



**STEP 1:**

Student Organization and School Administration agree to conduct SmartDrive Click4Life service campaign.



**STEP 2: Choose Your Click4Life Pledge Week:**

**September 24-28, 2018, October 1-4, 2018 or October 8-12.**

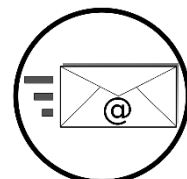
September 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	29
30						

October 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6

**STEP 3:**

Send School Participation Agreement to SmartDrive by email attachment [info@smartdriveusa.org](mailto:info@smartdriveusa.org). Be sure to indicate which week you have chosen, and to provide enrollment information.



to

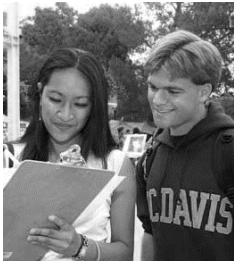
SmartDrive will then ship Click4Life information cards to your school based on the enrollment information provided.

**CLICK4LIFE SERVICE PROJECT CAMPAIGN CALENDAR**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>CLICK4LIFE PREP AND FIRST OBSERVATION – BEFORE PLEDGE WEEK</b>				
	Print Observation Forms – pair up observation teams		<b>STEP 4:</b> Observe vehicles entering leaving campus – both before First Bell and after Final Bell (30 mins.)	Distribute C4L Info Cards to Teacher inboxes for Monday. Hang flyers.
<b>CLICK4LIFE PLEDGE WEEK</b>				
<b>STEP 5:</b> C4L Info Cards to students. Morning Announcements start	Morning Announcements Pledge Stations during lunch periods	Lunch Period Stunts – have choir sing or band members play “Buckle Up for Safety” song	Lunch Period Stunts – have Drama group perform Click4Life PSA	<b>LAST DAY TO PLEDGE –</b> Class competition for % of students making the C4L pledge
<b>AFTER PLEDGE WEEK</b>				
Print Observation Forms – pair up observation teams	<b>STEP 6:</b> Observe vehicles entering leaving campus – both before First Bell and after Final Bell (30 mins.)			Summarize observations – send info to SmartDrive

**STEP 4:**

**FIRST OBSERVATION DAY** – Print and Copy Click4Life Observation Forms to be used to track seat belt use by drivers and passengers - students, staff and visitors – arriving and leaving your school.

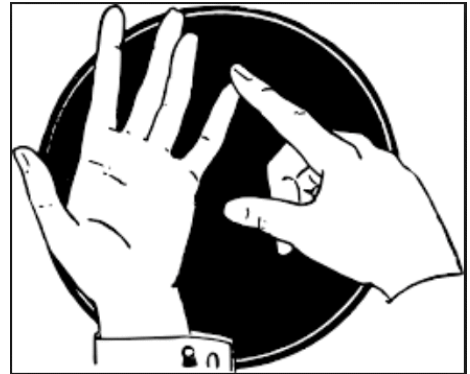


Form Two-Person Observation Teams (an Observer and a Recorder) to check vehicles coming to and leaving campus on your first Observation Day. Please have teams out during the arrivals in the morning and after dismissal in the afternoon.

Thursday is best for your first Observation Day done on the before Click4Life Pledge Week. Observations are made during the 30 minutes **BEFORE first bell** and the 30 minutes **AFTER final bell**.

**PLEASE DO NOT SET UP CHECKPOINTS – SIMPLY OBSERVE THE VEHICLES.**

After the first Observation Day, please tally the number of cars, observed, and the seat belt use by Drivers and Passengers you observed. This will create a baseline to measure the effectiveness of your Click4Life service project. Please send a summary of your observations to SmartDrive by email attachment to [info@smartdriveusa.org](mailto:info@smartdriveusa.org).

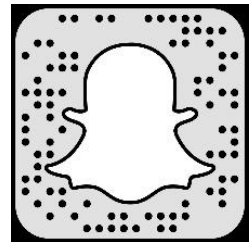


**ALTERNATIVE METHOD TO OBSERVATION** – Should Weather or safety concerns prevent vehicle observations, the Student Organization can distribute the “60 Second Seat Belt” survey form to students so that they may self-report the seat belt use in the vehicle they came to school in that day. Do not survey the entire student population. Choose 2-3 classrooms in each grade – 9,10,11,12 – for your initial survey before your Pledge Week. After Pledge Week, choose 2-3 **DIFFERENT** classrooms in each grade for the after Pledge Week survey.

