



PAUSE TO CLICK >

BUCKLE UP BEFORE YOU TUNE OUT

A TEACHER'S GUIDE to pre-teen seat belt safety

PAUSE to CLICK is all about getting kids in 6th through 8th grade enthused about **BUCKLING UP** in the **BACK SEAT**. There are many things you can do to help make the back seat the coolest and safest place to be for children under 14. We have provided you with posters, materials and classroom activities to make it easy to get started. The campaign also includes a **PAUSE to CLICK MULTIMEDIA CONTEST**, which provides great opportunities for in-class activities and gives kids a chance to use their creativity for a good cause.

Fill out and return the attached **ACTIVITY REPORT** by May 29, 2009, for a chance to win one of four **\$25** Holcomb's gift cards.

Why is it important to Pause to Click?

1. Over 600,000 American children are injured in motor vehicle crashes each year.
2. Motor vehicle crashes are the leading cause of death for preteens.
3. Preteens face two big risks: they too often fail to wear seat belts and they too often prematurely graduate to sitting in the front seat.
4. Sixteen percent of Ohio tweens report never wearing a seat belt when riding in a motor vehicle.
5. Seat belts and airbags are designed for adult bodies; kids under 14 are safest in the back seat.

MULTIMEDIA CONTEST

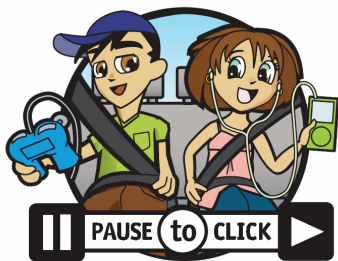
We need your help to encourage students to participate in the **PAUSE to CLICK MULTIMEDIA CONTEST** by creating **SONGS, VIDEO PSAs** or **POSTERS**. Besides the chance to win exciting prizes for your students and **\$500 cash** for your school, this is a great opportunity for your students to learn more about the importance of seat belt safety while being positive role models for their peers.

KEY STEPS:

- Distribute contest posters and handouts
- Encourage your students to get involved
- Collect and turn in all entries by May 22, 2009

Read on for some fun and easy things YOU can do in your classroom TODAY





|| PAUSE TO CLICK >

MULTIMEDIA CONTEST GUIDE

MULTIMEDIA CONTEST!

Put your message to music. Enter an original song up to 2 minutes in length on cassette tape or compact disc, or upload an mpeg file at www.pausetoclick.com.

Create a public service announcement. Enter a video up to 2 minutes in length on DVD or video tape.

Design a work of art. Enter a poster up to 11" x 17" in size. Any medium is acceptable.

All participants in the contest will receive a car seat organizer to store their gear (iPods, cellphones, games) while riding in the backseat).

COOL PRIZES!

The finalists in each category will be invited to screen or perform their entries at a wrap party at the Rock and Roll Hall of Fame and Museum, where the winners will be selected by a panel of expert judges. **First place winners' schools each receive \$500.** In addition to your time in the spotlight, winners in each category will receive:

1st Place: Winners will receive "star treatment" for the day and have their song, video or poster produced at a professional studio for local exposure all summer. Winners will also receive \$500 cash and \$500 cash for their school.

2nd Place: \$250 cash **3rd Place:** \$100 cash

CONTEST SUBMISSION GUIDELINES & DEADLINES

All submissions must be received by May 22.

You can drop off your submissions at school by turning them into your contest rep

_____ in room _____

OR

Mail entries to: **Rainbow Injury Prevention Center**
W.O. Walker Building
10524 Euclid Avenue
Cleveland, OH 44106-6039

Finalists will be notified by Friday, May 22.

For more information, call 216-983-1110
or visit www.pausetoclick.com

Additional Rules/Regulations

1. Participants must be in grades 6, 7 or 8
2. Each entry must be accompanied by a completed, signed entry form (www.pausetoclick.com)
3. Song lyrics must be original. The music you choose determines the exposure you'll get if you win (because of copyright issues, if you use melodies from existing music your song can't be played on the radio)
4. All entries must reference seat belt use and passenger safety
5. All entries must be free of obscene language and drug or gang references
6. All participants must use an adult representative as a contact
7. Participants must be able to perform/screen their entries at the Rock Hall in June
8. Finalists must be accompanied to the Rock Hall event by an adult
9. Song and video entries must include a copy of written lyrics/scripts
10. Entries can either come from individuals or groups working together
11. If winning entries are submitted by two or more students, prizes will be split evenly between them
12. All submissions become property of Rainbow Babies & Children's Hospital





Classroom **ACTIVITY** Guide

ACTIVITY 1: Getting **YOUR MESSAGE** Out There

This activity will get your students thinking creatively about ways to get the seat belt safety message to other students. Discuss with students *ideas* they have seen sold in commercials. Have any students seen a PSA? If so, which ones have made an impact? What are some of the slogans they remember? You can visit www.adcouncil.org/gallery.html to check out some of the Ad Council's featured PSA campaigns. Discuss the fact that TV and radio stations make money by selling airtime to commercial sponsors. Because airtime can be very expensive, messages need to be very short; catchy slogans are a good way to make a quick and memorable impression. You can have the students develop PSA storyboards with a seat belt safety message, either individually or as a class (using the activity sheet included at the back of this teachers' guide, or one you design yourself). Does your school or anyone you know have a video camera? If so, your students can film their PSAs based on their storyboards and enter the **PAUSE to CLICK MULTIMEDIA CONTEST**. The messages could also be aired as part of the morning announcements or performed at a school assembly.

