

Region 6 MS, NM, TX Teen Seat Belt Project October 2009 – CAMPAIGN SCHEDULE 4/27/09

Oct 4 - 10

Oct 11 - 17

Oct 18 - 24

Oct 25 - 31

EARNED MEDIA

PAID MEDIA CAMPAIGN
October 16 - 23

TEEN ENFORCEMENT
October 19 - 25

Region 6 Teen Safety Belt Project October 2009 – EVALUATION SCHEDULE

Post Data Surveys
After Oct. 25

Program and Control Teen
Mini Observation Surveys



Program and Control Teen
DMV Awareness Surveys

