



Participating in the SmartDrive Click4Life Challenge:

To participate in the SmartDrive Click4Life Challenge and qualify for awards, schools must adhere to these rules and deadlines. Failure to follow the rules in their entirety may result in disqualification.

1. **Download, complete and return the School Participation Agreement.** The form must be signed by the advisor for the student group/organization leading the campaign and the school principal. The September 30 enrollment for each of the high school grades (9-12) must also be provided. Submit the completed form by email to info@smartdriveusa.org

When SmartDrive has your School Participation Agreement, the school contact (administrator/faculty advisor) will be sent PDF files with flyers and additional program materials.

2. **Conduct unannounced seat belt checks** (Schools with in-person/hybrid)

SmartDrive Click4Life has been created to increase awareness and use of seat belts among high school students. Click4Life requires two days of **UNANNOUNCED** observations of student seat belt use. Schools that announce the seat belt check in advance will be disqualified.

The first seat belt observation must be conducted prior to the start of the Pledge Week campaign using the Seat Belt Observation Form. This form will be provided to the student group as a PDF file, the student group must make multiple copies of the form in order to complete the observations.

SmartDrive suggests making the observations for one hour before school starts **and** one hour immediately after school dismissal on the Wednesday or Thursday before your Pledge Week education and awareness campaign begins.

IMPORTANT SAFETY TIP: DO NOT SET-UP/USE CHECKPOINTS – simply station pairs of students (Observer/Data Recorder) at each of the entrances to the school.

Multiple Seat Belt Check Forms will be needed by each team to record results.

The seat belt checks are mandatory and must be completed by the registered school group. Anyone who is riding in a vehicle that comes onto or leaves the high school's campus (students, parents, and faculty) should be observed and recorded.

Data collected will represent the school's baseline for seat belt use. The results of the second seat belt observation will indicate the effectiveness of each school's education and outreach activities.

3. Conduct an education campaign (All schools)

The education campaign should begin the Monday after the first unannounced seat belt check and should be ongoing for a minimum of one-week.

During the education campaign -

- The student group must encourage your peers, classmate and all students to make the online SmartDrive Click4Life pledge to "Use Seat Belts – Every Trip – Every Time" at <https://smartdriveusa.org/c4l/>.
- SmartDrive will provide the student group with letter sized flyers as PDF files that the students are encouraged to post throughout the school building. The student group must make copies from the PDF files. These flyers can also be distributed through school-based email and social media channels.
- The student group should ask for inclusion of the SmartDrive Click4Life pledge drive during your school's morning announcements. If your school has video announcements, or video information screens – talk to the school's AV department about creating Click4Life announcements for these announcements.
- During lunch periods and other events with large groups of students, the student group is encouraged to ask students to make the Click4Life pledge.

SmartDrive will provide the student group with printed Click4Life Seat Belt safety education cards that include the URL link to the pledge page and a QR code (scan with Snapchat) to the SmartDrive Click4Life pledge page. The number of cards provided will be based on the student enrollment reported by your school administrators.

The education cards also remind students that making the Click4Life pledge will get them a coupon from Texas Roadhouse® for a FREE APPETIZER. Coupons are sent to students through an email sent to their parent/guardian/sponsor.

The reason for sending the coupons to a parent is that SmartDrive wishes to notify the parent that their student has made the Click4Life Pledge through our

online portal, and encourage discussion of Seat Belt use by all members of the student's family.

Lastly, parent notification assures SmartDrive compliance with the requirements of the Children's Internet Protection Act. (<http://bit.ly/2gKcmuP>)

Final Week

Observe (Again)

This is how we learn how effective your Education and Awareness efforts have been.

At the end of your one (or two) week Education and Awareness campaign, the student group must make the second **UNANNOUNCED** seat belt observations, again for one hour before school starts, and for one hour following the dismissal bell.

SmartDrive asks that the second observation be made on the Tuesday or Wednesday following the last day of the Education campaign.

Reporting (Required) –

- 1) The student group must submit all the data sheets from the two seat belt observation days – from both before and after the Education and Awareness campaign. The observation sheets can be scanned to PDF files (make four (4) files – Before-Morning, Before-Afternoon, After-Morning and After-Afternoon) so that they can be submitted by electronic mail to SmartDrive.
- 2) The student group must also submit a written report on their activities during Education and Awareness campaign period. You should include images of any posters and flyers created by the student group, as well as copies of the morning announcement scripts, and if a video announcement(s) were made – a link to a webpage that where they may be viewed.

In the circumstance that a student group cannot submit their results electronically, please contact SmartDrive to arrange pick-up of your observation data sheets and final report.

Cash Awards to Student Groups

The student groups from the 20 (twenty) schools with the highest percentage of the reported student population making the online SmartDrive Click4Life pledges – will receive a cash award of \$100.00 (One Hundred Dollars).

Only the schools with student groups who have completed the observation and reporting requirements will be eligible for these cash awards.

QUESTIONS? Contact SmartDrive at the Delaware Safety Council

Email: info@smartdriveusa.org

SmartDrive HELPLINE: 888.553.6543



SmartDrive Foundation thanks Delaware Office of Highway Safety and Texas Roadhouse® Restaurants for their support of Click4Life

