

Safe Kids Buckle Up 2008

PRSSA Bateman Competition



Cowtown Communications

Fort Worth, Texas

March 20, 2008

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Executive Summary



The goal of the 2008 Texas Christian University Bateman Team's "Buckle Up" campaign is to bring awareness of improper seat belt usage to a targeted group of predominantly minority children, between the ages of 11 and 14 (twens) in the Fort Worth area, part of the fourth largest media market in the United States with lots of competition for media coverage. The team targeted these children because studies show that, on average, African American children buckle up 10 percent less than Caucasian children, and the leading cause of death for Hispanics under the age of 24 is motor vehicle crashes.

Planning

Quantitative and qualitative research of students at Stripling Middle School in Fort Worth, a predominantly minority institution, in Oct. 2007, revealed that about 23 percent wear their seatbelts most of the time, 10 percent wear sometimes, 9 percent rarely, and 4.5 percent never wear their seatbelt. These tweens are strongly influenced by their parents' use of seat belts, and they need continuing education on the importance of seatbelts. Additionally, these students trust their parents and schools to provide information about safety, but in an entertaining manner. These factors led us to work closely with school officials and parents' representatives to host a safety event that was educational, family-oriented, and entertaining. The event attracted about 230 participants, an excellent response on a workday afternoon. We promoted the event by creating bi-lingual (English-Spanish) parents' letters, catchy and colorful flyers, and frequent promotional announcements at assembly. We also promoted the event through media releases sent to the campus media, local English and Spanish language electronic and print media, the Fort Worth Independent School District Web site, and local weekly business journal.

Execution

We held a safety event fair that allowed us to communicate with a sample of the target audience and their families in an effort to save lives by promoting seat belt safety. With the help of Safe Kids Tarrant County, Cook Children's Medical Center, and General Motors of Fort Worth, we were able to inform and entertain students and parents with a variety of activities including seat belt safety facts and figures, 'Buckle-Up Pledge,' car safety features and proper seat belt usage demonstrations, stories, trivia contest, and a short video. We concluded the event with a raffle drawing for two iPod Shuffles and awarded the competition winners with Wal-Mart gift cards. Every student and parent left with a Safe Kids bag including safety brochures, information from the Texas Department of Transportation, and an incentive card that would award students a free ice-cream from the cafeteria if they buckled up every day for a week and had a parent sign.

Results/Evaluation

Our safety event fair had a successful impact on Stripling Middle School students, their parents, and our target community, by raising awareness through the involvement of close to 230 students and parents. Our post-event survey revealed that 92 percent of the students said they plan to improve their car safety habits, and 87 percent plan to wear a seatbelt to be safe. Sixty-five percent of students said they plan to wear their seat belt every single time they are in a vehicle, a 23 percent increase from our pre-test. An unexpected outcome of the event was that the parent liaison for the Fort Worth school district was impressed enough with the safety fair that he requested it be held at other schools around the district. Additionally, the safety event fair was reported in two major print and TV stations: *The Fort Worth Star-Telegram*, WFAA - ABC affiliate, KTVT - CBS affiliate, KXAS - NBC affiliate and *The Fort Worth Business Press*. Another bonus was getting Monika Diaz, a highly rated and sought after reporter of WFAA - TV based in Dallas, as a keynote speaker.

Situational Analysis



Safe Kids Buckle Up

In 1996, Safe Kids Worldwide launched Safe Kids Buckle Up in partnership with General Motors. In 2004, Chevrolet became the lead GM brand in the partnership. The seat belt initiative sponsors car seat check up events at local Chevrolet and GM dealerships and mobile car seat check up vans that are manned by child safety technicians.

The mission of Safe Kids Buckle Up is to ensure that children are fully protected in vehicles, striving to ensure that all parents know the importance of proper seat belt use. This is accomplished through organizing, funding and equipping state and local coalitions throughout the country.

Safe Kids local coalitions serve in cooperation with Chevrolet and GM and their partners, providing media attention and community outreach, car safety education and training and public policy support.

Safe Kids Tarrant County

Safe Kids Tarrant County is the local coalition for Safe Kids Buckle Up, led by Cook Children's. The hospital coordinates with all organizations that request to have Safe Kids Buckle Up conduct a car seat check or other safety events.

