) is more rural and has a lower median income. The comparison location also received fewer educational interventions in the past than the densely populated areas in Berks County.

5.2 KNOWLEDGE-ATTITUDE-BEHAVIOR SURVEYS

As demonstrated in the preceding series of charts, there were very positive increases in student responses for each school level in terms of reporting a higher level of consistent (“Always”) seat belt use for themselves and their parents/drivers. The largest surprise was the nearly 20-percentage-point increase in consistent seat belt use reported by high school tweens. It is reasonable to believe that the intervention program geared for high school tweens influenced the increased reporting of consistent seat belt use.

In addition, there were positive increases in responses by elementary school tweens in terms of reporting a higher level of consistent back-seat vehicle positioning. The elementary in-school program was focused on this issue.

It was not surprising that the majority of students reported hearing tween seat belt use messages on the radio. Most of the publicity involved with the intervention programs was delivered through this medium. During the post-intervention phase, there was also an increase in the percentage of participants who had seen the tween seat belt message on billboards. While the intervention programs did not use billboards in the treatment or comparison areas, there were other highway safety billboards relating to booster seat use and enforcement of occupant restraint laws in the same areas. Students appeared to be more aware of the messages on these billboards.

The percentage of tweens who reported recognition of the in-school intervention programs increased greatly across all age levels. The awareness of these programs increased 40, 54,

and 59 percentage points for elementary, middle, and high school students, respectively, from pre- to post-intervention. The increase can be attributed to student participation in the programs.

It was very encouraging that more than 80 percent of students (post-intervention) reported “It’s the Law” as a reason for buckling up. Parental influence was a strong reason as well. The intervention program included a strong enforcement component and outreach programs for parents; these efforts likely influenced tween responses.

5.3 EDUCATIONAL INTERVENTIONS

The program's educational interventions were well received by schools and law enforcement agencies. One of the obstacles in implementing the educational interventions was the No Child Left Behind Act, which forces schools to be very selective in allowing non-mandated programs. The key in successfully implementing these programs was the fact that they were conducted by uniformed law enforcement officers. School officials felt that the mere presence of uniformed officers had many ancillary positive effects on the student body. In fact, some superintendents indicated that they may not have participated if the programs been conducted by anyone other than uniformed law enforcement officers.

Although it was recommended that educational interventions be presented in small group settings, it was not always possible to do so. A few schools combined classes for large-group presentations.

Attempts to garner safety contracts between students/parents and school officials/law enforcement were uniformly unsuccessful. Neither the schools nor the parents were comfortable in committing themselves with a written document.

The use of peer educators was marginally successful, in that some school administrators were able to identify students to assist law enforcement officers, mainly at the elementary level. However, the selected students were missing valuable class time so peer educators were not allowed at every elementary school.

5.4 ENFORCEMENT INTERVENTIONS

Although enforcement interventions resulted in isolated complaints from people who had received citations, school administrators remained very supportive of enforcement activities near schools. The majority of school officials felt that the mere presence of uniformed police and marked police units near the schools had a calming effect on traffic in general, particularly during arrival and dismissal times. In neighborhoods near the schools, some police departments noted a significant decrease in complaints received for acts of disorderly conduct, criminal mischief and loud music because of the increased police presence.

5.5 EARNED/PAID MEDIA

Two obstacles were made clear through the course of this project. The first was the unforeseen difficulty with working with a school district to produce the television spot. Although the project was top of mind for the team, it could not always be a top priority with the involved students and faculty. This could be resolved by starting the process earlier and by setting more concrete deadlines. The second obstacle was the competition created by other highway safety initiatives. Impaired driving, aggressive driving and seat belt safety initiatives are implemented throughout the year and often filled the news media's need for traffic safety stories. Early on, when media outlets were provided with monthly recaps of the enforcement and educational interventions, the response was that they were inundated with information. This could be partially resolved by scheduling tween media releases and activities not to overlap with federal or State mobilizations.

It is also important not to discount the power of digital media among this demographic. Although tweens watch television and listen to the radio, they get a large quantity of information online. To reach this age group in a larger scope, it's essential to think of ways to send messages through Web sites, social media and other digital-based mediums.

6.0 CONCLUSIONS AND RECOMMENDATIONS

Avoiding Tween Tragedy's multi-faceted intervention approach yielded tremendous improvements in seat belt use among tweens in Berks County. Careful planning resulted in police-driven school presentations, news media publicity, community awareness programs, and a full-range of enforcement activities from roving patrols and checkpoints. There were also sizable improvements in tweens' knowledge of the seat belt laws, awareness of the importance of using seat belts and actual self-reporting of "always" buckling up.

Customized education programs worked well at elementary, middle, and high school levels. Extensive law enforcement participation and exceptional cooperation from the school districts were critical factors to the program's success. The level of cooperation and saturation of intervention programs across the community required a significant amount of time and effort from a project coordinator with experience interacting with local law enforcement and community officials. Many of the community law enforcement agencies had been involved in other State or Federal occupant protection programs in the past. It is likely that these experiences factored in their willingness to eagerly cooperate in the program, as well as provided opportunities to facilitate stories in the local media. In addition, over the years the project coordinator and NCHSN staff have delivered a wide range of highway safety programs in Berks County as part of a contract with PennDOT. There is no doubt the past relationships with community officials were important in gaining cooperation to assist in promoting and conducting some of the ATT activities.

Future programs to improve tween seat belt use must focus on three strategic areas: education, enforcement, and legislation. Police-presented educational programs, targeted for specific tween audiences by school type, are highly recommended. Educational programs should be integrated with established enforcement campaigns (e.g., *Click It or Ticket*) to maximize effectiveness.

Publicity about “the message” also is important. The most efficient, and probably most cost-effective, medium for this age group is radio. Radio outreach far surpasses other traditional media for this type of program. This was evident in the responses from tweens who overwhelmingly reported hearing the about programs on the radio. Earned and paid media using newspapers also contributes to outreach. Billboards along major community highways can also make a difference. The use of electronic media (e.g., Web sites, forums and social media) should be strongly considered because the target group is uniquely comfortable with the Internet and digital devices.

High visibility is the key for enforcement strategies. Consistent enforcement of restraint laws, utilizing roving patrols and checkpoints, maintains a high awareness of ongoing enforcement in the community. In addition, when law enforcement plays an active role in the community by educating students, participating at health fairs and safety-oriented events and appearing in media spots, the importance of restraint use is recognized by the public who see police as authority figures.

In terms of legislation, Pennsylvania currently has a secondary enforcement seat belt law. Seat belt use rates are higher in States with primary seat belt laws (Glassbrenner & Ye, 2007); and as long-standing NHTSA research has shown (Starnes), children are more likely to buckle up when drivers do. (Note: The inverse is also true.) Upgrading State child restraint laws could have significant positive outcomes for increasing seat belt use among tweens.

7.0 REFERENCES

NHTSA, NCSA. (2006). Occupant Protection – 2005 Data. DOT HS 810 621. Washington, DC: National Highway Traffic Safety Administration.

Glassbrenner, D., & Ye, J. (2007). Seat Belt Use in 2007 – Overall Results. DOT HS 810 841. Washington, DC: National Highway Traffic Safety Administration.

Starnes, M. (2003). The Relationship Between Driver and Child Passenger Restraint Use Among Fatally Injured Child Passengers Age 0-15. DOT HS 809 558. Washington, DC: National Highway Traffic Safety Administration.

Appendix A

Enforcement Interventions



Letter of Agreement
Tween Grant

TO: Joseph O'Donnell
North Central Highway Safety Network
405 West Norwegian Street
Pottsville, Pa. 17901

SUBJECT: Tween Grant

DATE:

I have reviewed the conditions set forth in the Tween Grant Project. The _____
_____ Police Department does agree to comply with the
requirements of the proposal. February 1st, 2006 (Date)

(Title & Name) _____, has been designated as
Project Director and will be responsible for coordinating, data collection, enforcement,
and educational activities.

(Fiscal Officer/Payroll---title & Name) _____ has been
Designated as the person responsible to submit reimbursement information to the Project
Coordinator at the appropriate time. Reimbursement checks will be made out to your
municipality and to the attention of the above named individual.

A copy of the Bethel Township Police Department seat belt policy as
it applies to your officers must accompany this letter.

Sincerely

Elected Official or Designee
(Name & Title)

Police Chief or Department Designee
(Name & Title)

Tween Project

CONTACT FORM

Chief or Department Designee: Chief [REDACTED]

Department Project Director (contact person): Chief [REDACTED]

Department: Bethel Township Police

Address: [REDACTED]

City: [REDACTED] Zip Code: [REDACTED]

Phone: [REDACTED] Fax: [REDACTED]

Email: [REDACTED]

County: [REDACTED]

Elected Official or designee such as Grants Administrator for Municipality
(Person who can legally sign grants etc.): Supervisor [REDACTED]

Fiscal Officer/Payroll Clerk, whoever prepares payroll for your department-
cannot be a Police Officer (checks will be sent directly to their attention)
Name & Title: [REDACTED]

Reimbursement can only be made to the municipality. Please list correct
name and address of the Municipality: [REDACTED]

[REDACTED]



Officers Rates---Tween Grant

Department: Bethel Township Police

County: [REDACTED]

Fiscal Officer or Fiscal Designee Signature:

[REDACTED SIGNATURE]

RATES EFFECTIVE as of February 2006

All Officers expected to work on the project should be listed

Officer	Badge Number	Hourly Rate	Overtime Rate	Other Rate	Explain Other (shift, etc.)
[REDACTED]					
[REDACTED]	One	\$18.20	\$27.30	N/A	N/A
[REDACTED]					
[REDACTED]	Five	\$18.10	\$27.15	N/A	N/A
[REDACTED]					
[REDACTED]	Two	\$18.10	\$27.15	N/A	N/A
[REDACTED]					
[REDACTED]	Three	\$18.10	\$27.15	N/A	N/A
[REDACTED]					
[REDACTED]					
[REDACTED]					
[REDACTED]					

TWEEN GRANT

Educational Seat Belt Program (*Reimbursement*) and Contact Form

Department: [REDACTED]

Reimbursement Information:

Programming Officer	SS # or Badge #	Date of Program	Start Time	Finish Time	# of Hours	Pay Rate	Total Request
Hepler	[REDACTED]	10/21/06	1200	1600	Four	\$18.10	\$72.40
Hepler	[REDACTED]	11/03/06	1200	1600	Four	\$18.10	\$72.40
Total Request							\$144.80

You **MUST** provide all requested information for reimbursement.

Signature of Fiscal Officer or Designee: [REDACTED] Date: 11/13/06

Program Information:

Name of School	Date of Presentation	Program	Grade Levels & # of Students
Bethel Elementary Center	10/21/06	B (Back)	Third Grade, Three Classes, About 120 Students
Bethel Elementary Center	11/03/06	S (Survival)	Sixth Grade, Three Classes, About 120 Students

3 Programs go to
3 Program go to

**Program Code
B-Back is Where its At
S-Survival 101
16-Sixteen Minutes of Your Life*

BETHEL TOWNSHIP POLICE
91 Klahr Road Box 24
BETHEL, PENNSYLVANIA 19507
twppolicepa@bethel.berksco.org

Please fax or mail the results to your Regional LEI

[REDACTED]

Signature of Project Coordinator
Chief [REDACTED]

Total ^A 144.80
MCH



TWEEN GRANT
Enforcement/Reimbursement Sheet

Return to: Joseph O'Donnell North Central Highway Safety 405 West Norwegian St. Pottsville, Pa. 17901

POLICE DEPARTMENT: [REDACTED]

OFFICERS NAME	BADGE NUMBER	DATE	START TIME	FINISH TIME	# OF HOURS	RATE	TOTAL	** ASSIGNMENT	# OF OFFICER CONTACTS	# OF SEATBELT CITATIONS	# OF CHILD PASSENGER SAFETY CITATIONS	# OF SPEEDING CITATIONS	# OF OTHER MOVING VIOLATION CITATIONS	# OF SUSPENDED CITATIONS	# OF OTHER CITATIONS	# OF FELONY ARRESTS	# OF DUI ARRESTS	# OF DRUG RELATED ARRESTS	# OF WARRANT ARRESTS
[REDACTED]	2	2/5	9	5	8	27.55	220.40	E	8	1	0	6	1	0	0	0	0	0	0
[REDACTED]	3	2/8	12	6	6	18.37	110.22	E	6	0	0	6	0	0	0	0	0	0	0
[REDACTED]	5	2/12	8	4	8	27.55	220.40	E	8	1	0	6	1	0	0	0	0	0	0
TOTALS					22	551.02	---	22	2	0	18	2	0	0	0	0	0	0	0

- * BADGE NUMBERS ARE REQUIRED
- * ALL SPACES MUST BE COMPLETED
- ** ASSIGNMENT EXAMPLES:
SEE "KEY CODE" AT RIGHT

Signature of Departments Project Director: [REDACTED]
(I certify that the hours and rates are correct. Officers Time sheets and canceled checks are available upon request.)
 Date: 03/12/07

ASSIGNMENT "KEY CODE"
 C = Safety Checkpoint Contact Numbers Needed
 E = all Enforcement Patrols (speed, saturation, informational sites etc.) Contact Numbers Needed
 M = Motorcycle Detail Contact Numbers Needed
 O - Other (Please Indicate: _____)

Signature of Fiscal Officer - Designer: [REDACTED]

Signature of Project Coordinator: [REDACTED] 3/21/07

BEIMEL TWP POLICE DEPT
 PO BOX 24
 BEIMEL PA 19507-0024

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Agenda Police Meetings Tween Grant

PROJECT SUMMARY

The goal of this project is to demonstrate that—through targeted community education, social marketing, public information and enforcement—safety belt use can be increased among the tween population (ages 8-15) in selected school districts in Berks County

Goals

To reduce traffic related injuries and deaths within the 8-15 year old target population
To increase safety belt use among 8-15 year old vehicle occupants within Berks County
To instill proper vehicle positioning in the 8-12 year old target group

Strategies

The primary approach will be to use education, enforcement and earned/paid media as intervention models to accomplish stated goals

Educational Programs

Three (3) age appropriate educational programs will be utilized as intervention models:

- 1) For grades 3-5 “The Back is Where it’s At”
- 2) For grades 6-8 “Survival 101”
- 3) For 15 year olds “16 Minutes of Your Life”

Training will be offered in the very near future for all 3 programs

For Berks/Lehigh Regional Police the educational phase of the campaign will entail presenting the following programs:

Brandywine Heights Middle School Students Grades 6-8 Survival 101, and grade 5 “The Back is Where it’s At”

Topton Elementary Students Grades 3-5 “The Back is Where its At”

P.S.P. has agreed to do the programming at Brandywine Heights High School

These programs may be presented anytime between March 06 and April 07

Educational Budget is \$1800.

Enforcement

Innovative enforcement strategies that have proven successful will be utilized including but not limited to:

- 1) Establishing a 24/7 enforcement protocol for occupant protection
- 2) Aggressive roving patrols emphasizing a zero tolerance policy for those not in compliance with the occupant protection laws
- 3) Informational Sites at school facilities
- 4) Minicade Details at or near school facilities
- 5) Traffic Safety Checkpoints (If feasible)

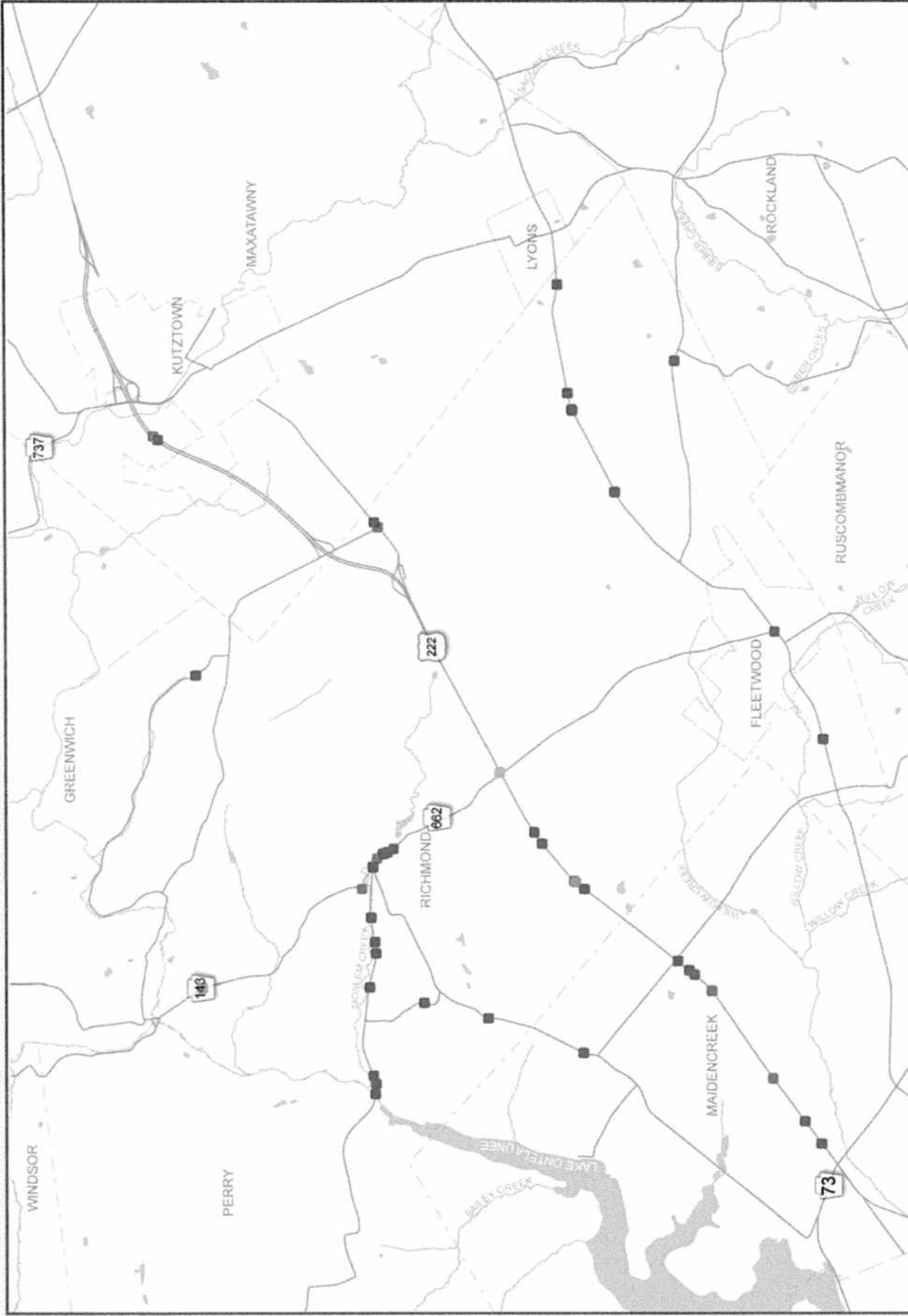
Enforcement Budget is \$3000

Time Frame

Enforcement & Educational activities will commence in February of 2006 and continue until the end of April 2007.

RICHMOND TOWNSHIP UNBELTED DRIVING 2001 TO 2005

QUERY ID - 0020060809007



Legend

- Fatal Crash
- Injury Crash
- Unknown
- Property Damage Only

0 0.77 mi 1.54 mi



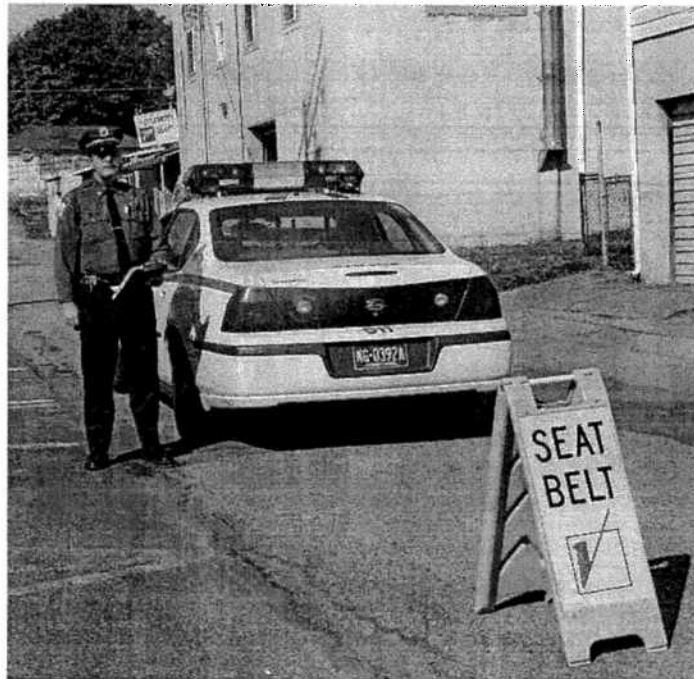
Thursday August 10, 2006



ACTIVE SEAT BELT MINICADE DETAIL FOR SCHOOLS AND RETAIL STORES GUIDELINES

The Active Seat Belt Minicade Detail replaces the Informational Site.

The purpose is to change seat belt usage behavior by a non-confrontational police presence.

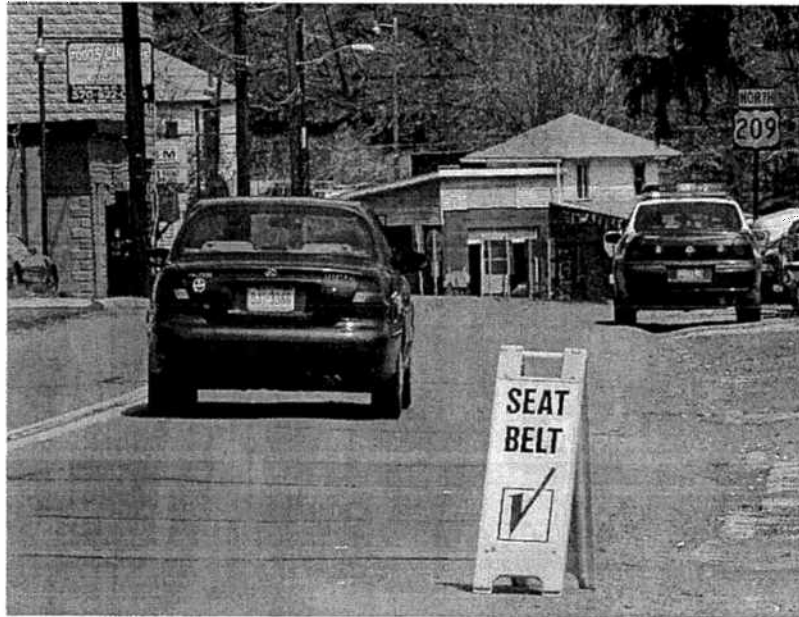


GUIDELINES

- Get minicade from your Regional LEL.
- Identify schools or retail establishments and schedule manpower.
- Permission must be obtained from proper venue authority prior to conducting the Seat Belt Minicade Detail.
- Set up the minicade at a safe and visible location (motorists must be able to see the officer and sign before approaching).
- Officers should stand behind the minicade and adhere to proper safety procedures, including the wearing of reflective vests.
- Officers should commend all those wearing seat belts and encourage non-users to Buckle Up.
- Officers may not signal a vehicle to stop.
- Vehicles should be observed when exiting the selected venue, so as not to impede traffic or cause an undo delay.
- When the detail is over, contact the school official or store manager to thank them for his or her cooperation.



