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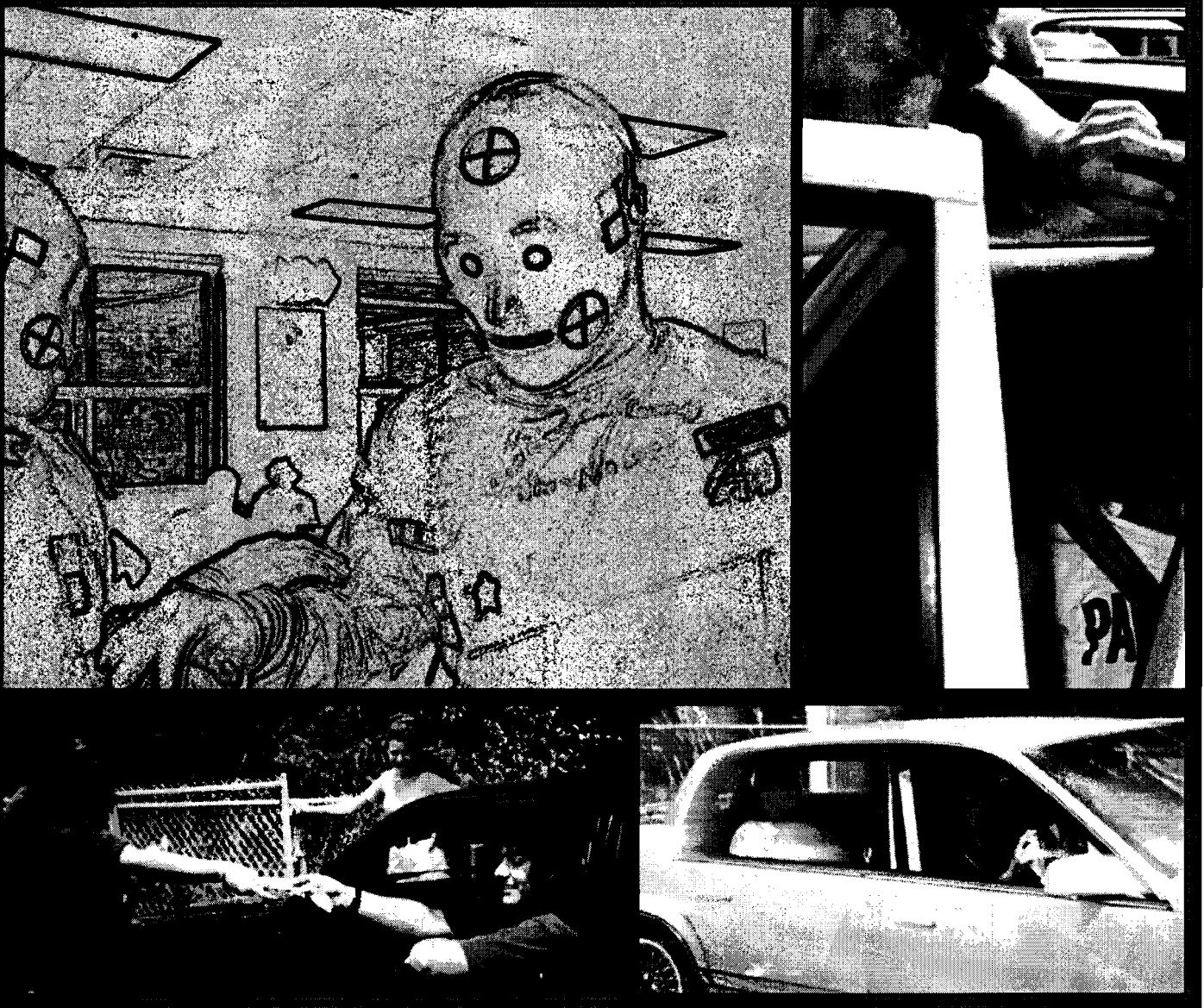
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High School Seat Belt and Alcohol Awareness Programs



**University of North Carolina
Highway Safety Research Center**

In cooperation with
North Carolina Governor's Highway Safety Program

October 1997



High School Seat Belt and Alcohol Awareness Programs

A report of high school programs conducted
during the 1994-95 and 1995-96 school years

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13. ABSTRACT High school student seat belt and alcohol awareness programs conducted in 140 North Carolina schools during 1994-95 and 1995-96 are summarized. Program content was developed by the University of North Carolina Highway Safety Research Center, with support from the North Carolina Governor's Highway Safety Program. The objective was to increase seat belt use and awareness of alcohol issues among teenage motorists through peer-led programs at high schools. Schools conducted seat belt use surveys and gathered innovative ideas, leadership sources and recommendations for future programs to reach the youth population. Emphasis was placed on recruiting schools within counties with higher-than-average teen crash rates. Training workshops were held at colleges across the state to develop and implement program ideas, set up research methodology, collect data, and evaluate program effectiveness. Student leaders were encouraged to use community resources in coordinating campaigns. Comparisons of pre- and post-program observational surveys indicated that approximately 34,000 teenagers who once did not use seat belts began to do so during these programs. Responses to surveys of teenage drinking revealed lower rates than popular perception held.			
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Project Summary:

In North Carolina, one in four 16 year olds is in a motor-vehicle crash during that first year of driving. The rate for 17-year-olds remains high at one in five. In nearly half of these crashes, someone is killed or seriously injured (NCDOT, 1995). As both drivers and passengers, teen-agers are disproportionately involved in crashes compared with people of other ages.

The UNC Highway Safety Research Center, with funding from the North Carolina Governor's Highway Safety Program, developed a program in 1993 to help high schools across North Carolina design and carry out seat belt and alcohol awareness programs. The objective of this effort was to increase seat belt use and awareness of alcohol issues among teen-age motorists by providing grants (up to \$500 per school) to conduct peer-led programs at the high schools. Schools were required to conduct belt use surveys as part of their applications and periodically during the programs. In addition to increases in belt use and awareness of alcohol issues, the project looked for innovative ideas, leadership sources and recommendations for future programs to reach the youth population.

Since the project inception, 256 programs have been conducted in 76 of the state's 100 counties. Special emphasis was placed on recruiting schools within counties with higher-than-average teen crash rates. Training workshops were held at colleges across the state. The process was designed to treat the students as the creative, bright, young adults that they are. This concept aimed to provide students with skills to develop and implement program ideas, set up research methodology (collect seat belt data) and evaluate the effectiveness of their programs. They were given ideas and facts, but were told to use their own creativity to design programs to change the negative behaviors of their peers.

This report summarizes the 1994-95 and 1995-96 programs conducted by North Carolina schools. Student leaders were encouraged to use a variety of community resource people in coordinating their campaigns. Some schools staged mock car wrecks with the help of local police, fire departments and emergency medical technicians. Other schools invited local attorneys, judges and auto insurance representatives to help conduct mock DWI trials on their campuses. Many schools were able to get donations from local businesses.

Since 1993, more than 200,000 North Carolina high school students have received information about the importance of seat belt use and the dangers of drinking and driving. Although the effect of the alcohol component of the programs is hard to gauge, changes in seat belt use were examined. Comparisons of pre- and post-program observational seat belt surveys indicated that approximately 34,000 teen-agers who once did not buckle up began to do so during these programs. If these teens continue to buckle up, this increase in belt use will ultimately reduce approximately 143 serious or fatal car crash injuries among teens to less serious injuries and save an estimated 30 lives.

Table of Contents:

Teens: Why are they at risk? 1
Inexperience, speeding, driving impaired and driving without a seat belt make driving risky business for teens.

Seat belts and teen-agers 2
Research shows teens are less likely to buckle up than older drivers.

Drinking and driving 4
Teens, alcohol and automobiles are a deadly mixture. North Carolina high school students talk about the problem and how to combat it.

Seat belt and alcohol awareness program details 7
N.C. high schools were invited to attend regional workshops where students learned about the program.

Program increases belt use 9
Student-conducted seat belt surveys show that more teens are buckling up.

Program targets high-risk counties 10
The project made special efforts to target schools in counties with higher-than-average crash rates for teen drivers.

Is drinking cool? 11
Teens from five N.C. high schools tell about their experiences with alcohol.

1995-96 School activities. 14
1994-95 School activities 34
These brief descriptions detail the high school programs conducted during the 1995-96 and 1994-95 school years.

Survey of program 45
Students and advisors tell us what they think of the program.

The number one killer of teen-agers every year:
Car crashes claim thousands of young lives

Inexperience and risky behaviors can make driving deadly business for teen-agers.

Motor vehicle crashes are the number one killer of teen-agers in the United States.

We read the sad stories of these deaths in newspapers and magazines everyday. We hear about them on television and radio. Young lives snuffed out in one blinding moment.

Inexperience claims many. Reckless behavior such as speeding, driving impaired or not wearing a seat belt takes many others.

According to the National Safety Council in Chicago, motor vehicle crashes were the number one killer of teen-ages ages 15 to 24 in 1991.

Their figures for that year show that 32 percent of all teen deaths were caused by motor vehicle crashes; 22 percent were due to homicides; 13 percent were from suicides; 10 percent from other unintentional injuries; and 23 percent from all other causes.

In 1994 alone, 5,619 teens between the ages 13 and 19 died on the nation's highways, according to the Insurance Institute for Highway Safety in Arlington, Va.

In North Carolina that year, 312 young adults between the ages of 15 and 24 were killed in motor vehicle



Deadly driving habits: 32 percent of all U.S. teen deaths in 1991 were caused by motor vehicle crashes. Inexperience and risky driving behaviors place the teen fatality rate higher than the rate for other age groups.

crashes, according to the N.C. Department of Transportation.

It's statistics like these that have brought forth the need for programs that attempt to change the mindsets and behaviors of young adults.

Taming reckless behavior, however, isn't easy. Bringing home to teens the reality of their own mortality is even harder.

"We have discovered in focus groups with high schoolers that teens often have a hard time relating to the idea of their own death. Teens need to be reminded of the interplay between their risky behavior and their own mortality," said Lauren Marchetti, project director of the program, which is coordinated and monitored by the Center.

In 1994 in the United States, 5,619 teens, ages 13 through 19, died in motor vehicle crashes. That year 312 teens, ages 15 through 24, were killed in motor vehicle crashes in North Carolina.



Buckling up

Changing teen-age seat belt habits can save young lives

Teen-age girls indicated they were less likely to buckle up when they were dressed up. They said they didn't want to wrinkle their outfits.

Seat belts and teen-agers don't always have a good working relationship.

At least that's what researchers at the UNC Highway Safety Research Center have discovered through years of collecting data on the driving habits of North Carolinians.

"Statewide seat belt surveys in North Carolina have confirmed that young adults, as a group, buckle up less often than older adults," said Don Reinfurt, Deputy Director of the UNC Highway Safety Research Center.

Data collected by teens participating in the Center's High School Seat Belt and Alcohol Awareness Program over the past four

years also indicate that the buckle-up habit among high schoolers has a lot of room for improvement.

In 1996 for instance, the average reported belt-use rate at the start of the program among the 62 participating schools that submitted final reports, was 73 percent. Some schools, however, started out with belt-use rates as low as 36 percent.

Why is belt use among teens so low?

"Teens, as a general rule, tend to be risk takers," said Lauren Marchetti, of the Highway Safety Research Center. "They are usually more impulsive than older drivers."

Posters Promote Safety

A series of posters geared toward high school students is one of the things helping to change teen-age buckle-up behavior. Three posters designed by Center staff in 1992 are often used by county health departments and N.C. high school students conducting seat belt awareness programs at their schools.

To get ideas about why teens don't buckle up and what sort of poster messages would be most effective, Center staff met with high school students in focus groups. In these groups, teen-age girls indicated they were less likely to buckle up when they were dressed up.



More teens buckling up: Since the inception of the Seat Belt and Alcohol Awareness Program in 1992, belt use has increased by 17 percent among the populations of participating North Carolina high schools.

"They said they didn't want to wrinkle their outfits," Marchetti said.

With this in mind, the Center geared one of their posters toward this audience.

"Not wearing a seat belt can be murder on your clothes," reads the headline of the poster in bold white type against a black background. A pink prom dress, blood-stained and cut open in the back, is the visual for the poster. The smaller type reads: "Jessica looked for weeks for the perfect dress. That night, because she didn't want to get it wrinkled, Jessica didn't buckle her seat belt. But it wasn't the seat belt that ruined her dress. It was the windshield. And the paramedics who cut it off her to save her life."

One of the things many of the young guys told us in the focus groups was that seat belts were uncomfortable. We wanted to get across to them that they weren't nearly as uncomfortable as having to learn to walk again.

Road Kill

Talking with teens in the focus groups also revealed that high school boys are less likely to buckle up when they are in situations where they want to "look cool."

The second poster in the series addressed that idea.

"Road Kill" reads the bold yellow headline. A leather jacket is splayed across the gold center line of a highway. Shattered glass surrounds it. The smaller text reads: "Michael saved for months to buy his leather jacket. And he took good care of it. Nobody looked as cool in leather as he did. Way too cool for seat belts. When the State Trooper found Michael, he was still wearing his leather jacket. It wasn't in very good shape anymore. Glass and pavement had taken their toll on the jacket. And on Michael."

Finishing the Season

The third poster was also geared toward teen-age males, Marchetti said.

The main type reads: "A few seconds to buckle up and he could

have finished the season." The image is of the inside of a car seen through a shattered windshield. A bloody, torn letter jacket lies disheveled in the front seat. The small text reads: "Tom earned his letter jacket the hard way and he wore it everywhere he went. The jacket made his seat belt feel uncomfortable, so he quit buckling up. The paramedics noticed the jacket as they cut it off him after the wreck. Now Tom won't finish the season. He's too busy learning to walk again."

"One of the things many of the young guys told us in the focus groups was that seat belts were uncomfortable," Marchetti said. "We wanted to get across to them that they weren't nearly as uncomfortable as having to learn to walk again."



Buckled and smiling: Students at Red Springs High School receive prizes for wearing their seat belts.

Deadly brew: cars, teens & alcohol

Underage drinking and driving is a national problem claiming thousands of lives each year

Seventeen-year-old Jason says he drinks to impress his buddies and to prove that he can hold his liquor.

Rodney, 16, says he drinks because there's nothing else more interesting to do in his small North Carolina town on Friday nights.

Sharon, 17, drinks because she

says alcohol makes her feel more at ease at parties.

All three are North Carolina high school students.

All three have driven impaired. Although their names have been changed, their stories haven't. It's stories like these that are important to

researchers at the UNC Highway Safety Research Center. In fact, it's stories like these that the Center's staff collect in an effort to understand why teen-agers drink, why they drink and drive, and how to change these potentially deadly behaviors.

Teen Focus Groups

In spring of 1995, the Center conducted a series of focus groups with students from three Triangle high schools.

The purpose was to talk with youth about risky teen driving behaviors and what they thought could be done to improve them.