Stripling Middle School

Based on our qualitative and quantitative research suggesting that Hispanic and African-American populations were less likely to use seat belts, we decided to coordinate with Stripling Middle School, which has a high minority population ages 11-14, our primary audience for this campaign. The school is 56 percent Hispanic, 16 percent African American, 27 percent Caucasian and 1 percent Asian/Pacific Islander. The school also offers an "English as a Second Language" course for parents of students at the school. Our objective was to execute a safety event fair that would attract both tweens and their parents so the messages of both Safe Kids Buckle Up and GM could be presented in a fun and informative way.

Primary Research

Student Survey

In order for our team to learn more about the target age group, we developed a survey that was given to 71 students in the after-school program at Stripling Middle School in Oct. 2007.

- 80.6 percent of students were Hispanic, 11.9 percent were African American, 4.5 percent Caucasian and 1.5 percent Asian
- 19 percent of the students were age 11, 27 percent age 12, 39.7 percent age 13 and 14.3 percent age 14
- 82.8 percent of tweens said their parents are their primary drivers and 79.1 percent of them always wears their seat belt
- The top reasons students don't wear their seat belts is because the drive is too short, they forget to put it on, they don't feel like wearing it or it's uncomfortable
- 44.8 percent of the students receive car safety information from their school.
- 52.2 percent of the tweens always wear their seat belts, 23.9 percent wear their seat belts most of the time, 10.4 percent wear their seat belts sometimes, 9.0 percent rarely wear their seat belts and 4.5 percent never wear their seat belts.

Primary Research contd.



Focus Groups

We conducted 10 focus groups at Stripling Middle School and with several other students in the Fort Worth area. The most important findings are:

- Seat belts make tweens feel safe, but seat belts are not necessarily cool.
- Most tweens are not reminded to put on their seat belts, because it is already a habit.
- Tweens may not need to be reminded to wear their seat belts, but they need continuing education on the importance of seat belts and how they can save lives.
- Students like free things and think there needs to be a mascot for car safety.
- Tweens are very active on social networking sites such as MySpace and Facebook.

**We explored the possibility of using social networking sites as a way to reach tweens, but discovered that not all parents are comfortable with their children using these sites. Some of the tweens interviewed said their parents are not aware of their MySpace and Facebook pages because they would not approve of them using the sites. Therefore, in order to avoid controversy and getting any students in trouble, we decided to not use social networking sites to promote our car safety campaign.

Secondary Research

Primary Audience– Tweens 11-14

- Tweens are strongly influenced by their parents' use of seat belts ("Who's Not Buckled Up?").
- Peer pressure does not keep tweens from wearing their seat belts ("Who's Not Buckled Up?").
- Female teenagers respond to messages about relationships ("Who's Not Buckled Up?").
- Male teenagers respond to visual images and statistics ("Who's Not Buckled Up?").
- Car accidents are the leading cause of death for African American males 14 and younger ("Who's Not Buckled Up?").
- Car accidents are the leading cause of death for Hispanics 24 and younger ("Who's Not Buckled Up?").
- Car accidents are the leading cause of death for children 14 and under ("Facts about injuries").
- Only 68 percent of teens wear seat belts in the back seat of a car ("Facts about injuries").
- One-third of all tweens killed per year in car accidents were sitting in the front seat ("National Data").
- From 1996-2002, 1,700 children survived car accidents because they were sitting in the back seat ("Facts about injuries").

Secondary Audience – Parents of tweens

- Tweens are more likely to wear their seat belts if their parents wear their seat belts regularly ("Hold onto the one you love").
- When adult drivers are unrestrained, 91 percent of children 8-15 are also unrestrained ("National Data").
- Parents should look for teachable moments with safety ("Car Safety").
- Car safety should not be negotiable ("Car Safety").
- Remind tweens that buckling up is the law ("Hold onto the one you love").

Target Audience

Primary

Tweens and young teenagers aged 11 to 14 within a lower socio-economic community at Stripling Middle School.

Secondary

Parents and caregivers of the tweens and young teenagers.



Campaign Objectives

Objective 1: Encourage seat belt use for tweens (11-14) in all vehicles, no matter who is driving.

Strategy 1: Display statistics at safety event fair that explicitly state the effectiveness of seat belts in car accidents.


