



Annual Report

SEATBELTS ARE FOR EVERYONE



2019-
2020



THANK YOU *to Our Partners*



KANSAS Traffic Safety Resource OFFICE



TABLE *of Contents*

- 4** | SAFE COORDINATION DURING A PANDEMIC
- 6** | COLLABORATION KEEPS SAFE ON TRACK BOOSTER TO BELTS UPDATE
- 7-8** | STATEWIDE DATA
- 9** | ARE WE SAFE NOW? EVALUATION
- 10** | SAFE HIGH SCHOOLS
- 12-13** | SAFE STUDENT OF THE MONTH
- 14-15** | MISS KANSAS | THE JOURNEY
- 16-17** | KANSAS TEEN TRANSPORTATION SAFETY CONFERENCE
- 18-33** | SAFE HIGH SCHOOLS
- 34-35** | SAFE PROGRAM COLLAGE

STAFF



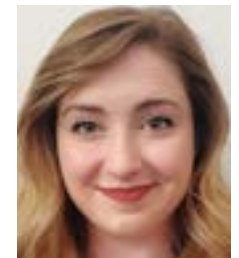
Tenille Kimberlin
KTSRO Director



Laura Moore
Kansas SAFE Coordinator



Dena Trosky
Oklahoma SAFE Coordinator



Katie Irvin
SAFE Program Assistant



Lori Moriarty
SAFE Operations Assistant



Chris Bortz
KDOT Traffic Safety Manager



Bob Hamilton
Law Enforcement Liaison



Daniel Kiser
Law Enforcement Liaison



Al Ackerman
Law Enforcement Liaison



Troy Wells
Law Enforcement Liaison



Thank You
TO NORRAINE WINGFIELD

We want to extend our gratitude for your dedication to expanding the SAFE program throughout your years in traffic safety. Your guidance and leadership helped to grow the program to what it is today. We wish you much happiness in your retirement!

Norraine Wingfield



SAFE COORDINATION *During a Pandemic*



Laura Moore
Kansas SAFE Coordinator

Most years, I've waited until the very last minute to write this. I say that I write better under pressure, which is true but is just an excuse for my procrastination. This year is different. I'm WAY late in writing this because I've been avoiding it. Like everything else seems to be, it's harder this year than ever before.

During the 2019-2020 school year, SAFE was a part of more schools than ever before – 172 in total. Baseline surveys were completed. The annual SAFE seatbelt enforcement period wrapped up. (Thanks to the agencies that participated, by the way!) Many schools were out for spring break and some were planning to come back to ThinkFast Interactive presentations, which were sure to be exciting for students and staff. Final survey reminders were prepped and ready to go out and then it happened. COVID-19 hit.

For some, spring break was extended for a bit. A few days later, several schools canceled and soon after, they all did. The 2019-2020 IN PERSON school year was done. Everyone was at home, learning online. My initial feelings were a bit delayed as I dealt with the shock and my own family's immediate rescheduling and new way of life. My son was heartbroken. He loved school. We both cried. Shoutout to his teacher, Mrs. Metcalf! #bestteacherever

From home, as my family and I were socially distanced away from the rest of the world, I communicated with SAFE sponsors about the final survey and that it was excused. Final survey results were not expected. SAFE was done for 2019-2020. The newsletters continued and social media posts amped up (@SAFEks #PatriciaMiddletonisAWESOME) but the year was over. NHTSA and KDOT knew that we would not have a full year's worth of data. They were okay with it, but I wasn't. I felt frustrated

I will forever be proud of the students, sponsors, partners, and law enforcement officials involved in the SAFE program.

and robbed, but mostly disappointed. I knew there were so many good changes the SAFE teams were producing across our state and with the school year ending as it did, not only were these young people not going to get to finish their hard work, but would not have any data to show what they'd done.

Yet as we look back over the past school year, we do have evidence of SAFE's impact. Pictures of SAFE teams at community events, traffic safety videos they produced, thousands of pledge cards signed, and countless friendships formed as students worked together to promote a common theme – drive SAFE.

The new common phrases of 2020: "COVID-19," "coronavirus," "pandemic," "unprecedented," "wear a mask," "flatten the curve," "wash your hands," and the worst – "social distancing," "quarantine," and "isolation" will forever bring a bad taste to my mouth, a flutter to my heart, and tears to my eyes. There are a few clichés out there to excuse the mess we're living in: "It is what it is." "It could be worse." "Everything happens for a reason." Instead of leaning on one of those, I'll continue to shine the light of SAFE's proven track record of improving seatbelt use rates, thanks to the commitment of all who are involved.

It's been really hard. It still is really hard, but I will forever be proud of the students, sponsors, partners, and law enforcement officials involved in the SAFE program. You all continue to be steadfast in your dedication and by that, all of Kansas benefits.

Thank you and I'll see you soon!





COLLABORATION KEEPS SAFE *on Track*



Chris Bortz
KDOT Traffic Safety Manager

The SAFE program has been in place for 12 years and we have seen an ever-growing commitment from teens to their communities' safety. The students continually come up with traffic safety messages tailored for their peers, families, and neighbors.

SAFE's success is rooted in a student-led model that allows teens to talk about critical positive driving behaviors and use the communication methods they prefer to share those messages with others. The messages often focus on lifesaving habits such as wearing seatbelts, paying attention behind the wheel, and never drinking and driving.

A study conducted by Wichita State University's Center for Applied Research and Evaluation found that teens were not only receptive to the

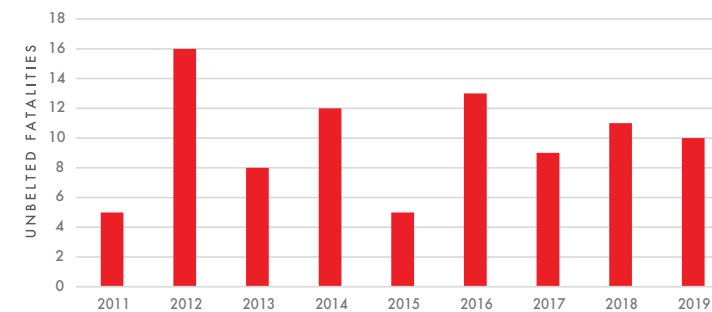
The dedication of SAFE students, sponsors, and partners has an immeasurable impact on traffic safety across Kansas.