These sessions proved invaluable. Ideas generated at one high school in particular — Ravenscroft School in Raleigh — snowballed into themes for three posters and a 60-second public service announcement about drinking and driving produced by the Center in fall 1995.

The announcement, which also comes in a shorter, 30-second version, and the posters, which are 24" x 36", are targeted toward teen-agers.

They were used by the 78 North Carolina schools that conducted alcohol and seat belt awareness programs in 1996. County health departments, police and fire departments and organizations concerned about traffic safety are others who use them.



Looking deadly: William Vargas, 17, a senior at Mooresville High School, roams the school as a cautionary reminder for students to buckle up and to not drink and drive.

Teen Drinking & Driving

Underage drinking and driving is a national problem claiming thousands of lives each year.

According to the Insurance Institute for Highway Safety in Arlington, Va., 26 percent of fatally injured male drivers in the United States in 1995, ages 16 to 20, had blood alcohol concentrations of 0.10 percent or greater. The proportion for female drivers of the same age was 11 percent.

The Institute also found that teen-age drivers with blood alcohol concentrations in the 0.05 to 0.10 percent range are far more likely than sober teen-age drivers to be killed in single-vehicle crashes — 18 times more likely for males, 54 times more likely for females.

In North Carolina underage drinking and driving is also a problem.

According to the N.C. Administrative Office of the Court, 7,396 teens, ages 16 to 20, were arrested on driving while impaired charges between July 1, 1994 and June 30, 1995.

Changing Deadly Behaviors

In discussing ways of combating teen drinking and driving, Marchetti said students participating in the focus groups had very specific suggestions.

"The students told us that they felt it was important to cover both the issue of teen-age drinking and the issue of drinking and driving," she said.

Teens participating in the focus groups also counseled Center staff to avoid patronizing messages.

"Don't preach. Use real examples of real people," one teen said. Another student told staff: "Show what can really happen." Yet another teen said: "Show how drinking and driving can affect our future."



Your best friend's funeral: North Carolina high school students told HSRC staff during focus group sessions in the Summer of 1995 that they would have a hard time living with the knowledge that they had killed a friend while driving impaired. That idea helped spawn the making of this poster.

Poster Power

The posters use strong images and pointed language.

"I bought the beer. But my best friend paid for it," reads one in clear, white letters over the image of a dreary blue-grey cemetery funeral scene. A despondent-looking teen-ager, leg in a cast and leaning on crutches, views the funeral from a distance.

The smaller text of the poster reads: "Beer was cheap at first. Only a few bucks. I paid it. When drinking cost my grades, I paid it. When it cost my spot on the team, I paid it. But when it cost a life, my best friend paid it."

Taking it to TV

This funeral theme was also the subject of a public service announcement. Steve Murray, a Raleigh photographer, donated much of his time to photograph the posters and to film a mock funeral coordinated by the Center in August 1995 at Oakwood Cemetery in Raleigh.

More than 40 students from Ravenscroft School turned out for the funeral, said Bill Tolbert, a research associate at the Center who helped organize the event.

"We were out there for several hours in the heat of the day," Tolbert said. "One of the local funeral homes loaned us one of their best caskets for the shooting. Unfortunately, it was also solid oak and weighed a ton, especially after those guys who were the pallbearers had hauled it around for a couple of hours!"

Hugging Johnny

The other two posters address different aspects of the teen drinking problem.

"One alarming thing we found from talking with students is that more and more teen-age girls are drinking specifically to get drunk," Marchetti said. With that in mind, the Center staff geared one of their posters toward teen-age females.

It features a teen-ager with her head bowed over a porcelain toilet in a dark bathroom.

"Will you be hugging Johnny tonight?" reads the larger text across the top. In smaller letters underneath, it says: "Great music. Great party. Alcohol doesn't make it better. It makes you sick. And if you drink and drive, it can make you dead."

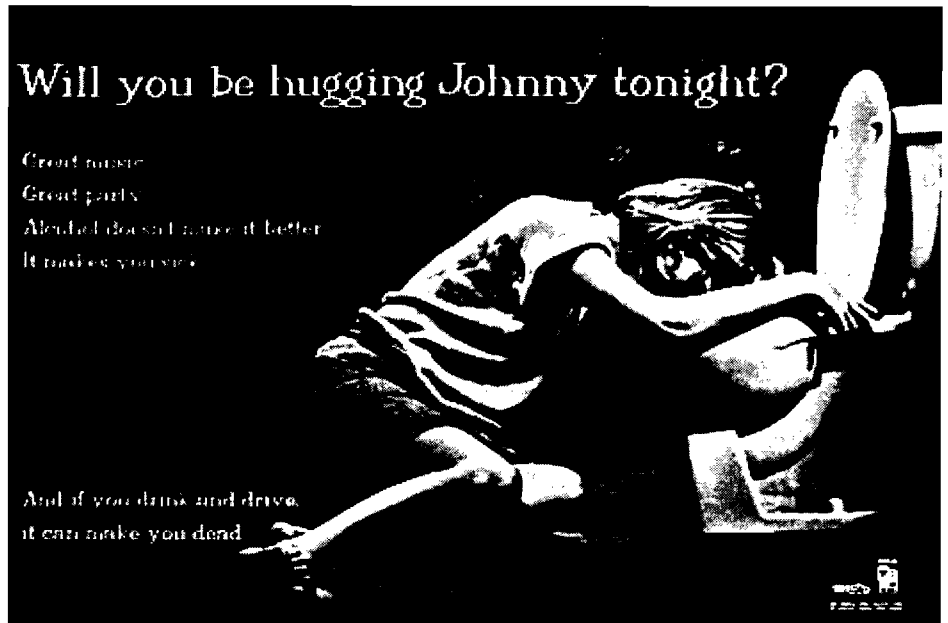
DWI Conviction

The third poster depicts a graduating high school class. They are photographed from the back. All wear white caps and gowns with the exception of one student who wears an orange graduation gown with prison numbers across the back.

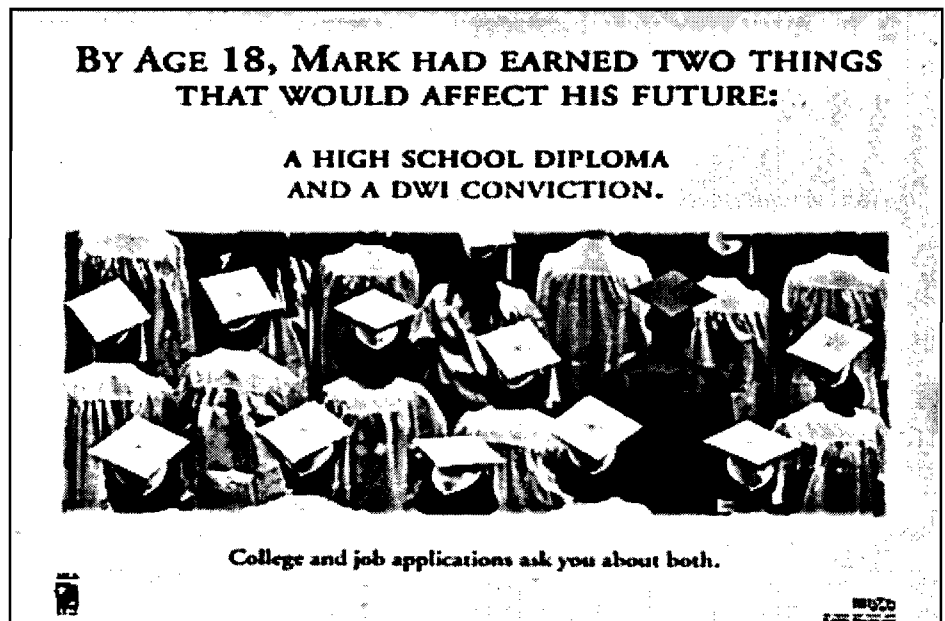
The text above the picture reads: "By age 18, Mark had earned two things that would affect his future: A high school diploma and a DWI conviction."

In smaller letters below this scene are the words: "College and job applications ask you about both."

"We found from talking with teenagers that many were unaware that a DWI conviction will follow them into the future," Marchetti said. "Most didn't realize that. They thought of it as something minor, something that had no ramifications on their lives after high school and that's just not true."



Not feeling so good? The idea for this poster came from high school students at Ravenscroft School in Wake County during a focus group session in the Summer of 1995.



Looking to the future: During focus group sessions with HSRC staff, college-bound high school students seemed particularly concerned about the repercussions a DWI conviction would have on their future. This poster elaborates on that idea.

Safer driving: next exit

High school program puts teens on the road to highway safety

Legwork and logistical planning is what goes into putting together the N.C. High School Seat Belt and Alcohol Awareness Program sponsored by the Governor's Highway Safety Program and the UNC Highway Safety Research Center.

Since its inception in 1993, including the just-completed 1996 awareness project, the program has reached approximately 200,000 students.

In that time, high schools in 76 of the state's 100 counties have implemented the creative ideas of their student leaders. These ideas are designed to change risky teen-age driving behaviors — specifically, to get teens to stop drinking and driving and to start using their seat belts.

More Teens Buckling Up

The effects of the alcohol component of the program, which has been in effect since 1994, are hard to gauge. Student-conducted seat belt surveys, however, show that more teens are buckling up.

These surveys, which are a required part of the program for participating schools, show an overall seat belt-use increase of 17 percent among the students over the course of the four years the program has been in effect. That means that approximately 34,000 teen-agers who once didn't buckle up, now do so regularly.

Assuming that these teens continue with the buckle-up habit after high school, substantial injury reductions can be predicted in subsequent years. Additionally, it is estimated that since its inception in

1993, the program has reduced approximately 143 serious or fatal car crash injuries among those newly buckled-up teens to less serious injuries and saved an estimated 30 teen-age lives.

"This is a program that has shown over time to work," said Lauren Marchetti, project director of the program. "One of the reasons for its success is that the students themselves are the ones who plan, coordinate and implement their individual school's program."

"Often, teens have a better idea about how to reach out and change the destructive behaviors of their peers than adults do," she said. "This project gives them a sense of social responsibility for their own behavior and for changing the harmful conduct of others. They're using their wonderfully creative energy to save lives."

Teen-age Creativity

Workshops are held throughout the state each year by Center staff to help students generate ideas for projects they can do at their school.

Students are very innovative in reaching their peers, Marchetti said.

In the past, some schools have staged mock car wrecks with the help of local police, fire departments and emergency medical technicians. Students placed wrecked cars on the front lawns and football fields of their schools, surrounded them with beer cans and posed students in the vehicles as victims of the crashes.



You can learn a lot from a dummy: Since the inception of the seat-belt awareness program in 1992, belt use has increased by 17 percent among the populations of participating high schools.

Other schools conducted mock trials on their campuses, inviting local attorneys, judges and auto insurance representatives to walk the student body through the steps leading to a driving while impaired conviction and then hammering home the repercussions following it.

Still other schools had a student dressed as “the grim reaper” hand out coupons for discounts at make-believe funeral parlors to students leaving the campus unbuckled.

Workshop Details

In implementing the 1996 awareness project, HSRC staff conducted six workshops in October of 1995 at colleges and universities throughout the state.

An “idea exchange” between the schools during the workshops allowed students to share and learn about successful school programs of previous years. Workshop participants also learned how to apply for mini-grants of up to \$500 to fund their programs as well as how to safely conduct accurate seat belt surveys of their student population.

One hundred and nine schools sent representatives to the workshops. Three to 4 student leaders from each school attended along with an advisor.

Workshop locations were chosen to attract teens from areas with traditionally low seat belt use — specifically the western mountainous region and the eastern coastal plain of the state. An attempt was made to spread out workshop locations so students wouldn't have to drive more than two hours.

Mini-Grant Applications

Seventy-eight schools applied for grants. These were reviewed by HSRC staff who offered suggestions, when necessary, to strengthen various school's program agendas. Baseline

seat belt survey results were required with each application and were reviewed by Center staff.

Itemized budgets, which were part of the application form, were evaluated to insure they fell within state and federal guidelines. Mini-grant funds can be used to buy program supplies and small incentive prizes but not expensive or cash prizes.

Some schools solicited the help of local business to donate money or larger prizes. Although HSRC staff encouraged students to involve their community in their program, it was not a required part of the application.

Schools were asked to list project goals in their applications and to give specific dates for their activities, including when mid-program and final seat belt surveys would be conducted. Students understood it might be necessary to amend their agendas during the course of the program as unforeseen circumstances cropped up. Each school's program was required to extend at least 4-6 weeks.

Signatures of support for the program were required from each school's principal, the faculty advisor supervising the program and a student representative. A letter of support from the principal was also required.

Some schools had to change or augment their grant applications in order to meet the requirements. In the end, however, all 78 schools received grants. Amounts awarded varied depending on the request of the school, but none exceeded \$500.

Schools were notified of their awards in mailings posted in December 1995. A sample news release was included in this mailing so schools could share their honor with their local paper and community.

Powerful Programs

From January through June 1996, as schools conducted their programs, student leaders frequently called HSRC staff to discuss new ideas, get answers to questions about new budget items or simply relay exciting news about their program.

A program monitor from the Center was assigned to follow the progress of each school's program. Center staff also attended some of the kick-off events and activities at the schools.

In May 1996, final report forms for the program were sent to the schools.

Reports were due June 30, 1996. Most schools turned them in on time, but some requested extensions so as to monitor belt-use over the summer. These schools were given a new deadline of Sept. 15, 1996.

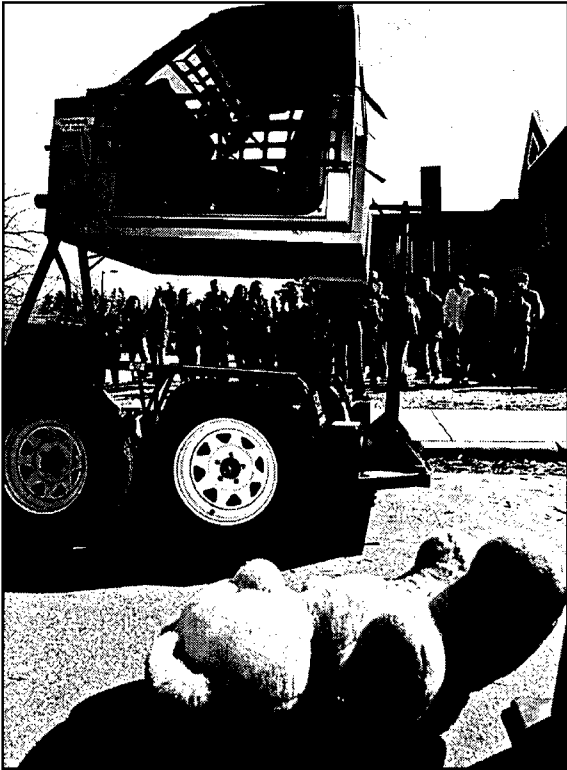
A few schools failed to turn in final reports. These prompted calls from HSRC staff.