Rationale: From our secondary research, we know that students, especially males, are very receptive to statistics. They like to see real-life reasons they should wear their seat belts all the time.

Strategy 2: Offer incentives to students for wearing their seat belt every time they ride in a car.

Tactic: Give students a card their parents should sign if they wear their seat belt every time they ride in a car for a week. The students will then take the signed card to the lunch cafeteria where they will receive a free ice cream for their safe practices.

I wore my seat belt every day this week!
Present this card in the cafeteria on Friday, Feb. 29th for a free ice-cream!

Monday	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>
Thursday	<input type="checkbox"/>
Friday	<input type="checkbox"/>



Parent Signature _____

Rationale: All students, especially in our target age group, respond to incentives. This tactic will remind students consistently for a week that it is important to wear their seat belts. Students will hopefully remember what they have learned at the safety fair and begin to always wear their seat belts even after the incentive is over.

Strategy 3: Monika Diaz, a highly rated and sought after Hispanic news reporter for WFAA-TV, an ABC affiliate, who usually concentrates on Dallas activities, will speak about car accidents she has covered.

Rationale: Diaz will help students see the importance of wearing their seat belts. She has first-hand knowledge of terrible car accidents that could have had better outcomes if only the people involved were wearing their seat belts.

Outcome: Achieved. There was a banner with safety statistics posted on the wall behind the speakers at our safety event fair, which helped to reinforce the speakers' messages. Monika Diaz was able to grab the students' attention with her stories and all the students were excited about their incentive card.

Campaign Objectives contd.

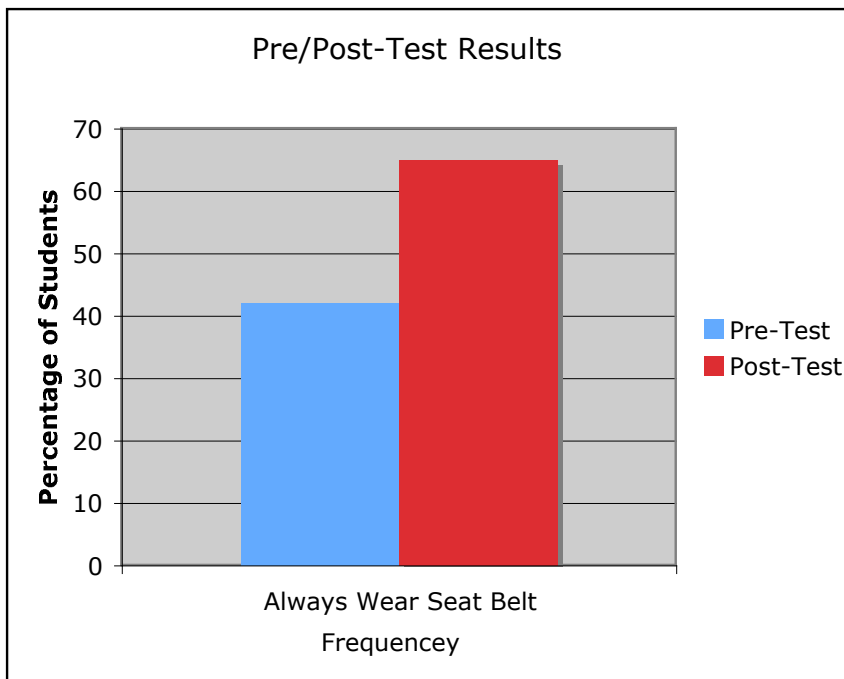


Objective 2: Increase quantifiable knowledge and awareness of good safety behaviors among tweens and their parents by 20 percent by the end of our safety event fair.

Strategy: Develop a pre and post-test to give to the after school students at Stripling Middle School, the students that will primarily be at the safety event fair.

Rationale: In order to truly test the success of our campaign, we thought it would be most effective to administer a safety test to students who will be at the safety event fair the day before the event and the day after. If the students inaccurately answer the safety questions the day before the safety fair, but answer the questions correctly the day after the event, our event will have been a success. This test will allow us to have definitive numbers and show a quantifiable increase in knowledge and awareness.

