

**Region 6 LA Teen Seat Belt Project March 2010 – CAMPAIGN SCHEDULE** 5/28/2009

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**

No evaluation activity is scheduled for this mobilization period