Many schools, however, went so far as to send program paraphernalia such as T-shirts, videos, buttons, cups, printed materials and posters along with their final paperwork.

“This is a project that can make a difference,” Marchetti said. “Some schools have had incredible success stories about students involved in serious car crashes whose lives were saved by wearing seat belts.”

High school program increases seat belt use

Ten schools finish the school year with seat-belt use rates of 90 percent or higher



Rollover realism: Students at Mooresville High School learn from a rollover convincer what could happen to them if they don't buckle up.

Teen-age buckle-up habits have improved because of the Seat Belt and Alcohol Awareness Program.

The 62 schools participating in the 1994-95 program saw an average belt-use increase of 14 percentage points.

The 78 schools that conducted 1995-96 programs increased their belt usage on average by 9 percent.

This data was collected by the high school students themselves during morning surveys of their

school's parking lot as students arrived at school.

Seat belt surveys, where students checked the cars of their peers as they arrived at school to see how many drivers and front-seat passengers were buckled up, were a required part of the awareness program. Their purpose was to give students feedback on their program's success. They were asked to conduct a baseline seat-belt survey prior to the start of their program, one mid-point in the program and one at the program's conclusion.

Final surveys often coincided with end-of-year activities like prom or graduation. Sixteen schools have pending reports for 1996 and did not turn in mid-line or final surveys. Six schools participating in the 1995 program did not turn in final reports.

Seat-Belt Surveys

At the workshops, the importance of collecting unbiased data was emphasized. Students were instructed to collect data unannounced in the morning without using incentives. How carefully these instructions were followed is unknown.

Students were also cautioned at the workshops about situating their surveyors in safe look-out points

where they would not be in the line of traffic.

For each car that arrived in a school's parking lot, students were asked to record the gender of the driver and front-seat passenger and whether or not they were buckled up. They were also asked to indicate whether the vehicle was a car; a mini-van, pick-up truck or utility vehicle; or a full-sized van.

Survey Results

Data reported by students at 62 participating schools in 1996 indicated that all but 10 schools had increases in seat belt use. Forty-five schools began their 1996 program at or below the state-wide seat-belt use rate of 80 percent. Baseline surveys of seat-belt usage rates ranged from 36 percent to 97 percent with a baseline average of 73 percent.

Seat-belt use rates increased between 1 and 37 percentage points during the course of the school's 1996 programs. Ten schools finished with rates of 90 percent or higher that year.

In 1995, the 55 final reports showed an increase in seat belt use in all but 5 schools. Fifty-eight schools began their program at or below the state-wide seat-belt use rate of 80 percent. Baseline surveys of seat-belt usage rates ranged from 33 percent to 90 percent in 1995 with a baseline average of 67 percent.

Seat-belt use rates increased between 6 and 43 percentage points among participating schools during the course of the 1995 program.

Thirteen schools finished with rates of 90 percent or higher that year.

Workshops target counties with high risk

In conducting this project, a special effort was made to target high schools in counties with a higher-than-average crash rate for teen-age drivers.

Using N.C. Division of Motor Vehicles crash data for 1990 through 1994, we ranked each county according to their serious and fatal injury crash rate for drivers ages 14 through 18.

Then, the superintendents and high school principals in at-risk counties, whose schools had not participated in the program in previous years, were sent a special mailing. These mailings informed them of their counties' crash rates and invited their high schools to participate in the program. This strategy generated several calls from representatives of various county superintendent's offices wanting to organize the

participation of the schools in their counties.

Additionally, all the principals of public and private high schools in the state, advisors of school SADD clubs, student government organizations and Health Occupations Student Associations and school system superintendents received at least one mailing listing the workshop dates and locations.

An advance notice flier served as the project's first information mailing. The flier briefly described the program, grant eligibility and provided workshop dates and locations. It was sent to all the groups listed above.

Mailings to principals and superintendents included letters that explained the program in more detail and urged their participation. Superintendents were included in the mailings to inform them that schools in their districts may want to participate and to enlist their support.

Several weeks after the advance mailing, a second letter was sent to the principals. This mailing included workshop agendas, registration materials and site maps.

The advisors of school SADD clubs, student government organizations and Health Occupations Student Associations received cards notifying them that their principals were receiving registration information.



Dead man walking: A deadly looking door decoration made by students at Red Springs High School shows what can happen if you drink and drive.



Teen drinking:

N.C. teens tell us what they think

Is drinking cool?

That was a question recently posed to approximately 2,500 North Carolina high school students in a 21-question survey about youth and their use of alcohol.

According to the results, which were compiled and analyzed by the UNC Highway Safety Research Center, 62 percent of those surveyed said drinking is not cool while 38 percent said it is.

The survey was a reprint of one published by USA Weekend in the fall of 1994. HSRC staff gave it to schools attending the 1995 and 1996 workshops. Several schools expressed interest in using the survey as part of their program. HSRC staff offered to analyze the results for schools.

Presented here are highlights from five schools that submitted data for analysis in 1995. Nearly 2,500 students completed the survey, resulting in around 2,000 usable questionnaires from 544 freshmen, 480 sophomores, 568 juniors, and 401 seniors.

Fifty percent of the respondents were male. Although schools reportedly distributed the surveys to entire grades to gain representation from all students, there is no way of knowing if the results were biased in some way.

What Students Told Us

Overall, 38 percent of the students surveyed said they drink alcohol.

Surprised the figure is so low? Many are — including students themselves.

In fact, some of the more interesting findings indicate that *all* the students overestimated the number of their peers who drink.

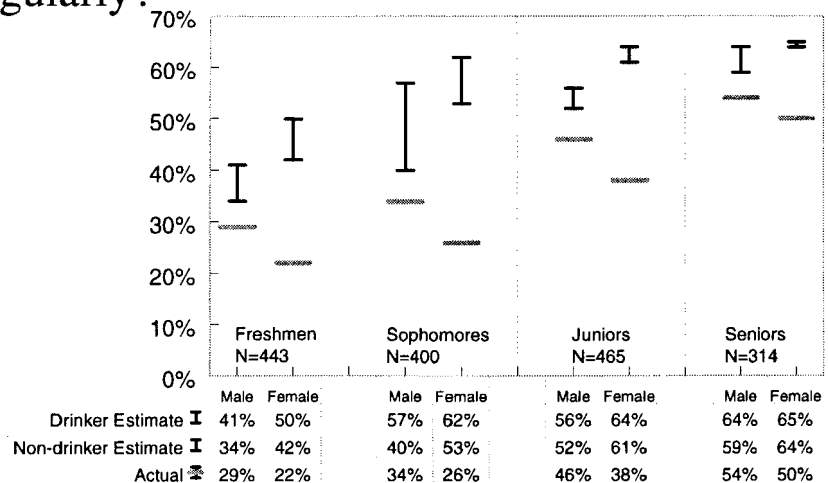
When we presented these data at the 1996 high school workshops, many students disputed the findings. One remarked, "I just can't believe that only 52 percent of seniors said they drink. At our school, it's a lot higher."

According to Bill Tolbert, a research associate at the Center, "Everybody all across the board overestimated the amount of drinking that was going on. This goes back to that perception thing — the perception that everybody's doing it."

"Everybody all across the board overestimated the amount of drinking that was going on. This goes back to that perception thing — the perception that everybody's doing it."

The graph below shows the estimated percentage of peers who drink for males/females and drinkers/non-drinkers by grade. The actual number of drinkers for each category appears as a straight line below the estimates.

What percentage of your classmates drink regularly?



Source: Teens and Alcohol Survey of Five High Schools
UNC Highway Safety Research Center--1995

Although the results showed that 29 percent of freshman males drank, freshman male drinkers who were surveyed estimated that 41 percent of the population drank and freshman male non-drinkers estimated that 34 percent drank.

Females also over-estimated the amount of drinking going on.

The survey showed that 22 percent of freshman females drank. Freshman female drinkers who were polled, however, estimated the figure to be 50 percent of the population and freshman female non-drinkers thought that 42 percent of the student population drank.

Drinking To Get Drunk

Perhaps the most disturbing finding in these data is that many drinkers said they drink specifically to get drunk. Thirty percent of the males surveyed said they drank to get drunk while 24 percent of the females said they did so.

By far, the most frequent location for teen drinking among those surveyed, both male and female, was in homes.

Seventy-two percent of the females and 60 percent of males said they drink in homes. Drinking in cars was cited less than six percent of the time.

Getting Alcohol

How hard is it to get alcohol? Seventy-nine percent of the students said it was “easy.”

The most common way of getting it, they said, is from “other kids” or from “over-21 friends and relatives.”

Forty-one percent of the females surveyed said they have cooperated with drinkers by “dating or partying with them” while 44 percent of the males responded the same.

Table 1

	Percent 'Yes'
Do kids change after drinking?	90%
they become more fun and relaxed.	51%
they become more violent, aggressive.	64%
they become more casual about sex.	63%
they become reckless drivers.	70%

Table 2

Of you classmates, who has more . . .	Drinkers	Non-drinkers	No difference
Fun	19%	34%	47%
Trouble	71%	5%	24%
Friends	20%	23%	57%
Good grades	3%	65%	32%
Self-respect	4%	59%	37%

Saying No To Alcohol

When students who drank were asked what it would take to get them to stop drinking, 88 percent of the females said they would stop if they got pregnant and 52 percent of the males said they would stop if they caused a pregnancy.

Eighty-one percent of the females also responded that they would stop if they lost a friend to drunken driving while 68 percent of the males responded that way.

Why Some Teens Don't Drink

Of the non-drinking students who were polled, 58 percent of the females said they don't use alcohol because it doesn't interest them, while 53 percent of the males said the same.

A few said they don't drink because they don't like the taste of alcohol. Even fewer said they don't drink because it's illegal. A small portion said they don't drink because their parents or religion forbid it.

A Question of Self-Respect

Virtually everyone polled — drinkers and non-drinkers — agreed that students change after drinking.

About two-thirds said drinkers become more violent and aggressive, more casual about sex, and more reckless behind the wheel.

Non-drinkers appeared less likely to have trouble and more likely to have fun, good grades, and self-respect.

Both drinkers and non-drinkers formed a consensus on one issue.

"When you get to the question of who has more self-respect, there, both drinkers and non-drinkers agreed that non-drinkers have more self-respect and I think that's pretty interesting," Tolbert said.

Table 3

At your school, is underage drinking more or less of a problem than:	More	Less	Same
Teen sex	28%	26%	47%
Violence	49%	32%	19%
Drug use	27%	26%	47%

Table 4

Why do you drink?	Males	Females
To have something to do	15%	12%
Everyone does it	3%	4%
To feel good or to relax	29%	27%
To feel grown up	1%	1%
To get drunk	30%	24%
To celebrate	14%	20%
I like the taste	8%	12%

Table 5

Would you stop drinking if you:	Males	Females
Were arrested for drinking	41%	55%
Were punished by your parents	15%	17%
Got pregnant/caused a pregnancy	52%	88%
Had a close call in a car	55%	69%
Lost a friend to drunken driving	68%	81%
Got very sick or blacked out	26%	30%

78 N.C. high schools participate in 1996 program

Students coordinate variety of activities to promote awareness of safe driving habits

Alexander Central High School

Alexander County

Program led by SADD.

Students were surveyed in September about their experience with alcohol. The "USA Weekend" questionnaire and guidelines were used for the survey which included questions about family drinking habits, peer pressure and the taste of alcohol. The survey results showed that 61 percent of ACHS students do not drink, while the rest have experimented with alcohol or drink occasionally. Posters were printed comparing the results of the survey with the results of a national survey. Seat Belt surveys were held in January, February and April. Prom Promise week included a guest speaker, Terry Patrick, whose son was killed by a drunk driver.

Belt use increased 2 points to end at 88 percent.

Andrews High School

Cherokee County

Program led by Future Homemakers of America.

The program began in October with morning seat-belt announcements and the display of posters throughout the school. Bus drivers and teachers were given hats for buckling up. Vince and Larry threw basketballs at a surprise visit during a school basketball game in February to encourage students to wear seat belts. They returned to the school in mid-May and gave out T-shirts and hats. A trooper spoke to juniors and seniors

about highway safety, alcohol awareness and seat-belt usage. The following week, a traffic safety and recruiting officer spoke to about 150 students about teenage drivers, alcohol awareness, new laws, and seat-belt usage. Students talked with 5th and 6th graders about the importance of wearing seat belts and asked them to write letters to prom-goers about remaining alcohol-free and wearing their seat belts. Banners were hung in junior and senior homerooms with the signatures of elementary school students. An art teacher held a poster contest for 5th, 6th and 7th graders and awarded hats, backpacks and T-shirts. After the prom, juniors and seniors wrote thank-you notes on the backs of bumper stickers to the elementary school students.

Belt use increased 6 points to end at 60 percent.

Anson Senior High School

Anson County

Program led by SADD, HOSA and Graphics.

The program kicked off on Valentine's Day with a visit from the Grim Reaper who gave out valentines that read, "Roses are red, violets are pink on graves of those who drive and drink." One week before the kick-off event, posters were placed around the school with the message: "AASBS. What does this mean? Solve the riddle and win a prize." The answer was "Alcohol Awareness Seat Belt Safety." Vince and Larry visited classrooms. A poster contest for the best Alcohol

Awareness/ Seat Belt Safety poster

was held. Fifth-graders in five elementary schools wrote letters to seniors going to the prom asking them not to drink and drive. The program sponsored a Red Ribbon Day, and every teacher and student was asked to wear a red ribbon for AASBS. At one of the seat-belt surveys, program members gave out gas coupons.

Bulletin boards were put up around the school for AASBS — one with a prom dress and one with a jacket.

Belt use decreased 25 percent to end at 58 percent.

Arendell Parrott Academy

Lenoir County

Report pending.

Ashbrook Senior High School

Gaston County

Program activities led by Student Council.

The program kicked off with a candy-cane giveaway for students wearing seat belts. Several school clubs created their own projects to help raise seat belt awareness. The Junior Heart Board and National Honor Society gave out candy canes to belted students in December. The environmental club made posters for the month of February. The Model United Nations Club gave out flyers during March. Announcements were made continually to promote awareness. A local DARE officer helped conduct a letter-writing program involving elementary school

students. The students wrote letters to prom-goers asking them not to drink and drive. After the prom the high school students responded to the letters they had received. The local newspaper covered the letter-writing campaign and a local television station interviewed four of the students about the grant they had received for Seat Belt safety and drunk driving awareness. At the end of the program "Drive Sober" and "Buckle Up" key chains were given out to students.

Belt use increased 2 points to end at 80 percent.

Camden County High School Camden County

Program activities sponsored by SADD and RESPECT.