SAFE program, but that it also had a significant influence on their seatbelt use and distracted driving rates.

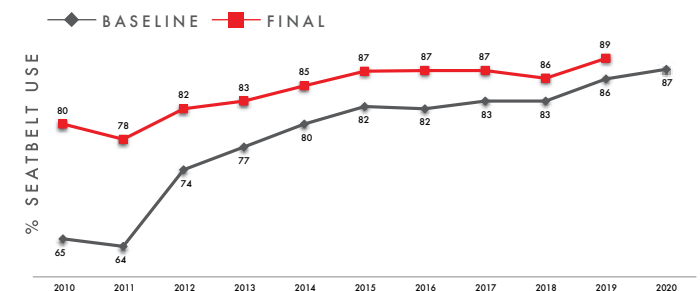
The dedication of SAFE students, sponsors, and partners has an immeasurable impact on traffic safety across Kansas. We thank the schools that were involved and those that will join us this coming school year despite the current healthcare and economic challenges. We look forward to continuing teen traffic safety education for students to become conscientious drivers and passengers throughout their lives.

STATEWIDE *Data*

STATE FATALITIES | AGE 15-17



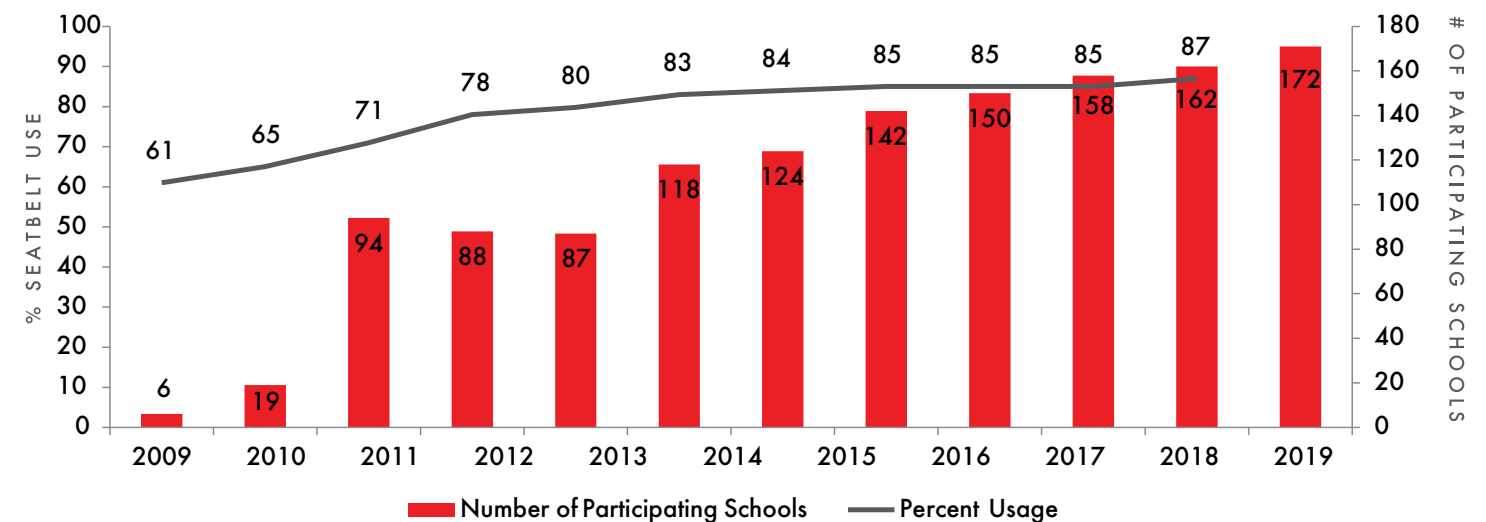
BASELINE AND FINAL SURVEY 10 YEAR COMPARISON



As SAFE's data from the last ten years shows, not only does the program increase seatbelt use rates during the school year, but with each year there is a demonstrated behavioral change in students which results in a rise in seatbelt compliance. This positive change is evidence that continuous, dedicated involvement in SAFE is impactful both in the short term and long term.

KANSAS STATE OCCUPANT PROTECTION OBSERVATIONAL SURVEY AGE 15-17 NUMBER OF PARTICIPATING SAFE SCHOOLS

*DUE TO THE COVID-19 PANDEMIC, 2020 DATA COULD NOT BE GATHERED



BOOSTER *to Belts*

Booster to Belts is a program designed to teach young children the importance of wearing a seatbelt and using a booster seat in a fun and interactive environment. Its goal is to increase booster and seatbelt use among children ages 4-8. This year, 12 SAFE clubs presented in their elementary school or community.



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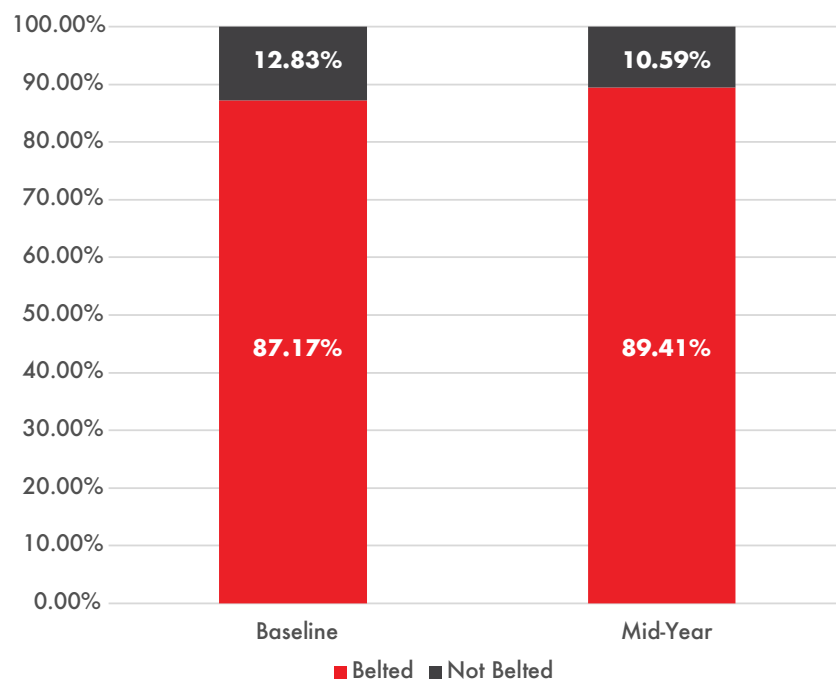
OBSERVATIONAL *Survey*

