

# The “Strap Up” Seatbelt Initiative



**Mission Statement:** Our mission is to promote seatbelt safety while connecting it to the world of football. We aim to raise awareness about the importance of wearing seatbelts while also emphasizing the parallels between the safety measures taken in football and in everyday life. Our focus is on educating individuals and communities about the life-saving benefits of seatbelt usage and empowering them to make safe choices on and off the road.

## **Target Demographic:**

The demographic we will target for the initiative is children between the ages of 5 and 11. This age range is crucial for several reasons:

1. **Developing foundational knowledge:** Elementary students are at a stage in their development where they are establishing foundational knowledge and habits that will last a lifetime. By teaching them about the importance of wearing a seatbelt at this stage, you are helping to establish a lifelong habit of safe behavior.
2. **High risk of injury:** Children in this age range are at a higher risk of injury or death in a car accident due to their smaller size and weight. By promoting seatbelt use, you are helping to protect them and reduce the risk of injury or death.
3. **Parental influence:** Children in this age range often have parents who drive them around, so teaching them about the importance of wearing a seatbelt can have a positive ripple effect on their parents as well. Parents who see their children valuing and prioritizing seatbelt use may be more likely to prioritize it themselves.
4. **Future drivers:** Finally, children in this age range will eventually become drivers themselves, and promoting seatbelt use to them can help instill a sense of responsibility and safe driving habits that will carry over into their teenage and adult years. By emphasizing the importance of seatbelt use at a young age, we

can help create safer drivers and ultimately reduce the number of car accidents and fatalities on the road.

### **Our Goals:**

1. **Emphasize the importance of protection:** Just like a football player wears protective gear to prevent injury, wearing a seatbelt can protect us from harm in case of an accident.
2. **Connect the concept of "strapping up":** Just as a defensive back or defender "straps up" and locks down the receiver in coverage, wearing a seatbelt is a way to "strap up" and secure ourselves in a vehicle.
3. **Highlight teamwork:** Just as a football team must work together to achieve success, everyone in a vehicle should wear their seatbelt to ensure everyone is safe and protected.
4. **Use football language:** Use football terms and phrases to explain seatbelt safety, such as "strap up" instead of "put on your seatbelt."
5. **Make it fun:** Use football-related activities, games, or challenges to reinforce the importance of wearing a seatbelt, such as "strap challenges" where the goal is to be buckled in your seatbelt for the entire car ride, or "buckle up blitzes." where the first one that gets in the car and buckles up is the winner.

### **Seatbelt Facts:**

1. "Wearing a seatbelt can reduce the risk of serious injury or death in a car accident by up to 50%." (Source: Centers for Disease Control and Prevention. (2021). Motor Vehicle Safety: Seat Belts.)
2. "Seatbelts have been shown to save more than 15,000 lives per year in the United States alone." (Source: National Highway Traffic Safety Administration. (2021). Seat Belts Save Lives.)
3. "The first seatbelt was invented in 1959 by a Swedish engineer named Nils Bohlin." (Source: National Safety Council. (2021). Seat Belts.)
4. "In many states, it is illegal to drive without wearing a seatbelt." (Source: Insurance Institute for Highway Safety. (2021). Seat Belts.)
5. "Children under the age of 13 should always be properly restrained in a car seat or booster seat, and older children should wear seatbelts." (Source: American Academy of Pediatrics. (2021). Car Seats: Information for Families.)
6. "Seatbelts can help prevent ejections from a vehicle in a crash, which can be a major cause of injury or death." (Source: National Safety Council. (2021). Motor Vehicle Crashes.)

7. "Even if you're a good driver, wearing a seatbelt can help protect you from other drivers on the road who may not be as responsible." (Source: National Highway Traffic Safety Administration. (2021). Buckle Up America: Your Seat Belt Connection.)

### **Benefits for our Athletes:**

1. **Confidence:** The seatbelt initiative will provide student athletes with the opportunity to engage with and speak to younger students. This experience will help them build confidence and develop their public speaking skills, which will be useful in a variety of professional settings.
2. **Leadership:** By participating in the seatbelt initiative, student athletes will have the chance to take on leadership roles and act as positive role models for younger students. This experience will help them develop leadership skills, which are valuable in many professions.
3. **Community involvement:** The seatbelt initiative is an excellent way for student athletes to get involved in their community and make a positive impact. This experience will help them develop a sense of social responsibility and civic engagement, which are important qualities in many professional fields.
4. **Networking:** Through their involvement in the seatbelt initiative, student athletes will have the opportunity to meet and network with other community members, including local officials, educators, and business leaders. This networking can open doors to future career opportunities and help them build a professional network.
5. **Professionalism:** Finally, participating in the seatbelt initiative will help student athletes develop important professional skills such as teamwork, communication, and professionalism. These skills will be valuable in any future career they pursue.

**Partnerships with Police and Fire Departments:** Our partnerships with the local police and fire departments will bring additional expertise and resources to the Strap Up Seatbelt Initiative. By working together, we can create more effective public awareness campaigns, provide educational materials, and conduct outreach events together. Additionally, these partnerships can help us to better understand and address specific local seatbelt safety issues and promote positive relationships between law enforcement and community members. The police and fire departments can also provide important feedback and insights about the impact of the initiative, helping us to continually improve and adapt our efforts.