Prior to kicking off your campaign

Designate a project management team to include members of management from across the organization and a support person responsible for printing/copying materials, as well as to update the central posting area throughout the campaign.

Optional Evaluation Component

Pre-campaign Options:

Conduct a direct observation of seat belt use as employees come in for work. Instructions on how to do this are included under the “Program Evaluation section in the Getting Started/Kickoff tab” at www.2seconds2click.org.

Distribute the Campaign Seat Belt Attitudinal Survey (also in the Program Evaluation section in the Getting Started/Kickoff tab)

Post-campaign Options:

Conduct a follow-up observation of seat belt use as employees come in for work. Instructions on how to do this are included under the “Program Evaluation section in the Getting Started/Kickoff tab” at www.2seconds2click.org.

Distribute the Campaign Seat Belt Attitudinal Survey (also in the Program Evaluation section in the Getting Started/Kickoff tab)

Summary

The proposed 4-week 2 Seconds 2 Click employee engagement campaign is designed to educate employees regarding the importance of wearing a seat belt on every trip. Additional options include steps to evaluate your campaign to identify the impact of your campaign to increase belt use among employees. Resources included in this plan are posted on the 2 Seconds 2 Click website.

This campaign includes the following:

- Current facts on use/non-use of seat belts
- Information to engage employees regarding risky driving behaviors and how to keep family members, and the community safe.
- Information for participants to encourage family and friends to buckle up.
- Activities to engage employees throughout the campaign.

Campaign highlights:

- The campaign is low cost and requires minimal time and effort.
- The materials are structured to facilitate weekly meetings with employees is (either as one large group or broken into smaller groups).
- A central bulletin-board area or places to post information where all employees will pass at least once per day is key.
- Week one will require approximately 45-60 minutes of meeting time, while subsequent topics can most likely be covered in 10 minutes or less per week.
- The time spent on the campaign per week by each leadership team member is estimated to be between 1-2 hours.
WEEK 1

Kick Off

Tool kit includes:

- 30-45-minute kick off Interactive PowerPoint Presentation with speaker notes
- Seat Belt Myths and Facts

A 30-45-minute interactive PPT presentation with speaker notes is included in the Employee Engagement tool kit with the suggestion that it be used to kick off the 2 Seconds 2 Click Campaign with employees. Be sure to take advantage of the opportunities noted to involve the audience to help them retain the information you are providing.

Initially assemble your project management team to review the Interactive presentation prior to giving the presentation to your employees. Designate who will give the presentation. Review the Week 1 materials and schedule the employee presentation. If your company has a seat belt policy, discuss the policy. If you do not have a seat belt policy, consider implementing one. The Sample Seat Belt Policy can be used as a template to draft a seat belt policy for your organization.

Distribute the Seat Belt Myths and Facts Sheet to employees at the beginning of the presentation to facilitate discussion throughout the presentation. If your company has a seat belt policy, discuss the policy with your employees.

Commit to Click

Tool kit includes:

- Pledge cards
- Sample seat belt policy

Distribute the “Commit to click” Pledge Cards to employees at the conclusion of the Interactive PowerPoint Presentation.

Message: This is an important safety measure, so we are making this commitment in writing.

Program Management Staff should post their pledge cards to a central bulletin board and ask employees to do so as well.

Helpful Hints: The National Click it or Ticket Campaign is held during the months of May and June. Consider scheduling your campaign during these months to take advantage of national media campaigns.

Helpful Hints: Leading by example will emphasize your commitment to the campaign. Signing and posting pledge cards from management staff will encourage employees to participate.

Note: Employer policies requiring on-the-job seat belt use can be an essential component of a community-wide seat belt initiative.
Employee Engagement Plan: 2 Seconds 2 Click

WEEK 2

Policy Review

Tool kit includes:

- Posters and Table Tents

Publicize/re-issue the organization’s seat belt policy if it has one, even if it only relates to company drivers or those driving for work. Posters and Table Tents should be displayed throughout the workplace. Re-emphasize that wearing your seat belt every time you get into a vehicle and encouraging your family and friends to do so as well makes everyone safer every ride. Program Management Staff should encourage dialogue and share either personal stories or stories where family and friends were involved in a crash “close to home/work” and the outcome “saved by the belt” regarding occupants.