The Observational Survey data is based on 47 schools who submitted both a baseline and mid-year survey.

Overall, belt use increased 2.24%. 30 of the 47 schools (64%) increased their belt use rate.

2019-2020 OBSERVATIONAL SURVEY

*DUE TO THE COVID-19 PANDEMIC, A FINAL SURVEY COULD NOT BE COMPLETED



BY THE *Numbers*

7 Presentations by Garry Parker at High Schools

12 Booster to Belts Programs Presented to Elementary Schools

31 High Schools Hosted Miss Kansas

41 High Schools Were Sent the Just Drive Campaign Kits

ARE WE SAFE *Now?*

An evaluation of the Seatbelts Are for Everyone teen traffic safety program in Kansas

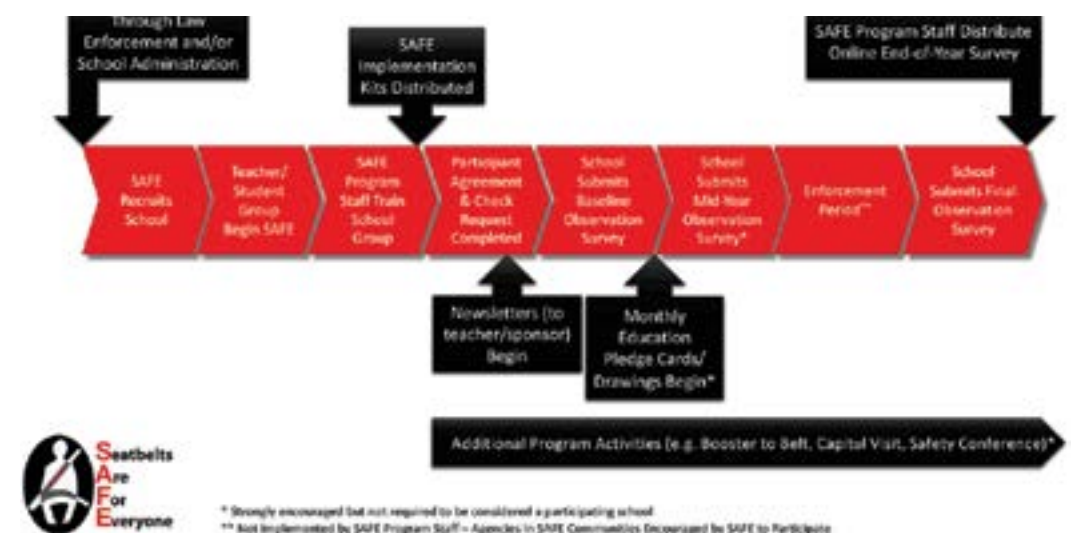
By: Nicole M. Freund, Anna Turosak, Amber Dean and Hannah White

Center for Applied Research and Evaluation, Wichita State University Community Engagement Institute, Wichita Kansas

Published in the Journal of Traffic Injury Prevention, Volume 20, 2019-Issue 8

OBJECTIVE: Teens represent the highest risk group for automobile accidents and are almost 3 times as likely to be killed in an accident. Seat belt use interventions are one way to address this issue, and a student-led program in Kansas called Seatbelts Are For Everyone (SAFE) has increased seat belt use for the past decade. An evaluation of SAFE enabled decisions to be made about program improvement and expansion.

SAFE PROGRAM IMPLEMENTATION PROCESS



METHODS: Mixed methods examined multiple aspects of the SAFE program, including summative and formative results. Researchers investigated the program through (1) a quasi-experimental observation to explore whether seat belt use at schools implementing SAFE for the first time was higher than at non-SAFE and (2) stakeholder interviews at SAFE schools. Each method examined whether SAFE programs accomplished goals set by program staff and how SAFE could better meet schools' needs.

RESULTS: Summative results suggest that SAFE affects seat belt use. It is less influential on distracted driving but has a small but significant influence on that behavior. Stakeholders

cited infrastructure and functional challenges affecting implementation, highlighting ways in which SAFE program staff could improve program compliance and outcomes. Formative recommendations included curriculum support, sharing among SAFE schools, and increasing student leadership opportunities.

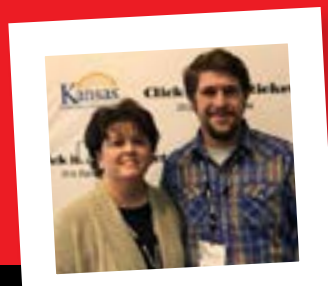
CONCLUSIONS: The evaluation of SAFE suggests that students are receptive to programs about seat belt and traffic safety. States may consider the recommendations for improvement of this program with other published evaluations and programs to determine how best to implement similar programs in their communities.

<https://www.tandfonline.com/doi/full/10.1080/15389588.2019.1657848>



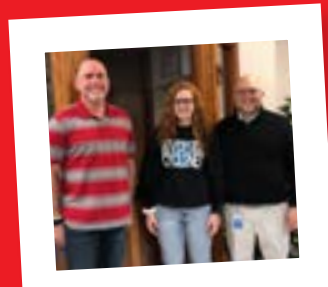
STUDENT *of the Month*

Throughout the year, adult sponsors are encouraged to nominate leaders of their SAFE team that they think exemplifies what it means to be a positive safe driving role model. Monthly winners are chosen by KTSRO. The SAFE Student of the Month is awarded a \$25 gift card and the overall winner for the 2019-2020 school year receives a \$250 scholarship.