The "Buckle Up" phase of the program was emphasized during Homecoming Week with posters, announcements and goodies. Vince and Larry gave out treats during the game and seat belt use announcements were made over the loudspeaker. Seat-belt use was emphasized again during National Red Ribbon Week in December. Prom Promise Week featured homeroom distribution of lollipops, morning announcements, a Cemetery of Celebrities and a wrecked car displayed on campus. One day during lunch, slides were presented to show students why they shouldn't drink and drive. The next day a "Drunk vs. Sober" volleyball game was held. Students also viewed volleyball pro and national sponsor Gabrielle Reece's videotape and listened to a guest speaker who had lost his young bride to a drunk driver. Key chains were given to all students who signed up for the promise. A tree was planted on campus to symbolize the Prom Promise, and a paper tree

hung in the school lobby showing how many students from each class signed the promise. Over 200 goodie bags were made and given to students going to the prom. A "Buckle Up-Don't Booze It" program was presented to each driver's education class using questionnaires and videos.

Belt use increased 2 points to end at 80 percent.

Cape Fear High School

Cumberland County

Program led by SADD.

A mock car crash in December kicked off the program with help from drama students, local businesses, fire and rescue departments and a wrecking and towing service. A Fort Bragg unit flew in a helicopter during the crash and provided media coverage of the event. Two awareness weeks were held in January and February. Incentives were handed out, and posters were displayed throughout the school to encourage students to stay alcohol-free and to wear their seat belts. In March, Vince and Larry handed out bumper stickers and morning announcements were made about safe driving. Participants in the school's Big Brother/Big Sister program gave fourth-graders a safety video and Vince and Larry club cards encouraging them to buckle up. In May, students signed pledges to not drink and drive. A coffin placed in the cafeteria lobby showed students where they could end up if they did not wear seat belts and if they drove drunk. Public service announcements were played over the monitors daily. SADD members wrote to their little brothers and sisters at the local elementary school to say they had signed a pledge to not drink and drive. A second wave of posters was placed around the

school. At the program's final event, drivers and passengers were given lifesavers encouraging them to be safe over the summer.

Belt use increased two points to end at 88 percent.

Carver High School

Forsyth County

Program led by CADDY (Carver Against Drugs and Drinking in Young). "It's My Call," a random drug testing program, was carried out. Students were interviewed by WXII TV Channel 12 regarding their opinions about drug testing and the increase in marijuana use among high school students. The students also participated in Red Ribbon Week, a WTOB Radio talk show, a SADD Youth Conference, WS Police Department programs, and a DUI program with Forsyth Hospital's ENCARE. The program also brought Vince and Larry to the elementary school. Prom Promise week included a mock funeral, a wrecked car, a tree planting, and posters displayed throughout the school. SAVE was incorporated into the program and the program also participated in fall and spring blood drives. Project Graduation, Project Blue Light, Law Enforcement Week and Governor's Pages were also part of the program activities.

Belt use increased 7 points to end at 74 percent.

Cary High School

Wake County

Report pending.

Central Haywood High School

Haywood County

Program led by SADD and Student Council.

The organization of a substance abuse treatment group kicked off the program activities on Valentine's Day. Eight students began meeting weekly with a substance abuse counselor from Smoky Mountain Substance Abuse Center. Two students were motivated by the group to enter a 30-day residential treatment program. This group also became influential in planning how to increase seat belt usage and how to reduce substance abuse among students. Students in the lower grades wrote letters to their friends who were attending the prom asking them to take care of themselves during the prom and reminding them of the importance of their friendship. These letters were given to students the afternoon of the prom. Posters were put up all over the school encouraging the use of seat belts and discouraging substance abuse while driving. These posters stimulated discussions in ELP social studies classes about the personal and public costs of not using seat belts and driving under the influence. One student factory designed and made bumper stickers saying: "I'm wearing a black belt. My Seat Belt!" In April, the program brought a comedian as a guest speaker to the school to talk about the effects of substance abuse on a person's future. In May, the program brought Olympic U.S. Kayaking Team hopefuls to the school to talk about the importance of a chemical-free life in attaining a person's highest goals. The program had planned to perform skits for local elementary schools, but this was not possible due to all the snow days the schools experienced this year

and the schools' full schedules.

Program members plan to do this next year on their community service days with the drama club. A contest to discourage drinking and driving designed T-shirts with this winning slogan for all the students: "Street Math. Drink + Driving = Dead... only there won't be a make-up day." The school's factory class made the shirts.

Belt use increased 37 points to end at 85 percent.

Charles B. Aycock High School

Wayne County

Program led by Aycock Youth Council and SADD.

The program began April 15 and ended the first week of May. Group members gave one-hour presentations with visual aids and student discussion to students during social studies classes. At the end of the month, law enforcement officers set up a display with posters, handouts and a breathalyser in the student lobby during lunch periods. One display showed the cost of a 12-pack of beer next to the cost of a DWI after three years. A few officers ate lunch in the cafeteria with students. A wrecked car whose driver had been drunk and critically injured was placed on campus. Students assembled a display showing the celebrities who had died as a result of alcohol abuse. Highway Safety Research posters were placed throughout the school. Announcements were made daily over the intercom and the school's electronic visual communications and media centers. The school principal and project advisors handed out partial movie passes and Camelot gift certificates in the student parking lot to those students who were belted. In

December a separate program sponsored a school demonstration using two drug dogs. During the second semester, a drug dog search of the school resulted in 10 arrests for drug and weapon possession.

Belt use increased 17 points to end at 90 percent.

Cherokee High School

Swain County

Report pending.

Currituck County High School

Currituck County

Program led by SADD and D.E.C.A. Club.

Program activities began the first of April when Smarties were given to buckled passengers and drivers and Dum-Dum suckers were handed to anyone unbuckled. Two days later Hershey's Kisses were given to people wearing seat belts, and those who were not, were reminded to buckle up. Vince and Larry visited the school during lunch for one week in mid-April. Classes competed with one another based on who had the most signatures to a pledge not to drink and drive; not to ride with anyone under the influence of illegal substances; and to wear their seat belts. The class that won the competition received an ice cream party. A door-decorating contest awarded Coke to student winners. A candlelight vigil in the high school gym included parents whose children had died in car crashes. The Grim Reaper visited classes at the end of April and the students who "died" had to wear black T-shirts and a black X on their foreheads. Fifth-graders decorated paper bags with drunk-driving and seat-belt messages for

students attending the prom. A mock crash was held by the local fire department, EMTs, Sheriff's department, and the N.C. Highway Patrol. Project members kept track of students who were buckled up in May, and these students were awarded prizes. A fund-raising effort at the end of May helped raise money for needy families to buy infant car seats.

Belt use dropped one point to end at 76 percent.

East Bladen High School Bladen County

Program led by HOSA, SADD and classes in math, biology, parenting, health, physical education, carpentry and English.

The program kicked off April 5 with a mock crash assembly. The local rescue squad, police, hospital, and clergy assisted the students in acting out the crash. A reverend told the students about a school assembly he had attended as a memorial for a student killed in an auto crash. The group held a Red Cross Blood Drive in mid-April. The carpentry class made tombstones for the front of the school the week that the Prom Promise was signed. All classes were encouraged to integrate a highway safety theme into their curriculum. Their efforts included poetry in English, statistical data in math, effects of alcohol on the body in biology and physical education, and fetal alcohol syndrome in parenting class. "Wreath of Awareness" flowers were sold for a quarter on May 24.

Belt use increased 20 points to end at 70 percent.

East Henderson High School Henderson County

Program led by SADD and Student Government Association.

A week-long song contest awarded Camelot gift certificates to students who guessed the correct slogan for each song. Posters and Buckle Up signs were placed around school. On DWI Day the county sheriff arrested students and teachers in classrooms for DWI. Those who were arrested had to eat lunch in a special roped off jail section for prisoners only. Candy or soft drinks were given to students found wearing their seat belts during the surveys and their names were entered into a drawing to win a plant. Seat-belt Day was also the local police Click-It or Ticket day, and so those who were not wearing their seat belts were ticketed. Bumper stickers were hidden throughout the school or awarded to students who were doing an extraordinary job in class that day. Students with bumper stickers were awarded prizes. Lollipops with statistics were given out to students. Videos were shown in the school cafeteria. The Grim Reaper visited classrooms, and the school had a Ghost Day and a mock car crash. On Wreck and Car Parts Day, students dressed up and won prizes for the best costumes. Juniors and Seniors attended a Prom Promise assembly and signed the promise.

Belt use increased 33 points to end at 100 percent.

Eastern Alamance High School Alamance County

Program led by Student Government and SADD.

The program goal was set to attain 88 percent seat belt usage and to increase students' awareness of the consequences of drunk driving. Seat belt surveys began in October. In early December, all students participated in an "Is drinking cool?" survey. Results of this survey are still not back from HSRC. Prom tickets, gift certificates to a local music store, gas certificates, and candy were given out as incentives to Seat Belt wearers. A "fact of the week" about drunk driving crashes and legal consequences was presented to students during daily announcements. A pep rally included discussion of seat belt awareness in which people who had been involved in crashes encouraged students to wear their seat belts. The Burlington Times News provided newspaper coverage of the program activities.

Belt use increased 6 points to end at 89 percent.

East Wilkes High School Wilkes County

Program led by SADD, FCA, Student Council, Wilkes County Sheriff's Dept., EMS, Rescue Squad, Highway Patrol and First Responders.

In the beginning of September, a SADD membership booth was set up in the cafeteria to encourage students to become members. At the end of the month, a school-wide Club Day was held and a Resource Officer spoke to students about the dangers of alcohol and of not wearing seat belts. In October, program leaders attended the N.C. Highway Safety Workshop at Wake Forest. At a monthly meeting, SADD members viewed videos of Seat Belt use. The first Seat Belt survey

was conducted at the end of October. An alcohol awareness activity on Halloween included the placing of student-made flyers on cars in the school parking lot. The emphasis was on responsible behavior, buckling seat belts and remaining sober. National SADD membership cards were distributed. In November selected students visited a feeder elementary school to speak to 6th, 7th, and 8th graders about alcohol and drug abuse. Students gave middle school children token gifts to remind them of the dangers of alcohol. Program representatives attended the N.C. State SADD conference. At a monthly SADD meeting, canned foods were collected for the needy and a video, "Alcohol, Lies, and Profit," was shown and discussed. The program sponsored a needy child from a feeder school for Christmas. SADD conducted a survey on students' use of alcohol. A candlelight vigil was held in memory of a student killed in a car crash. A "Seat Belt blitz" in January included posters, bulletin boards, a marquee, PA system announcements, and daily bulletins. Seat Belt pledges were collected from students, and each day two names were drawn from the pledges to receive gift certificates for gas. In February, students signed SADD no-alcohol pledges. A school assembly featured Terry Patrick as the speaker. Patrick lost his child to a drunk driver. On Valentine's Day, flyers and candy suckers were handed out to students. The program funds were used to purchase a quarter-page ad in the school newspaper. ARC, a rock group, presented a program on the dangers of drug and alcohol abuse in a school assembly. SADD Awareness Week, at the end of April, included an alcohol and drug use essay contest, a mock crash, an ice cream

party and a Highway Patrol Roll Over simulator on campus. The program participated in Prom Promise and held a drawing for pre-prom dinner tickets. A SADD door-decorating competition was held to promote seat belt use. In May, the annual SADD Picnic was co-sponsored with FCA. Students signed a Commencement Commitment and received a Lane cedar chest.

Belt use increased 10 points to end at 89 percent.

Elkin High School

Surry County

Program led by SADD, Student Council, and the Prom Promise committee.

Bulletin boards and posters showing drunk-driving consequences were displayed all over school on the first day of classes. Red Ribbon week at the end of October included an assembly featuring Donna Garrison whose daughter was killed by a drunk driver. A "Grim Reaper" day symbolized the number of people killed by drinking and driving, and students' constructed a graveyard for drunk driving victims. Students who wore red ribbons were awarded prizes and discounts at local stores. SADD Club Button days were held in October and again in January. The buttons were printed with numbers on the back, and if students' numbers were drawn while they were wearing their buttons, they won a cash prize. A presentation during half time of a school basketball game focused on seat belt safety and the consequences of drinking and driving. In March, the school participated in "Drug Awareness Week." A poster contest awarded cash prizes to the best poster showing the consequences of drugs. Physicians visited classes to speak

about the negative effects of drugs. Seat belt safety statistics were read over the school intercom. The Emergency Baptist Hospital Nurses visited from Winston-Salem to present a program leading up to the prom. Their presentation included graphic slides of drunk driving crash victims and crash victims who were not wearing seat belts. Ninety-eight percent of the students attending the prom signed the Prom Promise. Project Graduation, an all-night, chemical-free party, was held for the senior class.

Belt use increased 5 points to end at 93 percent.

Forest Hills High School

Union County

Program led by SADD, FFA, SASI and the help of 14 clubs.

In October, the program activities included the meeting of the Governor's Highway Safety Program and an ugly pumpkin contest. The program participated in Thanksgiving Parades in Marshville and Monroe. In December, at Autumn Care Rest Home, gifts were given to residents, and the program held a Christmas Door decorating contest. Red ribbons were placed on cars. The quilt project began in January. A group represented the program at a local elementary school to discuss safety and drug/alcohol awareness and set up a pen pal program with seniors. In March, the Drug and Alcohol Awareness/ Seat Belt Safety campaign began with PA announcements, videos and displays. Students were encouraged to participate in a poster/essay contest and were given red ribbons to wear and literature to read. In April, Prom Promise contracts were signed and students participated

in a prom door decorating contest. A C.A.R.E. Nurse slide show was presented. The main lobby was decorated with banners and posters and a sign was placed on Highway 74. Students received a SADD brochure of Prom Do's and Don'ts, and SADD attended the prom. In May the quilt was presented to the school.

Belt use increased 7 points to end at 81 percent.

Freedom High School

Burke County

Program led by SADD and special education classes.

Program activities kicked off in mid-December with holiday posters and announcements and the distribution of candy canes with "Cane you drive to survive?" reminders. In March a "Drive to Survive" ad was placed in the yearbook and Nationwide Insurance placed ads in local newspapers with photos of Freedom students. Students signed up for the Prom Promise in April and were given Blow Pops with the message, "Don't blow it. Drive to survive." "Drive to survive" cards were given to the florist and local tuxedo rental shops to place with corsages and tuxedos before the prom. "Drive to Survive" banners and permanent "Buckle Up" signs were placed at exits. A casket was placed in the student commons. Local 4th and 5th graders wrote letters to prom-goers in conjunction with their DARE curriculum. A mock crash event with the help of drama students, local law enforcement and fire and rescue squads was held in the football field. Bubble gum with the message "Don't Blow it. Drive to Survive" was given to students along with their prom tickets. Banners, posters and

reminders were made for graduation weekend.

Belt use increased 1 point to end at 89 percent.

Goldsboro High School

Wayne County

Report pending.

Greene Central High School

Greene County

Program led by SADD.

