



GO BIG OR GO HOME – Seatbelts

Activities

PHRASE THAT PAYS

OBJECTIVE

The goal of this activity is to change behaviours of those who aren't wearing seatbelts by getting as many students and staff as possible saying the "Phrase that Pays".

MATERIALS NEEDED

- "Phrase that Pays" and seatbelt themed posters or signs
- Prize tickets
- Prizes

HOW THE ACTIVITY WORKS

Pick a phrase such as "Seatbelts save lives" or "Wanna look good? Don't land on the hood. Wear your seatbelt." Then, find people in your school who will volunteer to be secret spotters. It's best to have several people play this role and secret spotters should rotate every two hours so consider assigning time slots. On event day, students who correctly repeat the "Phrase that Pays" to a secret spotter are given a ticket they can exchange for a prize. Make sure you determine ahead of time when and where prizes will be given out (i.e. after school), and approach community partners for donated prizes, which can be anything from candy, to larger items. A variety of prizes keeps it fun!

In the lead-up to the event:

- Create a buzz by displaying posters and signs all over the school and having members of your road safety team conduct seatbelt checks as people arrive at school. Those who are wearing seatbelts win prizes to recognize their commitment to road safety.
- Use the draft scripts included here to promote the event and help students become familiar with the chosen "Phrase that Pays".
- Phone your local media or send out a news release based on the template included here to alert them to your upcoming event.
- The day before the event announce over the PA system the event will start the next morning and there are great prizes to be won.
- The morning of the event, make another announcement, making sure to tell students that different people all over the school have the winners' tickets to distribute to those who know the "Phrase that Pays" but that the event only takes place during breaks, not in class.

DRAFT RADIO/ANNOUNCEMENT SCRIPTS

Script 1 -

Repeat after me:

“Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!” “Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!” “Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!”

Got it? Good! Now don’t forget it cause that’s the “Phrase that Pays”, and if you say it to the right person at the right time on April 17, you could win big!

It’s Clicking In “Phrase that Pays” Day and it’s coming on April 17.

Remember... **“Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!”**. A message from your road safety team.

Script 2 –

Did you know you’re twice as likely to survive a crash when you wear your seatbelt? Seriously! **“Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!”**

Do ya like the way that sounds? Well remember it cause it could be your ticket to fame and fortune... or at least a pretty sweet prize!

All you have to do is remember the phrase **“Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!”**

On April 17, say it to everyone you meet. If you say it to the right person at the right time you could win.

It’s Clicking In “Phrase that Pays” day and it’s brought to you by your road safety team.

Script 3 –

No more excuses! It doesn’t matter if you’re just driving around the block or you’re worried the seatbelt will mess up your shirt. You gotta wear one. Every time!

In case you haven’t been paying attention, **“Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!”** You’d be crazy not to wear one! On April 17, your road safety team presents Clicking In “Phrase that Pays” Day. Repeat the phrase **“Wanna Look Good? Don’t Land on the Hood... Wear Your Belt!”** to the right person at the right time and you could win.

Now there’s a good reason to stop making excuses!

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

(INSERT DATE)

Teens aim to educate peers with seatbelt safety blitz

City/Community name: Students at (insert school name) in (insert community name) hope to convince more of their peers to start wearing seatbelts by holding a Clicking In “Phrase that Pays” day at the school on (insert event date).

Members of the school’s road safety team will act as secret spotters, presenting prizes to students who can correctly repeat the “Phrase that Pays”, (insert chosen phrase).

“You’re twice as likely to survive a car crash when you wear a seatbelt, yet a lot of people still don’t bother,” says student spokesperson (insert spokesperson name). “Kids our age in particular just don’t seem to be getting the message and we want to try and change that. We’re hoping this event will really drive home the idea that seatbelts save lives and help change some behaviours among our peers.”

In the days leading up to (insert event date) and the “Phrase that Pays” day, student volunteers will be conducting seatbelt checks as students and teachers arrive at school. Those wearing seatbelts will be presented with a small prize to recognize their commitment to road safety.

Car crashes are the number one killer of youth in BC.

“Our road safety team is all about saving lives one student at a time,” says (insert spokesperson name). “If we can convince even a few students who don’t currently wear a seatbelt to start, we’ve made a difference.”

- 30 -

For more information contact:

(insert contact name, phone number and email address)