GARETT HINZ has been the president of our school group called YAACL (Young Adults Advisory Council to the Library) last year when we added SAFE and again this year. Since adding SAFE to our group, Garrett has been a terrific role model to all students by sharing information about traffic safety and encouraging all students to wear their seatbelts. He would like to eventually be a police officer after graduation, so being involved in SAFE is a great way to gain experience in traffic safety. Garrett is an exemplary young man and deserves to be the SAFE student of the month.

GARETT HINZ, REMINGTON HIGH SCHOOL | NOMINATED BY **JODI JANZEN** | **OCT. 2019**



KAITLYN GEETING has been a very strong, vocal leader in our SADD group since the beginning. She has been an advocate for the SAFE and Booster Rooster programs conducting seatbelt surveys, educational opportunities and contests for K-12 grades as well as leading our RESIST and DARE efforts with the other leaders. She has stood up before city council and encouraged her peers to do the same when we made presentations and communicated with law enforcement and state representatives when addressing policies. She has been a great help all around working with her peers and the entire student body taking charge to lead and implement change.

STUDENT OF THE YEAR

KAITLYN GEETING, RIVERSIDE HIGH SCHOOL | NOMINATED BY **JIM CERA** | **NOV. 2019**



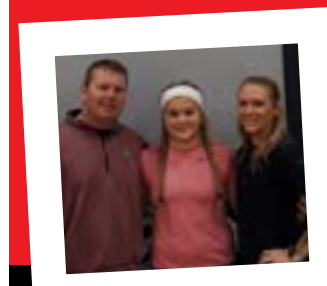
JADYN MEYER As a member of the SAFE team for the last two years, Jady Meyer has consistently proven her leadership skills. As the president of the Frontenac High School SAFE team this year, Jady has taken it upon herself to ensure that activities and events run smoothly. She has also been the only student to work on preparing items for student events at times. I would like to thank Jady for her hard work and dedication, and feel she is very deserving of the SAFE Student of the Month Award.

JADYN MEYER, FRONTENAC HIGH SCHOOL | NOMINATED BY **ANNI BEASLEY** | **DEC. 2019**



VINCENT PALEN has been instrumental member in our SAFE program since our program's origination. He volunteers for every benchmark and championed adding the SAFE logo to our athletic programs. Vincent suggested and participated in the planning/presenting of Booster Rooster at Beloit Elementary for 4 consecutive years. He is a valuable role model to our school community.

VINCENT PALEN, BELOIT JR. SR. HIGH | NOMINATED BY **STEPHANIE LITTON** | **JAN. 2020**



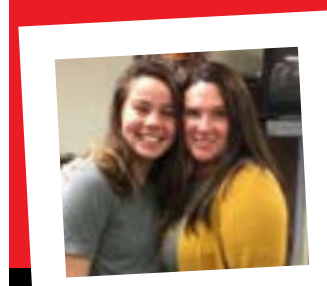
ANDIE WILSON worked hard to complete a mock crash, and a mock funeral, and has been in charge of the SAFE program with another FCCLA student, Emily Gilbert. They have been in charge of ensuring kids are aware of the importance of seatbelt safety along with other aspects of distracted driving. Andie and Emily also attended the KTSA workshop in Topeka and shared information with their schoolmates. They also took an FCCLA National Program STAR event to FCCLA district competition and qualified for STATE in April with their work through the SAFE program.

ANDIE WILSON, NORTHERN HEIGHTS HIGH SCHOOL | NOMINATED BY **MISTY DEDONDER** | **FEB. 2020**



BETHANY PLAKE goes above and beyond to ensure that SAFE activities are followed through. She is the first one to volunteer to do surveys. Most importantly she is a constant advocate for SAFE not only in her words but her actions. Bethany is involved in many activities but chooses to put SAFE at the top of her priority list and McLouth is grateful to have such a motivated and caring individual on our SAFE team.

BETHANY PLAKE, MCLOUTH HIGH SCHOOL | NOMINATED BY **NICOLE HINRICHSEN** | **MARCH 2020**



LILAH SERRER, as President of our National Honor Society Chapter, is also helping to head up our SAFE program. I look to Lilah for assistance in organizing our seatbelt check teams, because of her dependability, leadership, and outgoing personality.

LILAH SERRER, MADISON HIGH SCHOOL | NOMINATED BY **MARTIE HELM** | **APRIL 2020**



MISS KANSAS | *The Journey*



Annika Wooton
Miss Kansas 2019-2020

It was just about this time last year that I was crafting my presentation for the SAFE School Tour as Miss Kansas 2019. I had just stepped into the job of Miss Kansas that was over seven years in the making, and now had this incredible opportunity to travel the state and speak to so many students across Kansas to both share my message and also the importance of safe driving.

As many of the students in the SAFE programs heard this year, my journey to get to this point had a lot of ups and downs. I vied for the title and responsibility of being Miss Kansas six years in a row, thought I had aged out of the system, then the age range changed and I had one more bonus year to chase this dream. Number seven apparently really is a lucky number! Seeing as I had been looking forward to this journey for so long, once I finally got on the road to kick off the SAFE School Tour, I was over the moon excited, but I didn't quite know what would lay ahead of me.

I remember my very first presentation in Caldwell, Kansas that kicked off the tour, where

one of the students made a big "welcome" sign for me. I remember connecting with some young artists at Wheatland High School, and thespians at Perry-Lecompton. I remember one of the most special connections I made this year happening after my presentation at South Barber High School on a cold January day and in the most unexpected way. I remember each student who shared their own story with me about the moment their life changed and when they understood the importance of the decisions they make behind the wheel.