Outcome: Exceeded. As a result of our car safety campaign, 92 percent of students said they would change their car safety habits to better keep them safe. Sixty-five percent of students said they will now wear their seat belts every time they are in a vehicle, which is an increase from the 42 percent who said they always wore their seat belt before our safety event.



Objective 3: Encourage positive role modeling for younger siblings and other children.

Strategy 1: Host a safety event fair at Stripling Middle School and invite the students, their parents and their siblings.

Rationale: Students are more likely to understand the importance of wearing their seat belts if their parents and siblings are receiving the same information. When students hear the statistics on car accidents, they will understand how important it is that they wear their seat belts in order to protect their siblings.

Campaign Objectives contd.



Strategy 2: Have Safe Kids Buckle Up bring out a safety van to show students and siblings how to properly wear their seat belts.

Rationale: It is important for students to not only wear their seat belts, but to do so properly. With the knowledge of how to properly wear a seat belt, students will be able to instruct their siblings and keep themselves and their siblings safe.

Outcome: Achieved. We had an excellent turnout of 180 students and 50 parents for a total of 230, an unusually high turnout for a weekday afternoon event. Students were instructed on how to sit properly in a seat with their seat belt fastened. The students who attended the fair with their siblings had the siblings sit in the seat as well to learn how to properly buckle up. According to our post-test, 10 percent of students learned that they are important role models for their siblings.

Objective 4: Provide the tween and young teen audience with a framework to make good safety decisions, because they are starting to make choices independently from their parents and caregivers.

Strategy: Conduct a safety event fair with speakers, information and statistics about car safety.

Rationale: From our primary and secondary research, we learned that tweens trust their parents and their schools the most. Therefore, a safety event fair at a local middle school where the parents and students could attend together is a perfect way to educate tweens about car safety. The tweens will interact with representatives from Chevy, Cook Children's and Safe Kids Buckle Up at the safety fair. They will receive information to take home with them about safety as well as sign a banner stating that they will practice safe habits in vehicles.

Outcome: Exceeded. We hosted a very successful safety event fair on Thursday, Feb. 21, 2008, at Stripling Middle School in Fort Worth, Texas. The fair educated students on how important it is to be safe in vehicles. See pre and post-test results (page 8) for more specific information on the results of the fair.

Objective 5: Integrate Chevy's concern for the safety of children in and around vehicles and showcase the brand as a good corporate citizen using the corporate safety messages.

Strategy: Have a Chevy representative from a local Chevrolet dealership present at the safety event fair to talk with parents and share the company's safety message as well as showcase one of their newest vehicles, the Hybrid Tahoe.

Rationale: There is no one who can better explain Chevy's safety messages than a representative from Chevrolet. We chose to stick with a dealership in Fort Worth because we wanted to focus every part of this campaign on Tarrant County, where Fort Worth is located.

Outcome: Achieved. Internet manager Jerry Simpson of Moritz Chevrolet brought out a vehicle and opened up the vehicle for the parents and students to see the safety features. He pointed out the OnStar system as well as the backup camera as two of the main features on the vehicle.

Campaign Objectives contd.



Objective 6: Promote Chevy products and safety features on GM vehicles.

Strategy: Have an all-new Hybrid Chevrolet Tahoe at the safety fair.

Rationale: We felt the best way to promote Chevy products was to have a Chevrolet vehicle at our safety event fair. There will be a representative to explain to parents and students what all Chevrolet has to offer in terms of safety features on vehicles. This will both promote Chevrolet and intrigue students because they are about to start driving in a few years.

Outcome: Achieved. As stated above, Jerry Simpson came to the safety event fair with a vehicle. As a result of his presence at our safety fair, 27 percent of students surveyed learned that Chevrolet vehicles were equipped with important safety features.

Objective 7: Adapt current Safe Kids Buckle Up messaging for tweens and young teens.

Strategy 1: Have representatives from the local Safe Kids Buckle Up Coalition at the safety event fair to speak with students about their messages.

Rationale: In order to get the messages of SKBU across to the students, we felt that representatives from the organization needed to be present at the safety event fair. They are the people who best know their messages and can relay them properly to students in our target age group.

Strategy 2: Have a packet for students to take home with SKBU information as well as other safety information.

Rationale: Students will only retain so much information from one evening, but if they have material to read later they will hopefully continue learning after the event is over.

Outcome: Achieved.