PASSIVE SEAT BELT MINICADE GUIDELINES



GUIDELINES

- Get minicade from your Regional LEL.
- Identify location and schedule manpower. High visibility – High volume roadway should be selected.
- Set up the minicade at a safe but visible location (motorists must be able to see the sign prior to passing it)
- Officers may stand outside of the patrol car, if weather permits.
- If available, place a flare by the sign.
- A patrol car (with lights on) should be in clear line of vision from the minicade.
- Think safety first!** Occupants may try to buckle-up after they see the minicade and the patrol car. Please allow sufficient distance between the minicade and your vehicle.
- Stay for approximately one hour and continue the same procedure for the next few days. Return to the same location to develop a sense of expectation for motorists.

NOTE: Motorists are not to be stopped. This operation is for observation only.

SUBCHAPTER E. CHILD PASSENGER PROTECTION

Section	Restraint systems.
4581.	Child Passenger Restraint Fund.
4582.	Hospital information program.
4583.	Use of information or evidence of violation of subchapter.
4585.	Civil immunity for child passenger safety technicians and lenders of child passenger restraint systems and booster seats.

§ 4581. Restraint systems.

(a) OCCUPANT PROTECTION.—

(1) Any person who is operating a passenger car, Class I truck, Class II truck, classic motor vehicle, antique motor vehicle or motor home and who transports a child under four years of age anywhere in the motor vehicle, including the cargo area, shall fasten such child securely in a child passenger restraint system, as defined in subsection (d). This subsection shall apply to all persons while they are operators of motor vehicles where a seating position is available which is equipped with a seat safety belt or other means to secure the systems or where the seating position was originally equipped with seat safety belts.

(1.1) Any person who is operating a passenger car, Class I truck, Class II truck, classic motor vehicle, antique motor vehicle or motor home and who transports a child four years of age or older but under eight years of age anywhere in the motor vehicle, including the cargo area, shall fasten such child securely in a fastened safety seat belt system and in an appropriately fitting child booster seat, as defined in subsection (d). This paragraph shall apply to all persons while they are operators of motor vehicles where a seating position is available which is equipped with a seat safety belt or other means to secure the systems or where the seating position was originally equipped with seat safety belts. A conviction under this paragraph by State or local law enforcement agencies shall occur only as a secondary action when a driver of a motor vehicle has been convicted of violating any other provision of this title.

(2) Except for children under eight years of age and except as provided in paragraphs (1) and (1.1), each driver and front seat occupant of a passenger car, Class I truck, Class II truck or motor home operated in this Commonwealth shall wear a properly adjusted and fastened safety seat belt system. A conviction under this

who is eight years of age or older and less than 18 years of age. This paragraph shall not apply to:

(i) A driver or front seat occupant of any vehicle manufactured before July 1, 1966.

(ii) A driver or front seat occupant who possesses a written verification from a physician that he is unable to wear a safety seat belt system for physical or medical reasons, or from a psychiatrist or other specialist qualified to make an informed judgment that he is unable to wear a safety seat belt system for psychological reasons.

(iii) A rural letter carrier while operating any motor vehicle during the performance of his duties as a United States postal service rural letter carrier only between the first and last delivery points.

(iv) A driver who makes frequent stops and is traveling less than 15 miles per hour for the purpose of delivering goods or services while in the performance of his duties and only between the first and last delivery points.

A violation of this paragraph shall not be subject to the assessment of any points under section 1535 (relating to schedule of convictions and points).

(3) A driver who is under 18 years of age may not operate a motor vehicle in which the number of passengers exceeds the number of available safety seat belts in the vehicle.

(b) OFFENSE.—Anyone who fails to comply with the provisions of subsection (a)(1) or (1.1) shall be guilty of a summary offense with a maximum fine of \$100. The court imposing and collecting any such fines shall transfer the fines thus collected to the State Treasurer for deposit in the Child Passenger Restraint Fund, pursuant to section 4582 (relating to Child Passenger Restraint Fund). Anyone who violates subsection (a)(2) or (3) commits a summary offense and shall, upon conviction, be sentenced to pay a fine of \$10. No person shall be convicted of a violation of subsection (a)(2) unless the person is also convicted of another violation of this title which occurred at the same time. No costs as described in 42 Pa. C.S. § 1725.1 (relating to costs) shall be imposed for summary conviction of subsection (a)(2) or (3). Conviction under this subsection shall not constitute a moving violation.

(c) WAIVER OF FINE.—If a person receives a citation issued by the proper authority for violation of subsection (a)(1) or (1.1), a magisterial district judge, magistrate or judge shall dismiss the charges if the person prior to or at the per-

by notarized letter) or bailment from a bona fide loaner program of a child passenger restraint system or child booster seat.

(d) STANDARDS.—

(1) A child passenger restraint system shall be used as designated by the manufacturer the system in motor vehicles equipped with seat safety belts and shall meet the Federal Motor Vehicle Safety Standard (49 C.F.R. § 571.213).

(2) A child booster seat shall be used as designated by the manufacturer of the system motor vehicles equipped with seat safety belts and shall meet the Federal Motor Vehicle Safety Standard (49 CFR § 571.213) that is designed to elevate a child to properly sit in a federally approved safety seat belt system.

(e) CIVIL ACTIONS.—In no event shall violation or alleged violation of this subchapter be used as evidence in a trial of any civil action nor shall any jury in a civil action be instructed that any conduct did constitute or could be interpreted by them to constitute a violation of this subchapter; nor shall failure to use a child passenger restraint system, child booster seat, safety seat belt system be considered as contributory negligence nor shall failure to use such a system be admissible as evidence in the trial of any civil action; nor shall this subchapter impose any legal obligation upon or impute any civil liability whatsoever to an owner, employer, manufacturer, dealer or person engaged in the business of renting or leasing vehicles to the public to equip a vehicle with a child passenger restraint system or child booster seat or to have such child passenger restraint system or child booster seat available whenever their vehicle may be used to transport a child.

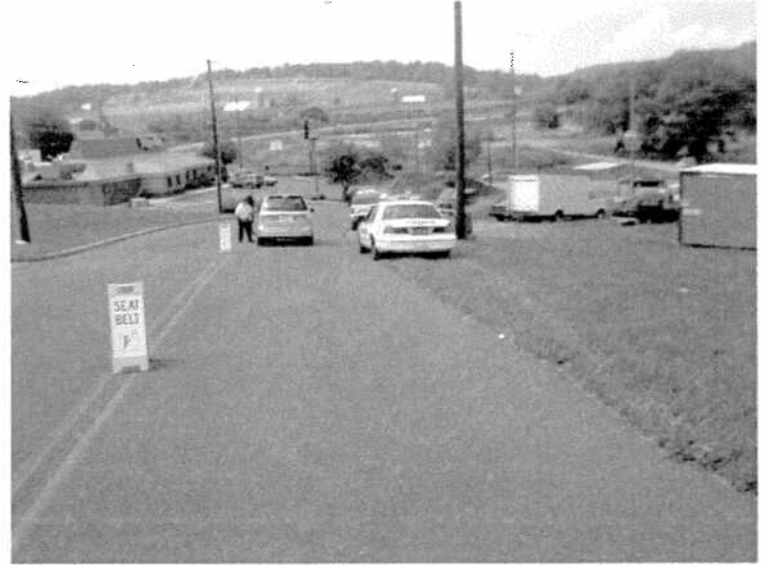
(f) CRIMINAL PROCEEDINGS.—The requirements of this subchapter or evidence of violation of this subchapter are not admissible as evidence in a criminal proceeding except in a proceeding for a violation of this subchapter. No criminal proceeding for the crime of homicide by vehicle shall be brought on the basis of noncompliance with this subchapter.

(g) EXEMPTIONS.—Exemptions will be allowed if it is determined, according to the rule and regulations of the department, that the use of a child passenger restraint system or child booster seat would be impractical for physical reasons including, but not limited to, medical reasons or size of the child.

(h) INSURANCE.—An insurer may charge an insured who has been convicted of violation of this section a higher premium for



Kickoff Photos



Enforcement Interventions



INFORMATIONAL SITE GUIDELINES

An educational interaction between law Enforcement Officers and The Public, where information is distributed on private property/roadways, to increase the public awareness of highway safety.

Guidelines:

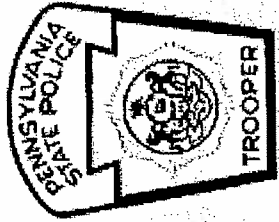
Officers should obtain permission from proper venue authority prior to conducting the informational site. Information shall be distributed by a uniformed officer.

Officers should adhere to proper safety procedures including the wearing of reflective vests.

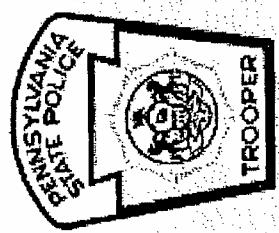
Officers may not signal a vehicle to stop and should only offer information to those vehicles already stopped.

Officers will offer information to every vehicle contacted whether or not safety restraints are in use; however, the person contacted must express a willingness to accept the information.

Vehicles should be contacted when exiting the selected venue, so as not to impede traffic or cause an undo delay.



SEAT BELTS SAVE LIVES!!!



Buckle Up!



Troop L – Reading

Berks, Lebanon and Schuylkill Counties

- 58 fatalities in 2005, 64% were unbelted.
- 39 fatalities so far in 2006, 74% were unbelted
- The majority of operators at fault have been male 81% in 2005 and 54% so far in 2006.

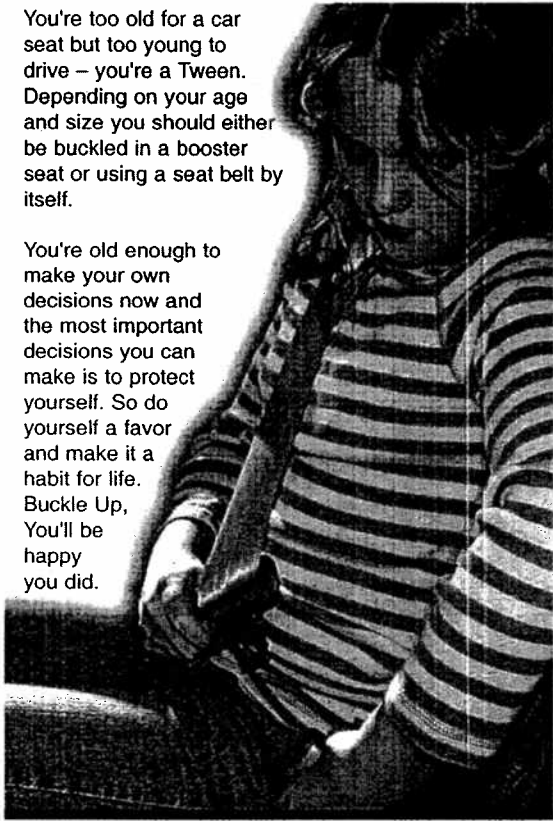
PA Safety Belt Law

- Secondary Law
- Citation Issued following Primary infraction
- Exception: child restraint is a primary violation

Pennsylvania State Police
Troop L
600 Kenhorst Blvd
Reading, PA 19611-1700
(610) 378-4011

You're too old for a car seat but too young to drive – you're a Tween. Depending on your age and size you should either be buckled in a booster seat or using a seat belt by itself.

You're old enough to make your own decisions now and the most important decisions you can make is to protect yourself. So do yourself a favor and make it a habit for life. Buckle Up, You'll be happy you did.



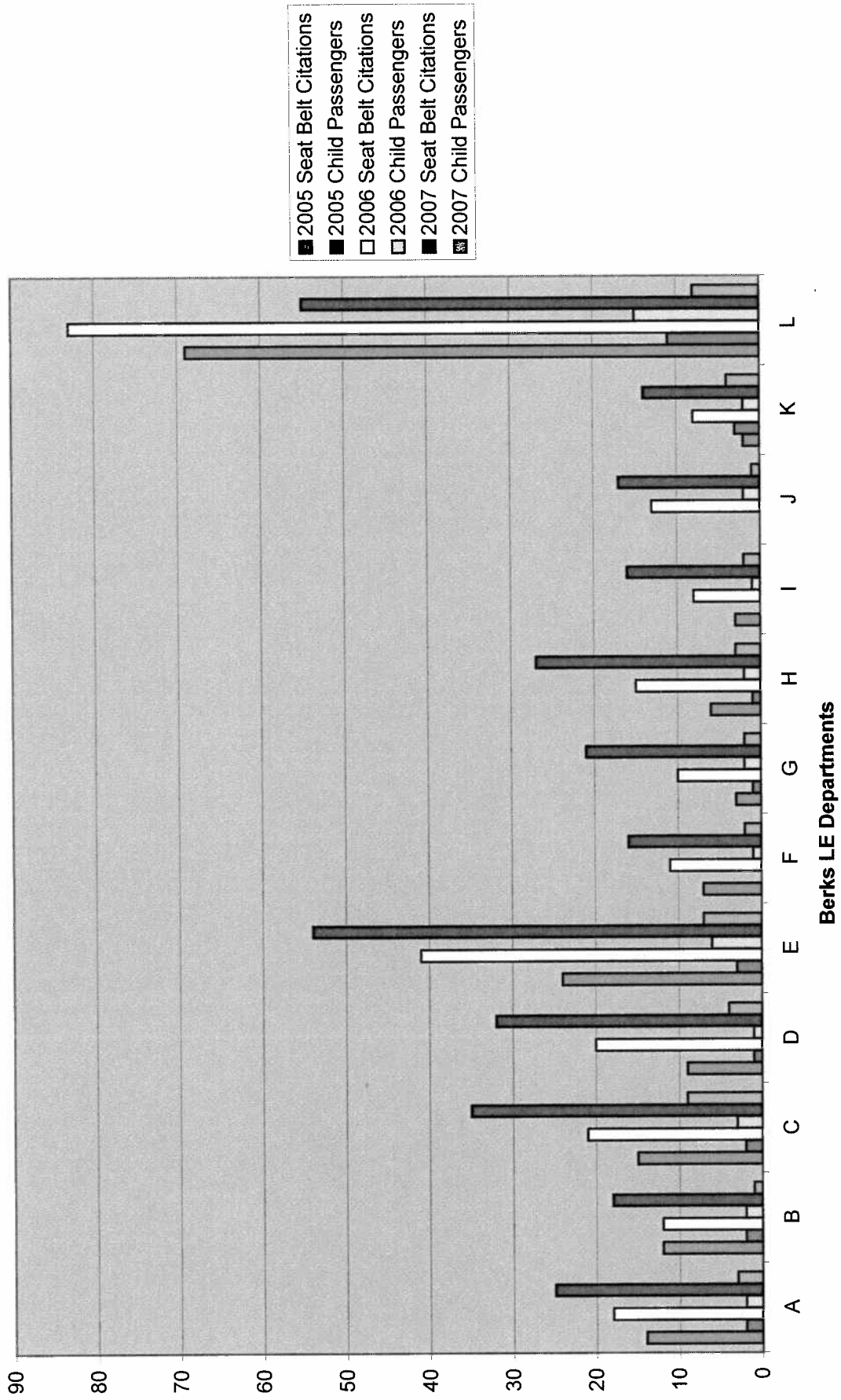
Buckle Up.
It's
The Thing to Do



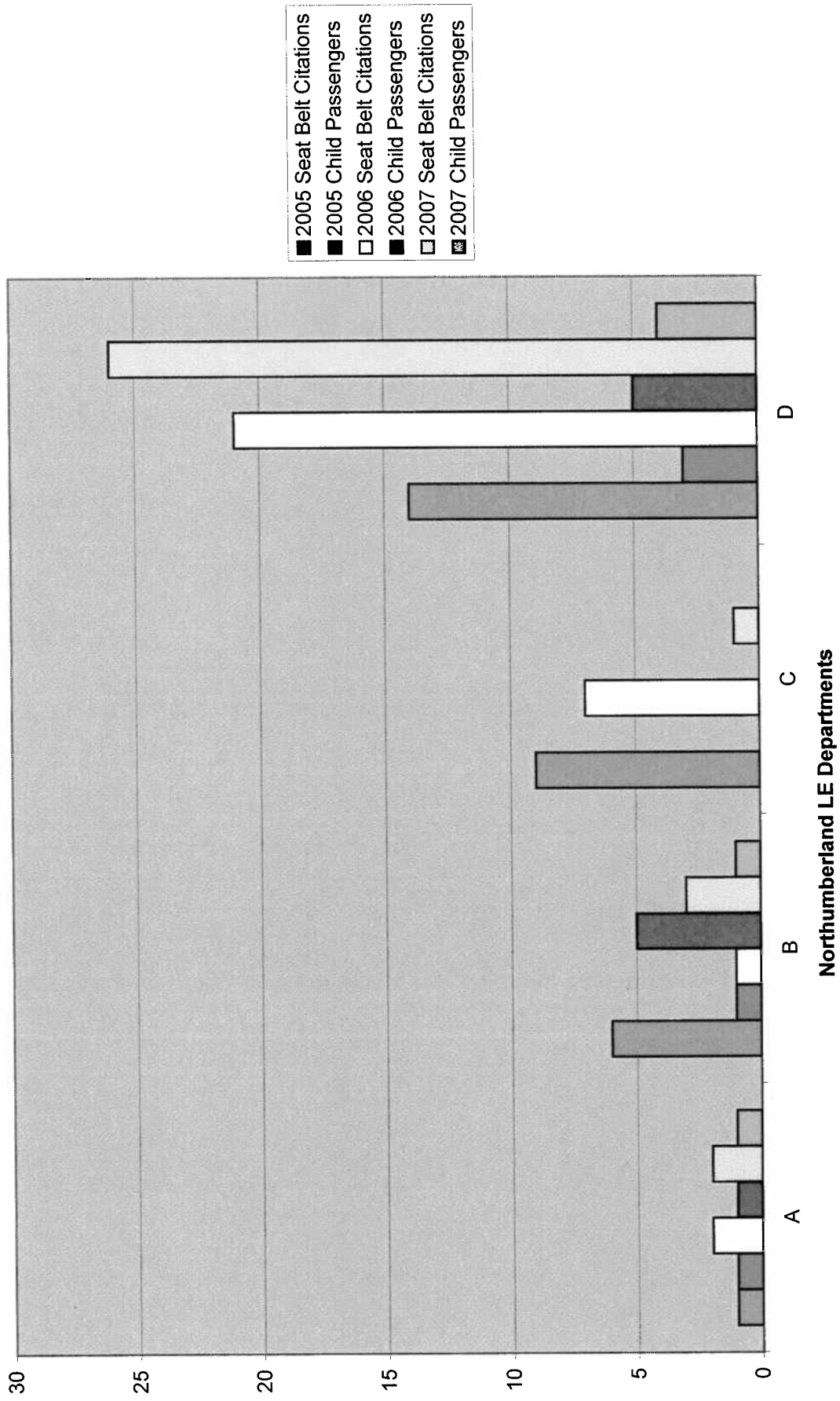
- Pennsylvania law requires drivers to secure children from eight to eighteen years of age in seat belts. Children under the age of eight must be restrained in age-appropriate safety seats.
- For their safety, children under the age of 13 should always ride in the back seat.
- Seat belts save lives and buckling up is the law in Pennsylvania. "Click It or Ticket."
- Positive role models are important. Children are much more likely to buckle up when their parents buckle up.



Violations



Violations



Berks County Violations 2005 - 2007

Department	2005 Seat Belt Citations	2005 Child Passengers	2006 Seat Belt Citations	2006 Child Passengers	2007 Seat Belt Citations	2007 Child Passengers
A	14	2	18	2	25	3
B	12	2	12	2	18	1
C	15	2	21	3	35	9
D	9	1	20	1	32	4
E	24	3	41	6	54	7
F	7	0	11	1	16	2
G	3	1	10	2	21	2
H	6	1	15	2	27	3
I	3	0	8	1	16	2
J	0	0	13	2	17	1
K	2	3	8	2	14	4
L	69	11	83	15	55	8
Local PD Subtotal	95	15	177	24	275	38
Total	164	26	260	39	330	46

Northumberland County Violations 2005 - 2007

Department	2005 Seat Belt Citations	2005 Child Passengers	2006 Seat Belt Citations	2006 Child Passengers	2007 Seat Belt Citations	2007 Child Passengers
A	1	1	2	1	2	1
B	6	1	1	5	3	1
C	9	0	7	0	1	0
D	14	3	21	5	26	4
Total	30	5	31	11	32	6

BETHEL TOWNSHIP POLICE DEPARTMENT



**91 KLAHR ROAD BOX 24
BETHEL, PENNSYLVANIA 19507
EMAIL: twppolicepa@bethel.berksco.org
FACSIMILE: 717-933-5585
DISPATCH: 800-372-9111**

Date: February 1st, 2006

**To: North Central Highway Safety Network
Regional Coordinator Joseph O'Donnell**

From: Chief Richard K. Freed

Subject: Agency Vehicle Restraint Policy

This correspondence is to advise you of our vehicle restraint usage policy, which is included as part of the existing standard operating procedure for all department members, and includes the following:

First, all members of our agency shall utilize the safety belts provided in township vehicles whenever operating same, and must also conform to state laws requiring such usage in any other vehicles they may use.

And secondly, all members of our agency are directed to enforce the existing state traffic laws while on duty and in uniform, which shall include section #4581 of the vehicle code relative use of safety belts.

