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## **ARKANSAS HIGH SCHOOL WINS NATIONAL "SEAT BELTS SAVE CHALLENGE"**

**Schools in Philadelphia and Maryland Win for Increased Seat Belt Usage;  
Contest by National Organizations for Youth Safety, National Highway Traffic Safety Administration,  
and The National Road Safety Foundation challenges teens to increase seat belt usage  
at their schools**

**ALEXANDRIA, VA, June 3, 2016** -- Har-Ber High School in Springdale, Arkansas has won the "Seat Belts Save Challenge," a nationwide competition organized by the National Organizations for Youth Safety (NOYS) and sponsored by The National Road Safety Foundation (NRSF) and the National Highway Traffic Safety Administration (NHTSA). The school receives a \$1,500 prize from The National Road Safety Foundation for best overall seat belt education campaign.

The Seat Belts Save Challenge was initiated by NHTSA and NOYS to increase seat belt usage among young people who are at heightened risk from death or injury in traffic crashes because of their low belt usage rate. In 2015, more than half of teen drivers killed in crashes and more than 60% of teen passengers killed in crashes were not wearing seat belts.

NOYS and its partners invited high schools throughout the country to develop a local campaign to increase belt usage. The Seat Belts Save Challenge is documented by an unannounced seat belt check before a school's campaign, followed by another unannounced check after the school's two-week education and awareness campaign.

The Seat Belts Save Challenge has three winning categories: best overall campaign, greatest improvement in seat belt usage, and highest seat belt use rate.

Har-Ber High School, with nearly 1,800 students, spurred a 13.7 percent increase in the school's observed seat belt use rate resulting in a rate of 88.7%. The student-led effort included a school-wide kick-off campaign to launch the seat belt drive, featuring a buckle-up photo booth and a pledge banner for student signatures. The students ran an aggressive social media and signage campaign, reaching students and the broader community, while partnering with the local police department. The students created a video that parodies the song "Jingle Bells," using seat belt clicks to replace the sound of sleigh bells.

Archbishop Ryan High School in Philadelphia won \$1,500 in the greatest improvement category. Efforts by students led to a 22% increase in seat belt use and achieved an 81% use rate. Calvert High School in Prince Frederick, MD won a \$1,500 prize for the highest overall usage rate, with 99% of the school community observed wearing seat belts.

"We salute the students at schools across the country who developed creative and well-executed campaigns that have a measurable impact on teen seat belt usage," said Dr. Mark Rosekind, Administrator, National Highway Traffic Safety Administration. "We have made a lot of progress in improving seat belt use as a nation, but need creative solutions like the ones these students have developed to get to 100 percent and save more lives."

"Getting young people to buckle up consistently is an ongoing safety issue, and we are pleased to see that the Seat Belts Save Challenge is making a difference," said Anita Boles, CEO of NOYS.

"We are pleased to see students at so many schools participating enthusiastically to help spread the important seat belt message to their peers," said Michelle Anderson, NRSF Director of Operations.

More information and future contest details are at [www.seatbeltssave.org](http://www.seatbeltssave.org)