Positive Community Norms Project - November 2020

Occupant Protection

Overview: For almost two decades Washington drivers have had a seatbelt use rate of over 90 percent. And yet we still have too many unbuckled vehicle occupants killed in traffic crashes.

For this month's project we'll write a letter to the editor encouraging seatbelt use and submit it to at least one local newspaper. In addition, you can take content adapted from the letter to the editor and use it on social media.

Core Principle: Be Perfected

Structure:
• Write/adapt a letter to the editor
• Submit to at least one local newspaper
• Use content from your letter on your social media platform(s)

7 Core Principles
1-Be Positive
2-Be Present
3-Be Perceptive
4-Be Purposeful
5-Be Perfected
6-Be Proactive
7-Be Passionate

Spirit

Core Principle: Be Perfected - We are on a path toward perfection; we have not yet achieved all we hope to.

We wear a seatbelt because we care about our own safety, and we encourage others to wear a seatbelt because we care about them. Most of us wear seatbelts, and we continue to work toward all of us wearing them.

Science

• Most Washingtonians wear their seatbelt - 93 percent statewide (WTSC 2019 Seatbelt Survey)
• 21 percent of traffic fatalities in Washington are unrestrained vehicle occupants (WTSC Target Zero Performance Dashboard)
• Since 2003 Washington drivers have had a seatbelt use rate of over 90 percent. (WTSC 2019 Seatbelt Survey)

Action

• Using the outline and/or sample letter in the supporting document, write a letter to the editor promoting seatbelt use.
• Submit your letter to at least one local newspaper in your region.
• Post a link to your letter (if it gets published) or use content adapted from your letter (samples attached) on social media - take a picture of someone in your community buckling up, and pair the photo with a seatbelt message.

Return

At the end of the project, ask: • What worked?
• What would you do different?
• What kind of feedback did you receive?
Please take a moment to respond to a short survey about this project: https://forms.gle/eCWYwAXdNy3jkwAw5