Treatment Schools (Berks County)

Brandywine Heights School District

- Brandywine High
- Brandywine Middle
- Topton Elementary

Fleetwood Area School District

- Fleetwood High
- Fleetwood Middle
- Andrew Maier Elementary
- Fleetwood Elementary
- Richmond Elementary

Hamburg Area School District

- Hamburg High
- Hamburg Middle
- Hamburg Elementary
- Strausstown Elementary
- Perry Elementary
- Upper Bern Elementary

Oley Valley School District

- Oley High
- Oley Middle
- Oley Elementary

Tulpehocken Area School District

- Tulpehocken Area High
- Tulpehocken Middle
- Penn-Bernville Elementary
- Bethel Elementary

Twin Valley School District

- Twin Valley High

- Twin Valley Middle
- Honey Brook Elementary
- Robeson Elementary
- Twin Valley Elementary

Exeter Township School District

- Exeter High
- Exeter Junior High
- Lorraine Elementary
- M. Luther Lausch Elementary
- Jacksonwald Elementary
- Reifton Elementary

Wilson West Lawn School District

- Wilson High
- Wilson Central Junior High
- Wilson Southern Junior High
- Cornwall Terrace Elementary
- Lincoln Park Elementary
- Lower Heidelberg Elementary
- Shiloh Hills Elementary
- Spring Ridge Elementary
- West Wyomissing Elementary
- Whitfield Elementary

Comparison Schools Berks County (KAB Surveys Only)

- Reading High School
- Schuylkill Valley High School
- Schuylkill Valley Middle School
- Schuylkill Valley Elementary
- Wyomissing Area High School
- Wyomissing Area Middle School
- Wyomissing Area Elementary

Comparison Sites (Northumberland County-Observational Surveys Only)

Shamokin Lourdes School District

- Shamokin Lourdes
- Lourdes Middle
- Lourdes Elementary

Shamokin Area School District

- Shamokin Area
- Shamokin Middle
- Shamokin Elementary

Mt. Carmel Area School District

- Mt. Carmel High
- Mt Carmel Middle
- Mt. Carmel Elementary

Line Mountain School District

- Line Mountain High
- Line Mt. Middle
- Dalmatia Elementary
- Treverton Elementary

Appendix B

Educational Interventions

“The Back Is Where It’s At”

Tween Program Guide for Presenters

This program is intended for elementary school students and is designed to provide the necessary tools and resources for law enforcement officers to educate children about the importance of proper seat belt use.

Timing Sequence

The program is fast-paced to keep the attention of a younger audience and to cover a multitude of information in a short period of time. Due to the fact that the children are directly involved with the presentation, there is little chance of inattentiveness.

Program Planning

- can be taught independently by law enforcement officer or with the assistance of the local highway safety coordinator
- can be offered to the Tween audience (grades 4 and 5) anytime throughout the school year
- group size should be limited to two classes (no more than 60 students) to maximize effectiveness
- program lasts approximately 45 minutes and includes a hands-on activity and interactive video
- coordination with district personnel (to accommodate a table/desk, a TV/VCR and six chairs for the presentation) is necessary
- a strong, significant statement should close the presentation

Program Procedure (Tips)

1. **Seat Belts.** You will provide answers to the following questions: Who should buckle? When should you buckle? Where do you place the seat belt? Although these seem like rhetorical questions to most adults – especially people in the traffic safety world – children really may not know the answers. Playing show and tell with an actual seat belt and deployed airbag is valuable.
2. **Air Bags.** This section should explain the importance of airbags in a crash but also the danger of airbags to young people. Topics to be addressed in this section include crash dynamics, how seat belts and air bags work together, airbag deployment and the need for children to be out of the path of an airbag. The “How Airbags Deploy” clip should be shown at this time.

3. **Correct Seat Positioning.** The discussion of airbags is the perfect transition into a discussion about correct seat positioning. Children in this age group are eager to ride in the front seat like adults and it's important to explain the reasons why this is dangerous. The role playing exercise explained in the curriculum gives reasons why everyone from rear-facing infants to adult passengers should sit in the appropriate place.
4. **Entire Family Usage.** A powerful way to change the behavior of an entire family is to educate just one member. By telling Tweens about the need for all levels of child safety seats and the importance of seat belts for everyone, it's possible to create seat belt advocates who can make a difference. The dramatic, yet fun results of the Vince and Larry egg crash are a perfect way to help children understand.
5. **Culmination.** The "Do the Buckle" seat belt video, featuring Bill Nye the Science Guy, pulls together all the previously learned safety tips for traveling in a vehicle.

Survival 101: Seat Belt Safety”

Tween Program Guide for Presenters

This program is intended to help middle school students understand the all too real danger of being a passenger. By highlighting the behaviors that can lead to a crash, detailing the three collisions that comprise a crash, and grabbing students with hard-hitting imagery and law enforcement testimonials, Survival 101 can help middle school students make informed decisions about who they will ride with and how they will act when riding in a vehicle:

1. Survival 101 is a timely, relevant and impactful vehicle for reaching middle school students with the seatbelt message.
2. Our target age group shares with drivers the highest death rate from traffic crashes. In addition, this group is among the most difficult to reach. Teenagers tend to feel immortal and often enjoy pushing the limits of authority – not a great recipe for success on the road.
3. Survival 101 transforms a crash into a personal event through the eyes of a police officer. The program puts the audience at the scene of a crash involving victims their age.
4. Survival 101 is designed to increase seat belt use and reduce aggressive and impaired driving.

Timing Sequence

The presentation opens with a five minute video and account of dealing with teenage crashes. At this point, you must appeal to the audience as someone who’s “been there” and has seen the needless devastation caused by crashes. The remainder of the 45-minute program consists of a conversational presentation, an interactive slide presentation, video tapes and a question & answer session.

Program Planning

- All middle school students are candidates for this presentation.
- It’s effective to personally visit schools to arrange for presentations.
- Personally visit the middle school about three days before the presentation and place the display banner in a highly visible, strategic location. Secure the banner with instructions to lock it in the office at the end of each day. During the same visit, contact audio-visual personnel to ensure that the proper equipment is on hand for the presentation. Request guidance for any technological issues prior to the program.

- On the day of the program, follow the *Survival 101 Suggested Classroom Layout* from the curriculum. Don't forget to include the display banner with the rest of your classroom setup.
- Follow the program guide by starting the opening video before the students are settled. Remember, this is intended to startle the students and catch them off guard, so play it LOUD.
- Additional activities should include active minicade details or informational sites the day of the program and on following days. These types of activities are highly recommended to reinforce the seatbelt message.

Program Procedure (Tips)

6. **Grab Their Attention.** The video at the beginning of the presentation is intended to seem exactly like a crash would to its victims – unexpected. After everyone's attention is brought to the presentation, it's important to grab the students' attention a second time by explaining you've been at a crash and know what it's like to deal with the results (death, injury, dealing with grieving loved ones).
7. **Explain Crash Characteristics.** Middle school students are just beginning to think about driving and riding with friends. Now is the best time to review dangerous driving behaviors and to emphasize the fact that crashes are a reality. The five leading crash characteristics – aggressive driving, inexperience/driver error, alcohol, speed and fatigue – should each be discussed in detail. Use statistics to make your point.
8. **Explain Crash Dynamics.** It's critical to explain the three collisions (outside the vehicle, inside the vehicle and inside the body) that make up a crash to help middle school students understand its reality. The slide presentation will be a great tool to explain collisions by using several crash scenarios. It also underscores the importance of seat belts. The "how fast can you die" video is a hard hitting component of this section.
9. **Finale.** Remember, a seat belt can make the difference between life and death. Wear it as though your life depends on it – because it does.

Sixteen Minutes in a Fifteen-Year-Old's Life

Program Guide for Presenters

This program is intended to emphasize three key focus areas that young drivers will experience during their first journey behind the wheel.

It will be split into three distinct sections:

1. **Expectation and Reality.** This section is about handing over responsibility from parent to child (as illustrated by the key exchange in the picture). It's important to explore the expectations 15-year-olds have about driving and the realities realized by their 16-year-old peers. It's also important to stress the significance of wearing a seat belt before new drivers get behind the wheel.
2. **Behavior and Consequences.** This section explores the dangers of driving for teenagers and the behaviors that can cause a serious crash. It's important to explain crash characteristics unique to this age group and strategies for avoiding them. A key message in this section is that a seat belt is the best defense in a crash.
3. **Enforcement and Penalty.** This section introduces teenagers to Pennsylvania's seat belt law and the *Click It or Ticket* campaign. Ticketing procedures and prices will be explained during this part of the presentation. The section should end with the reminder that driving is not a right, but a privilege.

Timing Sequence

The above topics will change every five minutes, totaling 15 minutes with one minute left over for the conclusion. Seat belts must remain an underlying theme throughout the presentation.

Program Planning

- Only students who will turn 16 within the month should participate.
- The program should be scheduled as close to the 16th of the month as possible.
- Group size should be limited so that the presentation can be conducted in a smaller, less formal manner. You should sit among the students.
- A student should be designated to monitor five minute intervals to keep the presentation moving from topic to topic.
- A strong, significant statement should close the presentation.

Program Procedure (Tips)

10. **Why wear seat belts, and why wear them correctly? (5 minutes)** Buckling up before getting behind the wheel is not just recommended; it's the law. Discuss

various ways students may wear a seat belt (e.g. behind the back, slouched low in the seat and to the side, or removing the seat belts completely)

When discussing what it might be like to drive before actually getting behind the wheel, most 15 year olds have admitted to being scared, nervous and fearful of crashing. Many also believed it would be fun and empowering. Maintaining control is the most important factor for this section. Graduated licensing should also be discussed.

11. Seat belts are your best protection in a crash. (5 minutes) Many crashes that occur among teenagers involve distracted drivers, aggressive and impaired drivers and drivers carrying too many passengers for a vehicle. The most important message in this section is that always wearing a seat belt is the best defense in a crash (explain how belts and airbags work together when used properly). Consequences of risk-taking (e.g. injury and death) should also be discussed.

12. Seat belts are the law, and one might save your life. (5 minutes) Read the part of Pennsylvania's seat belt law that pertains to children their age and highlight the parts of the law involving transporting children younger than themselves. Click It or Ticket should also be explained in this section, as well as seat belt ticket costs. Explain that you'd rather ticket teenagers than contact their parents to tell them that they won't be coming home again. "How we meet is up to you ... if you don't buckle up, I may be there, but you'll never know it."

13. Closing. (1 minute) "Driving is a privilege, not a right. We want to believe that everyone on the road is safe and responsible, but you know that's not the case. Protect yourself and wear a seat belt. You and your passengers' lives depend on it."

PART ONE – Handing Over Responsibility

Turning sixteen will be a big event in your life. It means you are legally able to drive. It's a new part of your life that brings a lot of excitement and a lot of responsibility.

Fifteen year olds expect that learning to drive will bring freedom from parents and a sense of control and power. They are often nervous about getting behind the wheel.

Select a few students and ask, "What does driving mean to you?"

After hearing their responses, explain that sixteen year olds, after spending some time actually driving, have some surprising views. Here's what 454 driver education students had to say:

- 38% thought driving was either hard, scary, or nerve-wracking
- 6% though driving was easy
- 15% said driving was an exciting rush
- 11% felt driving gave them control of their lives
- 9% were afraid of bad drivers and hoped for enforcement
- 9% needed more time behind the wheel
- 12% didn't realize a car was so powerful.

When learning to drive, as you'll find out shortly, there's a difference between what you can expect and reality.

Discuss:

- Seat Belts – your best defense in a crash
- Graduated Licensing Program – learning to drive at a safe, measured pace
- Defensive Driving – you might be a good driver, but not everyone else is
- Maintaining Control – you are responsible for your life (and the lives of your passengers) whenever you get behind the wheel – take it seriously

*Passengers need to exercise good judgment when deciding with who they want to ride.
Explain the possible consequences of making poor choices.

PART TWO – BEHAVIOR AND CONSEQUENCES

Seat belts are your best defense in a crash. Together with airbags, they could reduce your chance of death by up to 60 percent.

“What is the most dangerous thing a 15 year old can do? Turn sixteen.”

That’s a fact. When you reach legal driving age, your chance of being killed or injured in a car crash increases substantially. Teens and young adults are at the greatest risk for severe injury or death in a crash. In fact, more injuries occur than fatalities, and many serious injuries can result in being paralyzed for life.

When you are in control of a vehicle, what you do can have serious consequences. Some behaviors that can lead to a crash include the following:

- Aggressive driving
 - Speeding
 - Red light running
 - Weaving, racing
- Distracted driving
 - Cell phone use
 - Turning to talk to friends
 - Eating
 - Playing with the radio
- Impaired driving
 - Alcohol
 - Drugs
 - Prescription medications
 - Lack of sleep

Chances are everyone here will be in a crash at some point in his or her life. You don’t have control over when that day may be, but you do have control of your behavior and of your power to defend yourself.

PART THREE – ENFORCEMENT AND PENALTY – CLICK IT OR TICKET

(Pennsylvania's seat belt law and provisions for those under 18)

In Pennsylvania, we believe in Click It or Ticket.

If you are stopped and cited for a primary offense (i.e. speeding, running a stop sign) and you are found to be unbelted, you will receive a second ticket for not buckling up. There will be no warnings and we enforce the law 24/7 – no exceptions.

If you are stopped and cited for a primary offense and any of your passengers (ages 17 and under) aren't buckled up, *you* will receive citations for them as well.

Each seatbelt citation adds an extra \$60 or so to your fine.

These laws exist for a reason – to keep you safe. We don't write tickets to give you a hard time; we write them to save your life.

Remember, driving is a privilege, not a right.

Buckle Up Every Time – Click It or Ticket.

Memorandum for 16 Minutes

Traffic crashes continue to be the number 1 cause of death in the 16 to 19 year old age group.

Although drivers in this age group drive less than anyone else, except the older population, their frequency of crashes, injuries, and fatalities are disproportionately high. In fact, based on average miles driven among 16 to 19 year olds, their risk of being involved in a crash is (4) four times greater. Youth drivers remain a major focus of the Pennsylvania Department of Transportation and highway safety advocates.

Buckle UP PA has developed a unique intervention program that focuses on selected high risk behaviors that lead to youth crashes, injuries, and deaths. “Sixteen Minutes in a Fifteen Year Olds Life” or “Sixteen Minutes” involves a small group educational situation with a police officer. It is recommended that the program be scheduled the month the student turns 16 years old, as close to the 16th of each month as possible. This police intervention will last approximately 16 minutes. Discussion will include, unbelted drivers and occupants, youth inexperience, aggressive driving, impaired driving, and “Click It or Ticket 2 Tickets-- 2 Fines” which will be explained in detail.

Emphasis for the program is on the personal and informal teaching approach that we believe will benefit not only the student, but the police officer as well. A program of this nature serves to strengthen the respect and rapport between the student and officer, particularly at that critical point in the student’s life just prior to them becoming eligible to apply for a learners permit. To be successful, this endeavor will require a cooperative effort between the law enforcement community and the school district at the high school level.

School Responsibilities

A commitment from a high school would require each school to designate a contact person at the high school. The contact person would work hand-in-hand with representatives from their local police department or Pennsylvania State Police to assist in the programming.

The contact person must:

- 1) Identify those 15 year olds about to turn 16 on a monthly basis. Those turning 16 during the summer months that would be identified in May or June would be included in those months programming. July and August birthdays would be distributed accordingly.
- 2) Coordinating with the law enforcement officer in scheduling the programs on a monthly basis by deciding on a location, date, and time at the school for the officer to meet with those students.
- 3) The student group should be limited to a maximum of 10-12 to keep within the intended informal atmosphere ideal for presenting the program.

Law Enforcement Responsibilities

A commitment from a law enforcement agency would entail the following:

- 1) Participating in a short (1 hour) training session for the 16 minute program.
- 2) Working in conjunction with your school contact to set up the visits to the schools, establishing times, dates, and locations.
- 3) Visit the school on a monthly basis for approximately 1 hour per visit to present the program, and report specifics back to Buckle Up PA; date, time and location of program, number of students, etc.

Acknowledgement of Understanding

(School Representative)

(Law Enforcement)

Agenda for School Meetings

Introduction

- 1. North Central Highway Safety Network**
- 2. Explanation of grant**
- 3. Goals of grant**
- 4. Target audience**

Educational Interventions

- 1. Elementary grades 3-5 "The Back is Where it's At"**
- 2. Middle School/Junior High "Survival 101"**
- 3. High School "Sixteen Minutes"**
- 4. Age appropriate programs approved by PennDOT & NHTSA**
- 5. All presentations police driven municipal or PSP**

Enforcement---If police accompany coordinator they can present

- 1. Informational sites with handouts conducted at parking lot exits at dismissal**
- 2. Minicade details near schools**
- 3. Roving patrols near schools or on roadways leading to and from schools**
- 4. Traffic Safety Checkpoints**
- 5. Emphasis on occupant protection**
- 6. Click it or Ticket 2 tickets 2 fines**

Evaluation

- 1. Importance of Measurements**
- 2. Observational Surveys**
 - a) Vehicles will be momentarily detained by data collector**
 - b) Explain data to be collected**
 - c) Ask for volunteers**
- 3. Questionnaires**
 - a) Distributed in grades 3-9 at all schools**
 - b) Responses are anonymous**

Outreach

- 1. Public Address Announcements aired periodically over the course of the campaign**
- 2. Inserts for school newspaper/newsletter**
- 3. On occasion media-print, radio, television-may be invited to school during educational interventions.**
- 4. School related parent groups**

School Commitment

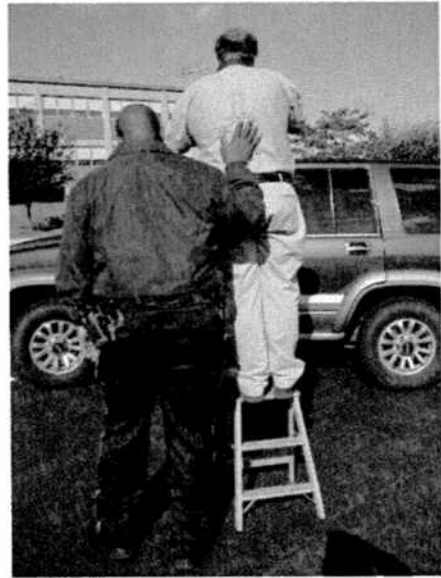
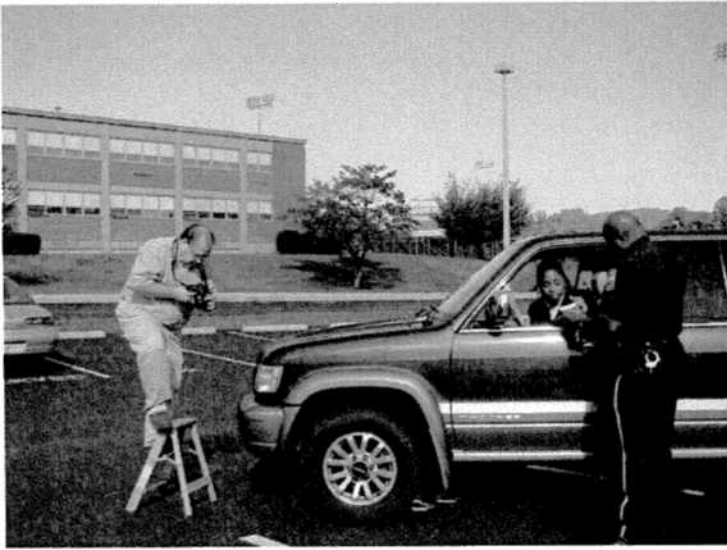
- 1. Allow Municipal or State Police to present programming and conduct informational sites**
- 2. A contact person at each school to work with police and coordinator to schedule educational interventions.**
- 3. Contact person at high school must identify on a monthly basis those 15 year old students who are turning 16, and arrange date, time and location for presentation**
- 4. Air public address announcements, and distribute inserts for newspaper and/or newsletter.**
- 5. Assist in distributing both pre and post questionnaires**



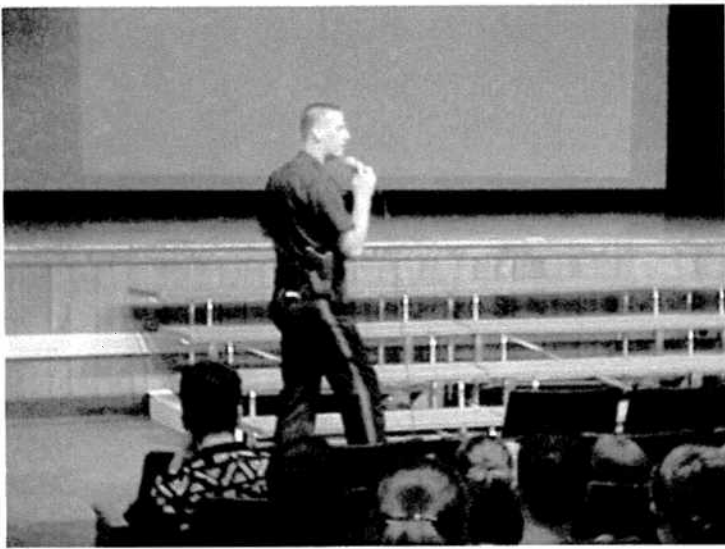
Training session for educational interventions at Pennsylvania State Police Hamburg



Training session for enforcement interventions at Oley Township Police



Creating "Sixteen Minutes"



Educational Interventions

Dear [REDACTED]

I'm writing on behalf of North Central Highway Safety Network, a PennDOT funded traffic safety organization. We have a long and well documented history of working with Berks County law enforcement agencies, schools and community groups to promote safety and prevention of injuries.

We are currently the recipient of funding from the National Highway Traffic Safety Administration (NHTSA), which focuses on proper vehicle seat positioning and increased seat belt use among children ages 8-15 (Tweens). Berks County has been selected as the demonstration site for this project. Our goal is to demonstrate that—through education, enforcement and community awareness—safety belt use can be increased and lives can ultimately be saved in this important age group.

Our program's educational component will use three different instructional models as interventions to address the Tween group. Each program was developed to directly meet the unique educational and developmental needs of students from elementary to high school. Two of the three curriculums "Survival 101" and "The Back is Where It's At" have been presented in schools throughout Pennsylvania for several years. A new program, "16 Minutes of Your Life," also was created for this project. Each of these police-driven programs will be presented by a municipal or State Police officer. The program's effectiveness will be measured by the use of questionnaires and observational surveys.