**STEP 5:****CLICK4LIFE PLEDGE WEEK –**

On **MONDAY** of your Pledge Week, distribute the Click4Life information cards to all members of your student body – typically in Home Room/First Period. Cards can be handed out during Lunch Periods; however, you may not reach all students in the school – and your goal is 100% participation.

The C4L Info Cards include both a website [www.bit.ly/SD-C4L](http://www.bit.ly/SD-C4L) and Snapchat code used to make the online Click4Life pledge.



If school policy prohibits use of personal devices during the school day, Emphasize that students can take the information cards home to make their Pledge.

For students without access to these devices, request permission to set up pledge stations in the cafeteria where those students can make their pledge during the lunch periods.

Also on **MONDAY** and continuing through **FRIDAY**, include Click4Life messages during the daily school announcements emphasizing the importance that every student must **BUCKLE UP – EVERY TRIP – EVERY TIME** - and to make their Click4Life Pledge.

SmartDrive provides scripts for your Morning Announcements and templates for Flyers to encourage students to make the online Click4Life Pledge.

Emphasize that your school is being measured against other schools – get the competition juices flowing. 100% Pledge Participation is your goal.

**IMPORTANT INFO** – Every student who makes the SmartDrive Click4Life online pledge will receive a Texas Roadhouse Reward coupon by email. Coupons will be sent to student's parent/ guardian to encourage family discussion about seat belt use.



SmartDrive will tally all online pledges each night and send your Student Organization Advisor/Leaders an email with the number of pledges made in your school so you can add urgency to your announcements and outreach each day.

SmartDrive will provide your Student Organization Advisor with the total number of pledges made by your fellow students after October 15, 2018.

#### **STEP 6: SECOND OBSERVATION DAY** - Copy and Print Click4Life Observation

Forms to be used to track seat belt use by drivers and passengers - students, staff and visitors – arriving and leaving your school.



Form Two-Person Observation Teams (an Observer and a Recorder) to check vehicles coming to and leaving campus on your second Observation Day. Please have teams out during the arrivals in the morning and after dismissal in the afternoon.

Your second Observation Day is best done on the Tuesday or Wednesday after your Click4Life Pledge Week.

#### **AGAIN - PLEASE NO CHECKPOINTS – SIMPLY OBSERVE VEHICLES.**

As before, following your second Observation Day, please tally the number of vehicles observed and the seat belt use by Drivers and Passengers you in those vehicles. This information helps you measure the effectiveness of your Click4Life service project when compared with the first Observation Day data.



**STEP 7:****SHARE YOUR OBSERVATIONS WITH SCHOOL ADMINISTRATORS.**

Share the number of pledges made by your peers – you can even break them down by grade. While the goal is 100% participation – knowing that there are students could not or would make the pledge is important information.

Share the percentages of drivers and passengers using seat belts before and after the Pledge Week. If the numbers increased, share the impact your service project has had on your peers.

If there was no change or a decrease in seat belt use, this information is useful to the administration to learn and use to plan future efforts at improving seat belt usage.

**QUESTIONS?**

Please contact Guy VanderLek at SmartDrive at 888.553.6543 (toll free) or 302.463.6543 (direct – text messages).

For questions by email – [guy.vanderlek@smartdriveusa.org](mailto:guy.vanderlek@smartdriveusa.org)

When sending email, please include Click4Life and the name of your school on the SUBJECT LINE.

**SOME SHOUT OUTS** – SmartDrive Foundation thanks Delaware Office of Highway Safety, Texas Roadhouse Restaurants, NOYS – National Organizations for Youth Safety, Teens in the Driver Seat, YOVASO – Youth of Virginia Speaking Out and the School Organization Chapters of NHS, SADD, HOSA, FCCLA, Interact, Leo's and Key Clubs and their Faculty Advisors for their support of this truly lifesaving program.