Before everything came to a screeching halt, 31 Kansas schools each made a unique impact on my heart. 31 schools opened their doors to a girl with a crown to talk about something I believe they already knew plenty about, thanks to the work of the SAFE teams across the state, but with a different kind of perspective as to why these things matter. 31 schools sat quietly and listened as I shared my story of resilience and perseverance, intertwined with empowering them to make a series of small and intentional choices behind the wheel so that they can ensure their futures.

It is thanks to the partnership we have with the Kansas Department of Transportation and SAFE schools across Kansas that I had the distinct honor of traveling this past year to communities I may never have interacted with otherwise. The connections that I made with students are some that I will treasure for years to come.

Of course, in March,

all of our worlds were flipped upside down. As clearly as I remember my very first presentation, I also remember sitting on my couch on a Friday evening in March watching as my appearances and presentations were canceled, one after another. I don't think any of us could have guessed how long this will last, and how much it will impact our world. But I will share with you something I often told the students at the end of these presentations - and it's something I've learned this year about the people in Kansas:

We are hardworking, resilient, problem solvers. Every day — whether we are in a rural area, a metropolitan, or somewhere in between — Kansans wake up with a purpose in mind. We have all been knocked down more than a few times. And we have all gotten right back up, brushed off the dirt, and turned back towards the sun to push forward in the direction of our dreams. We're a little bit stubborn, a lotta' bit passionate, and we will go to the ends of the earth for the people and the communities we care about.

As I sit here writing this, I know that we are all weathering this storm together, though the boats we are in may look and operate very differently. I can only imagine some of the challenges that Kansans are facing as we maneuver through this unbelievable time. However, regardless of the twists and turns in the road that we did not anticipate, one thing I know for sure is that we, as Kansans, will come out on the other side with



incredible stories to tell, lessons learned, and an even brighter future ahead of us as we continue to work hard, bounce back,

and support each other each and every day.

As for me, I joke that I'm now a Kansas trivia fact! I will continue to serve the state for a second year as Miss Kansas in whatever capacity that may look like. I sincerely hope that we will get to a point where it is safe for me to visit your schools again so that we can reconnect and share our experiences from this historic time. But if that's not the case, we'll just have to get creative!

To the schools and students I had the pleasure of interacting with this past year - thank you for welcoming me into your communities and receiving my message. To the schools I wasn't able to visit — let's connect one way or another in the year ahead! We have so much opportunity at our fingertips to pave the way for the generations ahead of us and to lead by example, as so many of our students in Kansas have already done with their involvement in the SAFE program.

Until we can see each other again, stay safe out there and continue to turn towards the sun and push forward in the direction of your dreams.





Kansas Teen Transportation Safety Conference

Nov. 6-7 | Capitol Plaza Hotel, Topeka



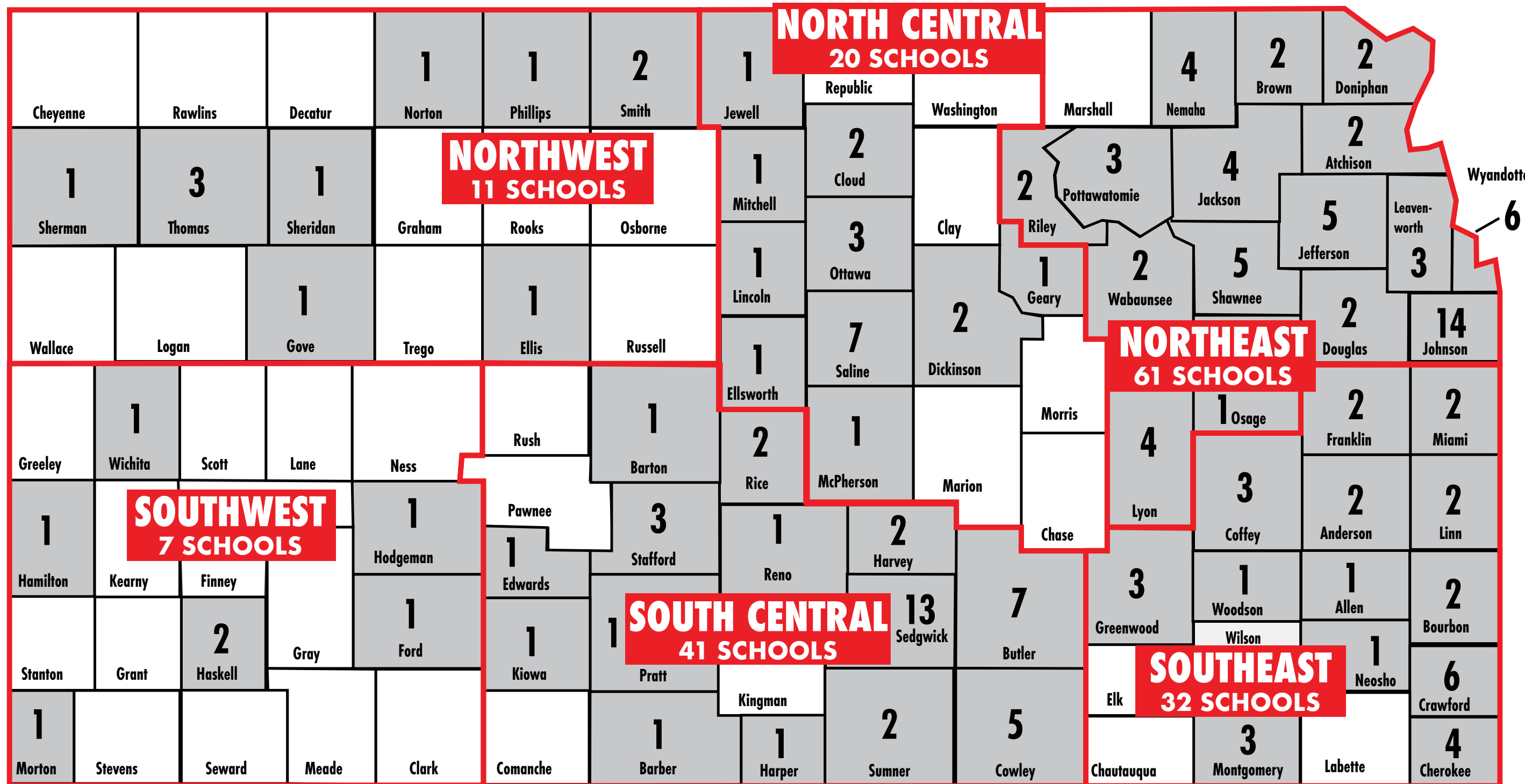
28 Schools Participating 212 Students Attending