We would like to invite the Brandywine Heights Area School District to be included in this project. We have already received commitments from the Berks Lehigh Regional Police and the Pennsylvania State Police to work with us in this effort. I would welcome an opportunity to meet with you in the near future to briefly explain what the project entails. I will call you within one week of your receipt of this letter to follow up. In the meantime, please feel free to call me at 1-800-PA-BELTS with any questions or concerns.

Thank you for your consideration.

Sincerely,

Joseph O'Donnell
Traffic Safety Coordinator
North Central Highway Safety Network
mac@nchsn.org

Event Date:

**Press Contact: (Name)
(press contact phone number)**

Date:

MEDIA ADVISORY-AVOIDING TWEEN TRAGEDY

WHAT: Name of School, hosts The Back is Where it's At, a traffic safety presentation for students

On Day of Week, Date and Time, Name of School students will receive an important lesson that could save their lives. That afternoon, a certified instructor from Name of Police Department will visit the class to share important information about seat belt use and crash dynamics from a law enforcement perspective. This program developed specifically for the elementary school student focuses on seat belts, proper vehicle seat positioning, family use of belts, and crash dynamics. Traffic crashes remain the number one cause of death for elementary school children. Please consider attending the presentation to share the seat belt message with the young adults in your audience.

WHO: Name of School and name of Officer

WHEN: Day of week, Date and Time

WHERE: Location of School

ABOUT US: *Avoiding Tween Tragedy* is a NHTSA funded cooperative effort among Berks County school districts, Berks County Law enforcement agencies, and the North Central Highway Safety Network to increase seat belt use in the tween population (8-15 year olds) For more information about this and other programs contact 1-800-PA-BELTS

Event Date:

Press Contact: (Name)
(press contact phone number)

Date:

MEDIA ADVISORY-AVOIDING TWEEN TRAGEDY

WHAT: Name of School, hosts Survival 101 a traffic safety presentation for students.

On Day of Week, Date and Time, Name of School students will receive an important lesson that could save their lives. That afternoon, a certified instructor from Name of Police Department will visit the class to share important information about seat belt use and crash dynamics from a law enforcement perspective. This high impact program focuses on accountability and highlights contributing factors in teenage crashes such as speed, alcohol, and lack of experience. In Pennsylvania, young adults (ages 16-24) are one of four at-risk groups lagging behind in seat belt use. Please consider attending the presentation to share the seat belt message with the young adults in your audience.

WHO: Name of School and name of Officer

WHEN: Day of week, Date and Time

WHERE: Location of School

ABOUT US: *Avoiding Tween Tragedy* is a NHTSA funded cooperative effort among Berks County school districts, Berks County Law enforcement agencies, and the North Central Highway Safety Network to increase seat belt use in the tween population (8-15 year olds) For more information about this and other programs contact 1-800-PA-BELTS

Event Date:

**Press Contact: (Name)
(Press contact phone number)**

Date:

AVOIDING TWEEN TRAGEDY-SIXTEEN MINUTES

WHAT: Name of High School hosts Sixteen Minutes, a traffic safety presentation for students`

On Day of Week, Date and Time, Name of School students will receive an important lesson that could save their lives. That day, a certified *Sixteen Minutes* instructor from Name of Police Department will visit the school to share important information about seat belt use and crash dynamics from a law enforcement perspective. This high impact program which reaches out to fifteen years olds the month that they will be turning 16 and become eligible for an learner's permit, emphasizes accountability and highlights contributing factors in teenage crashes such as speed, alcohol, and lack of experience. In Pennsylvania, young adults (ages 16-24) are one of four at-risk groups lagging behind in seat belt use. Please consider attending the presentation to share the seat belt message with the young adults in your audience.

WHO: Name of School and Officer

WHEN: Date and time of presentation

WHERE: Location of School

ABOUT US: For more information about "Avoiding Tween Tragedy our Web site at www.buckleuppa.org.



405 WEST NORWEGIAN ST. ♦ POTTSVILLE, PA 17901
PHONE 570-628-2414 ♦ FAX 570-628-2419
getsafe@nchsn.org

Tween Police Trainings

Programs

The Back is Where its AT
SURVIVAL 101 MIDDLE School Version
16 MINUTES

Instructor(s)

CAROL ALONCE NCHSN

Date of Training *WEDNESDAY 1/25/06*

Location *HAMBURG P.S.P. STATION*

Police Department(s) & Officers

Tulpehocken Twp Police Department
PSP READING -
PSP JONESTOWN -
PSP FRACKVILLE -
TULPEHOCKEN TWP -
PSP SCHUYLKILL HAVEN -
PSP READING -
PSP HAMBURG -

School District(s)

Tulpehocken
HAMBURG
BRANDYWINE Heights

1-800-PA-BELTS

Prepare For Impact.

SAVE FACE

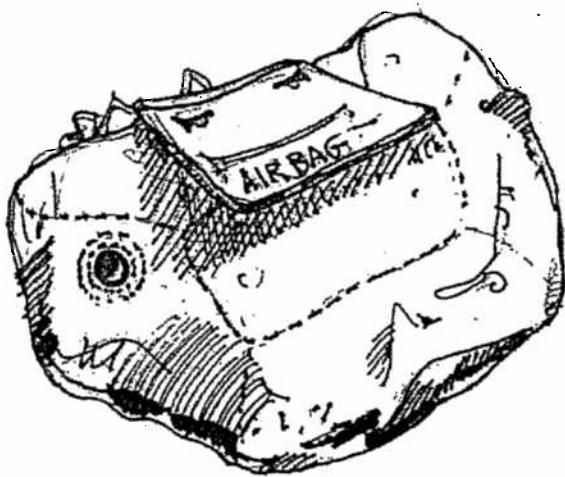
Wear a seat belt as though your life depends on it.

GOVERNOR EDWARD G. RENDELL



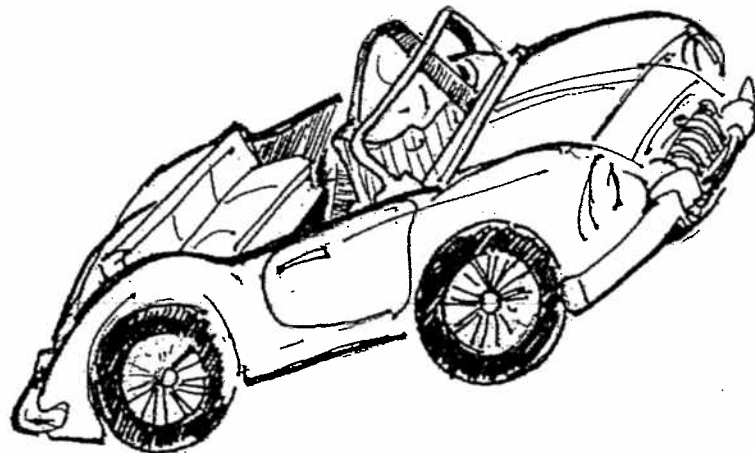
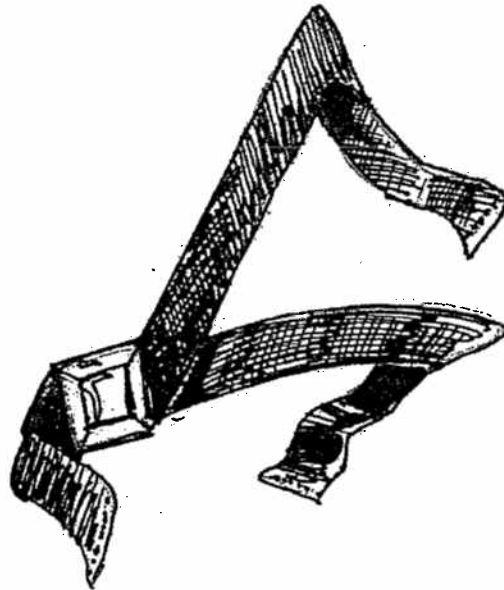
SECRETARY OF TRANSPORTATION
ALLEN D. BIEHLER, P.E.

ELEMENTARY SEAT BELT PROGRAM PROPS YOU WILL NEED



DEPLOYED AIRBAG

3 POINT SEAT BELT



TOY CONVERTIBLE
(CRASH TESTING)



Appendix C

Earned and Paid Media

NORTH CENTRAL HIGHWAY SAFETY NETWORK AWARDED
QUARTER MILLION DOLLAR FEDERAL SEAT BELT GRANT

Berks County Pilot Program to Focus on “Tweens”

POTTSVILLE, Pa. – The North Central Highway Safety Network (NCHSN) has been awarded a \$249,702 grant from the National Highway Traffic Safety Administration (NHTSA) – “Avoiding Tween Tragedy” – to increase seat belt use among 8 – 15 year olds. The grant will be used to fund an 18-month Berks County pilot program, which will consist of enforcement, educational and community outreach activities. The grant is one of only two awarded nationwide.

NCHSN staffers plan to work hand in hand with Berks County law enforcement agencies and school districts to implement the program. Ten county school districts have been chosen to participate. Each will receive a series of targeted educational interventions and seat belt evaluations. Stepped up seat belt enforcement and media campaigns in the county will supplement the effort. If the project is successful, it may be used as a model for state and regional programs.

“We are elated that we’ve been chosen to lead the way for this important project,” explains Mark Alonge, executive director of NCHSN. “Tweens are so critical to reach because they are the next generation of drivers. By instilling healthy seat belt habits today, we can save lives tomorrow.” Alonge notes that all educational and public outreach materials will be made available in Spanish to reach the significant Hispanic population in Berks County. The North Central Highway Safety Network has over 20

years of program design, development and traffic safety implementation experience. The organization currently manages local, county, regional and statewide highway safety grant projects, including Buckle Up.

FOR IMMEDIATE RELEASE

February 13, 2006

For more information contact:

Anne Harnish (717) 669-0308

SEAT BELT SAFETY PROGRAM FOR TWEENS
KICKS OFF IN BERKS COUNTY

READING, Pa. – “Avoiding Tween Tragedy,” one of the nation’s first traffic safety programs aimed specifically at the 8- 15-year-olds and their parents, officially begins today throughout Berks County with a kick off press conference at Wilson Senior High School. The 18-month pilot program pools resources from county school districts, local police departments and traffic safety advocates to increase seat belt use. It is funded by a quarter million dollar, two-year grant – one of only two awarded nationwide – from the National Highway Traffic Safety Administration (NHTSA).

“Not enough attention is paid to children who are too old to ride in booster seats but too young to drive,” explained Joe O’Donnell, project coordinator for North Central Highway Safety Network, the non-profit organization coordinating the grant. “We know that traffic-related fatalities and injuries increase dramatically at the age of eight. We’re confident it is possible to put an end to this tragedy by educating older children and their parents about proper vehicle positioning and restraint use.”

In addition to O’Donnell, the kick-off event featured speakers from NHTSA, Spring Township Police Department and Wilson Area School District. A debut presentation of “Sixteen Minutes,” a new curriculum developed specifically for fifteen-year-olds

about to celebrate their sixteenth birthdays, was held at the school immediately after the event.

Wilson is one of nine participating public school districts in Berks County. Other partner districts include Tulpehocken, Hamburg, Fleetwood, Brandywine Heights, Oley, Exeter, Antietam, and Twin Valley. Each school district has taken part in surveys gauging actual seat belt use and student opinions about traffic safety. For the next year and a half, students in all participating grade levels will be exposed to innovative traffic safety education presentations and high-visibility seat belt messages.

Fifteen Berks County police departments also plan to support the effort through increased enforcement and in-school involvement. In addition to Spring Township, these agencies are the Pennsylvania State Police, Central Berks Regional, Northern Berks Regional, Hamburg, Fleetwood, Oley, Bethel, Tulpehocken, Berks Lehigh Regional, Caenarvon, Robeson, Lower Heidelberg, Shoemakersville, and Exeter. A countywide media campaign also is planned during the 18-month effort.

North Central Highway Safety Network (NCHSN) has been one of the nation's most productive highway safety organizations since 1987. Located in Pottsville, NCHSN works cooperatively with local, state and federal transportation and law enforcement agencies to bring innovative traffic safety solutions to Pennsylvania. For more information about NCHSN, call 1 800-PA-BELTS.

FOR IMMEDIATE RELEASE

February 9, 2006

For more information contact:

Anne Harnish (717) 669-0308

MEDIA ADVISORY

WHAT: *Avoiding Tween Tragedy*, a 2 year pilot program to increase seat belt use among eight- to 15-year-olds (Twens), is kicked-off in Berks County.

Berks County will become one of the first areas in the nation to specifically focus on seat belt use among Twens. On February 13, law enforcement officers, traffic safety advocates and educators will formally kick off the new Tween seat belt safety initiative with a press conference at Wilson Senior High School. Speakers will include representatives from the National Highway Traffic Safety Administration (NHTSA), North Central Highway Safety Network, Spring Township Police Department and Wilson School District. All attendees are invited to stay for the debut of the "Sixteen Minutes" educational program, which starts immediately after the press conference. We hope you'll join us for this important traffic safety event as part of Child Passenger Safety Week (February 12-18, 2006).

WHO: Wilson School District students and administrators; uniformed state and local law enforcement officers and traffic safety professionals.

WHERE: Wilson Senior High School

2601 Grandview Blvd, West Lawn

WHEN: Monday, February 13, at 10:00 a.m.

ABOUT US: North Central Highway Safety Network (NCHSN) has been one of the nation's most productive highway safety organizations since 1987.

Located in Pottsville, NCHSN works cooperatively with local, state and federal transportation and law enforcement agencies to bring innovative traffic safety solutions to Pennsylvania. For more information about NCHSN, call 1 800-PA-BELTS.



405 WEST NORWEGIAN ST. ♦ POTTSVILLE, PA 17901
PHONE 570-628-2414 ♦ FAX 570-628-2419
getsafe@nchsn.org

April, 2006

For more information contact:

Joseph O'Donnell, Program Coordinator
North Central Highway Safety Network, Inc.
405 West Norwegian Street
Pottsville, PA 17901
570 628 2414

AVOIDING TWEEN TRAGEDY-MEDIA ADVISORY

WHAT: **Name of Police Agency** will be conducting a combination of enforcement operations, including roving patrols, speed enforcement, and minicade details

WHERE: **List locations for enforcement**

WHEN: **List times and dates for enforcement**

ABOUT US: *Avoiding Tween Tragedy* is a two-year pilot program funded by the National Highway Traffic Safety Administration (NHTSA) to increase seat belt use among 8-15 year olds. The effort pools resources from selected county school districts, local and state police, and traffic safety advocates to increase seat belt use in the targeted population. For more information, visit the Web site at www.buckleuppa.org.

###

1-800-PA-BELTS

BERKS COUNTY POLICE DEPARTMENTS TARGET TWEEN POPULATION
FOR CHILD PASSENGER SAFETY WEEK

For more than 20 years, Child Passenger Safety Week has been an important highway safety activity for Berks County police and highway safety advocates. It is an invaluable opportunity to remind motorists about proper restraint use and vehicle placement for the youngest occupants. But this year, many county police departments are placing extra emphasis on the important Tween population. As part of the “*Avoiding Tween Tragedy*” program, which targets children ages 8-15, police departments throughout Berks County will conduct extra enforcement and hold educational interventions in local school districts.

“Child Passenger Safety is not just about tiny tots in car seats,” explains Chief Christopher Neidert of the Exeter Township Police Department. “The needs of older children are often overlooked after they make the transition to adult seat belts. When riding in a vehicle, people must remember that children are not the same as adults.”

Throughout the week of February 11, Berks County police plan to spread safety messages that can help Tweens stay safe. Those messages include the need for all children under the age of 13 to always ride in the back seat and for adults riding with children to buckle up every time. Children are much more likely to wear their seat belts when their role models do. “In fact” explains Joe O’Donnell, coordinator for the

Avoiding Tween Tragedy project, “our preliminary surveys indicate that if the adult/driver is buckled up, there’s a 90% chance the tween passenger will be as well”.

“*Avoiding Tween Tragedy*” is a two-year pilot program funded by the National Highway Traffic Safety Administration (NHTSA) to increase seat belt use among 8-15 year olds. The effort pools resources from selected county school districts, local and state police, and traffic safety advocates to increase seat belt use in the targeted population. During the first year of the program, Berks County Law Enforcement Agencies conducted 70 enforcement operations. The operations resulted in 52,000 contacts, 339 citations for various motor vehicle violations, and 48 occupant violations, including 12 for child passenger violations. For more information about this and other programs, call 1 800 PA BELTS.

BERKS COUNTY POLICE DEPARTMENTS TARGET TWEEN POPULATION

Occupant protection has always been an important highway safety activity for Berks County police and highway safety advocates. It is an invaluable opportunity to remind motorists about proper restraint use and vehicle placement for the youngest occupants. But this year, many county police departments are placing extra emphasis on the important Tween population. As part of the “*Avoiding Tween Tragedy*” program, which targets children ages 8-15, police departments throughout Berks County are conducting extra enforcement and hold educational interventions in local school districts.

In the period (Fill in time period) Berks County Police conducted (Fill in Numbers) educational interventions resulting in (Fill in number of students) receiving an occupant protection presentation

Police also conducted innovative enforcement operations on roads near schools resulting in (Fill in number of citations) including Fill in number occupant protection violations

“*Avoiding Tween Tragedy*” is a two-year pilot program funded by the National Highway Traffic Safety Administration (NHTSA) to increase seat belt use among 8-15 year olds. The effort pools resources from selected county school districts, local and state police, and traffic safety advocates to increase seat belt use in the targeted population. . For more information about this and other programs, call 1 800 PA BELTS.

###

NEW SCHOOL YEAR BRINGS SEAT BELT LESSONS FOR
BERKS COUNTY STUDENTS AND FAMILIES

“Avoiding Tween Tragedy” Program Enters Its Second Year

As Berks County students hit the books for the 2006/07 school year, area police departments are hitting the road with an innovative seat belt safety program that targets them. The *“Avoiding Tween Tragedy”* program, which debuted last spring for children ages 8-15, will continue in nine county school districts. Berks County is one of only two areas in the country chosen to participate in this federally funded traffic safety initiative.

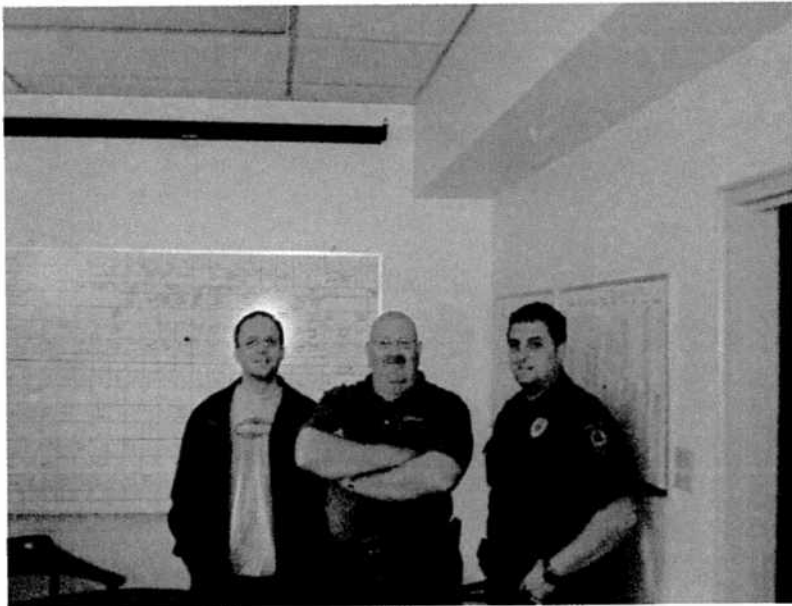
Historically, child passenger safety efforts have been focused on small children and young drivers, leaving a void in the “Tween” population. The *“Avoiding Tween Tragedy”* pilot program is one of the first to address children who are too old for booster seats but too young to drive. Last year, 1,800 students were reached through 45 classroom interventions. The program’s messages include the need for everyday seat belt use for all family members and the importance of riding in the back seat for children 13 and under.

“Safety and booster seats are a no-brainer for most families, but parents can become too relaxed about seat belts as their children get older,” explains Joe O’Donnell, coordinator for *“Avoiding Tween Tragedy.”* “Unfortunately, crash data shows that children are killed and injured more frequently as soon as they make the leap to adult belts. In order to curb needless tragedies, we must maintain good seat belt habits throughout adolescence.”

To reinforce those habits, 13 municipal departments and the Pennsylvania State Police are using a combination of high visibility traffic enforcement and educational interventions. Police officers have been trained to host three in-school, multimedia presentations to elementary and secondary students. Public outreach campaigns also are planned in the schools and the community. O'Donnell says the message to Tweens is simple – “Buckle Up, It’s the Thing To Do!”

“Avoiding Tween Tragedy” is a two-year pilot program funded by the National Highway Traffic Safety Administration (NHTSA) to increase seat belt use among 8-15 year olds. The effort pools resources from selected county school districts, local and state police, and traffic safety advocates to increase seat belt use in the targeted population. During the first year of the program, Berks County Law Enforcement Agencies conducted 70 enforcement operations. The operations resulted in 52,000 contacts, 339 citations for various motor vehicle violations, and 48 occupant protection violations, including 12 for child passenger violations. For more information about this and other programs, call 1 800 PA BELTS.

###



Media Partners

Agenda

“Avoiding Tween Tragedy”

**Wilson Senior High School
February 13, 2006**

- I. Welcome and Introductions
Joseph O’Donnell
Project Coordinator
North Central Highway Safety Network

- II. Lorraine Novak
Mid-Atlantic Regional Program Manager
National Highway Traffic Safety Administration

- III. Dr. Rudy Ruth
Superintendent
Wilson School District

- IV. Michael S.Messner
Chief of Police
Township of Spring
Police Department

- V. Andrew Smith
Wilson Senior High School Student
Bill Lillington
Western Berks Ambulance Association

Five members of junior class at Mount Carmel Area assist in seatbelt survey

MOUNT CARMEL — Five members of the junior class at Mount Carmel Area Junior-Senior High School braved the frigid temperatures on Dec. 20 to assist Tom Ryan, coordinator of the North Central Highway Safety Network, with a seatbelt survey.

