



National Teen Driver Safety Week 2016: Buckle Up Campaign

Children's Hospital of Wisconsin partnered with State Farm and DOT to celebrate National Teen Driver Safety Week. We invited high schools throughout Wisconsin to participate in a 2-week Buckle Up campaign which used messaging, seat belt checks, various activities and incentives to stress the importance of buckling up every time a teen is in a vehicle. Eleven high schools committed to participate in the campaign and promote this important message!

Participating High Schools:

- Appleton North
- Arrowhead
- Badger
- Germantown
- Lancaster
- Logan
- Neenah
- Oshkosh North
- Oshkosh West
- St. Croix Central
- Winneconne

Number of students reached: Approximately 12,000

Number of cars checked for seat belt use: Over 2,000

Number of goodies bags handed out: Approximately 3,100

Number of reusable National Teen Driver Safety Week banners sent to schools: 10





Schools shared their National Teen Driver Safety Week activities on Facebook and Twitter as well!

@CrossroadsTeenDriving

@KnowCrossroads

State Farm Agents:

Bernie Furlong

Chris Landsom

Ryan Renard