Strategy 1: Terri Ford, the Safe Kids Tarrant County Coordinator, attended the safety event fair with other members from the coalition. They spoke with the tweens about buckling up and the messages of SKBU. They then had two demonstrations set up in the parking lot to help facilitate their messages. First, the students had the opportunity to sit in a seat and learn how to properly buckle up. Second, the students were shown how easy it is to be missed when standing behind a vehicle. They learned the importance of always being aware around vehicles so that the drivers would not miss them.

Strategy 2: Students were given a packet that contained information from SKBU, State Farm, Buckle Up Texas and their ice cream incentive card. These packets went home with the students and they will hopefully share the information with their parents and siblings.

Campaign Objectives contd.



Objective 8: Use various channels including traditional as well as social/viral and grass-roots media.

Strategy 1: Contact local media such as *The Fort Worth Star-Telegram*, a daily newspaper, WFAA-TV, ABC affiliate, KXAS-TV, NBC affiliate, KTVT, CBS affiliate, KDFW, Fox affiliate, and Spanish language electronic media Telemundo, *La Estrella* and Casa 106.7 FM radio station.

Rationale: We wanted to reach out to all of the major affiliate stations in the Fort Worth area, plus contact the Hispanic stations in order to get coverage in our target market that caters to our target audience.

Strategy 2: Get on the calendars of all local TV stations.

Rationale: We wanted the community to know about the safety event fair and give parents an easy way to find out information about the safety event fair.

Strategy 3: Get coverage of the safety event fair from our school newspaper and TV show.

Rationale: We wanted to reach students and faculty at TCU that may have children and/or siblings that would be affected by our campaign.

Outcome: Achieved.

Strategy 1: We were successful in contacting all of the media mentioned. We received coverage in *The Star-Telegram*. A representative attended the safety fair and he took pictures and wrote a short caption about the event. *The Fort Worth Business Press* ran a story on the event as well.

Strategy 2: We were successful in having our event on the community calendars of the local affiliates of NBC and CBS Television.

Strategy 3: Our college media, *The Daily Skiff* and TCU News Now, TV program, both covered the event. *The Skiff* ran a story the day of the event and TCU News Now sent a reporter to the safety fair and a story ran the next day on the news show.

Event Summary

The primary event for the “Buckle Up” initiative was a safety event fair held Feb. 21, 2008, at Fort Worth’s Stripling Middle School in the school gymnasium, cafeteria and parking lot. During the event, car safety experts took questions from students and parents about car safety, emphasizing the importance of buckling up on a regular basis. Following the speakers, students were broken up in to groups, each group engaging in a different activity reinforcing the car safety messages.



Event Summary contd.





Media

A press release and media alert were sent out to local print and electronic media, including Web sites to inform them of the car safety event. The local media contacted include *The Fort Worth Star-Telegram*, *WFAA* - ABC affiliate, *KTVT* - CBS affiliate, *KXAS* - NBC affiliate, *KDFW* - Fox affiliate, *The TCU Daily Skiff*, *TCU News Now*, *The Fort Worth Business Press*, *Telemundo*, *La Estrella* and *Casa 106.7 FM*. The event was also posted on the community calendars of the local affiliates of NBC and CBS Television, and was listed on the Fort Worth Independent School District's Web site. The event received coverage in *The Fort Worth Star-Telegram*, *TCU Daily Skiff*, *TCU News Now*, and *The Fort Worth Business Press*.

Schedule

	<h2>Safety Event Fair</h2>	
5:30 -- Safety Event Kick-off and Introduction in the Cafeteria		
5:35 -- TCU Comedy Group Presentation		
5:45 -- Dinner		
6:00 -- Guest Speakers		
6:20 -- Car Safety Fun!		
<i>Outside:</i>		
* Chevrolet Car Display		
* Safe Kids Seat Belt Safety Check Van		
* State Farm & Safe Kids Representatives Q&A Sessions		
<i>Inside School Gym:</i>		
* Guitar Hero Competition		
* Free Throw Contest		
* Buckle-Up Pledge		
* Football Throw with TCU Athletes		
7:15 -- Prize Winners Announced and Safety Event Closing in the Cafeteria		
Don't forget to pick up your take home bag on your way out the door!		