PARTICIPATING SAFE *Schools*



REGIONAL DATA



172 Total Schools | 66 Counties | 6 Regions

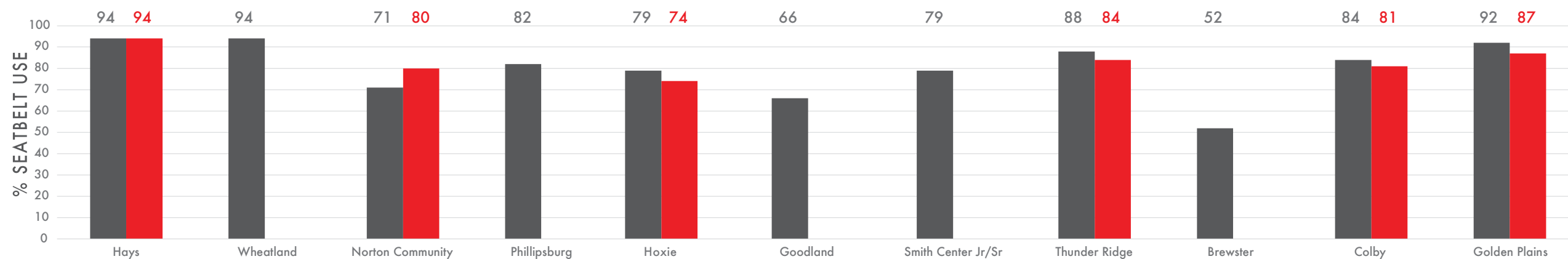


11
Schools
Participating
8
Counties



REGIONAL DATA

2019-2020 SEATBELT SURVEY | BASELINE VS MID-YEAR





20
Schools Participating
10
Counties



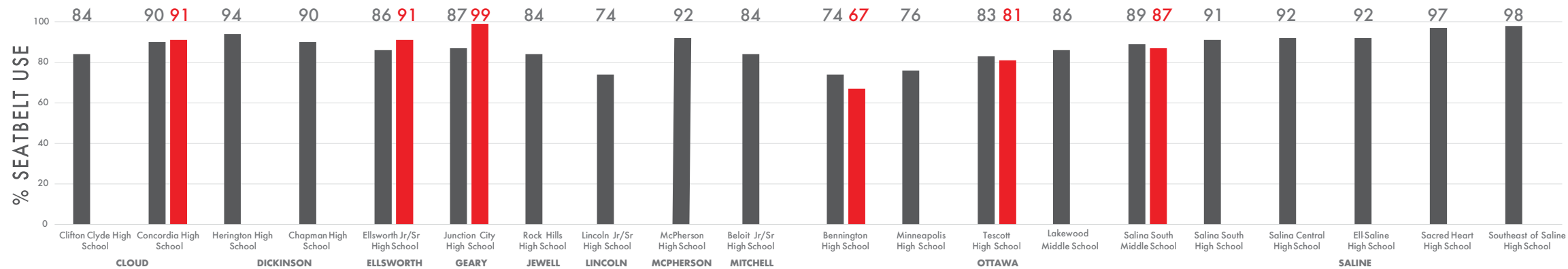
Herington
Railroad



REGIONAL DATA



