



# 2 Seconds 2 Click Employee Engagement Plan

## Prior to kicking off your campaign

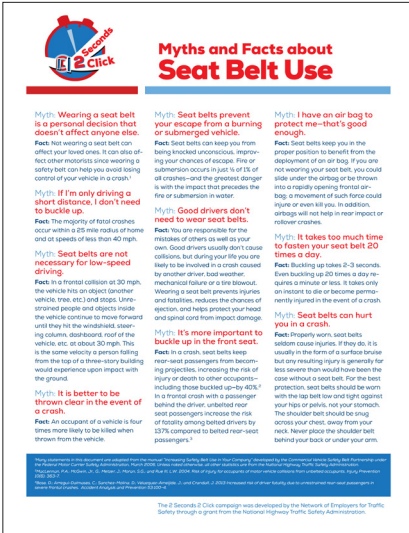
- Designate a project management team to include members of management from across the organization and a support person responsible for printing/copying materials, as well as to update the central posting area throughout the campaign.
- Conduct a Direct Observation of seat belt use as employees come in for work. Instructions on how to do this are included under the tab "Getting Started" at [www.2seconds2click.org](http://www.2seconds2click.org).
- Distribute the **Pre-Campaign Seat Belt Attitude Survey** (also in the Getting Started tab) to get a baseline on how employees feel about wearing a seat belt.

## Summary

**The proposed 6-week 2 Seconds 2 Click employee engagement campaign is designed to educate employees on the importance of wearing a seat belt on every trip.** The messaging is progressive in nature to cover

the facts on use/non-use of seat belts, get employees to think of family or others who also benefit from them staying safe, and ultimately to help participants encourage family and friends to buckle up as well.

- The campaign as a whole is low cost and requires minimal time and effort.
- The materials are structured with the assumption that there is a way to meet with employees on a weekly basis (either as one large group or broken into smaller groups).
- A central bulletin-board area or places to post information where all employees will pass at least once per day is key.
- Week one will require approximately 45-60 minutes of meeting time, while subsequent topics can most likely be covered in 10 minutes or less per week.
- The time spent on the campaign per week by each leadership team member is estimated to be between 1-2 hours.



**Myths and Facts about Seat Belt Use**

**Myth: Wearing a seat belt is a personal decision that doesn't affect anyone else.**  
**Fact:** Not wearing a seat belt can affect your loved ones. It can also affect other motorists since wearing a safety belt can help you avoid losing control of your vehicle in a crash.

**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 of home and at speeds of less than 40 mph.

**Myth: Seat belts are not necessary for low-speed driving.**  
**Fact:** In a frontal collision at 30 mph, the vehicle hits an object (another vehicle, tree, etc.) and stops. Unrestrained people and objects inside the vehicle continue to move forward until they hit the windshield, steering column, dashboard, roof of the vehicle, etc. at about 30 mph. This is the same velocity a person falling from the top of a three-story building would experience upon impact with the ground.

**Myth: It is better to be thrown clear in the event of a crash.**  
**Fact:** An occupant of a vehicle is four times more likely to be killed when thrown from the vehicle.

**Myth: Seat belts prevent your escape from a burning or submerged vehicle.**  
**Fact:** Seat belts can keep you from being trapped and unconscious, increasing your chances of escape. Fire or submersion occurs in just 10 to 15 seconds in all crashes—and the greatest danger is with the impact that precedes the fire or submersion in water.

**Myth: Good drivers don't need to wear seat belts.**  
**Fact:** You are responsible for the mistakes of others as well as your own. Good drivers usually don't cause collisions, but during your life you are likely to be involved in a crash caused by another driver, bad weather, mechanical failure or a tire blowout. Wearing a seat belt prevents injuries and fatalities, reduces the chances of ejection, and helps protect your head and spinal cord from impact damage.

**Myth: It's more important to buckle up in the front seat.**  
**Fact:** In a crash, seat belts keep rear-seat passengers from becoming projectiles, increasing the risk of injury or death to other occupants—including those buckled up—by 40%.\*

**Myth: In a frontal crash with a passenger behind the driver, unbelted rear seat passengers increase the risk of injuries among belted drivers by 137% compared to belted rear-seat passengers.\***

The 2 Seconds 2 Click Campaign was developed by the Network of Employers for Traffic Safety through a grant from the National Highway Traffic Safety Administration.

## WEEK 1 Kick Off

Tool kit includes:

- 30-45 minute kick off PPT and speaker notes
- Suggested handout on local child passenger safety seat checks
- Seat Belt Myths and Facts

A 30-45 minute *interactive* PPT presentation with speaker notes is included in the Employee Engagement tool kit with the suggestion that it be used to kick off the Seat Belt Usage Improvement Campaign with employees. Be sure to take advantage of the opportunities noted to involve the audience to help them retain the information you are providing.

The **Seat Belt Myths and Facts** sheet is provided to accompany the PPT and give the speaker background for common issues or questions that may come up. (**Seat Belt Myths and Facts** can later be used with employees in week 3 as a hand out.)

