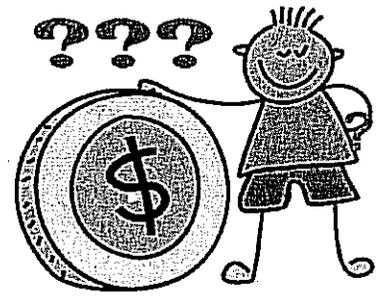


New York State Get Kids to Ride Safe Create a Slogan Contest



**Your School
or Youth
Group
& One of Your
Students Can
Win \$100!**

Dear 5th, 6th and 7th Grade Classroom Teacher or Youth Group Coordinator,

The New York State Department of Health Bureau of Injury Prevention (BIP) and the New York State Association of Traffic Safety Boards (NYSATSB) invites your student and school/youth group participation in a statewide contest. The contest will help identify a message or slogan to encourage 10-12 year-old children to consistently buckle up and sit in the back seat when riding in the car.

Why are we conducting this contest?

- Motor vehicle crashes are a leading cause of injuries among 8-12 year-olds in New York State. Research shows that children are 40% more likely to be injured when riding in the front seat of a vehicle. Unrestrained children are also more likely to be seriously or fatally injured in a crash compared to children who buckle up.
- Many New York State tweens (8-12 year-olds) are riding at risk. Approximately forty percent of tweens report they do not always buckle up and typically sit in the front seat when riding in the car. The percentage is higher for older tweens (10-12 year olds).
- The winning slogan will be included in safety belt promotional materials developed by the BIP for tweens. Safety messages developed and delivered by tweens are more likely to positively impact their attitudes and behaviors.

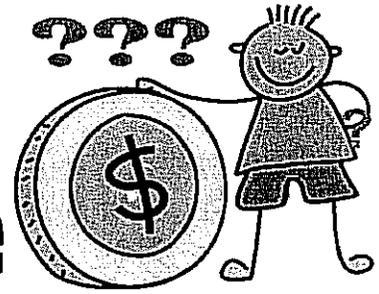
It is easy for your school/youth group and students to participate.

- Have each student complete an entry form included as part of the contest flyer.
- Mail the entries to the NYSDOH Bureau of Injury Prevention, Riverview Center, 150 Broadway, Ste. 302, Albany, New York 12204-0677 by March 13, 2009.
- The winning slogan will be chosen at the annual World Championship Battle of the Belts (WCBB) to be held in Chatham, New York on Sunday, April 26, 2009. The winning school/group will be notified by the BIP. For more information about the WCBB and how your school can participate, go to www.seansrun.com or email Mark French at MarkFrench@airport.net.

If you have any questions about the contest, contact Debra Douglass at (518) 473-1143 or Injury@health.state.ny.us. Thank you for helping us to keep kids safe on the road.

(Over for Entry Form)

New York State Get Kids to Ride Safe Create a Slogan Contest



Who Can Enter? 5th, 6th and 7th grade students

What Do You Do? Create a slogan or message to get your friends to ride in the back seat and buckle up every time

How Do You Enter?

Fill out the entry form below with your slogan of 6 words or less, give the form to your teacher or mail it to the

New York State Department of Health - Bureau of Injury Prevention,
Riverview Center, 150 Broadway, Ste. 302, Albany, New York 12204-0677
by March 13, 2009.

What Do You Win?

The winner will receive a cash award of \$100. The winner's school or youth group will receive \$100, too. The winner will be notified by their school or youth group

The contest is sponsored by the New York State Department of Health with support from the New York State Association of Traffic Safety Boards. If you have any questions about the contest, contact Debra Douglass at (518) 473-1143 or injury@health.state.ny.us.

Get Kids to Buckle Up Every Time Slogan Contest Entry Form

SLOGAN: _____

Student's Name _____ Grade _____

Address _____ Phone # _____

Name of School or Group _____

Name of Teacher _____ Name of County you live in _____