2019-2020 SEATBELT SURVEY | BASELINE VS MID-YEAR





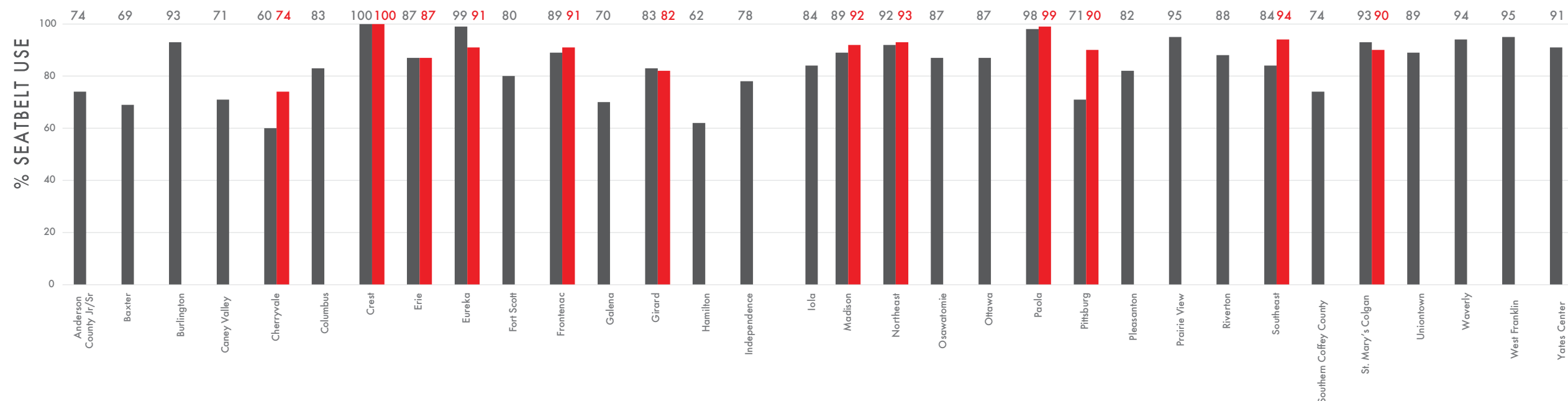
32

Schools
Participating

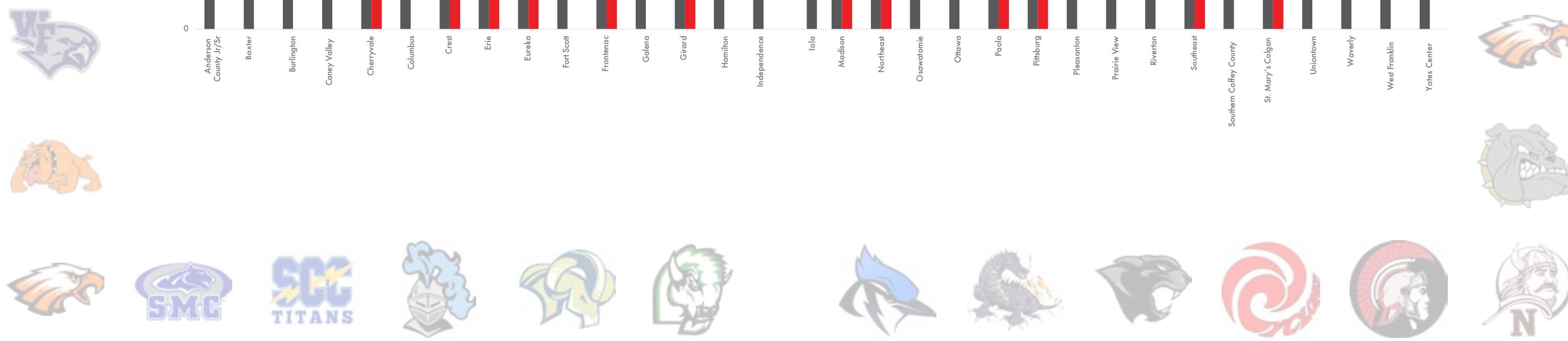
15

Counties

2019-2020 SEATBELT SURVEY | BASELINE VS MID-YEAR



REGIONAL DATA



SOUTH CENTRAL *Region*

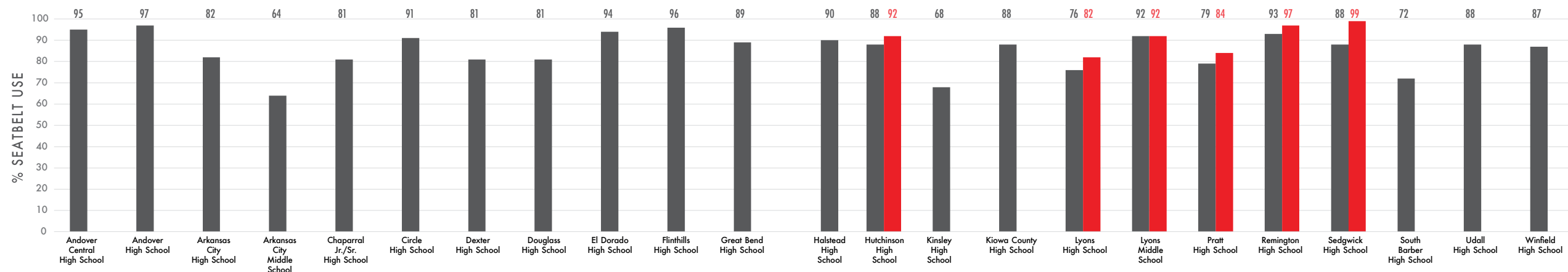
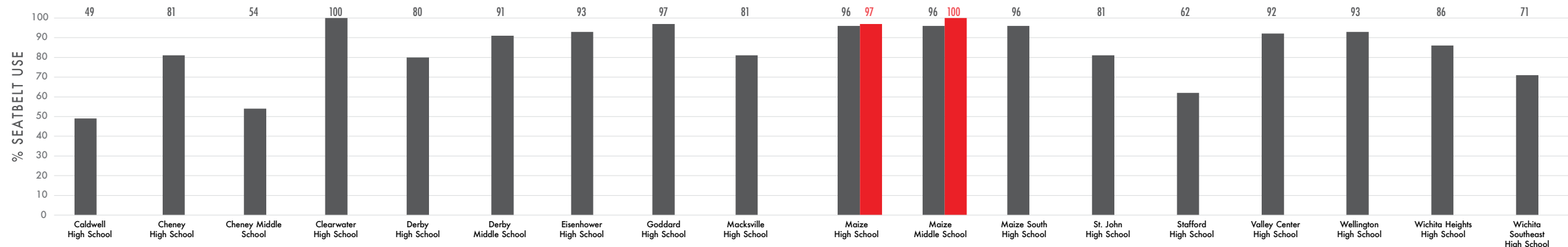


