

<b>MENTORING SEAT BELT SAFETY</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. Meet with CHP around “Mentoring Seat Belt Safety”			
3. Introduce traffic safety campaign to Mentors			
4. Mentors introduce concept to protégés and continue the education/engagement process.			
5. Have first set of meetings between mentors and mentees to: <ul style="list-style-type: none"> <li>• Review statistics/data around seat belt usage</li> <li>• Watch Tulare County DVD “It’s Not a Game: Get Your Buckle On!”</li> <li>• Research seat belt usage/traffic safety/underage drinking prevention facts</li> <li>• Allow for mentors and mentees to educate one another on traffic safety/underage drinking prevention.</li> </ul>			
6. Meet with mentors and mentees to allow them to select/develop <b>first</b> campaign to increase seat belt usage. <ul style="list-style-type: none"> <li>• Seat Belt Challenge, <b>or</b></li> <li>• a campaign of their design/choice</li> </ul>			
7. Announce the campaign to the media using a press release/press conference.			
8. Campaign implementation			<b>Jan. 31, 2009</b>
9. Conduct baseline utilization surveys			<b>Jan. 31, 2009</b>

10. Provide a FNL assembly/engagement presentation focusing on traffic safety/underage drinking prevention.			<b>Jan. 31, 2009</b>
11. 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>			
12. Meet with mentors and mentees to allow them to select/develop <b>second</b> campaign to increase seat belt usage. <ul style="list-style-type: none"> <li>• Seat Belt Challenge, <b>or</b></li> <li>• a campaign of their design/choice</li> </ul>			
13. Campaign implementation			
14. Conduct Post Survey			