Michael Kerrick, Julie Kuznicki, Philip Rathosky, Mark Stankiewicz and Benjamin Toland volunteered to stop vehicles outside Mount Carmel Area Junior-Senior High School and Mount Carmel Area Elementary

School, to ask drivers a few quick questions about their child passengers.

The volunteers asked the age of the children and noted whether or not they were belted and their location in the vehicle. They also had to record the vehicle type, the gender of the driver and whether the driver was belted. The students questioned approximately 50 drivers and are happy to report that almost all children were using seatbelts.

The results of the survey will be used as a comparison group

for surrounding counties, and another survey will most likely occur at the Mount Carmel Area School District in approximately 18 months.

After the survey was completed, the student helpers were treated to breakfast at Palmer's Diner in Shamokin. Kerrick commented, "We re-

ally had a lot of fun doing the survey and having breakfast was a bonus. The volunteers reminded everyone to buckle up — every time!"



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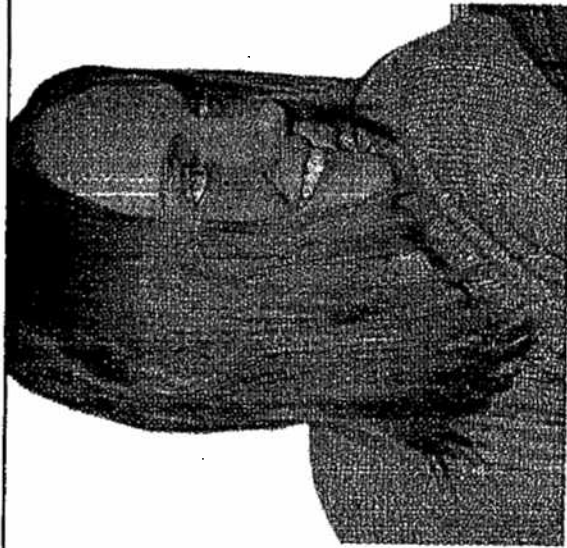
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Buckle Up,

It's

The Thing to Do



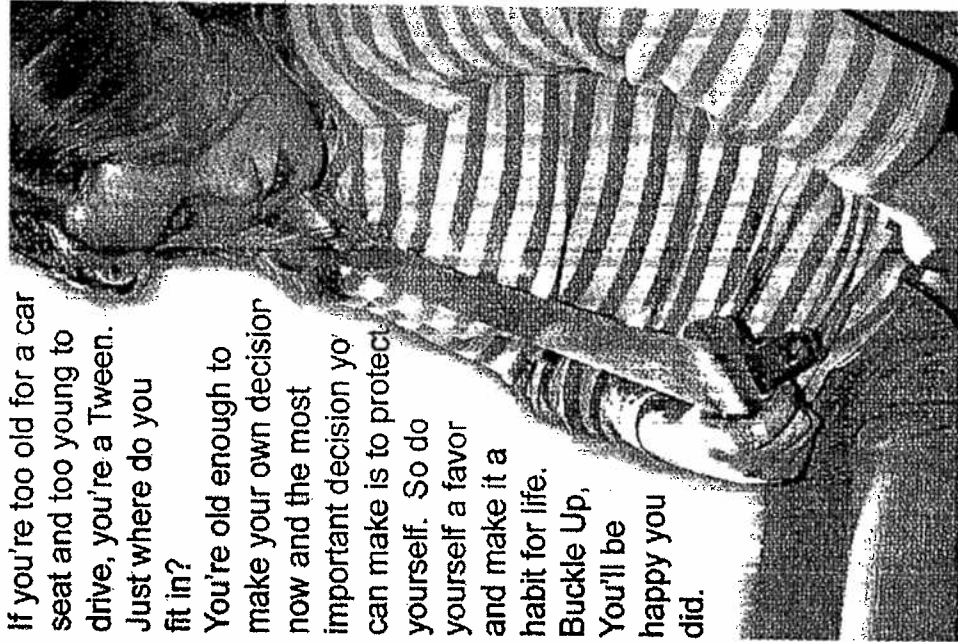
- Pennsylvania law requires drivers to secure children from eight to eighteen years of age in seat belts.
- For their safety, children under the age of 13 should always ride in the back seat.

• Seat belts save lives and they are the law in Pennsylvania. "Click it or Ticket".

• Positive role models are important. Children are much more likely to buckle up when their parents do.

TWEEN SAFETY PROJECT:

The Avoiding Tween Tragedy project is the first of its kind in Berks County to focus on Tweens. Look for us on the roads and in the schools. Drive safe!



If you're too old for a car seat and too young to drive, you're a Tween. Just where do you fit in?

You're old enough to make your own decision now and the most important decision you can make is to protect yourself. So do yourself a favor and make it a habit for life.

Buckle Up, You'll be happy you did.

READING EAGLE



Youths 8 to 15 to get seat belt safety facts

The in-school program is designed for an age group that experiences a high number of traffic-related fatalities and injuries, the coordinator says.

By Keith Mayer
Reading Eagle

A local highway safety agency will launch a program today in nine Berks County school districts to encourage seat belt use among students, specifically those 8 to 15 years old.

The Postville-based non-profit North Central Highway Safety Network has developed an education program for use in grades 3 through 6. A second phase targets 13-year-olds who are about to turn 16 and begin driving.

"If not enough attention is paid to children who are too old to ride in booster seats, but too young to drive," said Joseph O'Donnell, project coordinator.

"We know that traffic-related fatalities and injuries increase dramatically after the age of 8," he said. "We're confident it is possible to put an end to this tragedy by educating older children and their parents about proper vehicle positioning and restraint use."

Crash statistics about injuries for youths 8 to 15 years old were not available.

As part of the program, younger students will be shown a film depicting the effects of a traffic crash on the occupants of a minivan. It will encourage them to sit in the back, officials said.

Older students will see a more graphic film of a group of teens in a car crash.

"It involves looking at the survivability of a crash in the passenger compartment," program developer Carol Alonzo said.

"It starts with the crash and goes backward," she said. "It starts with a distracted driver. It's got drama into what's going on in the vehicle and you hear the crash."

High school students will learn that the teenagers in the vehicle were killed, but midle school students will not be exposed to death, Alonzo said.

They will be asked to choose if it would be safe to go with an older driver.

"With middle schoolers, we'll be hearing in on the message. 'I don't want to go with you,'" she said.

The final portion of the program will bring 13-year-olds about to turn 16 into a classroom, speaking in a small group with a police officer.

"It is an intervention program for good choices," Alonzo said.

In addition, students are warned that they will be ticketed if they are not wearing seat belts when stopped by po-

Participating Districts and Police Departments

- Berks County School Districts are taking part in the North Central Highway Safety Network program to encourage seat belt use among students.
- Berks County School Districts
- Berks County Police Departments
- Berks County Sheriff's Office
- Berks County Fire Department
- Berks County Health Department
- Berks County Planning and Zoning Commission
- Berks County Recreation Department
- Berks County Social Services
- Berks County Transportation Department
- Berks County Youth Center
- Berks County Zoning Board
- Berks County Board of Supervisors
- Berks County Board of Education
- Berks County Board of Health
- Berks County Board of Planning and Zoning
- Berks County Board of Recreation
- Berks County Board of Social Services
- Berks County Board of Transportation
- Berks County Board of Youth Center
- Berks County Board of Zoning

lice. Spring Township Patrolman James W. Surgeson, the school resource officer in the Wilson School District, expects the program to be effective.

He said it is an extension of what he has taught the past four years.

"I think they'll react pretty good because a lot of that we're already doing," he said.

Surgeson, who will conduct the small group meetings among the 13-year-olds, said he believes younger drivers wear seat belts more than older people because they are reminded of it in school.

The network, which spreads state and federal grants across an eight-county area, has secured \$250,000 from the National Highway Traffic Safety Administration for the program for the next 18 months.

"This is a pilot program, so everything we do, we're going to measure," O'Donnell said.

Surveys will be taken about attitudes toward seat belts and traffic safety before and after the curriculum is taught, he said.

If the results are positive, the administration may use it nationwide.

Contact reporter Keith Mayer at 610-374-5004 or kmayer@readingeagle.com

BERKS & BEYOND

www.readingeagle.com | READING EAGLE | TUESDAY July 17, 2007

45 citations are issued in Bethel traffic checks

From our news staff

Bethel Township police said they issued 45 traffic citations, including five for failure to use seat belts or child safety seats, during a weekend enforcement detail in the northwestern Berks County municipality.

The detail, conducted between Saturday morning and Sunday afternoon along Lancaster Avenue, was part of the ongoing Tween Enforcement Program being conducted by the Pottsville-based North Central High Safety Network.

The program focuses on increasing seat belt use among children between the ages of 6 and 16.



BETHEL TOWNSHIP POLICE Northwestern Berks County INFORMATION RELEASE twppolicepa@bethel.berksco.org	INCIDENT #07-96796
NATURE Recent Traffic Detail Results	RELEASED Sunday Evening July Fifteenth
LOCATION Along North And South Lancaster Avenues And School And Brown Roads	
AGENCY Bethel Township Berks County Police Members	

DETAILS

...Incident #07-96796...Between Saturday morning the seventh and Sunday afternoon the fifteenth of July...forty five traffic citations were issued by the aforementioned agency...including thirty four moving violations, six other infractions, and five restraint system non compliance...on the previously mentioned roadways of the northwest Berks County municipality...as part of the ongoing Tween Enforcement Program administered by the North Central Highway Safety Network of Pottsville...with similar such details slated in the future...

In Caernarvon/Berks, seat belt safety is a r

By **FRAN ODYNIC**

Tri County Correspondent
MORGANTOWN

Twin Valley School District is one of 10 school districts in Berks County that have been chosen to participate in a comprehensive pilot safety program called "Avoiding Tween Tragedy."

The 18-month program is being funded by a \$249,702 grant from the National Highway Traffic Safety Administration (NHTSA) which was awarded to the North Central Highway Safety Network (NCHSN) headquartered in Pottsville, Pa.

Locally, the program will be implemented by the Caernarvon/Berks Township Police Department. Its goal is to increase seat belt use among 8- to 15-year olds.

"We're finding kids 8 to 15 years old are not using seat belts," said Paul Stoltz, Caernarvon/Berks Chief of Police. "We have to get them to be in the habit of wearing seat belts and not having to be told to buckle up."

Stoltz hopes that through the program buckling up will become second nature to the

"Avoiding Tween Tragedy" program at the NCHSN.

O'Donnell pointed out that between 8 and 15 years of age "kids are starting to form habits that they'll carry with them for the rest of their lives. We want to get them into the habit of buckling up before they even get behind the wheel."

The grant for this program is one of only two awarded nationwide, according to O'Donnell. In addition to Twin Valley, other local school districts participating include: Exeter, Fleetwood, and Oley.

"There will be one-on-one contact between officers and drivers-to-be," explained Stoltz, of how the program will be presented in the Twin Valley School District before the end of the school year. Students in elementary and middle school will receive instruction on the importance of seat belt use from Caernarvon police officers and there will also be seat belt evaluations.

The Caernarvon/Berks Police Department periodically observes the degree of seat

of the police vehicle, they tend to buckle up then," he said, referring to the fear that they might get ticketed for not

injured from being thrown around in the vehicle."

He said that students find a variety of reasons for not



Photo by Janice Houck

Police Chief Paul Stoltz checks to see that 13-month-old David Seel, from Elverson, is properly secured in his car seat.

using their seat belts.

Stoltz pointed out that in the Twin Valley School District there are a lot of back roads that are hilly, winding, and curving as well as the higher speed rated interstate highway 176. The nature of these roads can compound an accident, especially when seat belts are not being worn.

"Accidents that involve roll-overs and ejections, that's

wearing seat belts ranging from "uncool" to being defiant to just being lazy.

It's the law

Wearing seat belts not only complies with state law but it also can factor into an insurance claim if a person is injured, Stoltz said. "If you're injured and not wearing a restraint system, an insurance company could possibly determine that you're partially

"From birth Pennsylvania child must be restrained system a police officer in which the restrained, the cited."

When a child the ages of four or she is required booster seat.

Between 10 and 17, any person front or back seat belt system emphasized the responsible for passengers' safety

He added should not ride seat until they age."

The reason recommend a deployed air on a person if

According 31,693 passengers occupants crashes during percent of them not wearing time of the more, the NHTSA nearly one in

BUCKLE

(Continued from Page 7)

ents a month before a 15-year-old student turns 16. "An officer goes one-on-one with students in a group meeting to explain why seat belts are important," said Stoltz.

The program is divided into three, five-minute segments. In the first segment, students learn why seat belts are important and their function. The second segment explains why seat belts are the best protection in a crash and the possible consequences involved when not wearing seat belts. The third segment deals with the seat belt law and why a person risks a citation referring to the national and state "Click or Ticket" campaigns.

In the closing minute, the police officer reminds the students and about-to-be drivers that driving is a privilege and not a right. The need for safe and responsible driving is re-emphasized.

"We have polled several 15-year-olds who had not yet been behind the wheel," said O'Donnell of the NCHSN. "There is a big difference between experience and reality. Many 16-year-olds admitted that it was scary the first time behind the wheel."

To reach the younger students in elementary school, the Caernarvon Police Department uses a program called "A Little More Time, A Lot More Good."

An officer speaks with the students, utilizing a "Barbie car" and an egg to point out the important role of seat

belts. The presentation demonstrates what happens when a "Barbie car" and an egg without tape become involved in a crash. Without tape on a seat belt, the egg cracks and breaks, showing the effect an impact can have.

Although these programs address the issue of seat belt safety on different levels, the message is the same: "Buckle up."

O'Donnell, who had been a police officer for 25 years in Pottsville, added that the 8- to 15-year-old age group is our kids, our future drivers. If they get in the habit of seat belt use, it will carry over when they start to drive.

When asked if seat belt safety is that simple, Stoltz nodded and replied, "I think it is. It's an easy, simple thing to do. Get in a car and buckle it."

Wilson Hosts County Seatbelt Safety Program

by Jonathan Heintzman, Community Relations Coordinator

One of the nation's first traffic safety programs aimed specifically at students aged 8 to 15 years old and their parents kicked off its 18-month pilot initiative at Wilson High School in February. The program, titled "Avoiding Tween Tragedy," pools the resources of school districts, local police, and traffic safety advocates to

A child should always be buckled up in a car. If a seatbelt is uncomfortable, that may indicate that the child is not yet big enough to ride in a car without a booster seat.

Project coordinator Joe O'Donnell of the North Central Highway Safety Network says that he hopes to reduce the appalling statistics of tween injury and fatality by educating older children and their parents on proper restraint positioning and use.

Wilson senior Andrew Smith and Bill Lillington from the Western Berks Ambulance Association spoke to the assembled police, media, and community members at the kick off program. Andrew gave a first-hand account of the serious accident in which he had been involved where the proper use of a seat belt literally saved his life. Bill offered an alternative point of view from his experience with the ambulance association.

"I responded to a similar accident about a year before," Bill said emotionally. "The only difference was that young man was not wearing his seatbelt and he was dead by the time we arrived."

Following the kick off conference, one of the new curricula offered through the "Avoiding Tween Tragedy"



School Liaison Officer Jim Surgeoner discusses responsibility and safety with a group of Wilson students who are about to turn 16 years old.

increase tweens' seat belt use. The program is funded through the National Highway Traffic Safety Administration (NHTSA).

Traffic-related fatalities and injuries increase dramatically at age eight. This is the age that many children are large enough to graduate from a car booster seat. They may not have acquired the habit of using a seat belt

Safety, from Page 1

edy" program was presented to a group of Wilson students. The session is called "Sixteen Minutes" and it is aimed directly at 15-year-old students who are about to celebrate their 16th birthday. The session is conducted by Wilson's School Liaison Officer Jim Surgeoner. Officer Surgeoner talks with the students and balances the realities of driving with the heady sense of independence that a driver's license affords.

NHTSA hopes is that reinforcing lawful seat belt use at such ages will instill a habit of buckling up that is critical to their safety, especially at that age.

More information is available on the NHTSA website at www.nhtsa.dot.gov

Wilson School Distr

School project pushes safety

SAFETY/From Page 1
ically at 8- to 15-year-olds, found to be at greater risk for traffic fatalities.

It's funded by a \$250,000 two-year grant — one of only two awarded nationwide — from the National Highway Traffic Safety Administration.

The 18-month pilot program began last week in Hamburg and other selected Berks County schools. It pools resources from county school districts, local police departments and traffic safety advocates.

"Not enough attention is paid to children who are too old to ride in booster seats but too young to drive," said Joseph O'Donnell, project coordinator for North Central Highway Safety Network, the Pottsville-based nonprofit organization coordinating the grant.

"We know that traffic-related fatalities and injuries increase dramatically at the age of 8," O'Donnell said. "We're confident it is possible to put an end to this tragedy by educating older children and their parents about proper vehicle positioning and restraint use."

According to statistics from the National Centers for Disease Control and Prevention, motor vehicle accidents are the leading cause of death for people ages 5 to 24.

The use of seat belts and child safety restraints reduces the risk of fatal injury by almost 50 percent and the use of child safety seats reduces the risk of fatal injury by 70 percent, the statistics show.

Jackowski, who has a 9-year-old son, Richard, a fourth-grader at Hamburg Area Elementary School, said she understands why her older son's age group might be more at risk.

"For kids at that age, using a seat belt is probably considered not cool," Jack-



JOHNATHAN PAROBY/Staff Photos

Hamburg Area Elementary School fourth-grader Richard A. Jackowski, 9, can buckle himself up for safety after getting into the family van. The school district received a \$250,000 grant to educate parents and children about driver safety and seat belt use.

owski said. "I see people riding around all the time with kids in their car that aren't wearing a seat belt, and it's hard for me to understand as a parent and a nurse, who has seen many times how devastating traffic accidents can be, why some parents don't understand how important it is to buckle up."

According to research by the National Highway Traffic Safety Administration, 81 percent of children 8 to 15 in the front seat used seat belts or restraints in 2005.

A recent study found that if a driver is wearing a seat belt, young children are also restrained 97 percent of the time; however, if a driver is not wearing a seat belt, young children are restrained only 88 percent of the time.

The Hamburg Area School District is one of nine public school districts in Berks County participating in the program, which includes Tulpehocken, Wilson, Fleetwood, Brandywine Heights, Oley, Exeter, Antie-

tam, and Twin Valley school districts.

For the next year and a half, students will be exposed to innovative traffic safety education presentations and high-visibility seat belt messages, O'Donnell said.

The Hamburg Police Department is one of 15 Berks County departments that, in conjunction with the state police, will increase enforcement of seat belt use and visit schools to educate students and parents.

School project pushes safety

Seat belts vital

BY MARIA HERNE

Staff Writer

mherne@republicanherald.com

HAMBURG — Beth A. Jackowski always makes sure everybody is buckled up before she starts her vehicle.

It was something she has



A weekly series focusing on local issues

always done, the Mohrsville mother of two said.

But last month, Jackowski

realized just how important it was

when her minivan was struck from behind while she was at a red light.

She and her 4-year-old son, Andrew, were in the vehicle. No one was injured, but her vehicle was extensively damaged.

"The other car was going pretty fast," Jackowski said. "My son would have gone through the windshield if he hadn't been wearing his seat belt."

A pilot program at the Hamburg Area School District takes this reality into account. It focuses on educating families about the importance of seat belt use and driver safety.

The program, called "Avoiding Tween Tragedy," is one of the nation's first traffic safety programs aimed specif-



Patriot photo by Penny Hummel

LISTEN AND LEARN. Northern Berks Regional Police Officer Chuck Hobart is pictured, l-r, with: Tara Wily, Tyler Redding, Erin Maynard and Nicholas Long, students at Andrew Maier Elementary School.

Students stars in car safety film

By Penny Hummel
Patriot Writer

Students at Andrew Maier Elementary were learning about travelling safe last week, and were teaching police officers in the process.

Officer Chuck Hobart of the Northern Berks Regional Police Department presented the program, "The Back is Where it's at," to Lynn Shadler's third grade class. The North Central Highway Safety Network (NCHSN), Pottsville, recorded Hobart's presentation and interaction with the students.

That tape will be used to train other police officers in the state to run their own programs.

The students entered their classroom on Wednesday, to find their desks pushed back against the wall, and their chairs

set up auditorium-style. Video cameras, recording equipment and several extra adults completed the scene which caused plenty of eyes to widen.

The children knew they'd be in a video, but they were surprised at the technical aspects of the project.

"They all think they're going to be movie stars," said Shadler, laughing.

Hobart, who's presented the program for about a year, admitted to the students he was a little nervous about his film debut, and the students were a little nervous, too.

After quick bathroom breaks and some reminders from Shadler about raising hands, sitting still and being quiet, the program began.

See **Film** page 2.

Auto safety stats

- 9,500 lives are saved each year through seatbelt use.
- Motor vehicle crashes are the leading cause of death for children, ages 3 to 14.
- Five children under age 15 are killed every day in car crashes.
- 640 children under age 15 are injured in car accidents each day.
- Seatbelts reduce the risk of fatal injury to front seat occupants by 45 percent, and moderate of critical injury by 65 percent.
- 7,493 children under age 15 were in fatal crashes in 2005.

Film starring students stresses car safety

Film, from page 1.
 "The Back is Where It's At" is targeted to children ages 8 to 13, dubbed the "ween" population, because they're out of booster seats, but not yet driving.
 The program explains air bags, emphasizes proper seat belt use, and the safest place for tweens to sit in the back seat.
 "Wear seatbelts every time, because accidents can happen anytime," Hobart told the kids.
 He then demonstrated what can happen in an accident with two raw eggs in a toy car, one seatbelted in and one not. When Hobart crashed the car into a chair, the unprotected egg broke.
 "Make sure everyone in the car is wearing their seatbelts," the officer told the

children.
 Program developer Carol Alonge, Comprehensive Coordinator for NCHSN, said the curriculum is statistically driven and is intended to be interactive.
 Sophia Gomez, especially enjoyed seeing and touching an air bag for the first time.
 She said her family has rules about who gets to sit in the front seat in the family car.
 "People over 16 only in the front seat," she said.
 Madison Wojciechowski has a similar rule at home and said she enjoyed Hobart's presentation.
 "It was great, they showed where everyone sat," she said.
 The NCHSN works with eight area school districts including Fleetwood Area

School District.
 The organization conducted observational surveys in the district with the help of Kutztown University students. They recorded data relating to seat belt use of drivers and passengers, and the positioning of seats. They found that 73 per-

cent of tween occupants used seatbelts, but that 61% of children under 12 were in the front seat.
 Hobart is hoping his work can help change that statistic.
 Contact: Penny Atkinson at penny@berksnews.com



Patrolman Charles W. Hobart of the Northern Berks Regional Police quizzes third-graders at Andrew Malar Elementary School, Blandon, on passenger safety Wednesday.

