

Region 6 LA Teen Seat Belt Project March 2010 – CAMPAIGN SCHEDULE 2/1/2010

Feb 14 - 20

Feb 21 - 27

Feb 28 – Mar 6

Mar 7 – 13

EARNED MEDIA

PAID MEDIA CAMPAIGN
February 26 – March 5

TEEN ENFORCEMENT
March 1 - 7

Region 6 Teen Safety Belt Project March 2010

EVALUATION SCHEDULE

Mar 8 – 14

Mini Teen Awareness
And
Observation Surveys