Message: Traffic crashes can and most often do happen close to home or work which is why it is important to buckle up on every trip—no matter the distance. Remember—no one ever plans for a crash to happen when they leave a driveway or parking lot. It’s best to always be prepared by buckling up every time.

Driving Inspiration

Tool kit includes:

- Driving Inspiration Card Sample and Instructions
- Driving Inspiration Activity Card

Message: Not wearing your seat belt affects people other than just you. Think of family and friends who depend on you and would miss you if you were no longer here, injured or permanently disabled. Distribute My Driving Inspiration to Buckle Up activity.

Program Management Staff should explain the activity cards to employees using the Driving Inspiration Card Sample and Instructions then distribute the Driving Inspiration Activity Cards to employees. This activity highlights that not wearing your seat belt affects people other than just you. Program Management Staff should post their Driving Inspiration Activity Cards to the central bulletin board and encourage employees to post theirs as well.
Employee Engagement Plan: 2 Seconds 2 Click

Helpful Hints: This is a great opportunity for employees and leadership to show their support by posting their “Seat Belt Selfies” to the bulletin board and social media for others to recognize. Recognize employees that post their selfies to the company’s social media sites and bulletin board. This can also be an opportunity to showcase your company’s support for keeping their employees and the community safe through local media outlets.

WEEK 3

Seat Belt Selfies

At the beginning of the week, provide an electronic bulletin board where seat belt selfies can be posted. Encourage employees to take a “Seat Belt Selfie” to show their support and have some fun.

Photos can be emailed to a designated team member for printing and posting to a central area. Emphasize that any photos should be taken in the driveway or parking lot prior to starting the vehicle. **Selfies should not be taken while driving!!!**

WEEK 4

What would you say?

Message: Nearly half of drivers in a nationwide survey who said that their use of seat belts had increased over the past 12 months attributed the change to encouragement or pressure from others. If you know someone doesn’t buckle up all the time, you could be the one to convince them to start.

Distribute the “What would you say?” exercise and post responses on the board and around the building.

Tool kit includes:
- What Would You Say Handout

Campaign Conclusion

Program Management Staff should wrap up the campaign on the last day by congratulating employees and holding a “recognition” ceremony. This ceremony should further bolster support to Encourage employees to continue to buckle up every time they get into a vehicle.

At the conclusion of the campaign:
- Administer the Seat Belt Attitudinal Survey (OPTIONAL see Measure Effectiveness Materials)
- Conduct a post-campaign Direct Observation (OPTIONAL see Measure Effectiveness Materials)

Recommended:
- Conduct a debrief meeting with your Project Management Team.
- Discuss strengths and weaknesses of the campaign.

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The 2 Seconds 2 Click campaign was developed by the Network of Employers for Traffic Safety through a grant from the National Highway Traffic Safety Administration.
Discuss the impact of the campaign on your employees and whether a company-wide seat-belt policy will be implemented (if not already established).

If the optional evaluation component to measure effectiveness was implemented, compare results of the pre/post seat observations and attitudinal surveys. Was there an increase in belt use? Was there an increase in awareness regarding belt use? Results can be used to inform future campaigns in addition to messaging used to encourage employees to “buckle up”.

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Additional Materials

Weekly Displays

Suggested display in a central area of campaign materials throughout the four weeks:

WEEK 1

Campaign poster (provided in tool kit)
Buckle Up pledge cards
representation of all levels of management/staff

WEEK 2

Saved by the Belt/ It Happened Close to Home or Work
stories/testimonials
“My Driving Inspiration to Buckle Up” cards
Activity to also involve family members

WEEK 3

“Seat Belt Selfies”
Taken by employees in parking lot or driveway before driving
(Emailed to a designated person for printing and posting to the board)

WEEK 4

Completed “What Would You Say?” Cartoon
To encourage others to buckle up
Additional Resources

Additional awareness pieces provided for use throughout the campaign:

- Table Tent C
- ards and Reminder Cards (for breakroom/cafeteria)
- Buckle Up Poster (enlarged logo with tag line—Seat Belts: They should never have time off)
- Workplace posters (Could be placed at all exits from the building)