

<b>CHAPTER EXPANSION</b>			
<b>Deliverable</b>	<b>Strategy / Process</b>	<b>Who needs to be involved?</b>	<b>Target Completion Date</b>
1. Staff training/preparation			
2. Connect with local CHP and partner with their local seat belt campaigns and/or other campaigns			
3. Engage core chapter members			
4. Recruit new chapter members			
5. Train chapter members on underage drinking and traffic safety issues: <ul style="list-style-type: none"> <li>• Review statistics/data around traffic safety</li> <li>• Watch Tulare County DVD “It’s Not a Game: Get Your Buckle On!”</li> <li>• Research traffic safety/underage drinking prevention facts</li> <li>• Allow for chapter members to educate one another on traffic safety/underage drinking prevention.</li> </ul>			
6. Chapter members will select/develop <b>first</b> traffic safety campaign: <ul style="list-style-type: none"> <li>• Traffic Safety Campaign,</li> <li>• Underage Drinking Prevention Campaign,</li> <li>• Seat Belt Safety Campaign,</li> <li>• Seat Belt Challenge, or</li> <li>• Other _____</li> </ul>			<b>Jan. 31, 2009</b>
7. Announce the campaign to the media using a press release/press conference.			
8. Conduct baseline utilization survey (if applicable)			

9. Provide a FNL assembly/ engagement presentation focusing on traffic safety/underage drinking prevention.			<b>Jan. 31, 2009</b>
10. <b>FIRST</b> Campaign implementation			<b>Jan. 31, 2009</b>
11. Conduct a seat belt safety/traffic safety/underage drinking prevention school event			
12. Implement a parent involvement component that will engage parents/caregivers in the campaign. <ul style="list-style-type: none"> <li>• Parent traffic safety/ underage drinking prevention info night, or</li> <li>• Town Hall meeting, or</li> <li>• Parent/Teacher Seat Belt Challenge, or</li> <li>Other _____</li> </ul>			
13. Chapter members will select/develop <b>second</b> traffic safety campaign: <ul style="list-style-type: none"> <li>• Traffic Safety Campaign,</li> <li>• Underage Drinking Prevention Campaign,</li> <li>• Seat Belt Safety Campaign,</li> <li>• Seat Belt Challenge, or</li> <li>Other _____</li> </ul>			
14. Conduct post survey (if applicable)			