Officer cracks eggs for students to show why buckling up is best

"The Back is Where It's At" program, which debuts at a school in Blandon, stresses vehicle safety, including having children sit in the back seat.

By Steven Henschaw
 Reading Eagle

After using eggs to show how seat belts can prevent injuries, Patrolman Charles W. Hobart had one last request Wednesday for a group of third-graders at Andrew Malar Elementary School in Blandon.

His request was that the children always ask those who get in a car with them — including parents, siblings and friends — to wear seat belts at all times, even on a short trip to the store.

Hobart, a certified car seat technician with the Northern Berks Regional Police Department, visited Lynn Schaefer's third-grade class to give the debut presentation of "The Back is Where It's At."

The presentation is part of a two-year pilot program called "Avoiding Tween Tragedy," which is meant to increase seat belt use in children who have graduated from child seats but are too young to drive.

It also urges children under 13 to always ride in the back seat.

The Fleetwood School District is one of eight districts in

years old — are riding at risk in cars because they are not properly restrained in rear seats.

Seat belts and seat positioning didn't seem to be a problem with the third-graders to whom Hobart gave his 35-minute, interactive presentation.

A film crew taped Hobart's presentation for use in training other officers to be presenters.

Hobart arranged five chairs, each one representing a seating position in a car.

The officer then handed each of the volunteers a poster board with a picture of a human figure. Two of the posters depicted adults. The other three depicted children of different ages: an infant, a toddler and a child who was about the same age as the third-graders.

Hobart asked the audience to arrange the occupants in the proper position: adults in front, children in back, with the infant positioned in the middle.

The reason children younger than 13 should sit in the rear is a matter of air bag safety, Hobart explained. Air bags can injure smaller passengers.

To demonstrate how seat belts work in preventing injury,



FREE

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Volume 25, No. 51

TRI COUNTY RECORD

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We deliver hometown news to more than 30,000 readers in Berks, Chester and Lancaster Counties.

Traffic enforcement saves lives

By JOE MILLER
Tri County Correspondent

Route 176, just above Morgantown, can be a dark, almost desolate stretch of highway running from Route 23 in Morgantown until it blends into Route 422 just outside Reading. 176 is an unending, long, black stretch of nearly straight asphalt.

For some, that's an irresistible temptation to put the pedal to the metal and experience some first-person NASCAR on the way home from work. Those who stay at the road at its posted speed of 65 mph, however, can feel as though they're almost standing still as other cars blast by at mind-blowing speeds.

All of that came to a screeching halt when the Casarmayon Township Police Department, with the assistance of Pennsylvania State Police Troop 1, instituted a "speed en-

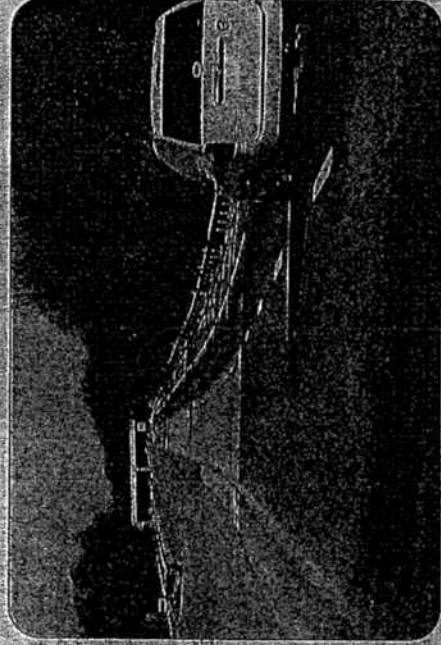


Photo by Joe Miller
Rt. 176 out of Morgantown often has long stretches of roadway for the driver who likes to go fast. Casarmayon Township Police recently stopped one individual doing 102 mph on the road.

forcement detail" in the southbound lanes. In four and a half hours, police issued 66 citations, one of which included an individual who was clocked at 102 mph.

That's the kind of driver. See SPEED, Page 2

SPONSORED BY

Allen and Barb Breckenman, from Gray Buck Gardens in Mohnton, displayed decorations and gifts in the shopping area for the many visitors to purchase at the 8th Annual Christmas at Ioama.

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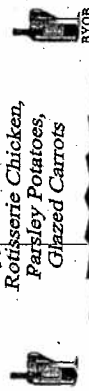


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ROBESON

(Continued from Page 1)

discovered that there is one address that doesn't supposedly have anyone living there but is making a lot of calls. In fact, the

mysterious address is a school and the children there have taken it upon themselves to call on behalf of other children that don't have homes where their gifts can be delivered or even phones to call from.

The play culminates with

SPEED

(Continued from Page 1)

er we're trying to get," said Caernarvon Township Police Chief Paul Stoliz.

That's why these details are going on. We're not

looking for the guy going 5 or 10 miles over the posted speed limit. It's people doing 93, 94 miles an hour. People who shouldn't be on the road -- no license, no insurance."

Stoliz pointed to a recent incident in the township where a young child was

asked to contribute an unwrapped gift for "Toys for Tots." Children dressed as elves (Chorus members) collected the presents during the program.

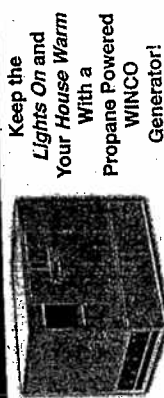
Last Saturday at 10 a.m., said Diefenbach, the toys were taken to the

Mart and the students ceremonially presented the toys to the sergeant in charge of that Toys for Tots drop-off point. Together, the group serenaded shoppers with the song "A Gift for Every Child" and other Christmas carols.

citations were issued during the enforcement action including other tickets for speeding, seatbelt violations, driving with suspended drivers license and driving a vehicle while registration was suspended. Several other drivers received warnings.

The detail was funded by a grant from North Central Highway Safety Network and Buckle Up PA.

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39 cited in seat-belt safety program

From our news staff

Exeter Township police said they issued 39 traffic citations over two days this week in efforts to encourage seat-belt use among passengers ages 8 to 15.

On Friday, police cited 26 drivers for speeding. Officers were on Dunham Drive near Exeter Junior-Senior High School shortly before 8. They moved to St. Lawrence Avenue when school began, police said.

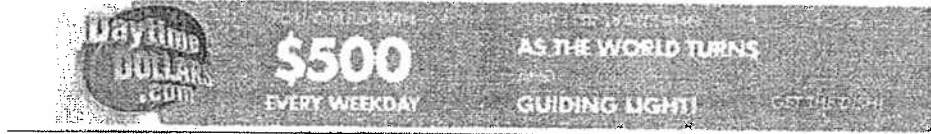
Three drivers were cited for not using seat belts or for having passengers who were not properly restrained. One driver also was cited for having an expired inspection sticker.

Tuesday morning, police at Dunham Drive and Route 562 cited 15 drivers for speeding. Three were cited for seat-belt violations. One was cited for driving an unregistered vehicle.

The enforcement efforts are part of a program intended to increase seat-belt use in children who have grown out of child seats but are too young to drive.

As part of a two-year pilot program funded by the federal government, the North Central Highway Safety Network, a program sponsored by the Schuylkill County commissioners, is gathering data on seat-belt use by that age group.

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Top Stories

In Caernarvon/Berks , seat belt safety is a major priority

By FRANK DOYNIK, Tri County Correspondent 05/23/2006

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MORGANTOWN -Twin Valley School District is one of 10 school districts in Berks County that have been chosen to participate in a comprehensive pilot safety program called "Avoiding Tween Tragedy."

The 18-month program is being funded by a \$249,702 grant from the National Highway Traffic Safety Administration (NHTSA) which was awarded to the North Central Highway Safety Network (NCHSN) headquartered in Pottsville, Pa.

Locally, the program will be implemented by the Caernarvon/Berks Township Police Department. Its goal is to increase seat belt use among 8- to 15-year olds.

"We're finding kids 8 to 15 years old are not using seat belts," said Paul Stoltz, Caernarvon/Berks Chief of Police. "We have to get them to be in the habit of wearing seat belts and not having to be told to buckle up."

Stoltz hopes that through the program buckling up will become second nature to the 8-to-15 age group.

"We hope to increase the seat belt use rate in that age group, and reduce injuries and fatalities," explained Joe O'Donnell, coordinator of the "Avoiding Tween Tragedy" program at the NCHSN.

O'Donnell pointed out that between 8 and 15 years of age "kids are starting to form habits that they'll carry with them for the rest of their lives. We want to get them into the habit of buckling up before they even get behind the wheel."

Advertisement

READER POLL

Is it important to get children into the habit of wearing a seatbelt when they are young?

Yes

No

Submit Vote

[view results](#)





The grant for this program is one of only two awarded nationwide, according to O'Donnell. In addition to Twin Valley, other local school districts participating include: Exeter, Fleetwood, and Oley.

"There will be one-on-one contact between officers and drivers-to-be," explained Stoltz, of how the program will be presented in the Twin Valley School District before the end of the school year. Students in elementary and middle school will receive instruction on the importance of seat belt use from Caernarvon police officers and there will also be seat belt evaluations.

The Caernarvon/Berks Police Department periodically observes the degree of seat belt use when monitoring traffic in the township. "We've seen numerous passengers in vehicles not wearing seat belts," said Stoltz.

"When they come in sight of the police vehicle, they tend to buckle up then," he said, referring to the fear that they might get ticketed for not using their seat belts.

Stoltz pointed out that in the Twin Valley School District there are a lot of back roads that are hilly, winding, and curving as well as the higher speed rated interstate highway 176. The nature of these roads can compound an accident, especially when seat belts are not being worn.

"Accidents that involve roll-overs and ejections, that's when serious injuries and deaths come in - at times when people are not properly restrained," he said. "We can find a person crushed or ejected in a roll-over or severely injured from being thrown around in the vehicle."

He said that students find a variety of reasons for not wearing seat belts ranging from "uncool" to being defiant to just being lazy.

It's the law

Wearing seat belts not only complies with state law but it also can factor into an insurance claim if a person is injured, Stoltz said. "If you're injured and not wearing a restraint system, an insurance company could possibly determine that you're partially at fault which can affect the claim."

According to O'Donnell, there are primary laws in Pennsylvania regarding vehicular seat belt safety practices.

"From birth to age three, Pennsylvania law states that a child must be riding in a restraint system," he said. "If a police officer stops a vehicle in which the child is not restrained, the driver can be cited."

When a child is between the ages of four and seven, he or she is required to be in a booster seat.

Between the ages of eight and 17, any passenger in the front or back seat must be in a seat belt system. O'Donnell emphasized that the driver is responsible for his or her passengers' safety.

He added that "children should not ride in the front seat until they are 13 years of age."

The reasoning behind this recommendation is the impact a deployed air bag could have on a person that young.

According to the NHTSA, 31,693 passenger vehicle occupants died in traffic crashes during 2004 - and 55 percent of those killed were not wearing seat belts at the time of the crash. Further-more, the NHTSA found that nearly one in five Americans still fail to regularly wear seat belts when driving or riding in a motor vehicle.

O'Donnell said that Berks County has a seat belt usage rate of about 85 percent compared to a statewide usage rate of 83 percent.

"It's an uphill battle," he admitted, not being satisfied with those percentages, "but it's a battle worth fighting."

Stoltz and his department have been fighting that battle with other vehicular safety programs targeted to certain age groups in the Twin Valley School District student population.

Survival 101 is a program aimed at middle and high schoolers emphasizing the need to use seat belts and to take responsibility for safe driving.

"The slide presentation reviews the laws of driving and why it is important to use seat belts," said Stoltz. It also explains why the driver is responsible for everybody in the car.

"You can carry as many people [in a vehicle] as the number of seat belts will permit," said Stoltz. He cringed as he mentioned the unsafe and high risk practice of piling in as many little leaguers into a car as possible to go get ice cream after a game or of transporting them in the back of a pickup truck.

"Sixteen Minutes" is another program the Caernarvon Police Department presents a month before a 15-year-old student turns 16. "An officer goes one-on-one with students in a group meeting to explain why seat belts are important," said Stoltz.

The program is divided into three, five-minute segments. In the first segment, students learn why seat belts are important and their function. The second segment explains why seat belts are the best protection in a crash and the possible consequences involved when not wearing seat belts. The third segment deals with the seat belt law and why a person risks a citation referring to the national and state "Click or Ticket" campaigns.

In the closing minute, the police officer reminds the students and about-to-be drivers that driving is a privilege and not a right. The need for safe and responsible driving is re-emphasized.

"We have polled several 15-year-olds who had not yet been behind the wheel," said O'Donnell of the NCHSN. "There is a big difference between experience and reality. Many 16-year-olds admitted that "it was scary" for them the first time behind the wheel."

To reach the younger students in elementary school, the Caernarvon Police Department uses a program called, "A Little More Time, A Lot More Good."

An officer speaks with the students utilizing a "Barbie car" and an egg to point out the important role of seat belts. The presentation demonstrates what happens when a "Barbie car" and an egg without tape become involved in a crash. Without tape or a seat belt, the egg cracks and breaks showing the effect an impact can have.

Although these programs address the issue of seat belt safety on different levels, the message is the same, "Buckle up."

C'Donnell, who had been a police officer for 25 years in Pottsville, added that the 8-to-15-year-old age group is "our kids, our future drivers. If they get in the habit of seat belt use, it will carry over when they start to drive."

When asked if seat belt safety is that simple, Stoltz nodded and replied, "I think it is. It's an easy, simple thing to do. Get in a car and buckle it."

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STUDENT

30 Second PSA – Student:

Hey you, the one who can't wait to turn sixteen! Your future is bright. So much lies ahead – getting your drivers' license, finishing school, making money, doing what you want to do with your life. Don't let one bad decision take it all away. Numbers don't lie – the biggest risk for people your age is being in a car crash. Why not take a step in the right direction by making a habit of wearing your seat belt. You'll be glad you did.

“Buckle Up, It's the Thing to Do.”

GENERAL

30 segundos PSA - general:

Oye Carlos, ¿Tú irías a nadar durante una tormenta eléctrica, con rayos y truenos? (relámpagos) O... ¿intentarías acariciar un perro rabioso? (Ladridos) ¡Claro que no! ¡De ninguna manera! ¡Solamente una persona loca haría esas cosas!, ¿verdad? OK, ahora ya se que tu te abrochas tu cinturón de seguridad cada vez que te subes al auto... puesto que los choques automovilísticos son el peligro más grande para alguien de tu edad, tendrías que estar loco para no hacerlo! ¿Verdad? **“Abróchate el Cinturón de seguridad, todos los viajes, todo el tiempo”**

ESTUDIANTE

30 segundos PSA - estudiante:

¡Oye tú! ... si tú... el que esta tan ansioso ¡por cumplir los dieciséis años! Tu futuro es brillante. ¡Te esperan tantas cosas! Obtener tu licencia de conducir, acabar la escuela, ganar dinero, hacer con tu vida lo que tú quieras. No dejes que una mala decisión te quite todo esto. Los números no mienten - el riesgo más grande para la gente de tu edad está en los choques automovilísticos. Porqué no tomar un paso en la dirección correcta y hacer del uso del cinturón de seguridad un hábito. Estarás orgulloso de que lo hiciste.

“Abróchate el cinturón de seguridad, todos los viajes, todo el tiempo.”

30 segundos ASP (Anuncio de Servicio Público) FOOTBALL PLAYER SPANISH

Hola, mi nombre es (nombre) – y juego en el equipo de fútbol Reading Express, soy (posición). Sería absurdo para mi jugar fútbol sin mi casco y sin mi equipo protector. Estas cosas están diseñadas para protegerme, (de otra manera sería una situación muy peligrosa). Lo mismo que cuando usted sube al auto. Es absurdo que no se abroche su cinturón de seguridad. El cinturón esta diseñado para protegerle (en caso de un choque o un accidente), (a veces la carretera puede ser muy peligrosa). Los cinturones de seguridad salvan vidas y son mandatarios bajo la ley en Pennsylvania. ¡Abróchese el cinturón de seguridad, todos los viajes, todo el tiempo!

Este mensaje es traído por La Administración Nacional de Seguridad de Tráfico en Carreteras y la Red Central del Norte de Seguridad Vial.

LAW ENFORCEMENT

30 Second PSA – Enforcement:

I'm Officer X of the X Police Department. If your child is between the ages of eight and fifteen, please remember these three points:

1. Booster seats until they're 4' 9".
2. The back seat is the place to be until age 13.
3. Buckle up every time. Good safety habits learned now will last a lifetime.

Be a good example for your Tweens by obeying our state's seatbelt and traffic laws.

Tweens – Enjoy the Ride! This message is brought to you by the National Highway Traffic Safety Administration and Avoiding Tween Tragedy.

GENERAL

30 Second PSA – General:

Would you go for a swim during a thunderstorm? (crack of lightning) Would you try to pet an angry-looking dog? (bark) No way! Only a crazy person would do those things, right? Ok, then I *know* you wear your seat belt every time you get into a car ... because since traffic crashes are the biggest threat for someone your age, you'd have to be a crazy person not to, right? Tweens - Enjoy the Ride! This message is brought to you by the National Highway Traffic Safety Administration and Avoiding Tween Tragedy.

STUDENT

30 Second PSA – Student:

Hey you, the one who can't wait to turn sixteen! Your future is bright. So much lies ahead – getting your drivers' license, finishing school, making money, doing what you want to do with your life. Don't let one bad decision take it all away. Numbers don't lie – the biggest risk for people your age is being in a car crash. Why not take a step in the right direction by making a habit of wearing your seat belt. You'll be glad you did.

Tweens - Enjoy the Ride! This message is bought to you by the National Highway Traffic Safety Administration and Avoiding Tween Tragedy.

CORONER

30 Second PSA – Coroner:

This is (name), Berks County Coroner. If you're a young person between 8 and 15 years old you're a Tween, and your future is bright. So much lies ahead in your life. Don't let one bad decision end it all for you. Numbers don't lie – the biggest risk of death and injuries for people your age is from a car crash. Protect yourself by making a habit of always wearing your seat belt. You'll be glad you did. **“Buckle Up, It's the Thing to Do.”**

30 Second PSA FOOTBALL PLAYER

Hi, I'm (name) – (position) for the Reading Express. It wouldn't make sense for me to play ball without my helmet and protective gear. Those things are designed to keep me safe in what would otherwise be a very dangerous situation. The same goes for you when you get into a vehicle. It doesn't make sense for you not to buckle up. A seat belt is designed to help keep you safe in case of a crash and since you never know when one might happen, the road can be a pretty dangerous place. Seat belts save lives and they are the law in Pennsylvania. So Buckle Up, It's the Thing to Do! This message is brought to you by The National Highway Traffic Safety Administration and the North Central Highway Safety Network

POLICE OFFICER ENGLISH AND SPANISH

APLICACIÓN DE LEY

30 segundos PSA - aplicación:

Soy oficial X del departamento de policía de X. Si sus hijos están entre las edades de ocho y 15 años, recuerde por favor estos tres puntos: 1. Hasta que los niños alcancen una estatura de 4'9", use los asientos elevados "boosters". 2. El asiento trasero es el lugar de sus hijos hasta que cumplan los 13 años 3. Abróchese el cinturón cada vez que suba al auto. Los buenos hábitos de seguridad que sus hijos ahora aprendan durarán toda la vida. Sea un buen ejemplo para sus hijos obedeciendo las leyes de tráfico y del cinturón de seguridad de nuestro estado. **"Abróchese el cinturón de seguridad, todos los viajes, todo el tiempo."**

LAW ENFORCEMENT

30 Second PSA – Enforcement:

I'm Officer X of the X police department. If your child is between the ages of eight and 15, please remember these three safety points: 1. Booster seats until they're 8 years old. 2. The back seat is the place to be until age 13. 3. Buckle up every time. Good safety habits practiced now will last a lifetime. And be a good example for your kids by obeying Pennsylvania's seatbelt and traffic laws. **"Buckle Up, It's the Thing to Do."**

GENERAL

30 Second PSA – General: PARENT

Hey kids, would you go for a swim during a thunderstorm? (crack of lightning) Would you try to pet a vicious-looking dog? (bark) No way! Ok, then I *know* you wear your seat belt every time you get into a car... because since traffic crashes are the biggest threat for someone your age, you'd be crazy not to, right? **"Buckle Up, It's the Thing to Do."**

NORTH CENTRAL HIGHWAY SAFETY NETWORK AWARDED
QUARTER MILLION DOLLAR FEDERAL SEAT BELT GRANT

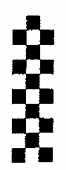
Berks County Pilot Program to Focus on “Tweens”


POTTSVILLE, Pa. – The North Central Highway Safety Network (NCHSN) has been awarded a \$249,702 grant from the National Highway Traffic Safety Administration (NHTSA) – “Avoiding Tween Tragedy” – to increase seat belt use among 8 – 15 year olds. The grant will be used to fund an 18-month Berks County pilot program, which will consist of enforcement, educational and community outreach activities. The grant is one of only two awarded nationwide.

NCHSN staffers plan to work hand in hand with Berks County law enforcement agencies and school districts to implement the program. Ten county school districts have been chosen to participate. Each will receive a series of targeted educational interventions and seat belt evaluations. Stepped up seat belt enforcement and media campaigns in the county will supplement the effort. If the project is successful, it may be used as a model for state and regional programs.

“We are elated that we’ve been chosen to lead the way for this important project,” explains Mark Alonge, executive director of NCHSN. “Tweens are so critical to reach because they are the next generation of drivers. By instilling healthy seat belt habits today, we can save lives tomorrow.” Alonge notes that all educational and public outreach materials will be made available in Spanish to reach the significant Hispanic population in Berks County.

The North Central Highway Safety Network has over 20 years of program design, development and traffic safety implementation experience. The organization currently manages local, county, regional and statewide highway safety grant projects, including Buckle Up



BETHEL BULLETIN. 

