

Belted in the Back Seat Challenge Instructions



The Make-it-Click program, which targets increased seatbelt and back seat use among 8-12 year olds (tweens), includes an intervention known as the “Belted in the Back Seat Challenge,” where grades compete to achieve the highest rate of students buckled up and sitting in the back seat (during parking lot observations). During our intervention, 3rd grade competed with 4th grade and 5th grade competed with 6th grade. Each class in the winning grade received a trophy, certificate, and class picture in a frame. All students received a Make-it-Click wristband. While prizes are not required, they increase student buy-in. The intervention has two main parts: promotion and observation.

Promotion (typically 1 week):

- 1) You (or someone else in your school community) will speak to the 3rd-6th grade teachers and students during convenient academic times. You should speak to each class for a maximum of 5 minutes to describe and promote the Belted in the Back Challenge and to get the children excited about the contest. Not only should you explain the challenge, but also highlight the competition aspect, as the kids really enjoy competing against their schoolmates. Be sure to highlight the 3 things they must do in order to win: 1) wear their belt, 2) sit in the back, and 3) tell their classmates to do the same.
- 2) You (or someone else in your school community) will select 3-4 children to hold signs (the Make-it-Click team can send you a sample of these) during bus pick-up time. These signs state “Please Buckle Up. I Care.” The signs should be visible to children exiting the school, and serve as another way of promoting the Belted in the Back Seat Challenge.

Observation (typically 2 days):

- 1). You should identify one or two student walkers from each grade (3rd-6th) who can arrive to school early to help conduct seatbelt and back seat observations of their own grade during drop off times. Each of these students is paired with an adult observer who collects the data on the Buckle Challenge Datasheet (use a different sheet for each grade). Involving students in data collection is essential for increasing peer-to-peer buckle-up conversations and student excitement about the program, as well as to help you identify which grade each student being dropped off is in (necessary to allow for competition among grades). Since the data collection occurs before school starts, students who are serving as data collectors may miss a maximum of 5 minutes of class time in the mornings.

After the data have been collected by the students, you should tally the results. Provide the winning grades with prizes, if you desire. Make a flyer of the results, and then provide the flyer to all 3rd-6th grade teachers to share with their students. The results can also be incorporated into morning/afternoon school announcements.

Help your grade win the

**Belted in the
Back Challenge**



1. Wear your safety belt
2. Sit in the back seat
3. Tell your friends to do the same



Buckle Challenge Data Sheet

Circle Yes/No for Students in Your Grade ONLY!

Your Name: _____ Your Grade: _____

School: _____ Today's Date: _____

	 IS STUDENT WEARING A SEATBELT?	IS STUDENT SITTING IN THE BACKSEAT? 
1	YES NO	YES NO
2	YES NO	YES NO
3	YES NO	YES NO
4	YES NO	YES NO
5	YES NO	YES NO
6	YES NO	YES NO
7	YES NO	YES NO
8	YES NO	YES NO
9	YES NO	YES NO
10	YES NO	YES NO
11	YES NO	YES NO
12	YES NO	YES NO

	 IS STUDENT WEARING A SEATBELT?	IS STUDENT SITTING IN THE BACKSEAT? 
13	YES NO	YES NO
14	YES NO	YES NO
15	YES NO	YES NO
16	YES NO	YES NO
17	YES NO	YES NO
18	YES NO	YES NO
19	YES NO	YES NO
20	YES NO	YES NO
21	YES NO	YES NO
22	YES NO	YES NO
23	YES NO	YES NO
24	YES NO	YES NO
25	YES NO	YES NO
26	YES NO	YES NO
27	YES NO	YES NO
28	YES NO	YES NO