

**Region 6 MS, NM, TX Teen Seat Belt Project February 2010 – CAMPAIGN SCHEDULE** 1/13/10

Feb 7 - 13

Feb 14 - 20

Feb 21 - 27

Feb 28 – Mar 7

**EARNED MEDIA**

**PAID MEDIA CAMPAIGN**  
February 19 - 26

**TEEN ENFORCEMENT**  
February 22 - 28

**Region 6 Teen Safety Belt Project February  
EVALUATION SCHEDULE**

March 1 - 7

**Mini Teen Awareness  
And  
Observation Surveys**