



# Battle of the Belt Tennessee Resource Kit



August 2014



## **Table of Contents**

- Program Summary
- Calendar
- Site Coordinators
- Mandatory Participation Requirements
- School Participation Agreement
- Campaign Outline
- Campaign Outline Plan Examples
- Seat Belt Check Instructions/Survey Forms
- Resources



# Battle of the Belt

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## Program Summary

### Introduction:

Battle of the Belt is a statewide seat belt competition for Tennessee high schools. Schools will have unannounced seat belt checks to see how many students are wearing their seat belt. A trophy will be awarded at the end of each school year to the school with the highest percentage of seat belt use and the best educational campaign. Seat belt use percentage will account for 40% and the educational campaign will account for 60% in determining the overall winner. The program was originated in Missouri by the Missouri Emergency Nurses Association and St. John's Hospital. The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, took the competition statewide. It was such a huge success that other states started to implement the program. It was determined that the program is evidence-based and is effective in increasing seat belt usage.

The Tennessee Trauma Centers are acting as the site coordinators to implement the Battle of the Belt program in high schools throughout Tennessee. Serving as the lead for this initiative, they are also working with collaborative partners that include AAA EastTennessee, local Children's Hospitals, the Tennessee Department of Education, Tennessee Highway Patrol, the Health Occupational Student's of America (HOSA) organization, and other student groups interested in the program.

### Objective:

The *Battle of the Belt* program's main goal is to reduce the number of motor vehicle related injuries and fatalities among Tennessee high school students by increasing seat belt use in Tennessee.

### Staffing:

One person in each school serves as the main contact for correspondence and information. Each school determines the numbers of students and teachers necessary for this program. An estimate is 5-6 students minimum, with at least one supervising teacher is recommended.

### Student Participation:

A student club or student group should "claim" the project and implement as many activities as they feel necessary to achieve 100% seat belt use for all who access the school property. The educational component is the responsibility of the students and the adult staff. Students in this group decide what education might work best for their peers. Education can be done through driver's education classes, student council, clubs, announcements, newspapers, posters, contests, etc.



# Battle of the Belt

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## Suggested Calendar

### November

Submit participation agreement and campaign outline form online by 11:59pm, **Nov. 14<sup>th</sup>**.

<http://www.battleofthebeltn.org/school-participation-agreement>

First seat belt check should be completed and seat belt check data should be submitted online no later than 11:59pm, **Nov. 21<sup>st</sup>**.

<http://www.battleofthebeltn.org/seat-belt-check>

The second seat belt check should be no sooner than 30 days after the first seat belt check. Data must be submitted online within 7 days of the seat belt check.

<http://www.battleofthebeltn.org/seat-belt-check>

**April** The third and final seat belt check should be completed and data must be submitted online by 11:59pm April 1<sup>st</sup>.

<http://www.battleofthebeltn.org/seat-belt-check>

Education campaign scrapbook should be submitted online by 11:59pm, April 10<sup>th</sup>. This information will be shared with schools and agencies to highlight your success.

**Final Deadline for Seat Belt Check Submissions is 11:59pm April 1**

**Final Deadline for Education Campaign Submissions is April 10.**

**ALL Data and Entries should be submitted online at [www.battleofthebeltn.org](http://www.battleofthebeltn.org).**

**Schools are strongly encouraged to keep hard copies of all data collection forms and scrapbook components for future reference and for your records.**



## **Role of the Site Coordinator:**

- Identify and partner with a local high school.
- Teach the student group how to conduct seatbelt observational checks.
- Collect school agreement, campaign outline plan , and seat belt check data from your site.
- Ensure data is submitted online at <http://battleofthebeltn.org/> by the program deadline for it to be reviewed and considered for the winners' trophy.
- Facilitate intervention activities as needed for the partnering school.
- Work with your public relations department as needed to identify media opportunities.

**Site Coordinators-** Are a valuable resource for the school. These individuals have expertise in injury prevention and can assist with presentations on a variety of safety issues that impact high school students. Each participating school is required to have a site coordinator.

### **To be a Site Coordinator contact:**

**Terry Love**  
**Terrence.love@tn.gov**  
**615-532-7778**

## **Role of State Injury Prevention Program:**

The role of the Tennessee Department of Health's Injury Prevention Program Committee's is to offer technical assistance to the site coordinators, assist in identifying resources for Battle of the Belt and facilitate communication between partners. Final decisions on the winners will be made from the state Injury Prevention Program.