## WEEK 2 Commit to Click

Publicize/re-issue the organization's seat belt policy if it has one (even if it only relates to company drivers or those driving for work.) Message: *Oftentimes when we make a commitment in writing, we're more likely to stick to it—to do what we said we would do. Today, in followup to the presentation you saw on the importance of wearing a seat belt, we are distributing a "commit to click" card and hope you will consider signing it. Ask for volunteers to post their cards to the central bulletin board.*

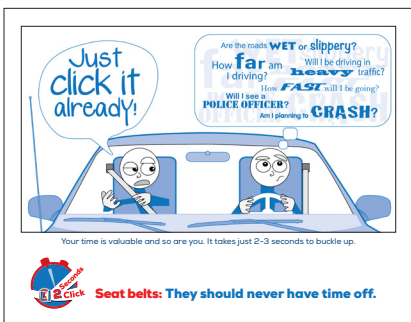
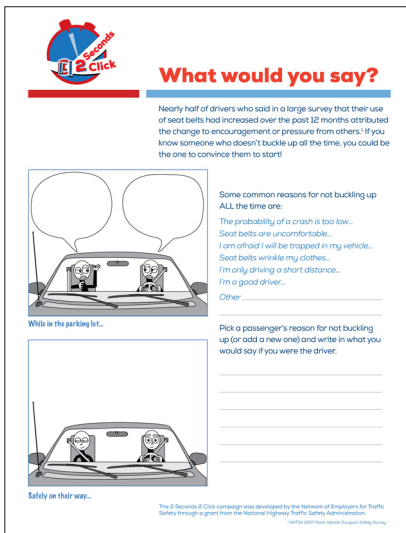
*Note: Employer policies requiring on-the-job seat belt use can be essential components of a community-wide seat belt initiative. For drivers who drive as part of their jobs, the percentage that report wearing seat belts "all of the time" (personal and work-related), is higher (87%) among those who thought their company had a seat belt use policy than among those who did not (81%). A sample is included in the campaign materials.\**

Tool kit includes:

- Pledge cards
- Sample seat belt policy

\*Source: NHTSA Motor Vehicle Occupant Safety Survey (MVOSS), Volume 2, Seat Belt Report 2007. (Page iii)





## WEEK 6 What would you say?

Message: *Nearly half of drivers in a nationwide survey who said that their use of seat belts had increased over the past 12 months attributed the change to encouragement or pressure from others. If you know someone who doesn't buckle up all the time, you could be the one to convince them to start.*

Distribute the "What would you say?" exercise and post responses on the board and around the building.

Tool kit includes:

- What Would You Say Handout

## Weekly Displays

Suggested display in a central area of campaign materials throughout the six weeks:

WEEK 1	<b>Campaign poster</b> (provided in tool kit)
WEEK 2	<b>Buckle Up pledge cards</b> representation of all levels of management/staff
WEEK 3	<b>Saved by the Belt/ It Happened Close to Home or Work</b> stories/testimonials
WEEK 4	<b>"My Driving Inspiration to Buckle Up" cards</b> Activity to also involve family members
WEEK 5	<b>"Seat Belt Selfies"</b> Taken by employees in parking lot or driveway before driving (Emailed to a designated person for printing and posting to the board)
WEEK 6	<b>Completed "What Would You Say?" Cartoon</b> To encourage others to buckle up

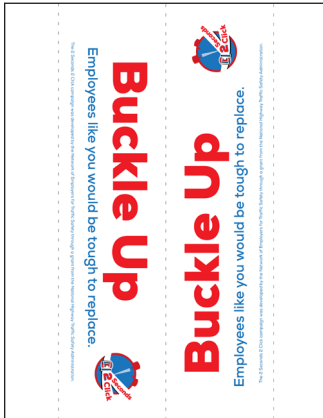


Table Tent

## Additional Resources

Additional awareness pieces provided for use throughout the campaign:

- Table tent cards (for breakroom/cafeteria)
- Buckle up Reminder Cards (for mid-campaign optional Direct Observation or end of campaign Direct Observation)
- Buckle Up Poster (enlarged logo with tag line—Seat Belts: They should never have time off)
- Workplace posters (Could be placed at all exits from the building)

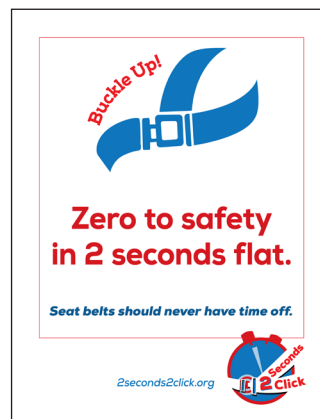
## Campaign Conclusion

At the conclusion of the campaign:

- Administer the *Post-Campaign Attitude Survey*
- Conduct a post-campaign Direct Observation
- Recommended: Contact



Reminder Card



Posters