41

Schools
Participating

14
Counties

2019-2020 SEATBELT SURVEY | BASELINE VS MID-YEAR



REGIONAL DATA





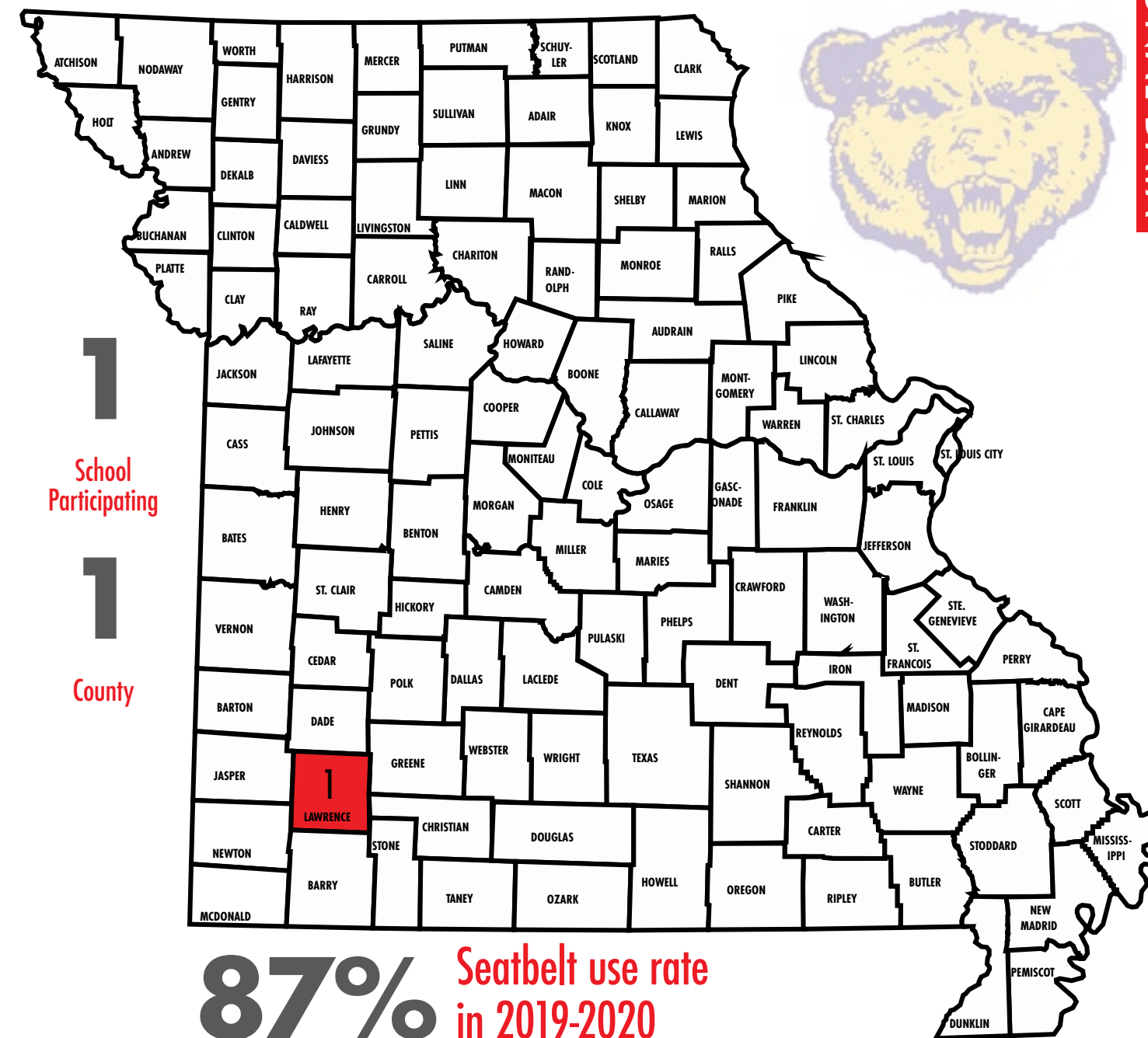
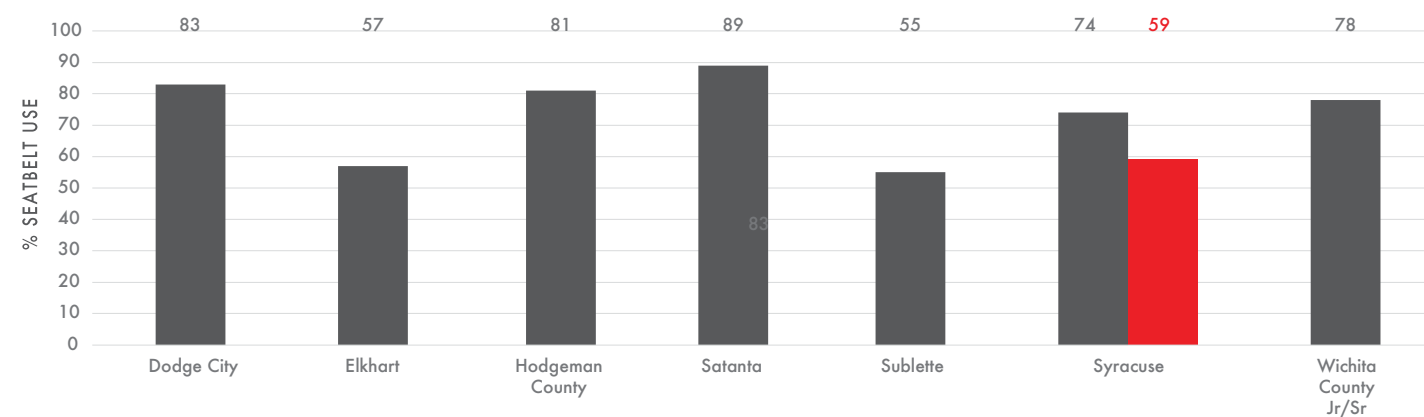
7
Schools
Participating

6
Counties

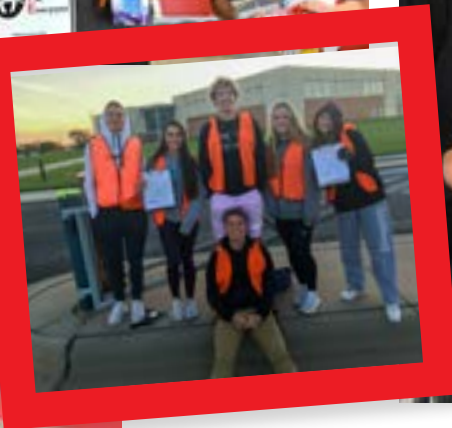


REGIONAL DATA

2019-2020 SEATBELT SURVEY | BASELINE VS MID-YEAR

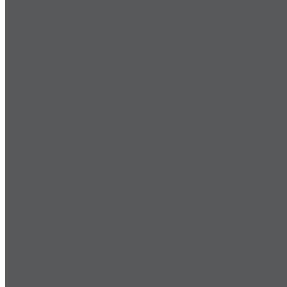


2019-2020 Annual Report





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Kansas Traffic Safety Resource Office

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Seatbelts Are For Everyone



I pledge to always wear my seatbelt and not text and drive.



KANSAS Traffic Safety
Resource OFFICE