

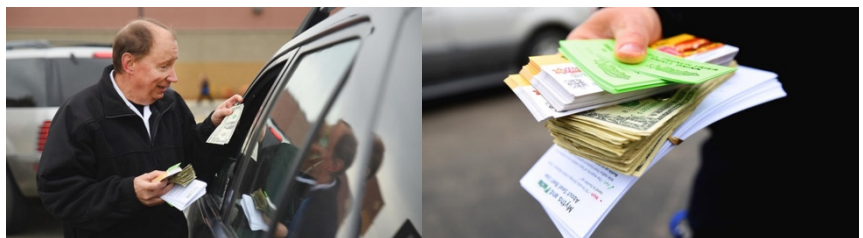
**Project Name:** Buckle Up for a Buck

**Origination Agency & Date:** Kandiyohi County. This project was brought back from a Lifesavers Conference and first implemented in Minnesota by KCTEST in 2016.

**Timeline:**

- 1) Contact organizations with drive through windows to ask permission for uniformed EMTs, law enforcement officers or other volunteers to provide positive education on seat belts.
- 2) Contact potential donors for funding the project.
- 3) Line up 20 minutes at each site during dinner rush. This allows the teams to talk to people while they are waiting in line and will not keep them from getting through.
- 4) As cars approach, give drivers one dollar and the informational brochure if everyone in the vehicle is buckled. Only give a brochure if they do not. Educate them on the importance of wearing a seat belt.

**Reason for Project:** Seat belts save lives. This allows a positive interaction between uniformed officers and the public. Great visual story for the local media. Garners a lot of great public feedback, unpaid media coverage, and public sharing on social media platforms. Responders request to repeat the project each year because they like the positive interaction.



**Who was on the team?** Assigned or volunteer EMTs and law enforcement officers.



**Lessons Learned:** Use teams of two—one EMT and one officer. Having an EMT lessens the nervous-factor. Never use grant funds. Let people know that the dollar bills were “donated by the ABC company” so you don’t have issues with taxpayer dollars. Do NOT issue seat belt citations while in the drive through. This is only an educational interaction. Also, even though it is only one dollar, people have such a strong reaction to an officer giving them a dollar. The photos shared on social media is huge. Fast food restaurants typically give coupons to hand out in addition to our dollars.

**How did you incorporate the 5 E’s?** Any of the E’s can participate on these teams.

It’s nice to have a uniform there for the media photos and elevate perceived importance, but use whatever volunteers you have.

**Who to contact:** Kandiyohi County Traffic Education & Safety Team; Stephanie Felt, Coordinator; 320-214-6700 X 3821; [stephaniefelt@hotmail.com](mailto:stephaniefelt@hotmail.com)

**Note:** Contact Stephanie Felt for a copy of the KCTEST brochure.

**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 or spend 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 motorists since wearing a seat belt can help you avoid being 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 trapped unaided, increasing your chance 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!**

- Crawling without a seatbelt at 25 mph is equal to falling from a 2-story building; at 40mph it's equal to a 5-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