



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)

2 Seconds 2 Click Employee Engagement Plan

Summary

The proposed 4-week [2 Seconds 2 Click](http://www.2seconds2click.org) 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](http://www.2seconds2click.org).

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 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 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.

Myths and Facts about Seat Belt Use

Myth: Wearing a seat belt is a personal decision that doesn't affect anyone else.

Fact: Not wearing your seat belt when you travel alone is an avoidable danger to yourself and others. If you are involved in a crash, you could become a projectile in a crash.

Myth: If I'm only driving a short distance, I don't need to buckle up.

Fact: Seat belts have been shown to save lives in crashes that occur within 25 miles of where you live.

Myth: Seat belts are not necessary for long open driving.

Fact: In a head-on collision at 30 mph, you can be thrown out of your vehicle like an object from a cannon. Seat belts are designed to hold you in your seat.

Myth: It is better to be a victim than to be a driver.

Fact: In a crash, you are more likely to be killed or seriously injured if you are the driver than if you are a passenger.

Myth: Seat belts prevent you from being ejected from a vehicle.

Fact: In a crash, you are more likely to be killed or seriously injured if you are ejected from a vehicle than if you are not.

Myth: I have an air bag to protect me - that's good enough.

Fact: Air bags help you in the proper position to benefit from the deployment of an air bag. If you are not wearing your seat belt, you could be in the wrong position to be protected by an air bag.

Myth: Seat belts are only for long trips.

Fact: Even during a 20-minute trip, you are more likely to be killed or seriously injured if you are not wearing your seat belt than if you are.

Myth: I have a good driver's license.

Fact: Even if you are a good driver, you are more likely to be killed or seriously injured if you are not wearing your seat belt than if you are.

Myth: I have a good car.

Fact: Even if you have a good car, you are more likely to be killed or seriously injured if you are not wearing your seat belt than if you are.

Myth: I have a good insurance policy.

Fact: Even if you have a good insurance policy, you are more likely to be killed or seriously injured if you are not wearing your seat belt than if you are.

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.

Commit to Click Your Seat Belt

I commit to wear my seat belt while on company business and when driving on personal time. I will also ensure that other occupants in my vehicle are safely buckled in when I am driving.

Signature _____

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 components of a community-wide seat belt initiative.



Myths and Facts about Seat Belt Use

Myth: Wearing a seat belt is a personal decision that doesn't affect anyone else.

Fact: Not wearing a seat belt can affect your head space. It can also affect other motorists since wearing a safety belt can help you avoid being involved in an accident or crash.

Myth: If I'm only driving a short distance, I don't need to buckle up.

Fact: The majority of fatal crashes occur within a 25-mile radius of home and at speeds of less than 40 mph.

Myth: Seat belts are not necessary for low-speed driving.

Fact: In a frontal collision at 30 mph, the vehicle hits an object (another vehicle, tree, etc.) and stops. 100% of people and objects inside the vehicle continue to move forward until they hit the windshield, steering column, dashboard, roof of the vehicle, etc. at about 30 mph. This is the same velocity a person falling from the top of a three-story building would experience upon impact with the ground.

Myth: It is better to be thrown clear in the event of a crash.

Fact: An occupant of a vehicle in a crash is more likely to be killed when thrown from the vehicle.

Myth: Seat belts prevent your escape from a burning or submerged vehicle.

Fact: Seat belts can keep you from being crushed or overcome by fire or explosion forces or just 10% of the air resistance that provides the fire or explosion's force.

Myth: Good drivers don't need to wear seat belts.

Fact: You are responsible for the mistakes of others as well as your own. Good drivers usually don't leave vehicles, but during your life you are likely to be involved in a crash caused by another driver, bad weather, mechanical failure or a car fire.

Myth: It's more important to buckle up in the front seat.

Fact: In a crash, one-third of rear seat passengers from becoming injured or killed in other crashes—including those buckled up—by 40% in a frontal crash with a passenger behind the driver. Unbuckled rear seat passengers increase the risk of fatality among belted drivers by 125% when they're not buckled rear seat passengers.

Myth: I have an air bag to protect me—that's good enough.

Fact: Seat belts keep you in the proper position to benefit from the deployment of an air bag. If you are not wearing your seat belt, you could strike another object or be thrown into a rapidly opening front air bag, a movement of which could injure or even kill you. In addition, air bags will not help in rear impact or rollover crashes.

Myth: It takes too much time to fasten your seat belt 20 times a day.

Fact: Buckling up takes 2-3 seconds. Even buckling up 20 times a day requires a minute or less. It takes only an instant to sit or become properly positioned in the event of a crash.

Myth: Seat belts can hurt you in a crash.

Fact: Properly worn, seat belts reduce crash injuries. If they do, it is usually in the form of a surface scrape but any resulting injury is preferable to the severe harm that can be done to the body without a seat belt. For the best protection, seat belts should be worn with the lap belt low and tight against your legs or pelvis, not your stomach. The shoulder belt should be held across your chest, away from your neck. Never place the shoulder belt behind your back or under your arm.

These materials were developed or adapted for the campaign "Buckle Up! Seat Belts Are Not in the Driver's Seat" by the National Highway Traffic Safety Administration. ©2009. All rights reserved. For more information, visit the website: www.nhtsa.gov. NHTSA is a U.S. Department of Transportation agency. All other trademarks and registered trademarks are the property of their respective owners.

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.*

Helpful Hints: Consider incentives for sharing stories on the central bulletin board or other available communication channel. Express to employees that buckling up every time reduces the risk of injury to themselves and others in crash, and that they should encourage their family members to do so as well.

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.

My driving inspiration to always buckle up

Whether it's your children or grandchildren, your spouse, your parents, your dog, your cat, neighbors, or good friends, someone is counting on you to get home safely every day.

Picture the important people or pets in your life. Take a moment to add a small photo or two to the card provided. Consider leaving notes for a personal, handwritten message to further inspire you to always buckle up.

Slip the card into a laminating pouch for protection, and keep it where you'll see it often. Stop to consider one morning if above your car's view, displayed at your desk or in your locker. You may even want to scan the card and save it as "wallpaper" on your computer.





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

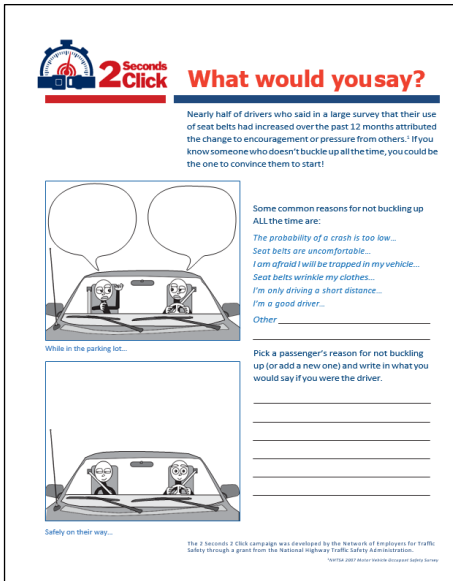
Program Management Staff should wrap up the campaign on the last day by congratulating employees and holding a “recognition” ceremony. This ceremony should further bolster support to Encourage employees to continue to buckle up every time they get into a vehicle.

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.





- 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”.



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



Table Tent



Posters

Additional Resources

Additional awareness pieces provided for use throughout the campaign:

- Table Tent C
- Signs 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)