

R6 LA April Teen Seat Belt Project / May CIOT 2010 CAMPAIGN SCHEDULE

April 12 - 18	April 19 - 25	April 26 - May 2	May 3 - 9	May 10 - 16	May 17 - 23	May 24 - 30	May 31 - June 6	June 7 - 13
TEEN CAMPAIGN				NATIONAL CIOT CAMPAIGN				
Teen Earned Media				CIOT Earned Media				
					National CIOT Paid Media May 17 – 31			
	Teen Paid Media April 16 - 23					State CIOT Paid Media May 22 – June 4		
	Teen Enforcement April 19 - 25					CIOT Enforcement May 24 – June 6		

R6 Teen/CIOT Seat Belt Project – EVALUATION SCHEDULE

		Teen Evaluation April 26 – May 2						Optional Statewide CIOT Data Surveys
								2/2/10