ACTIVITY 2: Seat Belt **SCRAMBLE** Activity

This egg transport activity may be a little messy, but it gives good hands-on problem solving experience. Students may enjoy working in teams for this activity and having extra eggs on hand may be helpful. Follow the directions in the activity sheet included at the back of this teachers' guide. If the second (restrained) egg cracks, discuss the fact that although the egg was "injured," it would have been worse unbelted. Discuss other safety features in addition to seat belts that might be in a vehicle, such as headrests, padding, and airbags, as well as overall structure and design. Split the class up into teams, and have each team work to come up with some a way to protect an egg 'passenger.' Students can use bubble wrap, cotton balls, or anything they can dream up. Then have students push their cars down a ramp and into something to cause a crash. Teams whose eggs "survive" can get a special prize.

ACTIVITY 3: **Race** to Buckle Up

This activity will enforce the buckle up message in a fun way. Hold a Quick Click Buckle Challenge to show students that buckling up only takes a second. All you need is a stopwatch and a four-door car with seat belts. Have students split up into teams of four and have them race against time to buckle up. Have them get into the parked car, put on their seatbelts, raise their hands in the air, and then change seats and repeat until they are in their original seat. The team with the shortest time wins!



Classroom **ACTIVITY** Guide

ACTIVITY 4: Door Decorating Competition

This activity will get your message out to the entire school. Have your class decorate the classroom door in a fun, bold, and creative way to convey the importance of buckling up and/or sitting in the back seat. To add a little competition, you can have all homerooms participate and vie for the best display!

ACTIVITY 5: Bumper Stickers Buckle Up

This activity can be as creative and open as you want. Have students design bumper stickers with messages about buckling up. Make it a competition by having the students vote on their favorite and display the stickers on a bulletin board.

ACTIVITY 6: Make It a Class

This activity gives students the chance to be the teachers. Have students split into groups. Assign each group one of Newton's Laws of Motion and create a short presentation on the law, what it means, and why buckling up is important because of that law's relation to cars' motion.

ACTIVITY 7: The Phrase that Pays

This activity is fun for the whole school. Pick a phrase such as "Wanna look good? Don't land on the hood. Wear your seat belt." or "Pause to Click." Then choose people in your school to be secret spotters (rotate different spotters throughout the day). On the day of the event, students who can repeat the "Phrase that Pays" to a spotter receive a special ticket that can later be exchanged for prizes or a special treat, such as a pizza or ice cream party, homework pass, etc. You can gather your own prizes, or contact Nikesha Yarbrough at Rainbow Babies & Children's Hospital (216-983-1119) for additional ideas and resources.

ACTIVITY 8: Wearing your Pledge

This activity is great for an art class. Have students make something as a symbol of their pledge to buckle up. Ideas include ribbons or bracelet bands. Students seen wearing their pledge symbol can receive an award like a piece of candy or a ticket to collect a larger prize later (such as admission to a pizza party). You can gather your own prizes, or contact Nikesha Yarbrough at Rainbow Babies & Children's Hospital (216-983-1119) for additional ideas and resources.



Classroom **ACTIVITY** Guide

ACTIVITY 9: Be a Role Model

This activity encourages students to teach younger children about the importance of buckling up. Split students into groups and ask them to make a children's storybook that would show young children why wearing a seat belt is so important. Make sure to tell them to add colorful illustrations! Once the students have written their storybooks, pair them with children from a younger class and have story time. This gives students a chance to be role models for their younger siblings and peers and spread the message that wearing a seat belt is a must.

ACTIVITY 10: Make it Dramatic

This activity allows students to get theatrical. Have students write and design short skits to perform that demonstrate the importance of safety belt use. To make it a little harder and more inventive, you could give each group of students a different theme or setting to design their skit around, such as The 60s, The Wild West, Hawaii, etc. Don't forget the costumes and the props—but most importantly, make sure the Buckle Up message is clear!

ACTIVITY 11: A Little Bit of History

Help your students learn about the importance of inventions and the history of motor vehicle safety by having them research the history of seat belts, air bags, or other safety devices. Students can find out when seat belts were first put in cars, learn how seat belts have been improved over the years, or take a stand in the debate over legislating seat belt use. Students can turn this into a report, a poster project, or just a verbal presentation for the class. The activity encourages students to learn facts about the importance of seat belt use while getting to know a little bit of history, too.

