



Battle of the Belt

Educational Campaign Example

Program activities

Dates of Activities

Unannounced seat belt checks

Oct. 2-6

Pledge cards

PTSA parents gave students “kisses” (candy kisses) for signing a safety belt pledge card.

Oct. 10

Fliers

The _____ club placed fliers on the windshield of every car in the parking lot.

Oct. 12

Posters

_____ club made and hung posters reminding students to “Buckle Up.” Posters provided by _____ were also hung around the school.

Oct. 17

Speakers

Speaker _____ spoke at our school assembly.

Oct. 31

Safety belt convincers

The local Highway Patrol troop brought a safety belt convincer to a school assembly.

Oct. 31

Demonstrations

Car-cutting demonstration/presentation by the local fire department.

Nov. 8

Morning and afternoon announcements

Daily reminders were given to the students via announcements.

Nov. 1-19

Unannounced Safety Belt Check

We gave Lifesaver candy to students who were buckled up and Dum Dum suckers to students who weren't wearing their safety belts.

Nov. 19

Video PSA created by Marketing Class

Oct. 2 – Oct. 31