	<h2>Feria de Seguridad Vehicular</h2>	
5:30 -- Inicio de la feria e introducción en la cafetería		
5:35 -- Presentación del club de comedia de TCU		
5:45 -- Cena		
6:00 -- Invitados especiales		
6:20 -- ¡Diversión sobre seguridad vehicular!		
<i>Afuera:</i>		
* Exhibición de carros Chevrolet		
* Van de cinturón de seguridad de Safe Kids		
* Sesiones de preguntas y respuestas con representantes de State Farm y Safe Kids		
<i>En el gimnasio:</i>		
* Concurso de Guitar Hero		
* Competencia de tiro libre		
* Promesa de abrocharse el cinturón de seguridad		
* Lanzamiento de pelota con atletas de TCU		
7:15 -- Ganadores de premios son anunciados y cierre de la feria en la cafetería		
¡No olvide recoger una bolsa para llevar a casa al salir!		

Promotion

A month before the event, flyers and a parent letter were sent home with every Stripling Middle School student to make them aware of the safety event. Flyers were also posted around the school to remind the students of the event. A second flyer with updates was mailed home to the parents with the students' report cards one week before the event. A week before the event, a notice was submitted and was subsequently posted on the event calendar page of the Fort Worth Independent School District Web site.

Event Summary contd.

Pre/Post-Test Results



The effect of our safety event upon the approximately targeted 180 Stripling students in attendance at the after school program can be measured by comparing student responses to surveys administered before and after the event.

Our post-event survey revealed that 92 percent of the students said they will change their car safety habits and 87 percent will wear a seat belt to be safe. The willingness to correct car safety habits is important since before our visit to the school only 42 percent of the students said that they “always” wear their seatbelt and 10 percent of the students said they infrequently or don’t wear their seat belt. The post event survey revealed that 65 percent of the students said they will now wear their seatbelts every time they get in a car.

The perception of where the safest place for 11-14 year olds to ride in vehicles was also effectively changed. Educating the students on the safest place to sit in a vehicle is important because 61 percent of the students said they decided where they should sit, not their parents or teachers. The pre-event survey revealed that 68 percent of the students said they think most kids their age ride in the front seat of a vehicle. Also, 51 percent of the students said they routinely ride in the front passenger seat. Our safety event fair convinced 61 percent of the students to now ride in the back seat while reducing the percentage of students who will ride in the front seat to 35 percent.

The participating students also increased their knowledge of other car safety practices. The post-event survey revealed:

- 71 percent of the students learned that it is important to always wear a seat belt while riding in a vehicle
- 44 percent of students learned that seat belts save lives
- 10 percent learned that they can be car safety role models for their siblings.

Chevrolet and Cook’s Children’s representatives at the event made a lasting impression on the students. Responses indicate:

- 27 percent of the students learned that Chevrolet vehicles have lots of safety features
- 7 percent learned that Cook’s Children’s does safety seat checks,
- 6 percent of the students will wear their seat belt because they learned how to wear it properly.

Feedback

All the speakers and car safety experts were given a follow-up survey to give us feedback on our event. Some responses were:

- **Terri Ford** - Safe Kids Tarrant County Coordinator
“I thought ya’ll did a great job in organizing the event and getting the groups to participate. We were glad to participate and learn ourselves different ways to reach this age level.”
- **Monika Diaz** - WFAA Reporter
“I enjoyed every minute of the event. I really had a good time and my only hope is that one of those kids remembers the message that all us were trying to get across. All of you did a great job.”

Appendix

Research

1. Initial Survey
2. Pre-Test
3. Post-Test
4. Bibliography

Promotion

1. Parent Letter - English
2. Parent Letter - Spanish
3. Event Flyer
4. Media Release
5. Media Alert
6. TCU Flyer
7. Thank You Flyer
8. Thank You Letter

Media Coverage

1. *TCU Daily Skiff* article
2. *Fort Worth Star-Telegram* article
3. *Fort Worth Business Press* article
4. NBC Community Calendar
5. CBS Community Calendar
6. Fort Worth Independent School District

Budget

1. Expense Report

Event Information

1. Photo collage of event
2. T-shirt Design
3. Event volunteer feedback

Research



Vehicle Safety Survey

This short survey will help us, TCU students participating in the national Bateman competition, to gain insight into the likes/dislikes of students your age. We will use the information you provide to design a car safety campaign. This survey will take no longer than 5 to 10 minutes.