ACTIVITY 12: Write a Letter

This activity encourages students to share their knowledge of seat belt safety with their parents, grandparents, coaches, and other important adults in their lives. Have students write letters explaining why seat belts are so important and why they want the adults in their lives to wear them every time they get into a car.



Getting **YOUR MESSAGE** Out There

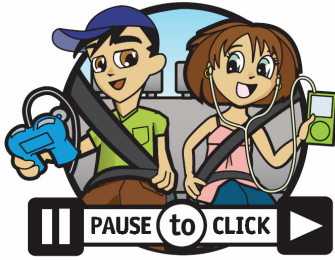
People who develop commercials or Public Service Announcements (PSAs) use *storyboards*. A *storyboard* is a lot like a cartoon that shows the key parts of the story you want to tell. It gives you an idea of how the PSA will look on TV. Try to come up with a message either on your own or as a class that will encourage kids around your age to buckle up and to sit in the back seat. Draw a storyboard which illustrates your message below. (If you can't come up with a slogan on your own, try making one for "Pause to Click: Buckle Up Before You Tune Out" or "What's Holding You Back? Buckle Up.")

Some things to consider....

- **Who is your audience?**
- **Will your PSA be serious or funny?**
- **Do you have all the facts?**
- **Who will deliver your message?**
- **Where will your message take place?**

What's a PSA?

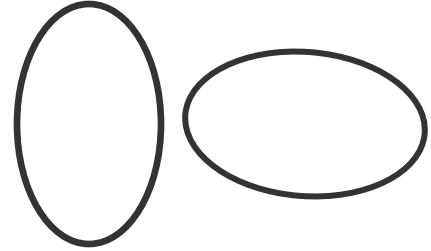
When someone has a message they want to send to the public, they often will go through the media. Media can be television, radio, newspapers, and magazines. Media provides us with entertainment, news, information and advertisements or commercials. Using the media can be an effective way to sell because so many people can be reached. Public Service Announcements (PSAs) are one way people use the media to sell ideas instead of products. You have probably seen or heard PSAs that sell ideas like staying in school or not smoking.



Seat Belt **SCRAMBLE** Activity

This activity will demonstrate what happens in a crash and why it is important to be restrained. You will need the following:

- **Two or more eggs**
- **A lunch box or other container**
- **Duct or masking tape**
- **Paper towels**



Place an egg inside the box.

Crash the box into a wall, desk or other object in your classroom by forcefully sliding it on the floor. ***What happens to the egg?***

Now, get another egg.

This time restrain the egg by taping it to the bottom of the box with two pieces of tape. Repeat the crash.

What happens this time?

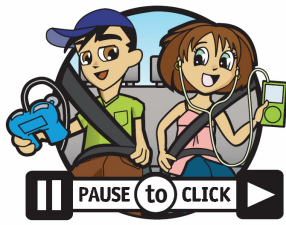


Why is the restraint you made for the egg like the seat belt in your car?

Now, split the class into teams and have them design safe cars for their egg passengers! Here's what to do:

- Take a shoebox or other small container – this will be the frame of the car. You could also have students bring in old toy cars (Barbie cars work great).
- Have each group take an egg to be their passenger (have back up eggs on hand).
- The team's job is to add features to the car to keep the passenger from being injured.
- Your features can be anything – styrofoam, paper, cotton balls, bubble wrap, tape, etc.
- Have students push their 'cars' down a ramp and into something to cause a crash **OR**
- With supervision of teachers, drop the cars from a one story landing at your school.

Whose car protected the egg the best? What features did the car have?



Teachers' Activity Report

To help us prepare for next year, please let us know which classroom activities you used to help your students understand why it's important to buckle up and sit in the backseat.

Teacher: _____

School: _____

Grade: _____ Subject: _____ No. of students: _____

Phone and e-mail: _____

Program Activities

Activity Date(s)

- Activity 1: Getting Your Message Out There (PSAs) _____
- Activity 2: Seat Belt Scramble Activity (protect your egg) _____
- Activity 3: Race to Buckle Up _____
- Activity 4: Door Decorating Competition _____
- Activity 5: Bumper Stickers _____
- Activity 6: Make it a Class (Newton's Laws) _____
- Activity 7: The Phrase That Pays _____
- Activity 8: Wearing Your Pledge _____
- Activity 9: Be a Role Model (write a story) _____
- Activity 10: Make it Dramatic (design a skit) _____
- Activity 11: A Little Bit of History (research the history of seat belts) _____
- Activity 12: Write a Letter (share your knowledge with your parents) _____
- I came up with some activities of my own (please describe): _____

- I encouraged my whole class to get involved in the **Pause to Click Multimedia Contest**
- I encouraged some of my students to get involved in the **Pause to Click Multimedia Contest**

Any comments about the program or suggestions for making the Teachers' Guide more useful for you?

Submit by May 29 to Tom Cook at Thomas.Cook@UHhospitals.org or fax number 216-983-1180 to be entered into a drawing for four \$25 Holcomb's gift cards