The program's original kick-off event — Activity Day — was canceled because of a tornado alert. Instead, Judge W. Rob Lewis started the program with an assembly to explain the laws and consequences of drunk driving in North Carolina. The group held many theme days throughout the program to remind everyone to buckle up and stay sober. Students and faculty who participated in each day's theme were randomly awarded prizes such as coupons for pizza, ice cream and movies. On Sticker Day, "Buckle-Up" stickers were distributed to students and faculty to wear for the day. On Tie Day, students and faculty wore ties in memory of the lives lost due to alcohol and seat belt related crashes. On Sweatshirt Day, students wore sweats to "sweat out" peer pressure to use drugs and alcohol. On Dress-up Day, the theme was "Dress up — Don't bottom up," and students dressed up to protest underage drinking. On Hat Day, students "put a lid on drinking and driving" as they wore their hats to protest drunk driving. To demonstrate how often young lives are lost to drunk driving crashes, a Grim Reaper took a student from a classroom every 24 minutes. The student was declared dead for the remainder of the day. For the school's "You Can Have a Ball

Without Alcohol" contest, public service announcements and seat-belt use and drunk-driving crashes were shown over the school's news channel. Students who answered trivia questions correctly received Pizza Hut basketballs. Vince and Larry visited the school and handed out pencils and "Buckle-Up" lollipops. A Choose Life raffle was held and students who signed the statement, "If you're committed to an alcohol and drug-free life sign here," had their names entered in the drawing to win prizes.

Belt use increased 7 points to end at 89 percent.

Hayesville High School

Clay County

Report pending.

Hertford County High School

Hertford County

Program led by SADD and Student Government Association.

The program kicked off March 18 with flyers placed on cars, announcements made and posters put up around campus and on buses. Belted students received incentives, and foreign language clubs made posters. The top scorer to a test given at lunchtime received a sweatshirt. A wrecked car was displayed at school. Students made a Graveyard of Greats with posters and tombstones of people who had been killed in alcohol-related crashes or from not wearing seat belts. A former student led a motivational school assembly in April. Students visited a day care center and passed out Dum-Dums with the message "Don't be a dum-dum. Don't forget to wear your seat-belt." The day care children drew pictures about wearing seat belts and not drinking and driving.

Students made a "Kid-Vid" with the help of Health Occupations Students of America and the Distributive Education Clubs of America-Association of Marketing Students. The students showed the video to local elementary students and discussed seat belts and drunk driving with the children afterwards and gave them dum-dums and stickers. Students who signed commitment cards not to drink and drive were registered for a drawing. The school held a Bandage Day. Grade school students wrote letters to prom-going seniors. Students signed the Prom Promise. Local rescue squad and firefighters gave a "Jaws of Life" demonstration.

Belt use increased 28.5 points to end at 65 percent.

Jordan-Matthews High School

Chatham County

Program led by SADD.

The program began in early December with the adoption of a bulletin board at the school's main entrance. Posters and fact sheets were displayed to remind people not to drink and drive and to wear seat belts.

During Red Ribbon Week, SADD held a trivia contest with questions about alcohol/drug use and highway safety asked during morning and afternoon announcements. Students who answered questions correctly were eligible to win prizes. A second trivia contest was held in the Spring.

Candy canes and Christmas cards were placed on the windshields of cars in the parking lot. The cards read: "Remember to buckle up! Don't drink and drive! We need you back here in January. . . no one can take your place."

Trash cans were decorated with the message, "Don't trash your life with drugs and alcohol — you can say no."

Buttons and stickers were distributed as incentives throughout the program. During "Drug Awareness Week" students visited fourth graders at a local elementary school to discuss strategies for resisting peer pressure and gave them candy and stickers.

During prom week, Miss Carolina spoke to the school and urged students to sign and keep the Prom Promise and to make healthy life choices. Fifth-graders wrote letters to juniors and seniors encouraging them to have a fun, safe and sober time at the prom. Students who signed the Prom Promise wrote their names on the link of a paper chain. The chain was displayed at the prom as a reminder to students of their promise and their commitment to one another to keep that promise. Mocktails were served at the prom.

(*Note: The Miss Carolina speaker was chosen as a more positive life affirming message in place of a mock graveyard display. The school's loss of three students inspired this decision.)

Belt use remained at 97 percent.

Junius H. Rose High School

Pitt County

Program led by SADD.

SADD representatives attended the High School Seat Belt Incentive and Alcohol Awareness Program at E.C.U. in October. Homecoming decorations included SADD posters. Seat belt surveys began in November, and later that month students took part in a candlelight vigil and in Red Ribbon Week. Prom activities included the display of a wrecked car, videos on Rampant Report, the signing of Prom Promise, a tree planting and a T-shirt giveaway. The last seat belt survey

was held at the end of April. The program's final event — "Black Out Day"— included the painting of students' faces to symbolize the number of people killed in drunk driving crashes. The event was covered by the local newspaper and broadcast over the school television.

Belt use increased 4 points to end at 89 percent.

Kings Mountain High School

Cleveland County

Report pending.

Lee Senior High School

Lee County

Program led by SADD, Vocational Department, Art Department.

The program kicked off in February when all students were given a trifold brochure with facts and myths about wearing seat belts and about alcohol abuse. Students were asked three questions about facts on the brochure each day for five days. The ten classes that answered the most questions correctly were rewarded with Dairy Queen coupons. In March, signs were made for all three parking lots to display the school's current seat-belt usage rate, and speed bumps were painted with seat-belt slogans. Students were given lifesavers candies at the final seat-belt survey if they were wearing their seat belts.

Belt use increased 5 points to end at 82 percent.

Lincoln County School of Technology

Lincoln County

Program led by FHA/HERO, Lincolnton Police Dept., Sheriff's Dept., elementary schools, day care

centers and West Lincoln Middle School. In October, the program started off with hand-outs of lifesaver candy and buckle-up messages at the school as well as at local day care centers and elementary schools. Local fourth and fifth graders were asked to write personal letters to high school students asking them not to drink and drive and to wear their seat belts. A "Zero Traffic Accidents" competition was held between classes to reduce traffic crashes among students. The Lincoln Police Dept. rewarded the winning class with a party. A billboard was built and placed at the school parking lot exit displaying the message, "Strive to Survive. Buckle Up." Posters were placed around the school to increase awareness about seat belt safety and the effects of drinking and driving. Youth public service announcements were aired on the daily news telecast "Channel One." A traffic safety display was set up in a library at a local middle school. The display included buckle-up bumper stickers and brochures to be given out to students. During seat-belt usage surveys at day care centers, brochures and child safety stickers were given to parents. Three students wrote a puppet show which was presented to four of the county's largest day care centers and to about 1,800 elementary school children at the Adopt-A-Cop Kid's Day. The local police and sheriff's departments assisted with the puppet shows, providing brochures, money and a speaker for the project. The local newspaper covered the event.

Belt use increased 15 points to end at 80 percent.

Louisburg High School

Franklin County
Report pending.

Manteo High School

Dare County

Program led by SADD, MADD, and the Manteo High School Interact Club.

Program activities kicked off in February with a candlelight vigil during a varsity basketball game halftime. At the end of March, seat belt use and drunk driving posters were put up in hallways and cafeterias. During lunch periods, prevention and awareness videos were shown in the cafeteria. In April, an Unnecessary Cemetery was set up in front of the school using painted tombstones labeled with auto crash statistics. A mock crash was conducted in the football stadium, and a short play was performed for the student body portraying the side effects of the crash. Smoke bombs, fake blood and sound effects were used during the crash sequence. The N.C. Highway Patrol and a local funeral home, towing service, fire and rescue departments all assisted in the crash. An after-prom party was held with music, dancing and free video games. A drawing for a Ford Tempo donated by a local car dealership was held just before everyone left to go to a free breakfast at a local restaurant.

Belt use increased 17 points to end at 64 percent.

Mitchell High School

Mitchell County

Program led by Student Council Seat Belt Safety Committee.

The program would not have been possible without the \$500 grant. Although the program kicked off in December, safety activities began long before that. Dum-dum lollipops tagged with the message, "Don't be a dum-dum, buckle up!" were given to

students in the parking lots. During regular Friday afternoon announcements, an executive officer reminded students to buckle up, stay sober and have a safe weekend. The program actively involved the community as well as the students. Vince and Larry made star appearances on seat belt safety floats in local parades, and balloons with safety messages were handed out. Public service announcements were made regularly on local radio stations. The kick-off event, in coordination with Nationwide Insurance's Prom Promise, promoted the safe and sober message with guest speakers and skits. The program highlight, "I'm Only Seventeen," was a death scene of a young girl who had not been wearing her seat belt and was killed by a drunk driver. Local law enforcement officers and Emergency Medical Service members assisted with the event. Students were encouraged to sign seat belt pledges and prom promises.

Fifth grade students wrote letters to high school seniors warning them of the dangers of alcohol abuse and not wearing seat belts.

Belt use increased nine points to end at 66 percent.

Monroe High School

Union County

Program led by Student Council, SUAVE (Students United Against Violence Everywhere), and SADD.

A Logo-Slogan contest held in March kicked off the six-week program. The winning slogan was silk-screened onto 200 T-shirts in a Fundamentals of Technology class. This class also made a sign along with an art class that was posted in the entrance to the school parking lot. SUAVE researched the students who

had died as a result of a drunk-driving crash and placed this information on tombstones at the parking lot entrance the week before the prom. Art classes also made anti-drug posters. During Drug Education Week, a mock arrest took place in the morning as students came to school. A public safety officer brought his drug dog to check lockers and visit with students during lunch. Guest speakers visited the school daily, and the Grim Reaper spent one day visiting students. Freddie Pierce's "Chemical Warfare" program was included in the activities. During Prom Week, speakers from the Chemical Dependency Center presented "The Last Dance" to juniors and seniors. Students made an "Is drinking cool?" bulletin board and set up a display during lunch featuring Prom Promise pledge cards, key rings, literature and videos. Non-alcoholic drinks were sold to students one day after lunch. A mock crash, put on with the help of local fire, rescue and safety departments, took students and faculty by surprise. The crash was complete with a helicopter from Carolinas Medical.

Belt use increased 20 points to end at 89 percent.

Mooreville High School

Iredell County

Program led by Student Council, Young Life, Beta Club, International Club, FCA, tenth-grade English classes, foreign language classes, HOSA, musical performance class, honors chemistry class.

A January kick-off assembly featured a father whose son had been killed in a drunk driving crash. Posters were placed around the high school and the N.F. Woods Technology Center emphasizing the importance of

seat belt usage. Foreign language classes also made posters with translations. Riddle days were held continually as a program activity. The videos "The Winning Combination," "Crash Course," "Safety in the Balance," "Unrestrained Motorists," and "Along for the Ride" were shown on Channel One at different times throughout the school year. On three different occasions, candy was given to all students wearing their seat belts after school. In February, Red Ribbons were given to all students to wear for seat-belt awareness. The Chain of Life was hung in the cafeteria and main office. The Grim Reaper appeared in school hallways and in the student parking lot to warn students of their mortality. The Roll Over Convincer was on display for classes to sign up to see. The *Chapel Hill Magazine* interviewed students and covered the school's program. One class visited a local kindergarten class and taught them how to buckle up. Student Council members were belted to their desks on Valentine's Day to show the importance of seat belts. Tombstones of famous people who have died and the wreckage of a drunk driver's car were placed in front of the school. The N.C. Highway Exposition had planned to bring a motion simulator to the school, but this activity was rained out. "Fortress," a play about the effects of alcohol, seat belt usage and peer pressure was presented by the drama department.

Belt use increased 3 points to end at 85 percent.

Mount Pleasant High School

Cabarrus County

Program led by SADD, Peer Helpers, Foreign Language Dept., and MADD.

The program kicked off on April 22 with seat belt skits, a student-teacher seat belt competition, a graffiti wall and letters to students explaining the "One Life to Live Campaign." The next day teachers and students who wore their seat belts were given key chains. An Army vs. MPHS Coaches basketball game provided a fun, drug- and alcohol-free activity for students. The \$3 admission charge went toward Prom Promise incentives. The Army supplied a television that was raffled off during the game. A Buckle Up and Get a Kiss program was held during a Seat Belt check. A Sun Belt seat belt check provided free passes for sun drops and snacks to those who were belted. A contest between the students and faculty was held to determine who had the highest seat-belt usage rate. Faculty won and were given a special treat. Illusions were placed throughout school one week to represent what a drunk driver might see. Signs that read "The World Through the Eyes of a Drunk" were placed around the school. During Club Week, each club sponsored a day to present seat belt safety or alcohol awareness. A guest speaker spoke about the dangers of drinking and driving. Dum Dums were given out with messages such as "One Life to Live...Live it Forever," or "One Life, One Chance, Get it Right... Don't Drink and Drive." The program participated in Red Ribbon Day, a Celebrate the Future/ Candlelight Vigil, and Grim Reaper Day. Students were given the chance to sign the Prom Promise during LifeSaver Day. The students displayed the graffiti wall and posters during the prom.

Belt use increased 6 points to end at 86 percent.

North Moore High School

Moore County

Report pending.

North Stanly High School

Stanly County

Program led by SADD, Student Council, HOSA and art, construction and French classes.

A kick-off assembly in February featured retired Nascar driver Bobby Allison who spoke about safety in and out of the car. In April, Gil McGregor, commentator for the Charlotte Hornets, spoke to the school about the wise choices in life. With assistance from a Nationwide Insurance agent, the school drama department held an assembly to encourage students to celebrate life safely. Posters were displayed, prizes were given to drivers who wore seat belts, and buttons and key chains were handed out. Students planted flowers, and student clubs made a quilt. A drawing was held for several days to award prizes such as T-shirts.

Belt use increased 9 points to 84 percent.

Parkwood High School

Union County

Program led by SADD and Dream Team.

The program kicked off with a Chair Belt in mid-March. Seat belt checks were held several times in addition to the seat belt surveys to offer incentives for students to buckle up. The first seat belt check was held five months after the baseline survey, and students who wore their seat belts were given blowpops with a "Don't Be a Sucker" message attached. The next seat belt check day was called "Click It and Ticket." Students who wore

their seat belts were given tickets to a free drink and snack in the cafeteria. A sign-up booth offered a pledge for students that stated they would wear their seat belts. Students who signed the pledge were given blowpops and had their name added to the Chain of Life. At the end of April, a third seat belt check offered the chance for belted students to win prizes such as homework passes and T-shirts. A design contest was held for students to make a logo for the seat-belt program.

Belt use increased 3 points to end at 75 percent.

Perquimans County High School

Perquimans County

Program led by SADD, HOSA.

