

R6 MS and NM April Teen Seat Belt Project / May CIOT 2010 CAMPAIGN SCHEDULE

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

R6 Teen/CIOT Seat Belt Project – EVALUATION SCHEDULE

			Teen Evaluation May 3 - 9					Optional Statewide CIOT Data Surveys
								2/1/10