

# Positive Community Norms Project - May 2021

**Seatbelts**

**Overview:** Create a video promoting seatbelt use featuring a mom or a young driver.

**Core Principle:** Be Be Passionate

**Structure:**

- Identify a mom of a young driver or a young driver (or both) to feature in your video(s)
- Create a short (around 30 seconds) video encouraging seatbelt use
- Share on social media and with your partners
- Share with WTSC by May 6 for statewide seatbelt campaign

**Supporting Resources:**

- Sample scripts
- Sample video
- Video Production Refresher

**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 Passionate - Share with others the gift of being alive.* Our messaging about seatbelts coincides with Mother’s Day. For a parent, there’s nothing more important than the safety of their kids, so we’re going to encourage seatbelt use as a Mother’s Day (and every day) gift that kids can give to their moms. Most Washington drivers wear a seatbelt- we want those we care about most to be a part of that group.

**Science**

- Washington’s seatbelt use rate in 2020 was 93 percent.<sup>1</sup>
- Unrestrained vehicle occupants made up 20 percent of traffic fatalities in 2019.<sup>2</sup> Thirty-five percent of young drivers who were killed in crashes were not wearing a seatbelt.<sup>3</sup>
- Drivers age 16-25 have the lowest seatbelt use rate of all ages of drivers involved in fatal crashes.<sup>3</sup>

<sup>1</sup>WTSC Seatbelt Use Rate Report, 2020 <sup>2</sup>WTSC Target Zero Performance Dashboard <sup>3</sup>Target Zero SHSP, 2019

**Action**

- Create a seatbelt video featuring either a mom or a young driver. In the mom version, a mom asks her young driver to wear a seatbelt. In the young driver version, the young driver promises their mom that they’ll always wear a seatbelt. The included sample scripts can be used as-is or adapted as you’d like.
- Share the video on your social media platforms and with your community partners.
- Send the video to WTSC by May 6 - these videos will be part of WTSC’s statewide seatbelt media campaign

**Return**

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?