The program was more active than ever before. Lin Dawson visited the school in January to speak to high school and middle school students and their parents. High school club members ate lunch with him at a local pizza parlor. He later led a group to the N.C. State University vs. Florida State basketball game and also spoke at the high school graduation. Ann Terry Smith who almost died because of a drunk driver was the Prom Promise speaker. Alumnus Brad Hurdle also spoke at the high school graduation. He lost his wife of six months to a drug and alcohol impaired driver. Through fund-raising efforts the program raised enough money to purchase over 100 Prom Promise T-shirts for club members and to award as prizes. The Alcohol and Drug program took seniors out to eat after school one day and gave gifts to everyone. Elementary school students wrote letters to students attending the prom asking them to be safe. Bags were printed and stuffed with the

letters and candy. A poster contest awarded prize bags with Prom Promise T shirts, candy, and items from the local dollar store. The winner's class won a pizza party hosted by the senior members who took their exams early. A mock crash was staged with the help of the local EMS and fire department and was followed by a mock trial for "Jim Beam" who was found guilty. A parent who was a lawyer assisted with the case. The local high school band played at a candlelight vigil, and Ann Terry Smith and Brad Hurdle spoke briefly. The program participated in "Lights on for Life" and red ribbons were tied on cars during the Christmas program held in the downtown area. Prizes were awarded to belted students.

Belt use increased 11 points to end at 82 percent.

Person High School

Person County

Program led by SADD, Prom Committee, YAC and Project Celebration.

The program began with a seat belt survey in November. The group set a goal to raise seat belt usage by five percentage points by the end of the school year. The message "It's cool to be drug free" was chosen for the program. In April a drug awareness week included the display of DOT posters around the school, the airing of project goals and seat belt safety and alcohol awareness messages on local cable and radio stations as well as the school PA system. Presentations were also made by State Highway Patrol troopers. A local newspaper article covered the event. Students who wore their seat belts were given popcorn and cotton candy as incentives. A

wrecked car with a dummy inside was displayed on campus during prom week. Also during this week, posters were displayed throughout the school, plays with drug-free themes were performed and students who vowed to remain drug and alcohol free during Junior and Senior weekends were given incentives.

Belt use increased 2.4 points to end at 83.4 percent.

Plymouth High School

Washington County

Program led by SADD.

The program began in December with each student signing a piece of colored paper to form the link of a chain that was hung in the hallway with the reminder: "Don't Break Our Chain of Life—Make Responsible Decisions." In March four students recorded public service announcements about the Highway Safety Fair which were aired on local radio stations. The group advisors taped a segment of Community Spotlight at JAMS 96 which was aired before and during the Highway Safety Fair. The Highway Safety Rally took place for one day in the school's gym involving all of the students. A SADD information station was set up, and members handed out key chains, ribbons and literature and sold "Friends for Life" bracelets. As part of "Keep Our Tree Green," students signed the Prom Promise and a green paper leaf that was pinned to a tree on the gym wall. Students registered for a cruise to be given away by Nationwide Insurance. Also at the rally, officers brought a breathalyzer machine and allowed students to take a breath test. A SADD trivia game awarded the winning student with a golf umbrella donated by Nationwide Insurance, and

a game of SADD BINGO awarded candy to the winners. The videos "So you think you are going to live forever," and "The greatest heartache you'll ever know," were shown. A variation of ring toss was played by students wearing sunglasses with oiled lenses, so their vision was blurred. Students had to spin with a baseball bat on their forehead 7 times and try to walk in a straight line. Students also burst balloons and if their balloon contained a safety message they won a prize. A candy guessing game told students "Take a chance on our candy—not your life. Make responsible decisions." Vince and Larry visited the gym each hour to remind the students to wear their seat belts. In April, a tree was planted for National Prom Promise Day. The local Belks department store put reminders on prom-goers' tuxedos to be safe and sober and make responsible decisions. Project members furnished the reminders. Prom Promise key chains were sent with a reminder note to all students who had signed the promise. Red ribbons and responsible decisions reminders were placed on all the vehicles in the school's parking lots. Twenty students attended the Strides for Life Rally at Pullen Park with two advisors. The night of the Prom, key chains, buttons and place mats were placed on the tables. Carnations were given to every girl with the message to be safe and sober, buckle up or make responsible decisions. Faculty members were honored with a magnet that said, "Three good reasons to be a teacher... June, July and August," for Teacher Appreciation Week in May. Vince and Larry were taken to the elementary and middle schools. Students were given treats including: stickers, candy with attached messages, coloring sheets, puzzles,

key chains, "Friends for Life" bracelets, litterbags and ribbons. The advisors talked to students about highway safety and the importance of wearing seat belts and bicycle helmets. In May, a mock car crash was staged on the football field with the help of the American Red Cross, MADD, SADD, Washington County Hospital EMTs, Plymouth Fire and Police departments, NC Highway Patrol and the Plymouth K-9 Division. The mock event included four victims, one fatality, a dog that sniffed out drugs in one of the cars and the use of the Jaws of Life. WNCT, *The Roanoke Beacon* and *The Washington Daily* all provided news coverage.

Belt use increased 1.3 points to end at 89.3 percent

Polk County High School

Polk County

Program led by SADD, Peer Helper and Advocate-Home Rooms.

The program kicked off during prom season with a mock car crash and a cemetery on campus. Drunk-driving and seat-belt signs were put up around campus and highway safety announcements were made over the school PA system. A local television station filmed the school's program. Non-alcoholic mixed drinks including pina coladas and strawberry daiquiris were given to students who signed the Prom Promise. Everyone who attended the prom was given a printed "Don't Drink and Drive" card with a quarter attached to call for a ride. A poster contest awarded the winning class with a pizza-drink party and the teacher of that class won a \$10 gift certificate. The guest speaker was canceled for administrative reasons. Students who scored less than 50 percent on a Seat Belt Information Survey were given

Dum-Dum lollipops, while students who did better than 50 percent were given candy bars. All the students were given reminders to buckle up.

Belt use ended at 76 percent.

Providence High School

Mecklenburg County

Program led by SADD.

Although no official event kicked off the season, safety-belt and don't-drink-and-drive messages were promoted throughout the school year. TV announcements and a strong membership drive enlisted over 200 students to SADD. Stickers that read, "Be Happy, join SADD," were given to students during club week. At homecoming, the group won an award for its float — a shopping cart decorated to look like a Volkswagen and covered with red ribbons and SADD messages. During the football game, group members handed out Smarties with the message to stay smart, don't drink and drive. Every member of the school signed a link to the chain of life at an all-school barbecue event. The long chain was draped around the fence at the football field to represent the school's unity that could be broken by any one break in the chain. Unfortunately, pouring rain dissolved the chain. In October, SADD members received their T-shirts with a big smiley face on the back and Providence SADD on the front. On designated days, everyone wore their shirts and made announcements. Students who wore their shirts or left the parking lot with their seat belts buckled were given candy. SADD club members participated in various MADD projects in November, including the Red Ribbon event. Members took part in the caravan and handed out red

ribbons to local stores and students. Red ribbons were handed out again before Thanksgiving break with lollipops and the reminder to stay safe over vacation. In December, club members helped with the candles at the MADD-sponsored Lights of Love candlelight program. To raise money for The Comedy Zone Laughter After the Prom, members helped wrap packages at the Incredible Universe. A TV "media blast" presented announcements to the school each morning the week before Christmas. As a school tradition, a poem about the last moments of a young girl's life was read to the school the Friday before Christmas. Candy canes with SADD messages were handed out at the end of the day. In January, the making of the school quilt began. Each club, sports team and group was given a square of material to design with their logo and a "no drinking and driving" message. This project will resume next year as many pieces were not completed or were missing. Posters were made and placed around the school and another SADD handout was held in February. For the second year in a row, MADD awarded the group with the Lisa Ann Wolfe Award for the outstanding youth organization in Mecklenburg county. At the prompting of the Highway Safety Board, race car driver Loy Allen came to speak to selected tenth grade classes about highway safety and drinking and driving. Close to 500 students signed the Prom Promise in April. Those who did were given Twizzlers and key chains and signed a large banner that was displayed at the local mall. The banner read, "We signed the Prom Promise. Did you? Sign it and keep it!" The program promoted and sold about 180 tickets for the Comedy Zone's Laughter After the Prom. This

event was considered a huge success and will be continued next year. With no set program, Project Graduation did not take place this year, but will be resumed next year. Litter bags with a "No drinking and driving" message were handed out to students the last week of school. Club leaders had hoped to attend a "Teen Spirit" summer camp that deals with alcohol and driving issues but the camp was canceled due to a lack of interest by other schools. The students now plan to attend a Dream Team training from the Chemical Dependency Center.

Belt use increased 7 points to end at 89 percent.

Randleman High School

Randolph County

Program led by SADD and SAVE.

A "chain of life" was extended around the cafeteria with a student's name on each link to remind students not to make a bad decision that could break the chain. The winning entry in a poster contest was painted onto a sign made for the entrance of the school. Student actors and officials acted out a drunk driving crash and the arrest of a drunk driver. Officials also gave speeches about drinking and driving and wearing seat belts. During Prom Promise week, announcements were made, videos were shown and students received Prom Promise key chains.

Belt use increased 3 points to end at 72 percent.

Ravenscroft School

Wake County

Program activities led by SADD.

The program was kicked off in February with a drunk driving video and two guest speakers at a school

assembly. All licensed drivers in the school had the opportunity to experience what it was like to drive under the influence of alcohol in the Neon Drunk Driving Simulator. Eighth and ninth grade students were driven in the simulator by SADD officers and representatives. WRAL and WNCN and Raleigh Extra provided news coverage of the event.

Students who were wearing seat belts on March 26 were given M&Ms. Fifth graders wrote letters to students attending the prom about drinking and driving, and those attending the prom wrote letters in reply. In May, a skit was performed in the school's morning assembly, and "Don't Drink and Drive" key chains were given to all students. SADD representatives and officers decided at a final meeting to have a sign made for campus with a "Buckle Up" message.

Belt use remained at 96.4 percent

Red Springs High School

Robeson County

Program led by SADD, JROTC, and RSHS Show Choir.

In January, students participated in a slogan contest. The winning slogan was printed on pencils that were given to students. In March, students participated in a school-wide poetry contest. The Prom Promise program began April 17 with Gil McGregor, commentator for the Charlotte Hornets, as a guest speaker. Students pledged to remain alcohol-free at the prom and to wear their seat belts.

Belt use increased 20 points to end at 70 percent.

Reidsville Senior High School

Rockingham County

Program led by SADD.

A seat belt campaign began in mid-March with a hall-decorating contest involving all classes. Candy bars, gas coupons and Stereo Land coupons were given to belted students as incentives. The group set a goal of 90 percent belt use by the end of the school year. Seat belt safety and drunk driving statistics were included in SADD's daily update bulletin. At a Prom Promise breakfast, students who were belted that morning received prizes.

Belt use increased 8 points to end at 87 percent.

Richmond Senior High School

Richmond County

Program led by Student Government Senate.

Several spots on the Channel One monitor were used to make students aware of the project. The NC Highway Expo Van visited the school in May. Elementary school students were involved in the project, writing letters to seniors asking them not to drink and drive after the prom. A video camera was also used to record some of the elementary school students' personal messages to the older students. A Seat Belt Safety Slogan contest awarded the winner with a gift certificate of his choice. The graphics class created stickers that were distributed to all students. One of the seat belt surveys was assisted by Donna Cochran of Richmond County Highway Safety Coordinators. In addition to the

surveys, several seat belt checks were done. A drawing awarded gift certificates to students buckled during the checks.

Belt use remained at 55 percent.

Riverside High School

Durham County

Program led by SADD.

The program designed a float for the Homecoming Parade and distributed candy in the Fall. In January, posters showing the dangers of drinking and driving and of not wearing seat belts were hung throughout the school. In April, incentives were given out during the seat belt survey.

Belt use increased 6 points to end at 89 percent

Roanoke Rapids High School

Halifax County

Program activities led by Student Council, National Honor Society, SADD, Key Club, Romasquers, band, Pep Club, Art Club, Spanish Club, FHA-HERO, HOSA, DECA, Environmental Club and Math Club.

Posters were displayed around the school, and the kick-off event in February included broadcasting a video to the school and "Contracts for Life." Later in the month, posters and an Awareness Wreath of colors were displayed along with information cards on the lunchroom tables. A contest for slogans and posters was held. In March a seat belt rollover demonstration and video were shown to the school at an assembly. The program sponsored a school-wide

Shamrock Scavenger Hunt in which students searched for safety sheet matches among other students. Elementary school children decorated white paper bags with safety messages which would hold Lifesavers candies to be presented to juniors and seniors on prom day. The group set up a booth at a shopping mall in May during a safety fair and handed out informational materials and continued their mock cocktails.

Belt use increased 11 points to end at 76 percent.

Rockingham County High School

Rockingham County
Program led by SADD and Student Council.

Posters and announcements were made in mid-March to inform the students and community about the program's goals. The Prom Promise sign-up campaign included a breakfast. Five give-away days were held in April and May with prizes awarded to buckled students. In May, a mock car wreck was enacted with the help of many state and local agencies including the N.C. Highway Patrol, Rockingham County Sheriff and Fire departments, and EMS of Rockingham County. It featured speaker John Smith III, the deputy secretary of crime control and public safety of North Carolina.

Belt use increased 28 points to end at 87 percent.

Rocky Mount Senior High School

Nash County
Program activities led by SADD.

A guest speaker visited the school in March and showed a State Highway

Patrol video. Posters were displayed all over school stating facts and statistics about seat belt use and drunk driving crashes. A week-long Statistics and Facts game awarded two students a day with \$10 gift certificates to Blockbuster Music. The Grim Reaper visited the school and the program tried to choose the most talkative students and students from each class so everyone had contact with the event. In April, the drunk driving simulator was set up at the school for one day, which meant that some students had the chance to participate, but it was not enough time for everyone to have a turn. Two signs were purchased for the student and teacher parking lots to remind everyone to buckle up. Lollipops were handed out before Spring Break reminding students of the dangers of drinking and driving and asking them to stay safe.

Belt use dropped 1 point to 79 percent.

Saint Pauls High School

Robeson County
Program activities led by FFA, Art Club, JROTC and SADD.

Activities kicked off the first week of March as students who were seen without their seat belts attended a slide show and discussion in the school library. A sidewalk chalk drawing contest for the best alcohol-free or seat belt message awarded gift certificates to the winning students. Throughout the program, belted students were given life savers and a contest was held between students and teachers to see which group had a higher percentage of seat belt wearers. On Teacher Appreciation Day, apples with Buckle Up messages were given to teachers. In April, free mocktails

were served to students during lunch to promote alcohol-free beverages. Students signed the Prom Promise on bulldog paws that were placed on hallway walls. Elementary school students were given incentives for writing letters to juniors and seniors asking them not to drink and drive the night of the prom. A SADD trivia contest was held and the winning students received gift certificates. A memorial was bought and placed in front of the school for a student athlete who died this year in a car crash.

Belt use increased 19.5 points to end at 94.5 percent.

South Lenoir High School

Lenoir County
Program led by SADD and HOSA.

A seat-belt bulletin board was displayed in the school from February to June and changed monthly. Birthday cards and a wallet card with a quarter to call for a ride were given to students who turned sixteen during the school year. Morning announcements included facts about seat belts and alcohol use. Winners to a trivia contest received a six-pack of Mountain Dew. An ER Nurses Care assembly was held for juniors and seniors by the Pitt Memorial Hospital Program. Students were given wallet cards with quarters to call for rides as they left the assembly. Vince and Larry gave out Dum-dums and Smarties in the parking lot to students depending on whether they were buckled or not. A display was placed in the school lobby for April and May.