# Battle of the Belt

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## Battle of the Belt Site Coordinators

Agency	Liaison	Phone Number
Monroe Carell Jr Children's Hospital at Vanderbilt	Purnima Unni <a href="mailto:Purnima.Unni@vanderbilt.edu">Purnima.Unni@vanderbilt.edu</a>  Lt. Christina Faulkner <a href="mailto:Christina.Faulkner@tn.gov">Christina.Faulkner@tn.gov</a>	615-936-8222  931-766-1425 ext. 166
UT Medical Center	Debi Tuggle <a href="mailto:dtuggle@mc.utmc.edu">dtuggle@mc.utmc.edu</a>  Susan Cook <a href="mailto:srcook@etch.com">srcook@etch.com</a>	865-305-5739  865-541-8622
Erlanger Medical Center	Vanessa Korter <a href="mailto:vanessa.korter@erlanger.org">vanessa.korter@erlanger.org</a>  Kelly Phillips <a href="mailto:Kelly.phillips@erlanger.org">Kelly.phillips@erlanger.org</a>  Jana Jackson <a href="mailto:Jana.jackson@erlanger.org">Jana.jackson@erlanger.org</a>  Brandon Smith <a href="mailto:gbsmith@putnamco.org">gbsmith@putnamco.org</a>	423-778-6691 - Erlanger    931- 525-2110 –Putnam Co EMS
Holston Valley Medical Center	Thomas "Ray" Heim <a href="mailto:Thomas.Heim@wellmont.org">Thomas.Heim@wellmont.org</a>	423-224-5832  423-224-5894
TriStar Skyline Medical Center	David Kerley <a href="mailto:David.Kerley@hcahealthcare.com">David.Kerley@hcahealthcare.com</a>	615-769-3624
Regional One Health	Pamela Finne, MSN <a href="mailto:pfinnie@regionalonehealth.org">pfinnie@regionalonehealth.org</a>	901-545- 6841
Bristol Regional Medical Center	Sherry Love <a href="mailto:Sherry.Love@wellmont.org">Sherry.Love@wellmont.org</a>	423-844-2107
Johnson City Medical Center	Carol Jones  Michelle Sparks	423-431-6831



## Mandatory Participation Requirements

### November-April

1. **Complete the School Participation Agreement, submit online.**  
<http://www.battleofthebeltn.org/school-participation-agreement>
2. **Unannounced Seat Belt Checks** - Battle of the Belt is designed to increase awareness and use of seat belts among high-school students. The program involves three **UNANNOUNCED** observations of seat belt use. (see page 12)
  - The first seat belt check should be done at the start of the campaign before any educational efforts. This is the baseline to work from. The results of the observations will be an indicator of the effectiveness of the Battle of the Belt program. These seat belt checks are **mandatory** and must be completed by the school. The checks will include anyone who is riding in a vehicle that access the school's campus (students, parents & faculty). If it is determined the seat belt check was announced to the students beforehand, it could disqualify your school from participating. The final seat belt check must be completed prior to April 1, so all competition components can be uploaded to the website by 11:59pm, April 1, 2015
3. **Education campaign** - Each school should implement an awareness campaign to increase the use of seat belts in their schools. This campaign may include the use of any of the resources listed in the campaign kit or resources and activities created and produced by the school. The activities do not have to be inside the school building and may include activities at school functions held elsewhere. The education campaign should begin after the first seat belt check and be **ongoing**. (See calendar on page 3.) Each school is required to submit a campaign outline detailing resources and activities used during the campaign. Outlines must be submitted by November 14. Schools should use their site coordinator as a resource when planning activities. They are there to help make this a success.
4. **Site Coordinators**- Are a valuable resource for the school. These individuals have expertise in injury prevention and can assist with presentations on a variety of safety issues that impact high school students. Each participating school is required to have a site coordinator.

**To be a Site Coordinator contact:**  
**Terry Love**



## **Battle of the Belt**

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Terrence.love@tn.gov  
615-532-7778









## **Complete the School Participation Agreement**

<http://www.battleofthebeltn.org/school-participation-agreement>



# Battle of the Belt



[Home](#)

## School Participation Agreement

For easier theme development, the theme registry is being rebuilt on every page request. It is extremely important to turn off this feature on production websites.

[View](#) [Edit](#) [Webform](#) [Results](#) [Track](#)

**Objective:**

The Battle of the Belt program's main goal is to reduce the number of motor vehicle related injuries and fatalities among Tennessee high school students by increasing safety belt use in Tennessee.

**Staffing:**

One person in each school serves as the main contact for correspondence and information. Each school determines the numbers of students and teachers necessary for this program. An estimate is 5-6 students minimum, with at least one supervising teacher is recommended.

**Student Participation:**

A student club or student group should "claim" the project and implement as many activities as they feel necessary to achieve 100% safety belt use for all who access the school property. The educational component is the responsibility of the students and the adult staff. Students in this group decide what education might work best for their peers. Education can be done through driver's education classes, student council, clubs, announcements, newspapers, posters, contests, etc.

By completing this form, our school agrees to participate in the Battle of the Belt program.

**School Name:**

**Contact Person: \***

**Contact Title: \***

**School Street Address: \***

**City: \***

**State (abbreviated): \***

**Zip Code: \***

**Phone: \***

**Fax: \***

**Email Address: \***

**Initials:**  
enter initials to submit digital signature

My school will provide a group of students to assist in the program. By signing this agreement, the school agrees to participate in the Battle of the Belt program.

