

[date]

Dear School Principal:

Of all the everyday risks students encounter, one of the greatest dangers they face is being killed or severely injured in a motor vehicle crash. In fact, on average nearly ten 15- to-18 year olds were killed in motor vehicle crashes every day in 2001 — about a third of a typical high school class, according to the National Highway Traffic Safety Administration. And almost 60 percent of those were **not** wearing a safety belt.

Fortunately, there is something very simple that we can do to stop this unnecessary loss of life, and it won't cost a thing. We can remind our students to wear safety belts every trip, every time.

From May 19 to June 1, 2003, law enforcement officers across the country will be enforcing safety belt laws by conducting safety belt checkpoints and zero tolerance safety belt enforcement as part of the *Click It or Ticket/Operation ABC* (America Buckles Up Children) Mobilization. Their goal is not to write tickets, but to get everyone buckled up, especially teen drivers and their passengers. We have been asked to support this effort by simply telling students about the **Click It or Ticket heightened enforcement campaign and by encouraging them to buckle up on every trip.** This small step could save a life.

You can start by using this brief statement in your public address (PA) announcements to students:

I would like to remind everyone about the importance of wearing a safety belt every time you drive or ride in a car. It will save you the cost of a ticket, and it could save your life. As a teenager, you are more likely to die, or become disabled or disfigured in a car crash than at any other time in your life. You also need to know that law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1, 2003. You can get a ticket if you don't buckle up, so save money and your life. Buckle up every trip, every time!

Also enclosed are Buckle Up America morning announcements that you, your students, school resource officers, or other school staff can read. ***These should be read during the May Mobilization to reinforce the safety campaign.***

You also might consider letting parents know about your support of the *Click It or Ticket Mobilization*. They are sure to appreciate your efforts to keep their children safe.

Motor vehicle crashes are the No. 1 killer of our children, but with your help, we can stop this killer in its tracks. Your cooperation is invaluable and greatly appreciated.

Sincerely,

Superintendent

Your efforts count! Please take a moment to share your participation with the Buckle Up America Campaign. Simply go to the Partner Center at www.buckleupamerica.org, click on the May 2003 Planner and click on *High School Feedback Form*. Or you can fax the form. The planner also has materials you can use to get involved. Join the hundreds of other schools being asked to participate. Let them know YOUR school cares about the safety of our students!

FAX BACK FORM

Thank you for Caring and Saving a Life!



FAX TO: BUCKLE UP AMERICA

FAX NUMBER: (202) 366-2766

FROM: _____

RE: MAY MOBILIZATION

DATE: _____

Please help us keep track of the important safety efforts at your school. Simply provide us with the information below.

- Name of your school: _____
- State of your school: _____ Zip code of school: _____
- Approximate number of students at your school: _____
- We will make (or have made) the morning announcements at our school for the May Mobilization:
 YES NO
- Other activities at our school during the May Mobilization to encourage safety belt use for teens:
Please check the options that best describe the activities you will do/have done. Check all that apply:
 - School newsletter article(s) with Buckle Up Message
 - Incorporate safety belt message in driver's education classes
 - Newsletter to parents/caregivers of students with Buckle Up Message
 - Broadcast safety belt message(s) on school radio stations
 - Bulletin boards at the school with safety belt messages
 - Other-please describe:
 - N/A

If you would like to add additional comments or share more about the safety belt efforts in your school, please use the space provided below:

Thank you!