Belt use increased 8 points to end at 82 percent.

South Robeson High School

Robeson County

Program led by SADD.

The kick-off event in October featured a speaker from the Palmer Drug Abuse Program and performances by a local singing group, the JROTC drill team and two students. Students who were found wearing their seat belts were given lifesavers. Band-aids attached to an emergency room pre-admit card were stuck to unbelted students. Students who were found unbelted for the second survey had their pictures posted on a bulletin board. A MADD-sponsored candlelight vigil was attended by about 20 students. A roll-over machine was brought to campus for a demonstration led by a local law enforcement officer. Public awareness announcements were made throughout the program. About 50 students who attended an RCC speaker on the impacts of drunk driving and not wearing seat belts were rewarded with a movie and lunch at Pizza Hut. Students attended a Strides for Safety walk in Raleigh. Students who were wearing their seat belts on graduation day were given a key chain, and those who weren't were given bumper stickers. The program was affected by the death of a belted student who drowned when the car he was a passenger in overturned in a canal.

Belt use increased 32 points to end at 84 percent.

South Stokes High School

Stokes County

Report pending.

Southern Alamance High School

Alamance County

Report pending.

Southern Durham High School

Durham County

Report pending.

Southwest Guilford High School

Guilford County

Program led by Student Council, FHA, and SAVE.

The program had slight problems with scheduling because of snowstorms. It was kicked off at the end of October with candy giveaways, the display of posters around the school, and the first seat belt check. Students performed skits for morning announcements and presented seat belt safety statistics and an explanation of the program and its goals. A "Celebrate Sober" week promoting seat belt safety and drunk driving awareness included skits, videos and one day of painting a student's face as a skeleton every hour to symbolize the number of people who die every hour from not wearing seat belts. Prizes, including candy and movie rental coupons were given to every 15th student who entered the school parking lot wearing a seat belt. A dance held at Kepley's Barn ended the week. Students signed pledge cards saying they would not drink or use drugs before or during the dance. "Celebrate Sober" was promoted by students and faculty with T-shirts. Activities for the week before the

prom included a billboard, posters, videos, button giveaways and the signing of the Prom Promise. During the last seat belt survey, gas and movie rental coupons and restaurant gift certificates were given out to every 10th person arriving at school with a fastened seat belt.

Belt use increased 11 points to end at 88 percent.

Southwestern Randolph High School

Randolph County

Program led by SADD, Student Government and Service Club.

The primary program ran from the last week of April up until the week before the prom. The program emphasized no drinking and driving, buckling up for safety and having a good, clean, fun time at the prom. A mock wreck between two cars included a Jaws of Life demonstration by local rescue units and Highway Patrol officers. Inside the gym an emergency room scene was performed. The Prom Promise and Commencement Commitment campaigns posted hands and a chain with students' signatures around the school. Everyone who signed the promise and commitment was given cookies and a drink during a half-hour activity period to plant flowers in memory of students and family who had been killed by drunk drivers. The slogan for this event was, "Plant Flowers Not People." The Commencement Commitment also sponsored an opportunity for seniors to go to Carowinds in conjunction with ARDAC (Asheboro, Randolph Drug Action Council). At a school assembly

Lifesavers and Smarties were handed out. The candy was attached with the messages, "Be a lifesaver, don't drink, buckle up, don't do drugs," and "Be smart, don't drink, don't use drugs, buckle up."

Belt use decreased 3 points to end at 77 percent.

Statesville High School

Iredell County

Program led by SADD.

The program began the first week of April with posters displayed around the school and a video shown to the school. Red Ribbon Week was held in mid-April with ribbons of the school's colors substituting for red ribbons. Candy was given after school each day to ribbon wearers, and a second video was shown to the school. A Prom Promise party was given at lunchtime to students who signed the pledge. A third video was shown to the school. A cake with a safe driving message was served at the prom. "Greyhounds don't drink and drive" pencils and key chains were given to students and faculty.

Belt use increased 3 points to end at 73 percent.

Swansboro High School

Onslow County

Program activities led by SADD.

After recruiting new members in September, SHS SADD created two floats for October's annual Mullet Festival parade and the Homecoming parade. The first float read, "If you drink and drive..." and carried students who acted as dead people, police and paramedics. The second float read, "...You're driving to your own funeral" and carried students acting out a funeral with a headstone and

casket. The floats took first place in the Homecoming Parade competition. As participants in National Red Ribbon Week, the group encouraged students and faculty to wear red, and they tied red ribbons onto students and cars. One student won a jar of red candy after guessing how many candies the jar contained. Before December vacation, the group created a video with the help of a local funeral home and rescue squad to the tune of Bing Crosby's "I'll Be Home For Christmas." The video was played over the school's closed-circuit televisions. The group hosted a Partners for Highway Safety meeting in March. Students made Easter/Spring bunnies that had crashed into poles as a result of not wearing seat belts or driving drunk. The bunnies were made of chicken wire, and batting or paper mache. They were not taken down until Prom Promise was over. The campaign for Prom Promise began with the formation of committees in March, the hanging of posters to advertise the signing of the promise, and announcements for the poetry, rap and essay contest. In April, Prom Promise cards and key chains were handed out in classrooms, and a Bradford Pear Tree was planted as a symbol of life to celebrate National Prom Promise Day. A policeman visited junior and senior classes as a guest speaker, showing slides of actual wrecks involving drunk drivers or teen-agers who were not wearing seat belts. During a lunch period a couple days before the prom, candy was given to seniors who showed their Prom Promise key chains. Red ribbons were tied to car antennae and pinned onto students to remind everyone to drive safely. Winners of a door decorating contest were given a pizza party, and two winners of the rap, essay and

poetry contest each received \$15 gift certificates to a local restaurant. On the Thursday before the prom, the annual Prom Promise carnival was held. Only students who showed their signed Prom Promise card could participate in all the events. Representatives from Nationwide Insurance helped with the carnival. Students with permits or driver's licenses used the governor's drunk driving simulators. The carnival also featured a "Cake Walk Contest," and students could throw whipped cream at teacher volunteers. A demonstration of auto crash rescue operations was given by the local rescue squad and fire department, and several Marines dressed up as prom-goers injured in crashes. A student's car that had been wrecked in an alcohol-related crash was displayed in front of the school. The Friday before the prom was the annual "White-Out" day. Every 23 minutes an intercom announcement was made throughout the school that a student had died and that student was taken from the classroom by a Grim Reaper. The students who "died" had their faces painted white and did not speak for the rest of the day. At the end of the day, a student read a poem entitled "The Death of an Innocent" over the intercom. To end the year, a "Buckle up for safety" sign was displayed near a speed bump at the school's exit.

Belt use increased 5 points to end at 90 percent.

T. Wingate Andrews High School

Guilford County

Report pending.

Tabernacle Christian School

Burke County

Report pending.

Tarboro High School

Edgecombe County

Program activities led by Air Force Senior ROTC NC-932.

A week-long program in March included daily Grim Reaper visits and announcements. Vince and Larry visited students during lunch periods the last two days of the week. A student body assembly wrapped up the program March 8. Posters were displayed and numerous handouts were distributed throughout the month of March. *The Daily Southerner* provided news coverage of the program.

Belt use increased 9 points to end at 72 percent.

Trinity High School

Randolph County

Program activities led by Student Government Association.

The program kicked off with a retreat to tape the soap opera "Days of Our Prom" for two days in mid-March. Seat belt and Don't Drink posters and banners were put up in the cafeteria. One wall of the cafeteria was used as a memorial wall to honor people who had died in auto crashes. Two students dressed as Vince and Larry performed the school's televised announcements. They also announced the seat belt survey results and told students about the Prom Promise and the awarding of prizes during Safety Week. "Days of Our Prom" was shown to the school after morning announcements each day the week before the prom. Directly after the soap, a 30-second seat belt commercial was shown. The story line

for the soap opera included the week of preparation and excitement before the prom, students drinking at the prom, and the students' reactions to the death of their friends who'd been drinking and driving. The soap ended with a student telling the school that her sister was killed by a drunk driver in a real-life crash and that they should have an alcohol-free prom. Students could sign up for Prom Promise during lunch periods. Students who signed up were given a pencil, a prom promise card, a ribbon, and a beaded safety pin to wear. The winner of a Prom Promise drawing was awarded a limousine ride and dinner for four at a local restaurant. On the Tuesday before the prom, a student was randomly drawn every 23 minutes to symbolize the number of alcohol-related deaths. An announcement was made that the student had been seriously injured or killed in an alcohol-related crash, and that student was brought to the office and given a Prom Promise T-shirt to wear. During one Seat Belt check, prizes were given to every seventh belted driver. Forty bowling passes, 25 five-dollar gas coupons, and 25 five-dollar meal certificates were awarded. A mock car crash included two fire trucks, two patrol cars, an ambulance, and a Jaws of Life demonstration. EMTs helped remove the passenger, and highway patrol officers gave the driver a coordination test, a breathalyzer test, then cuffed him and put him in the patrol car. After the demonstration, officers and emergency personnel stayed to talk to the students and urge them to sign the Prom Promise. In the end, 484 students signed the pledge. The program was covered by two local papers and the WFMY TV 2 evening news.

Belt use increased 18 points to end at 86 percent.

Triton High School

Harnett County

Program activities were led by SADD.

The March 1 kick-off event was led by a guest speaker whose daughter was killed by a drunk driver. Students were given rewards on three different occasions if they were found wearing their seat belts. The rewards consisted of a get out of school 5 minutes early pass, a free homework pass, and a free soda. Rewards were also given to students riding the bus with good safety skills.

Belt use increased 2.1 points to end at 92 percent.

Tuscola High School

Haywood County

Program led by SADD, HOSA and 9-12th grade students.

The program kicked off with a visit from the Grim Reaper who visited 16 students. The students painted their faces white, wore black ribbons around their necks and did not speak for the day. Tombstones were built around the campus for those chosen by the Grim Reaper. Their epitaphs were read over the P.A. system. Tombstones were also built around campus for celebrities who had died because of drug or alcohol use. The local newspaper and television station covered the event.

Valentine bags with free SADD gifts were given to students. A "Chain of Life" containing student and faculty names was displayed in the school cafeteria beginning with the week before the prom. Safe-driving

announcements were made over the PA system, and bulletin boards and posters were displayed throughout the campus during the program. A table set up in the cafeteria held free literature on seat-belt usage and alcohol fatalities. Students and principals from Tuscola and Pisgah high schools participated in a candlelight ceremony to remember those killed by drunk drivers. A GHSP Exposition to simulate drunk driving was held on campus for two days and was visited by about 750 people. About 730 students signed Contracts for Life and the Prom Promise. A drawing was held for a door prize during Prom Week. A poster and door decorating contest awarded prizes to the top three winners.

Belt use increased 8 points to end at 95 percent.

Union Pines High School

Moore County

Program led by SADD, Drama Club and Student Government

Program activities began with a guest speaker whose brother had been killed in an car crash after he'd been drinking and not wearing his seat belt. Afternoon intercom announcements were made and posters were placed throughout the school. An awareness promotion encouraged students to sign a promise to wear seat belts and to not drink and drive. Pencils that read "Thanks for not drinking and driving" were handed out. In April, a mock car wreck included many student groups, emergency personnel, the fire department and the highway patrol.

Belt use increased 5 points to end at 84 percent.

Walter M. Williams High School

Alamance County

Program led by SADD, Athletics and Students at Large.

The local police visited the school the first day of April and displayed a casket with drugs and alcohol information. The big kick-off event was a lunchtime "White-Out" in mid-April. The school set a goal of 92 percent seat-belt usage on that day and put a barometer near the main office to record the school's progress. Posters, bulletin boards and intercom announcements throughout the school reminded students to wear their seat belts and of the dangers of drunk driving. A poster contest awarded a Sub Party to the winner. Community members including local gas stations, towing services and the Duke Air Flight assisted with the mock car wreck and Prom Promise assembly. The community also donated several gifts that were used as incentives and rewards for wearing seat belts. Raffle tickets were given to students who were wearing their seat belts. The drawing included the following prizes: candy, dinners for two, 50 dollar prizes and oil changes. After reaching their set seat belt goal, the program presented a plaque to the administration during the Athletic Awards Assembly at the end of May. On Graduation Day, bags were passed out to graduates containing seat-belt and drinking and driving information and safety reminders, key chains, candy, gum and a coke.

Belt use increased 15 percent to end at 94 percent.

Warren County High School

Warren County

Report pending.

Washington High School

Beaufort County

Program activities led by SADD, Washington Police Department and Beaufort County Rescue Workers.

The program kicked off in January with visits from a State Highway Patrol sergeant who spoke to students and showed a video, and rescue workers who spoke to students about what they had seen in crashes involving alcohol or unbelted drivers and passengers. Red pencils engraved with the message "Drive Safely — Buckle Up," "Don't Drink and Drive" or "Washington High School SADD" were given to every student. In February, lifesavers were given to students as they drove in to school, and students were told "You're saving lives by buckling up." In March, students were given Blow Pops and told, "Don't blow it. Keep on buckling up." And the day before Easter vacation, students were given Easter eggs and told, "Have a good Easter and drive carefully." The video was shown throughout the school in April. The day before the prom, a mock car wreck was held with the help of the local police department and rescue squad. The wreck was featured on the front page of *The Washington Daily News*. Students who were wearing their seat belts in a June seat-belt check were entered into a drawing to win a T-shirt or a \$3 coupon for Dominos pizza.

Belt use increased 9 points to end at 85 percent.

West Brunswick High School

Brunswick County

Program led by SADD and horticulture, journalism and English classes.

The program kicked off in May with its annual prom activities. Pencils with the SADD logo were handed to freshman and sophomore English classes and SADD bags were given to local ABC stores for their use. Flowers were planted in the courtyard in memory of victims of drunk driving crashes. A SADD booth set up at a school carnival offered mocktails, brownies and literature promoting highway safety. An "Arrest a Teacher" Day was held to remind everyone to wear their seat belts. A N.C. Highway Patrol sergeant gave a slide presentation to juniors and seniors. All students and faculty were invited to join a "Walk for Life" through the town. The Grim Reaper visited classes and casket pictures were placed on student lockers. Place mats printed with "7/10 of a second" articles and "Ode to a Teen-ager" articles were distributed to local restaurants. Breathalyser demonstrations were given by local police during school lunch periods. A candlelight vigil was held the Thursday evening before the prom in memory of drunk driving victims and SADD newspapers were distributed to junior and senior English classes. The day before the prom, SADD members wore their SADD T-shirts. "Prom Night Disaster" and "Precious Lives" poems were read over the PA system during prom activities. Vince and Larry visited the prom and handed out SADD "Boozeless and Buckled Up" bags filled with prizes including T-shirts, key chains, gift certificates, roses and a quarter to call home for a ride. The week after the prom, refreshments were given to all law enforcement officers who patrolled during Prom Weekend.