Thanks!
Cowntown Communications

1. In general, who do you trust the most in life? Please check only one response.

- Mom
- Dad
- Sibling
- Friends
- Guardian
- Nanny/babysitter
- Other _____

2. Indicate how trustworthy or believable you consider the following sources about what to do when you're in a vehicle. For example, if someone tells you to wear a seat belt or to not stay in a vehicle by yourself, how much do you believe that person's or source's opinion? Please check the box that indicates how much trust you have in these sources.

Source	Very Trustworthy	Somewhat Trustworthy	Somewhat Untrustworthy	Very Untrustworthy	Doesn't apply to me
Mom					
Dad					
Sibling					
Friend					
Guardian					
School					

3. When you are thinking about what to do and not to do while in a vehicle, which source do you most trust?

Check only one.

- My school
- My parent(s)
- My guardian
- My church
- My friends

4. Who is your primary driver?

- Parent
- Guardian
- Sibling
- Nanny/Babysitter
- Other: _____

5. How often does your primary driver wear a seat belt?

- Always
- Most of the time
- Sometimes
- Rarely
- Never

6. Is it safe to ride in the backseat without a seat belt?

- Yes
- No

7. Is there ever a time when it's OK to not wear a seat belt?

- No
 - Yes (Explain): _____
-
-

8. How often do you wear a seat belt?

- Always
- Most of the time
- Sometimes
- Rarely
- Never

If you answered "always" to the question above, skip to question #10. Otherwise, go to question #9.

9. When you don't wear a seat belt, what is the main reason? Select one answer.

- The seat belt is uncomfortable.
- The seat belt is a hassle to put on/take off.
- The seat belt is not necessary.

- The seat belt prevents me from being able to relax.
- The drive is too short.
- Other: _____

10. Who typically reminds you to wear your seat belt? Check all that apply.

- Mom
- Dad
- Sibling
- Friend
- Guardian
- Nanny/babysitter
- Carpool driver
- No one reminds me.

11. Where have you received information about the importance of wearing a seat belt? Check all that apply.

- Home
- School
- My after-school program
- Extracurricular activities
- Church
- Other _____

12. When you are in the car with the following people, how often do you typically wear your seat belt?

Source	Always	Sometimes	Rarely	Never	I Don't Drive with this Person
Mom					
Dad					
Sibling					
Friend					
Guardian					
Nanny/Babysitter					
Carpool Driver					

13. The following box lists activities that some people do while in a vehicle. Indicate how often you engage in the following activities when you are in a vehicle.

Activity	Always	Sometimes	Rarely	Never	Don't Know
Listen to the radio					
Talk on cell phone					

Watch Videos					
Check my appearance in a mirror					
Eat					
Play with a pet					

14. Have you or someone close to you ever been involved in a car accident?

- Yes
 No

If you answered yes to question #14, proceed to #15. If you answered no, skip to #16.

15. Did that car accident influence your car safety practices?

- No
 Yes (Explain): _____

16. How old are you? _____

17. Please indicate your gender.

- Female
 Male

18. What is your ethnicity?

- African American
 Asian
 Caucasian
 Hispanic
 Native American
 Other (please specify) _____

19. Whom do you live with?

- Mom and Dad
 Mom only
 Dad only
 Guardian
 Grandparent(s)
 Other (please specify): _____

Thank you very much for taking the time to complete this survey!

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Promotion

Media Coverage



inside Fort Worth ISD

AN ONLINE PUBLICATION FOR THE EMPLOYEES OF FORT WORTH INDEPENDENT SCHOOL DISTRICT

Buckle Up: TCU Students Raise Awareness About Seat Belt Safety

Texas Christian University's Cowtown Communication, a student public relations team, will hold a free seat belt safety fair for Fort Worth's Stripling Middle School students and parents on Thursday, Feb. 21, 2008.

The fair begins at 5:30 p.m. and concludes at 7:30 p.m. in the school's gymnasium, cafeteria and parking lot where free food, games and prizes will be provided. Students will have the opportunity to meet TCU athletes and a local comedy troupe, Curtis Needs a Ride, will perform.

