



KANDIYOHI COUNTY

**SAFE
COMMUNITY
COALITION**

Southwest Minnesota TZD Region

- Statewide seat belt compliance is currently at 93% but SW region is dropping and currently at 83%
- Kandiyohi County had 20 MV Occupant deaths from 2013-15. Only 9 – or 45% - were buckled.



BUCKLE - UP !

- Buckle Up stencils first created by SW EMS.
- Brought to SW Regional Steering Committee meeting and the idea spread statewide.
- Contact your regional TZD Coordinator if you are interested in using a stencil.





- Biggest source of referrals- Chamber Newsletter
- Community participation through volunteer groups, Boy Scout Troops, Church Groups, Businesses
- Most labor provided by county community service staff
- Borrowing a sprayer works best, but you need to supervise

Buckle Up Stencil Project

- Costs - \$55 for 5-gallon bucket of white parking lot paint (Sherwin Williams); paint thinner, rollers, etc.
- Sprayer borrowed from maintenance dept.
- Donated funds received from businesses, ambulance association and rescue squad
- Paint in parking lot EXITS and remember there are multiple exits at each location

Buckle Up Stencil Locations

Company	Numer of Stenc
Nelson International	
Ridgewater College	
Cub Foods	
Rice Hospital	
Rice Home Medical	
WCI	
Kandi Mall	
Kennedy School	
WEAC	
Salvation Army	
Humane Society	
Bremer Bank	
Jennie-O Plant 1	
Border States Electric	
FPMC	
Wells Fargo	
Chappel Central	
Raymond	
United Lutheran Lake Lillian	
Fat Daddys Kandiyohi	
Pitstop Pennock	
New London APMC	
New London Schools	
Country Stop New London	
County Sites	
West Central Distribution	
Willmar Electric	
Willmar Fabrication	
APMC Willmar	
Bolton and Menk	
Communtiy Center	
Aquatic Center	
Swanson Fields	
Civic Center	



Don't forget the high visibility vests and traffic barricades or cones!

Outcomes

- Media coverage “Local Boy Scouts Caught Spray Painting Around Town”
- Multiple new contacts for future safety efforts
- New coalition members gained including the manager of local medical clinic



Buckle Up for a Buck

- Chief Art Ealum in Owensboro KY presented Lifesavers Conference
- Donated Funds from Insurance Company
- Two teams (EMT & LE) at drive through restaurants during lunch hour.
- Informational Flyer and \$1 per vehicle if buckled. Flyer only if not buckled.









Myths and Facts About Seat Belt Use

- **Myth** - "If I'm only driving a short distance, I don't need to buckle up."
- ✓ **Fact** - The majority of fatal crashes occur within a 25 mile radius from home at speeds less than 40 mph. **Buckle up on every trip!**
- **Myth** - "Wearing a seat belt is a personal decision that doesn't affect anyone else."
- ✓ **Fact** - Not wearing a seat belt can cause you to collide with other passengers in the vehicle, and can affect other motorists since **wearing a seat belt can help you avoid losing control** of your vehicle in a crash.
- **Myth** - "It is better to be thrown clear in a crash."
- ✓ **Fact** - A person is **four times more likely to be killed** when thrown from the vehicle instead of protected inside of the vehicle.
- **Myth** - "I could get trapped if my car catches on fire or is submerged in water."
- ✓ **Fact** - **Seat belts can keep you from being knocked unconscious**, improving your chances of escaping the vehicle. Fire or submersion occurs in less than 1% of all crashes – the greatest danger is with the impact that comes before the fire or submersion in water.
- **Myth** - "I have an air bag to protect me, that's good enough."
- ✓ **Fact** - **Seat belts keep you in the proper position** and work in conjunction with an air bag. If you are not wearing a seat belt, you can be thrown into the air bag or ejected from the vehicle causing serious injuries or death.



Buckle Up Every Trip!



Did You Know?

- Crashing without a seatbelt at 25mph is equal to falling from a 2-story building; at 40pmh it's equal to a 6-story fall and at 60mph—the force is equal to a 12-story fall. Buckle up!
- Lap/shoulder belts reduce the risk of death by 45% and the risk of injury by 50%?
- Minnesota's seat belt law is a primary law, allowing law enforcement officers to stop a driver solely for an occupant restraint violation?
- All drivers and passengers must wear a properly adjusted and fastened seat belt? Drivers can be cited for anyone in the vehicle that is not buckled up?
- 87% of unbelted deaths happen in rural Minnesota?
- Children under the age of 8, between 40 and 57 inches tall need to be properly secured in a child booster seat? Children 40 inches in height or

Media Coverage

- Two local print articles
- Online article
- Online video



Buckle Up Video.mp4

Do

- Coordinate with Media in advance, give them times and locations that day.
- Partner with a local restaurants that have drive-through lanes over noon lunch rush
- \$1 per vehicle
- Most restaurants have additional coupons for free sandwiches or something to be given away at the same time. Ask the manager.

Don't

- Officers should avoid checking licenses or anything enforcement related.
- Don't force people, officers or vehicle occupants to participate (some people will not want to be interviewed by the media).



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