MYERS TOWN HERALD

MARCH 22, 2007

POLICE: 51 CITED DURING PATROLS

Herald report

Bethel Township, Berks County, police issued traffic citations to 51 motorists for moving violations of the state vehicle code and six drivers for not wearing their seat belts while committing other infractions of the same statute during traffic enforcement patrols in the area of the Bethel Elementary Center, of the Tulpehocken School District, on Route 501 in the township between Feb. 2 and March 12.

The patrols were interrupted by recent inclement weather.

The School Vicinity Detail is administered by the North Central Highway Safety Network of Pottsville.

Bethel police plan to conduct similar endeavors in the future.

Appendix D

Community Partners

Safety Tips on Driving

Tip Number One: Buckle Up Every Time! You've heard it again and again for a good reason. Seatbelts save lives! A seatbelt can be the difference between waking away from a crash or being taken to the hospital or worse. Seatbelts keep you inside the vehicle during a crash and help prevent serious injuries and even death. Seatbelts do nothing but good things for you, and they can save your life! So Buckle Up, it's the Thing to Do.

side for your actions, but you'll need to be aware of others on the road. Not everyone can be a good driver. Buckle up to protect yourself now and when you start driving, it's the thing to do!

Tip Number Four: Teach Mom and Dad a Lesson! Your Mom and Dad grew up in a time when seat belts weren't talked about as much. It probably wasn't even against the law to ride unbuckled. Your parents also listened to cassette tapes and used typewriters. Times have changed. If your parents don't buckle up, it's probably because they didn't get into the seat belt habit when they were kids. It's your turn to be the role model by reminding them about the importance of seatbelts. Here's your chance to get your parents to buckle up, it's the thing to do!

Tip Number Five: Click It or Ticket! Seat belts are so important that they are the law in Pennsylvania. If you are riding in a car that is pulled over, the driver can receive tickets for not buckling up and also for not making sure passengers are buckled up. Fines are, even bigger if there are unbuckled children in the car. That can add up to a lot of money! You can save your family money by making sure everyone is always wearing a seatbelt. Buckle Up, it's the Thing to Do!

Tip Number Two: The Back is Where it's At! If you're under thirteen, you should be sitting in the back seat. Airbags can seriously injure you and the front seat simply isn't as safe. In the back you can enjoy plenty of room to play games, listen to music, watch a DVD, talk with friends, or just have a little private time after a long day at school. It sounds like the back is where it's at if you're over thirteen, think about your younger siblings or friends. Do they all ride in the back seat? They should. Have fun in the back and Buckle Up, it's the Thing to Do!

Tip Number Three: Driving is a Privilege. What's the most dangerous thing a fifteen-year-old can do? Turn sixteen. Once you start driving, you enter a very dangerous time in your life. Your car crashes. Driving is a cool, independent experience but it's also a great responsibility. You will not only be respon-

BCIAA girls' tennis tournament wrap up

BCIAA girls' tennis tournament wrap up

Carolyn Mohr grade 10

This year at the BCIAA girls' tennis tournament Hamburg's team advanced much further than last year. Two of the singles players and two of the doubles teams both advanced to play on Friday.

Of the singles players, Jess Kamp played eight one singles for the Hawks and lost in the first round to Schuylkill Valley. In flight two singles Kati Fraetz won the first round in a tiebreak against Conrad Weiser. Kelsey Neppes advanced to the quarterfinal round of flight three singles after defeating Reading 10-4. Carolyn Mohr won against Schuylkill Valley 10-5 in flight four singles. Sarah Wicks defeated Twin Valley 10-1 in the first round of flight the singles.

Carolyn and Sarah advanced to play on Friday in the semifinal round of singles. Carolyn lost to Fleetwood and Sarah lost to Wyoming. Both girls played well but unfortunately lost.

Kati and Jess played flight one doubles and defeated Arden in the first round 8-2, 6-1. Carolyn and Sarah played at flight two doubles and were defeated by Governor Mifflin in the first round. Kelsey and Jaclyn Light won against Exeter 10-8.

During the second round of flight, two doubles Kelsey and Jaclyn defeated Schuylkill Valley 10-8. In the quarterfinal round, Kati and Jess lost by default to Fleetwood. Kelsey and Jaclyn lost to Wyoming in the quarterfinals.

This year the girls' tennis team did much better at the BCIAA tournament than last year. Many girls advanced to the quarterfinal and semifinal rounds.

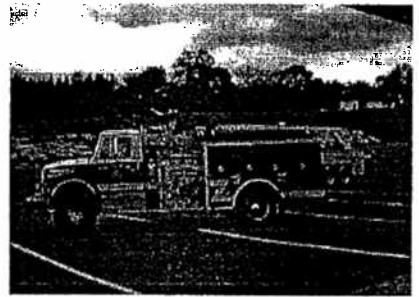
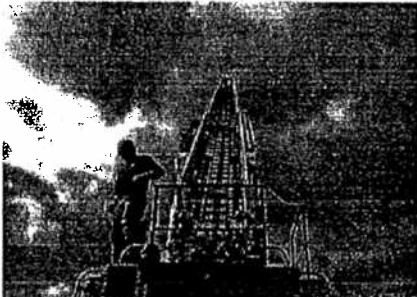


Superintendent's Listening Posts

In late October, Mr. Jim Givens will start a series of Superintendent's Listening Posts and will visit buildings in the evening to listen to the concerns of residents. With Act 1, tax study commission, the building program, and the budget topics, he wants to keep the community informed.

October 30	Scaerstown	6:30 p.m. - 8:00 p.m.
November 6	Upper Bam	6:30 p.m. - 8:00 p.m.
December 12	Peary	6:30 p.m. - 8:00 p.m.
January 15	Hamburg	6:30 p.m. - 8:00 p.m.
January 29	High School	6:30 p.m. - 8:00 p.m.
February 5	Middle School	6:30 p.m. - 8:00 p.m.

COATS FOR KIDS
Bring in used coats to Mrs. Jones' room by November 11, 2006.



For Fire Prevention week, our local fire company showed their equipment to the Life Skills students.

cc: Joe O'Donnell



The Bethel PTO wishes you a Happy Holiday season and a peaceful New Year!

DECEMBER 2006

Our next PTO mtg. is Thurs., 1/4 at 6:30/7 PM in the Music Rm. ***PLEASE read note under "Upcoming PTO Events".**

**Remember, IF a school day is canceled due to inclement weather, then after-school activities are also canceled, which includes PTO mtgs. & activities.*

HIGHLIGHTS FROM DECEMBER'S MEETING

*We didn't have a large turnout at the mtg but we did have a DAD attend (Yea!) who admitted that he never realized everything the PTO does for the children & the school before coming to the meeting. I wish every parent would make it their New Year's Resolution to come to a PTO mtg. just once to learn more!

UPCOMING PTO EVENTS



***PLEASE NOTE:** January's PTO mtg. will be very informative & we urge parents to attend. Prior to our mtg (from 6:30-7 p.m.), Mrs. Jenkins will be informing us on fire drill & lock-down procedures. Then, at the start of our mtg, from 7-7:15 p.m., we will have Joe O'Donnell from the N. Central Highway Safety Dept. speak on driver responsibility/occupant protection, proper vehicle seat positioning & seat belt safety.



GRADE 2-3 FUN & GAMES NIGHT is scheduled for Fri., 1/19/07 from 7-8:30 p.m.

This is a fun-filled night for 2nd & 3rd graders to take part in a variety of parent-supervised games & activities in the school gym. Information sheet & permission slip will be sent home closer to the event.

UPDATES ON PAST PTO EVENTS

K-1 FUN & GAMES NIGHT was 11/10/06. 43 kindergarteners & 1st-graders (39%) attended & had a great time playing parachute games, bowling, scooter races, clothes relay & ABC around the world. A "big kid" (Mrs. Jenkins) had fun "playing" too! Thanks to Bobbi Peiffer & Jill Hulse for co-coordinating this event. They didn't even know what a "fun & games night" was, but they offered to co-coordinate it & did a great job! Thanks to the moms/dads who helped at the stations, as well as Mrs. Becker, Mrs. Jenkins, Mrs. Kochera, and the custodians for their help.



DESSERTS were provided by our PTO parents for our teachers during P-T conferences. Thanks to all

for coordinating this event. The teachers really enjoyed and appreciated it!



SANTA'S WORKSHOP was 12/4-7. **HOW DO 5 MOMS GET 24 STUDENTS TO SHOP FOR GIFTS FOR THEIR FAMILY WITHIN A 30-MINUTE TIME FRAME?** No, this is not a riddle, although it is quite puzzling to me how our "Supermoms" do this every year! If you figure it out, each student would get approx. 6-7 min. time to complete this task. It's difficult to do when we have enough volunteers, which we again did not. Luckily, we did have 24 terrific moms willing to rotate shifts for 4 days & we thank them, because we couldn't have done it without them!



Some parents commented on this year's higher prices. It is true. Because of lack of parent help, we decided to try using a company that provides items for us instead of "shopping for bargains" at discount stores which requires a lot of help. We did supplement the company's gifts with lower-priced items from Sunset. Most prices ranged from \$0.25 to \$5. Some parents inquired if this is a PTO fund-raiser. Profit is not the objective of this activity. We basically take our cost of an item and round it to the nearest quarter so it's easier to add and make change.

All in all, we feel Santa's Workshop went well this year. Thanks to our Coordinators Shelly Yenser & Amy Miller who put a lot of time & effort into this activity & did a great job! Thanks to Pat Stupp for helping set up & adding "snowflake décor". Thanks to the "supermoms" & the teachers who helped the student shoppers. Thanks to Boyer's Market, Bernville for loaning us shopping baskets again this year. Thanks to the custodians for their help.

This year, the PTO's gift to the students was a \$1.00 certificate to spend on anything they wish at Santa's Workshop which the children seemed to appreciate.

PTO FALL FUNDRAISER, selling from the Gifts 'n Things Catalog, was fairly successful this year. We would like to thank all of our families and staff who participated. THANKS to Coordinator Jackie Yoder, to Chris Kraemer for tallying order forms & to the other parents who helped dispense boxes. The top classroom sellers received a Hover Disc for their outstanding efforts & they were: Dylan McGinty (AM-KR) Sierra Baker (PM-KR) Ashley Peiffer



"The Back Is Where It's At"

A program approved by PennDot and
The National Highway Traffic Safety Administration
is coming to a playground near you!

Thursday, July 20

9:00 West Lawn
10:00 Drexelwood
11:00 Colony Park
12:00 Breneman

Parents Welcome!

Friday, July 21

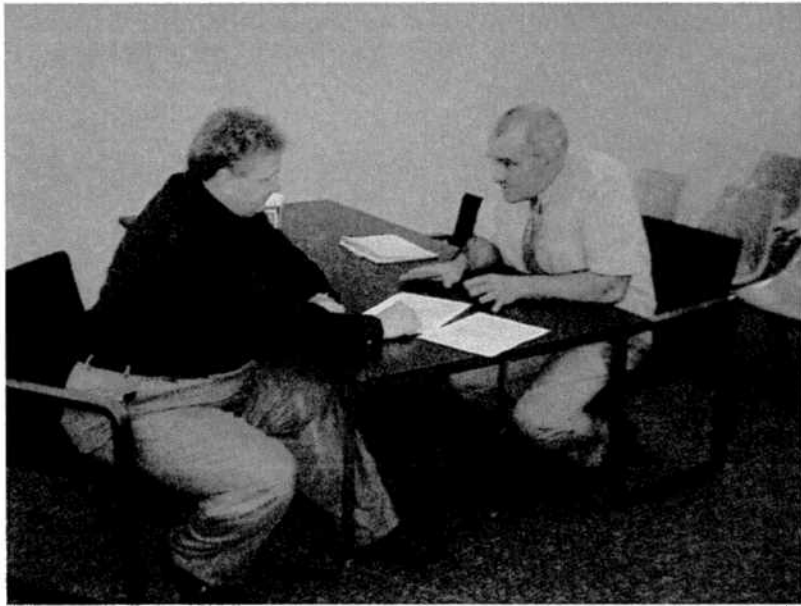
9:00 Lincoln Park
10:00 Cornwall Terrace
11:00 Lenoak
12:00 Klines Creek

The program includes:

- an explanation of PA's occupant protection law
- family use of seat belts
- information on air bags
- proper vehicle positioning
- a little bit on crash dynamics

Presented by:

Officer James Surgeoner of the
Spring Township Police and
Joseph O'Donnell, Traffic Safety
Coordinator for the North Central
Highway Safety Network



Judicial Outreach

ELEMENTARY SCHOOL ANNOUNCEMENTS

This series of short announcements could either be read over the PA system during the morning announcements or read individually and discussed by teachers before the start of class. There are five tips – one for each day of the week.

Tip Number One: Buckle Up Every Time!

Do you know that seat belts are the best way to stay safe when riding in a car? If you get into a crash, a seat belt will help hold you in place. It could keep you from getting badly hurt and could even save your life. It is also the law to wear your seat belt in Pennsylvania. So Buckle Up, It's the Thing to Do!

Tip Number Two: The Back Is Where it's At!

Hey Kids, Here's a 'no brainer!' You can sit in the back seat of the car where there's plenty of room for you to play your games, listen to your music, watch a DVD, talk with your friends, or just have a little private time after a long day at school. Or you can sit in the front seat and have the *undivided* attention of your parents. Sounds to me like the back is where it's at! Not to mention that the back seat is the safest place in the car and you belong there until you turn 13. So have fun in the back seat and remember - Buckle Up, It's the Thing to Do!

Tip Number Three: Boost or Bust!

Booster seats aren't just for little kids. If you're shorter than four feet nine inches or younger than eight, you should be in a booster seat. A booster seat isn't a torture device your parents thought up; it's a cool and safe way to be sure that your seat belt protects you from very serious injuries or death in a crash. Believe me, you'll be glad you had a booster seat, and the view is better too! You won't be in a booster seat forever, so enjoy the ride. Buckle up it's the thing to do!

Tip Number Four: Teach Your Family a Lesson!

When it comes to seat belts, you might just be the most informed member of your family. Not everyone knows just how important seat belts can be. Buckling up can mean the difference between life and death in a crash. Do your family members wear their seat belts every time they get in the car? If not, please remind them to do so. Here's your chance to make sure you and your family stay safe. Buckle Up, It's the Thing to Do!

Tip Number Five: Click It or Ticket!

Seat belts are so important that they are the law in Pennsylvania. If you are riding in a car that is pulled over, the driver can receive tickets for not buckling up and also for not making sure passengers are buckled up. Fines are even bigger if there are unbuckled children in the car. That can add up to a lot of money! You can save *your* family money by making sure everyone is always wearing a seatbelt. Buckle Up, It's the Thing to Do!

belts. In order to curb needless tragedies, we must maintain good seat belt habits throughout adolescence.”

SECONDARY SCHOOL ANNOUNCEMENTS

This series of short announcements could either be read over the PA system during the morning announcements or read individually and discussed by teachers before the start of class. There are five tips – one for each day of the week.

Tip Number One: Buckle Up Every Time!

You've heard it again and again for a good reason. Seatbelts save lives! A seatbelt can be the difference between walking away from a crash or being taken to the hospital or worse. Seatbelts keep you inside the vehicle during a crash and help prevent serious injuries and even death. Seat belts do nothing but good things for you, and they can save your life! So "Buckle Up, It's the Thing to Do."

Tip Number Two: The Back Is Where It's At!

If you're under thirteen, you should be sitting in the back seat. Airbags can seriously injure you and the front seat simply isn't as safe. In the back you can enjoy plenty of room to play games, listen to music, watch a DVD, talk with friends, or just have a little private time after a long day at school. It sounds like the back is where it's at! If you're over thirteen, think about your younger siblings or friends. Do they all ride in the back seat? They should. Have fun in the back and Buckle Up, It's the Thing to Do!

Tip Number Three: Driving Is a Privilege.

What's the most dangerous thing a fifteen-year-old can do?...turn sixteen. Once you start driving, you enter a very dangerous time in your life for car crashes. Driving is a cool, independent experience but it's also a great responsibility. You will not only be responsible for your actions, but you'll need to be aware of others on the road. Not everyone can be a good driver. Buckle up to protect yourself now and when you start driving, it's the thing to do!

Tip Number Four: Teach Mom and Dad a Lesson!

Your Mom and Dad grew up in a time when seat belts weren't talked about as much. It probably wasn't even against the law to ride unbuckled. Your parents also listened to cassette tapes and used typewriters. Times have changed. If your parents don't buckle up, it's probably because they didn't get into the seat belt habit when they were kids. It's your turn to be the role model by reminding them about the importance of seatbelts. Here's your chance to get your parents to buckle up, it's the thing to do!

Tip Number Five: Click It or Ticket!

Seat belts are so important that they are the law in Pennsylvania. If you are riding in a car that is pulled over, the driver can receive tickets for not buckling up and also for not making sure passengers are buckled up. Fines are even bigger if there are unbuckled children in the car. That can add up to a lot of money! You can save *your* family money by making sure everyone is always wearing a seatbelt. Buckle Up, It's the Thing to Do!

NORTH CENTRAL HIGHWAY SAFETY NETWORK, INC.
405 West Norwegian Street
Pottsville, PA 17901

CONSENT TO USE OF PICTURE and/or VOICE

EVENT: "The Back Is Where It's At"

I, [REDACTED] residing at
(print name of person photographed)

Address [REDACTED]

City [REDACTED]

State PA Zip [REDACTED]

do hereby give my written consent to the North Central Highway Safety Network, 405 West Norwegian St., Pottsville, Pa [REDACTED] my picture and/or voice for slide or film/video tape purposes including the use of said pictures on television and in magazines, newspapers, and educational materials and on the Internet, wherever, whenever, and in whatever manner they shall desire, consistent with good taste which will not be derogatory, degrading or detrimental to me in any way. I understand that I will not receive any compensation, neither now nor in the future, for the above.

WITNESS: My hand and seal this 23 day of Oct. 20 06.

(Sign here) [REDACTED]
WITNESS: [REDACTED]

(If this consent is granted by a person less than 18 years old, it should also be signed below by parent or guardian).

I hereby individually and as parent/guardian (circle one) of the above consent to the foregoing.

(Sign here) [REDACTED]
WITNESS: [REDACTED]



FLEETWOOD AREA SCHOOL DISTRICT

FASD...committed to excellence

Andrew Maier Elementary School

355 Andrew Maier Boulevard, Blandon, PA 19510

Steven A. Schutt

Principal

610.926.2502

Fax 610.926.0923

www.fleetwoodasd.k12.pa.us

Dear Parent/ Guardian,

The Fleetwood School District is working in cooperation with the Fleetwood Police Department, The Northern Berks Regional Police Department and The North Central Highway Safety Network in a federally funded campaign to increase the seat belt use of children in the 8-15 year old age group; those out of booster seats but too young to drive.

A component of this campaign involves local police presenting educational programs to students in grades 3 through 8 in the Fleetwood School District.

On November 1st at 9:30 AM, Officer Chuck Hobart of the Northern Berks Police Department will be at Andrew Maier Elementary to present "The Back Is Where It's At" to Mrs. Schadler's third grade students. This is an age appropriate program approved by the Pennsylvania Department of Transportation, the National Highway Traffic Safety Administration and the Fleetwood School District focusing on occupant protection in a motor vehicle.

North Central Highway Safety Network has contracted to videotape Officer Hobart's presentation. This recording will then be reproduced and utilized as a training aid to instruct police officers across the Commonwealth in how to properly present this program. Additionally, since this campaign is being funded by a grant from the National Highway Traffic Safety Administration a copy of the video will be made available to them.

Please complete the attached form and return it to Mrs. Schadler if you approve of your child attending the presentation and appearing in the video.

If you have any questions, please feel free to contact me at any time.

Sincerely,

Steven A. Schutt



405 WEST NORWEGIAN ST. ♦ POTTSVILLE, PA 17901
PHONE 570-628-2414 ♦ FAX 570-628-2419
getsafe@nchsn.org

October 18, 2006

Fleetwood Elementary School
109 West Vine Street
Fleetwood, PA 19522

Attention: Mrs. Janice Delay - PTO

Dear Mrs. Delay,

The Fleetwood School District is working in cooperation with the Fleetwood Police Department, the Northern Berks Regional Police Department and the North Central Highway Safety Network in a federally funded campaign to increase seat belt use among the Tween population in Berks County. They are among nine school districts and 15 police departments working on this effort. The Tween population is those children in the 8-15 year-old age group who are out of booster seats but not yet behind the wheel.

A component of this campaign involves local police presenting educational programs to students in grades 3 through 9 in the Fleetwood School District.

It is important to our efforts to encourage family use of seat belts; for we know that if the driver/parent is buckled up, there is a greater likelihood that the child passenger is safely secured and; therefore, at much less risk in the event of a crash.

I have been contacting parents groups in the school districts working with us and offering to present a program to them. The program focuses on Pennsylvania's occupant protection, the responsibility the law places on the operator of the vehicle, information on crash dynamics, proper vehicle seat positioning, etc. This program normally takes approximately 30 minutes but can be abridged to 15 minutes.

I look forward to the opportunity to speak to your group. I can be contacted at 570-628-2414, Fax 570-628-2419 or email (mac@nchsn.org). You may also visit our web site at www.buckleuppa.org for more information.

Sincerely,

Joseph O'Donnell
Project Coordinator
Avoiding Tween Tragedy

1-800-PA-BELTS

Tween Traffic Safety – Buckle Up, It’s the Thing to Do!

By now, just about everyone knows that babies and toddlers belong in safety seats and preschoolers and young school age children belong in booster seats. Car travel for children in those age groups has become much safer as a result. But what happens when kids graduate from booster seats?

Traffic crashes are the leading cause of death for children ages 8-15 (known as “Tweens”). We believe this number could be reduced simply by following the proper safety guidelines for Tweens:

- **Children should ride in booster seats until they reach 4’9” and can comfortably fit into adult seatbelts.** A proper fit means that the knees can bend over the seat and that the seatbelt rests on the chest – *not* over the neck or face – and fits low and snug across the hips.
- **Children 13 and under belong in the back seat.** While good for adults, airbags can seriously hurt children too young to withstand their force. Even without airbags, the front passenger seat is the most dangerous place in the car. To keep kids in the back, try some of these helpful techniques:
 - **Let them pick the radio stations** - Make a deal with your child: If the child sits buckled in back, he or she can pick the radio stations. Otherwise, it’s old-fogey music or the radio news.
 - **Give them something to do** – the back seat can be a great place for playing electronic games. Store games in the back seat and make games in the front seat off limits.
 - **Let them own the space** - Tweens are eager to claim their own space. Let them set up places to keep things in a back seat so that it’s the first place they want to go.
 - **Buckle up** - Tweens do what you do — if you buckle up, they are more likely to do the same.
 - **Let them know it’s the law** - Seat belts are mandatory by law. Let Tweens know belt use is not optional.
- **Driving is a privilege, not a right.** As Tweens approach the legal driving age, it’s important to teach them the responsibilities of the road. Talk to them about seat belts, speeding, impaired driving and traffic safety well before you hand over the keys.