→ CAPTCHA: no challenge enabled

[Submit](#)

[Add new comment](#) [Printer-friendly version](#) [Send to friend](#)

[Seat Belt Check Data](#)

[Reporting](#)

[Seat Belt Check Instructions](#)

[Seat Belt Check Summary](#)

[BOTB Campaign Outline Plan](#)

[BOTB Resource Kit](#)

[School Agreement Form](#)


**Calendar**

August

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Motor vehicle crashes are the leading cause of death among teens. Use of a seat belt is the single most effective means of reducing that.

**Partners**

 **THE UNIVERSITY OF TENNESSEE MEDICAL CENTER**

Wisdom for Your Life.

Seat Belt Check Data

[Reporting](#)

[Seat Belt Check Instructions](#)

[Seat Belt Check Summary](#)

[BOTB Campaign Outline Plan](#)

[BOTB Resource Kit](#)

[School Agreement Form](#)

**Social Network**

[Find us on Facebook](#)

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[Follow us on LinkedIn](#)

[Follow us on Blogger](#)

## Complete the Campaign Outline Plan

Submit online: [www.battleofthebeltn.org/campaign-outline-plan](http://www.battleofthebeltn.org/campaign-outline-plan)



# Battle of the Belt

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Get Started planning right away! Schedule your events as soon as possible.  
Please list all resources and activities you plan to use in your campaign:

- Guest Speakers
- Morning Announcements
- Presentations
- Contests
- Community Outreach
- Poster Contest, Display Posters
- Brochures
- Seat Belt Checks

Submit your plan before **November 14, 2014**. Contact your site coordinator for more information.

## Campaign Example

### Program activities

### Dates of Activities

#### **Unannounced seat belt checks**

Give promotional items provided by the Injury prevention program for wearing seat belts.

November, January, March

#### **Pledge cards**

October

Students sign seat belt pledge card.

#### **Fliers**

Ongoing

The \_\_\_\_\_ club placed fliers on windshield of every car in parking lot.

#### **Posters**

Ongoing

\_\_\_\_\_ club made and hung posters reminding students to "Buckle Up." Posters provided by \_\_\_\_\_ were also hung around the school.

#### **Speakers**

Speaker \_\_\_\_\_ spoke at our school assembly.

Ongoing

#### **Demonstrations**

Mock crash demonstration/presentation by the local fire department.

Ongoing

#### **Morning and afternoon announcements**

Daily reminders were given to the students via announcements.

Ongoing

## Seat Belt Check Instructions



# Battle of the Belt

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- A pairing of students should stand at the entrance or exit of each school parking lot 30 minutes prior to school starting.
  - **Select one location and one time of day for all three seat belt checks.**
- Record findings on seat belt check sheet (page 9).
- Mark N if occupants do not have their seat belt on...or if the seat belt is not being worn correctly.
- Mark Y if their seat belt correctly in place.
- Add up the YES or NO Students.
- **Submit Seat Belt Check Data online** [www.battleofthebeltn.org/seat-belt-check](http://www.battleofthebeltn.org/seat-belt-check)

## **Repeat this process for each seatbelt check:**

- use the same student monitors if possible
- at the same locations
- during the same time of day
- for the same amount of time

**\*\*\* Consistent location and duration of checks will ensure that a similar number of cars are checked each time.**

**\*\*\* Optimum observation months would be:**

- **November**
- **January**
- **March**

**\*\*\*\*\*Submit Seat Belt Check Data online** [www.battleofthebeltn.org/seat-belt-check](http://www.battleofthebeltn.org/seat-belt-check)



**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Weather:** (sunny, 87°) \_\_\_\_\_

**Observer Names:** \_\_\_\_\_

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# Battle of the Belt

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## Resources

Following is a list of possible resources for your education campaign. You are responsible for contacting and scheduling all speakers and presentations at your school.

Tennessee Governor's Highway Safety Office: <http://www.tdot.state.tn.us/ghso/>

The Tennessee Governor's Highway Safety Office (GHSO) is the focal point for highway safety issues in Tennessee. GHSO provides leadership by developing, promoting, and coordinating programs; influencing public and private policy; and increasing public awareness of highway safety

Tennessee Department of Health: <http://health.state.tn.us/>

The Division of Family Health and Wellness supports efforts to improve the health of Tennesseans. The Injury Prevention Programs focus on preventing injuries and fatalities in Tennessee.

National Highway Traffic Safety Administration: [www.nhtsa.gov](http://www.nhtsa.gov)

This website has a wealth of traffic safety information and materials available free of charge. Look in the traffic safety materials catalog.

AAA Tennessee: [www.aaa.com](http://www.aaa.com)

An automotive club that works to ensure traveler's interests in highway and traffic safety, energy, transportation infrastructure and environmental policies.

AAA Foundation for Traffic Safety: [www.aaafoundation.org](http://www.aaafoundation.org)

National Safety Council: [nsc.org](http://nsc.org)

The National Safety Council is a nonprofit, nongovernmental, international public service organization dedicated to protecting life and promoting health. NSC has several publications on teen driving.

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

The Tennessee Highway Patrol has contacts in all regions of Tennessee. The Tennessee Highway Patrol can provide a vehicle that simulates a rollover and what happens when you are not belted, goggles that demonstrate driving under the influence, or presentations on driver safety. The website has contact information for all district offices.