Car safety experts from General Motors, State Farm Insurance and Safe Kids Tarrant County led by Cook Children's will be on hand to educate parents about the importance of car safety. Parents and students will also have the opportunity to view safety features on Chevrolet's cutting-edge SUV, the all-new hybrid Tahoe.

"We're expecting a great turn-out," said Taylor Pashley, a Cowtown Communication member. "We are excited to have the opportunity to impact the lives of these kids and hopefully improve car safety standards and statistics among children in our area."

Cowtown Communication is organizing the safety fair as part of a campaign for Safe Kids Buckle Up. Safe Kids Buckle Up is the client for the 2008 Bateman Case Study Competition, sponsored by the Public Relations Student Society of America. For more information please visit <http://www.prssa.org/resources/bateman2008.asp>.

February 12, 2008 | 5:13 p.m.

Budget

\$300 Expense List

Sam's Club

1. Mixed Candy x 3 = \$7.88 each
2. Tootsie Roll Candy x 2 = \$5.88 each
3. Dum Dums x 2 = \$6.68 each
4. Lemonade Mix = \$5.88
5. Fruit Punch Mix = \$5.88
6. Dubble Bubble Gum = \$6.33

Total = \$80.09

Walmart

1. Gift Card x 4 = \$10.00 each

Total = \$40.00

Papa Johns

1. Pepperoni Pizza x 6 = \$6.00 each
2. Sausage Pizza x 6 = \$6.00 each

Total = \$81.71

Albertsons

1. Napkins x 3 = \$1.67 each
2. Foam Cups x 5 = \$1.29 each
3. Paper Plates = \$5.99
4. Foam Cups x 2 = \$0.99 each

Total = \$21.02

Lenny's Sub Shop

1. Cookie Trays x 2 = \$20 each

Total = \$40.00

Mardel

1. Red Paint = \$12.99
2. White Paper x 2 = \$4.99 each
3. Black Paper = \$4.99

Total = \$27.96

Expense Total = \$290.78

Donations

Perratti's Pizza

1. Cheese Pizza x 2 = \$13.00 each

Total = \$26.00

Papa Johns

1. Pepperoni Pizza x 5 = \$12.99 each
2. Sausage Pizza x 5 = \$12.99 each
3. Discounted us \$111.84 on paid order.

Total = \$241.82

Warner Bros Records

1. iPod Shuffle x 2 = \$50 each

Total = \$100.00

Jimmy John's

1. 30-piece Sub Party Platter x 3
2. Cookie Tray

Total = \$156.00

Lenny's Sub Shop

1. 18-piece Sub Party Platter x 3 = \$30 each

Total = \$90.00

T-shirts

1. Event T-shirts x 50 = \$5 each

Total = \$250

Expense Total = \$863.82



Event Information

T-Shirt Design



Event Feedback

Terri Ford – Safe Kids Tarrant County Coordinator / Cook Children’s Community Outreach Manager



“I thought the event was very well planned by the TCU Bateman team. It looked as though they had recruited a good amount of TCU students to help in various ways. The communication between the team and Safe Kids Tarrant County was excellent. They listened to our suggestions and integrated them well into the activities for the event. The event itself was executed with thought and the team was tuned in enough to flex the schedule as needed. The TCU team was enthusiastic and energetic. I think most of the middle school students heard the message to Buckle Up on every ride - which was the purpose of the event.”

Monika Diaz – WFAA Channel 8 Reporter

“I enjoyed every minute of the event. I really had a good time and my only hope is that one of those kids remembers the message that all us were trying to get across. All of you did a great job.”

Jerry Simpson – Moritz Chevrolet Internet Manager

“I like giving back to the community when I can. You guys did a great job!!!!”

Elizabeth Martinez – Parent Liasion Stripling Middle School

“I was so impressed with the TCU students that came out and did the Safety Fair for our parents and students at Stripling Middle School. They were very well organized. The kids really did enjoy the event and so did the parents. And as a parent of Stripling Middle School students, my kids learned the importance of wearing a seat belt.”

Thomas Pressly – TCU Student Body President

“It was amazing to see how much of an impact that TCU students can have on children by simply showing that they care. Your group did a tremendous job organizing the event and I am glad to have had the opportunity to volunteer with you. Congrats!”

