



CLICK. DON'T SPLAT.
USE YOUR HEAD, DON'T LOSE IT.

Dear Partner in Teen Safety:

Prom and graduation season are upon us! Sadly, this exciting time also includes newspaper headlines reporting a tragic vehicle crash involving young people. That's why the New Mexico Department of Transportation Traffic Safety Bureau (NMTSB) and the National Highway Traffic Safety Administration are teaming up for a special teen seat belt project.

This project **"CLICK DON'T SPLAT"** includes two phases: **Phase 1** – educate teens about the need to buckle up for safety and because it's the law, **Phase 2** – stepped up enforcement of seat belt use laws.

Our goal is simple: to save more lives this spring by convincing all drivers and passengers to buckle up. Teens have a higher fatality and injury rate in motor vehicle crashes than any other age group. Tragically, the majority of these young people are not buckled up, proving that teens need a tough reminder that regular seat belt use is the most effective way in preventing injury and death in a crash... and it's the law.

The "Click Don't Splat" project has been specifically tailored to reach teens and their families. From April 20 – May 8 teens can develop and enter a video to encourage their peers to buckle up. (See video competition rules and prize information attached). From May 11-31, law enforcement agencies will increase enforcement of New Mexico's seat belt law, with a special emphasis on teen drivers and passengers.

Convincing teens to buckle up every time they get in a vehicle is not an easy task. That's why we've provided materials and ideas to encourage participation at your school.

Used in conjunction with the below plan we are optimistic you will have widespread involvement and increase the use of seat belts at your school. If you have questions or need additional materials, contact David Lapington from NMTSB at david.lapington@state.nm.us, or call 505-231-0893.

Thanks again for your help with this project and your commitment to keep teens safe.

David Lapington

TRAFFIC SAFETY BUREAU

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Click Don't Splat Viral Video Competition

The "Click Don't Splat" Teen Seat Belt Video Competition is open to New Mexico residents age 14-20. Entrants will create an original 30 second commercial that convinces and motivates teens to use their seat belts every time they get in a vehicle. Entries can be produced by individuals or teams and must be received by May 8, 2009. Up to three videos may be submitted per individual or team; however, only one prize will be awarded per entry.

All entrants must submit their video on the www.ClickDontSplat.com website.

Entries must not contain obscene, previously published and/or copyright material (including, but not limited to music). One grand prize-winner and two runner-up videos will be selected. Other entries may be posted to the website. For additional rules and restrictions, visit www.ClickDontSplat.com.

Competition starts on April 20th, 2009.

Below are several ideas to stimulate seat belt use by students at your school.

Drivers Education and Health Classes

Encourage students to create video for "Click Don't Splat" competition and visit the clickdentsplat.com website for cool online information with music download prizes.

Seat Belt Pledge Campaign

Create and promote a seat belt pledge program; have students pledge to buckle up.

Survey

Conduct seat belt use surveys to measure progress and challenge other schools to participate.

Websites

Post articles on website homepages to spread the message regarding enforcement periods. Include links to ClickDontSplat.com

Essay Contest

Organize an essay contest on the why people need to buckle up.

Trivia Quiz

Create a seat belt trivia quiz and give out prizes (please see attached sheet of statistics and topics)