Police will visit elementary and secondary schools in Berks County to conduct traffic safety presentations for Tweens throughout the 2006/07 school year. For more information about Tweens and traffic safety, visit <http://www.tweensafety.org/>.

Dear Athletic Director:

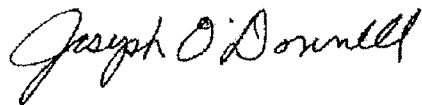
The North Central Highway Safety Network Inc. extend best wishes for a successful school year.

As you plan activities for the upcoming athletic season, I would like to offer you an invitation to join with us as we strive to enhance public awareness in regard to highway safety. Enclosed find announcements that are suitable for use with your public address system at athletic events. We are requesting these announcements be made at appropriate times during the contest.

In addition, the North Central Highway Safety Network can help you schedule a program that focuses specifically on teenage drivers and their passengers. "Survival 101", A Student's Guide to Staying Alive, is a police driven, high impact, visual presentation that describes the officer's experience at the scene of a crash. It is designed to reduce the number one cause of death of our student athletes - car crashes. If you are interested in "Survival 101", I will be available to coordinate this program for you.

Thank you for supporting our efforts to save lives.

Sincerely,

A handwritten signature in black ink that reads "Joseph O'Donnell". The signature is written in a cursive style with a large initial 'J' and 'O'.

Joseph O'Donnell
Community Traffic Safety Project Coordinator

AS YOU LEAVE THE STADIUM
THIS EVENING

THE _____ SCHOOL DISTRICT
AND THE
NORTH CENTRAL HIGHWAY
SAFETY NETWORK

“Buckle Up it’s The Thing
To Do”

REMEMBER
“CLICK IT OR TICKET”

SEAT BELTS SAVE LIVES

Dr. Woodard
VP Student Services and Campus Life
Kutztown University
Stratton Administration Center 319
Kutztown, Pa. 19530

Dear Dr. Woodard,

On behalf of the North Central Highway Safety Network, please allow me to extend my sincere appreciation to you and your school for the assistance recently provided to our organization by your students.

North Central Highway Safety Network was the recipient of a two year grant from NHTSA (National Highway Traffic Administration) to do a pilot seat belt project in Berks County, Pennsylvania. This grant will focus on the tween population (ages 8-15) and entails working in coordination with selected school districts and the law enforcement community.

Pursuant to this we had gather data on seat belt use and behaviors in Berks County This resulted in our conducting observational seat belt surveys at selected school districts; which required the data collector to have a short conversation with the operator of a vehicle, and record pertinent information. These surveys had to be completed in the morning hours as parents were taking their children to school, and unfortunately had to be completed during the cold winter months. These students spent several hours on cold wintry mornings helping us gather this data. The data collected will help measure our program's success

Through these surveys we were able to gather information from approximately 4,000 vehicle operators. This would not have been possible without the assistance of these students. Attached is a list of those students and their Greek affiliation.

These volunteers conducted themselves in a professional and extremely competent manner and were instrumental in our completing this task. They displayed a sense of camaraderie and teamwork while helping us, and at all times conducted themselves as outstanding representatives of the University.

On behalf of the North Central Highway Safety Network please allow me to express my sincere gratitude for the assistance these students provided, and to thank in particular Kate Hunter, without whose help this would not have been possible.

Very Truly Yours,

Joseph O'Donnell
Traffic Safety Coordinator
North Central Highway Safety Network

4 March 2006

**Kappa Sigma
P.O. Box 5066
Charlottesville, Va 22905-5066
Re: Kutztown University Colony**

Dear Sirs,

I am employed by the North Central Highway Safety Network, a non-profit comprehensive highway safety organization in Pennsylvania. We are funded by the Pennsylvania Department of Transportation.

Recently we were the recipient of a two year grant from NHTSA (National Highway Traffic Administration) to do a pilot seat belt project in Berks County, Pennsylvania.

This grant will focus on the tween population (ages 8-15) and entails working in coordination with schools and the law enforcement community.

Pursuant to this we had to do seat belt surveys at selected school districts in Berks County, which required the data collector to have a short conversation with the operator of a vehicle, and record pertinent information. These surveys had to be completed in the morning hours as parents were taking their children to school, and unfortunately had to be completed during the cold winter months. The data collected will help measure our program's success

Through these surveys we were able to gather information from approximately 4,000 vehicle operators. This would not have been possible without the assistance of volunteers from Kutztown University, many of whom are members of your organization.

These volunteers conducted themselves at all times in a professional and extremely competent manner and were instrumental in our completing this task.

The following members of your organization assisted as volunteers:

Steve Harman, Steve Carafagno, Steve Kenney, Larry Nagazina, Jamie Flurer, Joe Burkel, & Tony Pawlowski

On behalf of the North Central Highway Safety Network please allow me to express my sincere gratitude for the assistance these students provided.

Very Truly Yours,

**Joseph O'Donnell
Traffic Safety Coordinator
North Central Highway Safety Network**

Dear Judge,

Aggressive Driving, impaired driving, and unbelted crashes represent the most significant causes of traffic related injuries and deaths on our county's roadways. In fact, 63 % of the 1,616 fatalities in 2005 were a direct result of some type of aggressive driving. We are also aware that there are particular roadways which have a higher incidence of these types of crashes. It has been determined that those selected roads necessitate a more concentrated enforcement effort to target the above noted types of crashes.

Roadways were identified, and Municipal and State Police were chosen targeting locations with the greatest number of aggressive driving, impaired and unbelted crashes. High visibility enforcement during specified timelines determined by examining past data will be conducted throughout the next year and a half. Pennsylvania Highway Safety Projects throughout the state, along with Municipal and State Police will be implementing a highway safety enforcement plan that will provide direction regarding these high priority issues.

On behalf of myself and North Central Highway Safety Network, we would like to take this opportunity to invite you to a luncheon meeting to explain the statewide and Berks County initiative. The meeting is scheduled to be held at the Berks County Court House on Thursday 25 January at 11:00 A.M. at the Outside Inn Restaurant 601 Penn Street Restaurant

Please contact us at 570-628-2414 to confirm attendance,

Sincerely,


Nicholas M. Bentz Jr.

Above and Beyond

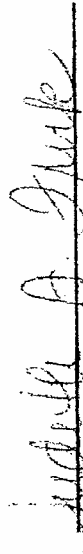
Twin Valley School Board

presents this Certificate of Recognition to

Officer Kyle Tranovich
Elementary School Seat Belt Safety Program

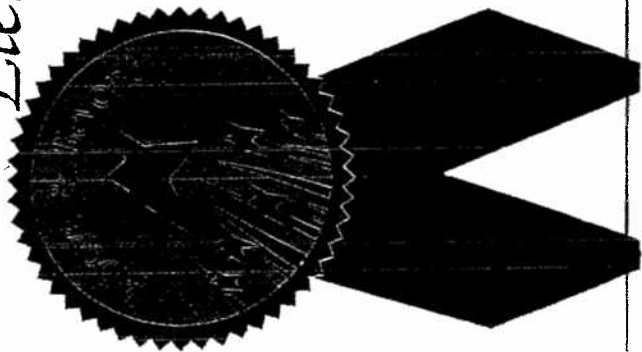


Sandra O'Brien
School Board President



Judith A. Gulek
Superintendent

May 21, 2007



Appendix E
Data and Evaluation
and
Project Timeline



3683

Avoiding Tween Tragedy

"Twens are children in the 8 to 15 year old range"

Please circle your choice for all questions, except #8 which can have multiple choices

- 1) Age 8-10 11-13 14-15
- 2) Gender Male Female
- 3) Race White Afrc./Amer. Latino/Hisp. Asian Other Filipino
Polish German Spanish
- 4) Do your parents wear seatbelts? Always Sometimes Never
- 5) How often do you wear a seatbelt? Always Sometimes Never
- 6) Where do you normally sit while in the vehicle?
Front Seat Back Seat(s) Either

7) Have you recently seen or heard anything about "Tween" seat belt use in the media?

Yes No

If yes Where? Television Radio Newspaper Billboard

8) Have you heard any of the following traffic safety messages?

"The Back is Where it's At" "Survival 101" "Kids aren't Cargo"

"Click it or Ticket" "16 Minutes" "Buckle Up, It's the Thing to Do"

9) Why do you wear a seat belt? (Check all that apply)

- I feel uncomfortable without it
- I don't want parent/driver to get a ticket from the police
- I heard a seat belt of booster seat message on tv or radio
- My parents insist I wear it
- My friends remind me to wear it
- A teacher reminds me to wear it
- It's the law
- I don't wear my seat belt



3834

Avoiding Tween Tragedy

"Twens are children in the 8 to 15 year old range"

Please circle your choice for all questions, except #8 which can have multiple choices

- 1) Age 8-10 11-13 14-15
- 2) Gender Male Female
- 3) Race White Afrc./Amer. Latino/Hisp. Asian Other mom Dad
- 4) Do your parents wear seatbelts? Always Sometimes Never
- 5) How often do you wear a seatbelt? Always Sometimes Never
- 6) Where do you normally sit while in the vehicle?
Front Seat Back Seat(s) Either

7) Have you recently seen or heard anything about "Tween" seat belt use in the media?

Yes No

If yes Where? Television Radio Newspaper Billboard

8) Have you heard any of the following traffic safety messages?

"The Back is Where it's At" "Survival 101" "Kids aren't Cargo"

"Click it or Ticket" "16 Minutes" "Buckle Up, It's the Thing to Do"

9) Why do you wear a seat belt? (Check all that apply)

- I feel uncomfortable without it
- I don't want parent/driver to get a ticket from the police
- I heard a seat belt of booster seat message on tv or radio
- My parents insist I wear it
- My friends remind me to wear it
- A teacher reminds me to wear it
- It's the law
- I don't wear my seat belt (some times)

Seat Belt Use Observation (Interim) Study for 8 through 10-Year-Olds (Elementary-School-Age)

Date: 4-26-07 Time: 0815 Elementary School: Fleetwood Elem Observer: [REDACTED]

"Hi. We are conducting a safety belt use survey. Is there anyone ages 8, 9, or 10 in this car?" If YES, record the data as one observation (in one row) as follows

Vehicle: Write in the total number of occupants in the vehicle (including the driver). Circle the vehicle type: C for Passenger Car, S for SUV, V for Mini Van, T for Pick-Up Truck, or O for Other type.

Driver: Gender—Circle either M for Male, or F for Female, Race—Circle either W for White (Caucasian), B for Black (African-American), L for Latino, A for Asian, N for Native American, P for Pacific Islander, or O for Other. If O, write the race on the bottom of the form.

Restraint—If the driver is wearing a safety belt, place a check mark (✓) in the "Belted" column. If the driver is not wearing a safety belt, place a check mark (✓) in the "Not Belted" column.

For each "Tween" passenger age 8, 9, or 10:

Gender—Circle either M for Male, or F for Female. Race—Circle either W for White (Caucasian), B for Black (African-American), L for Latino, A for Asian, N for Native American, P for Pacific Islander, or O for Other. If O, write the race on the bottom of the form.

Restraint—If the Tween is wearing a safety belt only, place a check mark (✓) in the "Belted" column. If the Tween is using a booster seat and is belted, place a check mark (✓) in the "Belted in Booster" column.

If the Tween is not wearing a safety belt, place a check mark (✓) in the "Not Belted" column.

Seating Position—If the Tween is in the front seat of the vehicle, place a check mark (✓) in the "Front Seat" column. If the "Tween" is in the second or third row of vehicle seats (a back row), place a check mark (✓) in the "Back Seat" column.

Notes: Occupants are considered to be "Belted" even if there is misuse (e.g., shoulder belt behind the back). If you are not sure whether a passenger is belted or not, do not guess. Skip that person when recording the data.

If there are more than 2 Tweens in a vehicle, record the additional Tweens on the next line of the form, and cross out the observation number for the additional line of data.

Vehicle Observation #	VEHICLE		DRIVER				TWEEN 1				TWEEN 2			
	Number of Occupants	TYPE Circle one:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:
1	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Back Seat	M (F)	W B L A N P O	Belted	Front Seat
2	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted in Booster	Back Seat	M (F)	W B L A N P O	Belted	Front Seat
3	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
4	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
5	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
6	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
7	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
8	3	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
9	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
10	2	CSVT O	M (F)	W (B) L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat	M (F)	W B L A N P O	Belted	Front Seat
Total														



Data Collection Volunteers

Seat Belt Use Observation (Interim) Study for 11 through 13-Year-Olds (Middle-School Age)

Date: 3/28/09 Time: 0150 hrs Middle School: Observer:

Vehicle Observation #	VEHICLE		DRIVER				TWEEN 1				TWEEN 2			
	Number of Occupants	TYPE Circle one:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:	
1	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
2	3	Mini Van (V)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
3	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
4	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
5	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
6	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
7	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
8	3	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
9	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
10	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
11	4	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
12	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
13	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
14	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
15	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
16	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
17	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
18	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
19	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
20	2	Passenger Car (C)	M	W	Belted	M	W	Belted	Front Seat	M	W	Belted	Front Seat	
Total									10				3	

Seat Belt Use Observation (Interim) Study for 11 through 13-Year-Olds (Middle-School Age)

Date: 2/26/07 Time: 0:30 HRS Middle School: [Redacted] Observer: [Redacted]

"Hi. We are conducting a safety belt use survey. Is there anyone ages 11, 12, or 13 in this car?" If YES, record the data as one observation (in one row) as follows:

Vehicle: Write in the total number of occupants in the vehicle (including the driver). Circle the vehicle type: C for Passenger Car, S for SUV, V for Mini Van, T for Pick-Up Truck, or O for Other type.
 Driver: Gender - Circle either M for Male, or F for Female. Race - Circle either W for White (Caucasian), B for Black (African-American), L for Latino, A for Asian, N for Native American, P for Pacific Islander, or O for Other. If O, write the race on the bottom of the form.
 Restraint - If the driver is wearing a safety belt, place a check mark (✓) in the "Belted" column. If the driver is not wearing a safety belt, place a check mark (✗) in the "Not Belted" column.

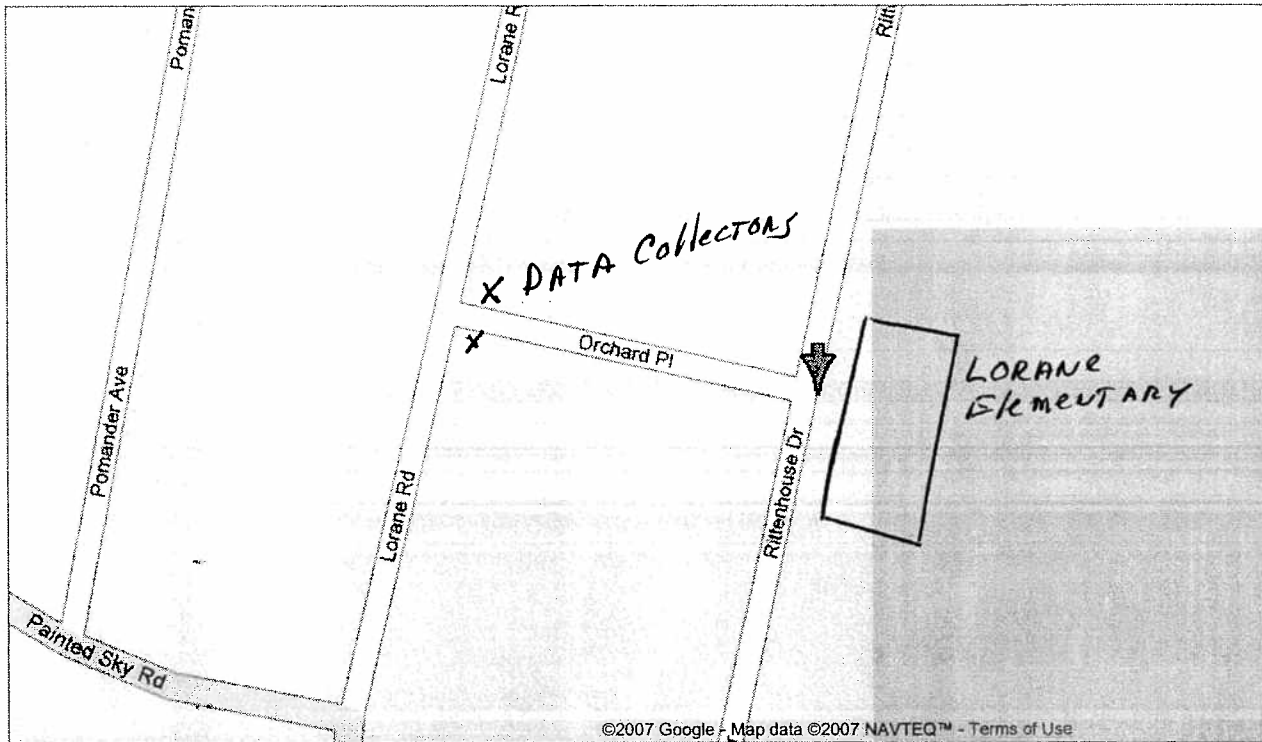
For each "Tween" passenger age 11, 12, or 13:
 Gender - Circle either M for Male, or F for Female. Race - Circle either W for White (Caucasian), B for Black (African-American), L for Latino, A for Asian, N for Native American, P for Pacific Islander, or O for Other. If O, write the race on the bottom of the form.
 Restraint - If the Tween is wearing a safety belt, place a check mark (✓) in the "Belted" column. If the Tween is NOT wearing a safety belt, place a check mark (✗) in the "Not Belted" column.
 Seating Position - If the Tween is in the front seat of the vehicle, place a check mark (✓) in the "Front Seat" column. If the Tween is in the second or third row of vehicle seats (a back row), place a check mark (✓) in the "Back Seat" column. If the Tween is age 13, write the number 13 next to the check (N13).

Notes: Occupants are considered to be "Belted" even if there is misuse (e.g., shoulder belt behind the back). If you are not sure whether a passenger is belted or not, do not guess. Skip that person when recording the data. If there are more than 2 Tweens in a vehicle, record the additional Tweens on the next line of the form, and cross out the observation number for the additional line of data.

Vehicle Observation #	VEHICLE		DRIVER				TWEEN 1				TWEEN 2			
	Number of Occupants	TYPE Circle one:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:	Gender Circle one:	Race Circle one:	Restraint Check one column:	Seating Position Check one column:
1	5	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
2	2	Mini Van (V)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
3	2	SUV (S)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
4	3	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
5	2	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
6	2	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
7	2	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
8	2	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
9	3	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
10	2	Passenger car (C)	M	W	Belted	Front Seat	M	W	Belted	Front Seat	M	W	Belted	Front Seat
Total					10	4			10	4			3	3



Address **Lorane Elementary School**
699 Rittenhouse Dr
Exeter, PA



TIMELINE

North Central Highway Safety Network TWEEN Safety Belt Project

		Year One												
		Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	
A	Back Is Where It's At							X	X	X			X	
	Survival 101							X	X	X			X	
	16 Minutes					X		X	X	X				
C	Law Enforcement													
	Municades					X	X	X	X	X	X		X	
	Roving Patrols					X	X	X	X	X		X	X	
	24/7 Enforcement					X	X	X	X	X		X	X	
I	Informational Sites													
	Informational Sites					X	X	X	X	X			X	
V	Paid Media													
	TV													
	Radio													
I	Print													
	Print													
E	Earned Media													
	Media Releases		X				X			X			X	
	Radio and Talk TV						X				X			
	School PSAs						X		X	X	X		X	
	Radio PSAs						X		X	X	X		X	
	Parent Handouts						X		X	X	X		X	
	Safety Contract													
	Presentations to PTA							X	X	X	X	X	X	
	Other							X	X	X	X	X	X	
	S	Evaluation												
Observational Surveys			X	X	X	X								
KAB Surveys			X	X	X	X								

North Central Highway Safety Network TWEEN Safety Belt Project

TIMELINE

		Year Two											
		Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07
A	Back is Where It's At	X	X	X	X	X	X	X	X	X			
	Survival 101	X	X	X	X	X	X	X	X	X			
	16 Minutes	X	X	X	X	X	X	X	X	X			
C	Minicades	X	X	X	X	X	X	X	X	X	X	X	
	Roving Patrols	X	X	X	X	X	X	X	X	X	X	X	
	24/7 Enforcement	X	X	X	X	X	X	X	X	X	X	X	
	Informational Sites	X	X	X	X	X	X	X	X	X	X	X	
I	TV												
	Radio							X	X	X	X		
	Print							X	X	X	X		
S	Media Releases	X	X	X	X	X	X	X	X	X	X	X	
	Radio and Talk TV	X	X	X	X	X	X	X	X	X	X	X	
	School PSAs	X	X	X	X	X	X	X	X	X	X	X	
	Radio PSAs	X	X	X	X	X	X	X	X	X	X	X	
	Parent Handouts	X	X	X	X	X	X	X	X	X	X	X	
	Safety Contract												
	Presentations to PTA	X	X	X	X	X	X	X	X	X	X	X	
	Other												
	Observational Surveys												
	KAB Surveys												
		Evaluation											
							X Interim			X	X		

Appendix F

Project Budget

AVOIDING TWEEN TRAGEDY BUDGET

Project Award: \$271,138.00

- Direct Labor (project coordinator, clerical and fringe): \$132,020.00
- Training/Travel/Meetings: \$5,000.00
- Program Expenses (office space, equipment, materials): \$22,702.00
- Contracted Police Services: \$54,000.00
- Other Contracted Services: \$4,000.00
- Paid Advertising/Public Awareness: \$10,000.00
- Design Analysis/Evaluation: \$43,416.00

TOTAL: \$271,138.00

DOT HS 811 096
June 2012



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**



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