Belt use dropped 9 points to end at 64 percent.

West Caldwell High School

Caldwell County

Program led by WCHS and SADD.

In December and January, the program initiated a billboard campaign with a holiday safe driving message. Morning announcements about seat belt safety were made over student television. Posters were displayed throughout the building. School Safety Week was held at the end of May and included a wrecked car, a Prom Promise sign-up, a safety billboard and Professional's Day. Professionals from the police and sheriff's and fire departments visited the school, as well as representatives from EMS, MADD, N.C. Dept. of Corrections and First Responder's Unit. Videos were presented to students each day about student safety, and students recited original poems about drunk driving crashes.

Belt use increased 15 points to end at 90 percent.

West Columbus High School

Columbus County

Report pending.

West Forsyth High School

Forsyth County

Program led by SADD.

A "Staying Alive" dance and skit was performed to feeder middle schools. SADD members made a large banner of a brick wall with graffiti messages such as "Let's Lick it Now," and "Don't be a Sucker" tied in with suckers. SADD buttons, literature, stickers, and T-shirts were given out to students. A mock cemetery was set up with tombstones for young people who died in alcohol or drug related deaths. Prizes were given away one afternoon to students who had been wearing their

seat belts in a morning survey. Prizes included gas coupons, Subway sandwich coupons and candy. A Grim Reaper day symbolized the average number of people killed in the United States by drunk drivers. The chosen victims wore sashes and had painted teardrops on their faces. They were asked to remain silent the rest of the day, and tombstones were painted on their lockers. SADD members painted faces and served soft drinks at Spring Fling, an outside-fun day. Prom Promise Week featured the distribution of T-shirts and key chains and a day of wearing Prom Promise T-shirts.

Belt use dropped 6 points to end at 83 percent.

West Wilkes High School

Wilkes County

Program led by SADD.

A seat belt check in March awarded belted students with gift certificates for gas to show that it "pays to wear your Seat Belt." The certificates were awarded the afternoon following the survey. SADD Awareness Week in mid-April was the program's main event. SADD club members wore their drinking and driving is "a deadly mix" T-shirts on two days of that week to increase awareness of the club and its purposes. Posters were displayed and announcements were made throughout the school with facts and statistics about seat belts and drunk driving. The North Carolina Highway Safety Exposition visited classes with a drunk-driving simulator. The concluding event in May was the planting of azaleas and a geranium in the school courtyard as part of the "Plant a Flower, Not a Body" program. Messages on prom napkins

reminded students to be safe and sober. The program made a donation to Project Graduation, an all night drug- and alcohol-free party for seniors held at the local YMCA for all four high schools in the county.

Belt use increased 12 points to end at 87 percent.

Wilkes Central High School

Wilkes County

Report pending.



Students and teachers at Roanoke Rapids High School in Halifax County check to see if students leaving the school parking lot are wearing their seat belts.



A mock car crash at Currituck County High School in Currituck County reminds students to be responsible drivers.



A mock graveyard on the campus of West Forsyth High School in Forsyth County warns students of what could happen if they drink and drive or fail to wear their seat belts.



A student at Lee Senior High School in Lee County paints a speed hump in the school parking lot with a message to remind students to buckle up before leaving.

62 N.C. high schools participate in 1995 program

Summaries highlight program activities

Albemarle High School

Stanley County

Final report was not received.

Alexander Central High School

Alexander County

Program activities led by SADD.

Information about unannounced seat-belt surveys and driving safety was distributed to students. A virgin bar was set up in conjunction with the Prom Promise assembly where students could get non-alcoholic drinks. This activity was held to promote the idea of not drinking and driving. The campus speed bumps were painted with messages about buckling up.

Belt use climbed 14 points to end at 83 percent.

Andrews High School

Cherokee County

Program activities led by FHA.

The campaign began with 5th and 6th graders writing letters to the juniors and seniors stressing concern for the high school students' safety during prom night. T-shirts and other gifts were given out as incentives for wearing a seat belt. Vince and Larry made an impressive presentation during the Awards Day ceremony. As prom time neared, highway patrol officers discussed with students the consequences of being under the influence of alcohol and/or drugs. Pledge cards were given to 7th and 8th graders to promote the usage of seat belts. Incentives were offered to

students who signed the card. A logo contest was conducted with the Art Department to make posters for the halls.

Belt use dropped 5 points to end at 41 percent.

Arendell Parrott Academy

Lenoir County

Program activities led by SADD, Art Club.

Program activities began with efforts to increase publicity for Prom Promise. A table was set up at break time and lunch time where students could read and sign the pledge cards. A tuxedo-dressed mannequin was placed in the lobby holding a giant invitation to the Mocktail Party. Non-alcoholic beverages in stemware with garnishes were served at the party and a DJ played music and announced safe-driving tips. There were also prize drawings from the Prom Promise pledge cards and the SADD Club purchased T-shirts designed by the Art Club for every senior as a "safe graduation gift." Additionally, fifth graders wrote letters to juniors and seniors encouraging the high schoolers to think about the consequences of drinking and driving. The N.C. Highway Safety Expo was on campus for a day and was visited by about 525 people. "Saved by the Belt" assemblies were held. The event received attention from parents and the local newspaper. A rollover simulator was displayed at the School Field Day. Middle school students viewed and discussed a video by Sunburst that showed vignettes of teens involved in

risky behavior and a bicycle rodeo was held for 4th graders.

Belt use climbed 18 points to end at 99 percent.

Ashbrook High School

Gaston County

Program activities led by SADD, HOSA, Student Council.

The entire student body received Safety Pops with a safety slogan attached. A guest speaker presented information to students about drugs and alcohol. In addition, statistics and other information were delivered via the televised announcements. Vince and Larry visited the high school as well as a local elementary school where every child wearing his/her safety belt was awarded a treat.

Belt use climbed 15 points to end at 83 percent.

Bertie High School

Bertie County

Final report was not received.

C E Jordan High School

Durham County

Program activities led by SADD.

SADD members rewarded students with various prizes for being buckled up during three unannounced seat-belt checks. Individuals wearing their seat belts during the 2nd and 3rd checks had their names entered in a school-wide drawing for a gift certificate from Blockbuster Music. Students who signed the Prom Promise

received discount coupons on photo processing. On prom night, each student received a stadium cup along with an ice-cold Mountain Dew or Pepsi and a reminder about safe driving. Free T-shirts were given to seniors who registered to attend Project Graduation.

Belt use held steady at 91 percent.

Camden County High School Camden County

Program activities led by CCHS, SADD, R.E.S.P.E.C.T.

The kickoff event was an assembly featuring professional football player Lin Dawson as the guest speaker. He led a group of 30 students in leadership training. Also, a Prom Promise assembly was held for students and parents separately. Other activities included Grim Reaper Day where the Grim Reaper handed out prom favor bags at lunch, and the appearance of Vince and Larry at the prom. In addition, Vince and Larry performed skits at elementary and middle schools in the area. A poster contest was held and the winning class received a free ice-cream party.

Belt use climbed 15 points to end at 78 percent.

Cape Hatteras School Dare County

Final report was not received.

Carver High School Forsyth County

Program activities led by CADDY — Carver Against Drugs and Drinking in Youth.

During Prom Promise week, a mock trial of someone charged with driving impaired was presented to the

student body. The trial was written and produced by drama students and students served as the jury. "It's My Call", a voluntary drug screening program at the school, increased its student commitment to 90 percent. A registered nurse from Forsyth Memorial Hospital presented a program to students about DWI crashes and seat-belt usage. A Law Enforcement Appreciation Day was held, which received much newspaper publicity. Students wrote letters to all members of the Winston-Salem Police Department and Forsyth County Sheriffs Department supporting their efforts and inviting them to a special celebration at the high school. The Grim Reaper toured the school one day tapping individual students and staff members every 30 minutes to depict the number of people killed daily in DWI crashes. A banner competition with a DWI theme was held between school clubs and organizations. A letter-writing campaign was conducted by CADDY (Carver Against Drinking and Drugs in Youth) members who spent a day during spring break writing letters to the General Assembly supporting stricter DWI laws. Several legislators replied. A Prom Promise Anniversary Celebration was held, marking the 5th year the school has participated in Prom Promise and another year of 100 percent pledge participation with no car crashes or automobile-related injuries.

Belt use dropped 2 points to end at 76 percent.

Cary High School Wake County

Program activities led by Highway Safety Committee.

Cary's program began with speed limit and buckle up signs posted at school exits. Public service announcements were shown on school TV. "Click it or Ticket" super clickers were distributed to students along with bumper stickers. Cary police set up two highway safety booths. These activities led up to a well-planned mock crash that was unannounced and scheduled just as students were leaving school at the end of the day. The crash generated two lengthy newspaper articles with photos of the crash scene.

Belt use climbed 34 points to end at 95 percent.

Charles B. Aycock High School

Wayne County

Program activities led by SADD.

The kickoff event included a mock wreck and mock trial with rescue personnel, a deputy sheriff, a district court judge, two attorneys, and an insurance adjuster present to provide detailed information to the students. Before the event, 140 stickers were placed on chairs at random. After the trial, students were instructed to check their chairs for stickers. Those with stickers were asked to leave the assembly, representing the number of teen-agers killed on N.C. highways in 1994.

A chain of life was hung in the school cafeteria. Each student had their name written on one of the paper links. Students attending the prom received letters from elementary students urging them not to drink and drive. Dum Dum lollipops were distributed to people not wearing seat belts on Grim Reaper Day. Those wearing seat belts received gifts such as movie passes, gift certificates, and lollipops.

Belt use climbed 16 points to end at 82 percent.

Chocowinity High School

Beaufort County

Program activities led by FBLA.

The kickoff was a mock wreck which took place early one morning as students and teachers arrived at school. School administrators received many calls from various parents and citizens inquiring about the crash. Kathy Dutton and Joy Berry, employees of the Pitt Memorial Hospital Trauma Unit, spoke to the student body. Mrs Berry spoke to 6, 7 and 8th graders about bike, automobile, and water safety. Mrs Dutton spoke to 9-12th graders about seat-belt safety. A name from each of the school's three buildings was drawn every 23 minutes. The person whose name was drawn was declared a victim by the Grim Reaper. Seniors received letters from the Chocowinity Primary School students. Vince and Larry attended the Chocowinity Junior/Senior Prom and incentives were given to students who wore their seat belt to and from school.

Belt use climbed 13 points to end at 81 percent.

Clinton High School

Clinton County

Program activities led by SADD, BMO, HOSA.

The program began with daily announcements made over the intercom. Prom Promise posters were displayed all around the school and students were able to sign the Pledge during lunch. Students who made the Prom Promise received candy, key chains, and bumper stickers. A rap contest was held. The winner received

a certificate for 5 compact discs. On Ghost and Angel Day, selected students were given a statement to read in class related to crashes where drivers or passengers were not wearing seat belts.

Belt use climbed 17 points to end at 100 percent.

East Duplin High School

Duplin County

Final report was not received.

Eastern Alamance High School

Alamance County

Program activities led by Student Council.

The campaign kickoff included a poem/slogan and poster contest. The winners of each received a \$15 gift certificate. Also a homeroom door-decorating contest was held. The doors were to be decorated with a message concerning seat-belt use and drunk driving. The winning homeroom received fresh doughnuts. During seat-belt checks, belted students received various prizes. Eight sets of prom tickets were given away as well as ten \$15 gift certificates for Record Town.

Belt use climbed 14 points to end at 76 percent.

Elkin High School

Surry County

Program activities led by SADD, Prom Promise Committee.

The students sponsored drug and alcohol programs in conjunction with the Prom Promise competition. Elkin High School won first place for Division C in North Carolina. Their activities, including a mock car wreck, received attention from the local newspaper.

Belt use climbed 7 points to end at 88 percent.

Enka High School

Buncombe County

Program activities led by Student Council, SADD.

As part of the kickoff event, students stopped cars and rewarded individuals wearing seat belts with Safety Pops and advised individuals not wearing seat belts by giving them Dum-Dums. A car that was totaled as a result of drunk driving was displayed on campus. Posters on seat-belt use were posted on the vehicle as well as around campus. Announcements about seat-belt safety were made on the intercom. T-shirts were given to belted individuals and MADD ribbons were tied to the antennas of all the cars.

Belt use climbed 31 points to end at 95 percent.

Forest Hills High School

Union County

Program activities led by SADD, FFA, Driver Education Classes.

Students distributed black and gold ribbons to be worn in support of the Safe & Sober program. Prizes were given throughout the week to students wearing the ribbons. Facts about the consequences of driving under the influence were read over the P.A. daily during the announcements. Various speakers spoke to 9th and 10th graders. A Highway Patrol officer spoke to the 11th graders and an emergency room nurse spoke to the senior class. A poster/essay contest was sponsored as well as a door-decorating contest. A banner was hung across the entrance of the school encouraging students to have a safe and sober prom. A large sign was

displayed on Highway 74 reminding teens not to drink and drive. Brochures were distributed along with prom tickets.

Belt use climbed 2 points to end at 80 percent.

Freedom High School

Burke County

Program activities led by SADD, HOSA.

Local radio announcements were recorded and there were daily reminders on the P.A. system to be safe and sober. Also, winners were announced from a drawing of Prom Promise pledges. Speed bumps were painted with the following messages: "Don't Drink and Drive," "Be Safe and Sober" and "Buckle Up." A video produced by the school production class was shown to the student body. It included scenes from a mock crash coordinated by local law enforcement officials. A "BIG RED REMINDER" with Big Red Gum attached was given to students reminding them to be safe and sober. Prom-goers received letters from elementary students. Cards were placed in the pockets of tuxedos and corsage boxes and Bar None candy bars were given as incentives for wearing seat belts.

Belt use climbed 19 points to end at 80 percent.

Goldsboro High School

Wayne County

As a part of the Goldsboro High program, students coordinated activities targeting the high school students including participation in the Safety Walkathon, bringing in guest speakers to discuss seat belt and alcohol awareness with English classes, setting up a seat belt/alcohol

awareness booth at the prom, and constructing a chain of life. Outreach programs were conducted by serving as D.A.R.E. role models at Dillard Middle School and by participating in a drug fair at Carver Elementary School.

Belt use climbed 9 points to end at 86 percent.

Greene Central High School

Greene County

Program activities led by SADD.

April was declared Alcohol/Seat-Belt Awareness Month at Greene Central High School. Posters were put up throughout the school in observance. For the kick-off of the program, the school had an Alcohol/Seat-Belt Awareness Rally in the school gym sponsored by local and state traffic enforcement agencies. The N.C. State Highway Patrol demonstrated their seat-belt convincer, the DWI Traffic School of Greenville was on hand to answer questions and the emergency agencies of the county displayed their equipment. The SADD club had a booth at the rally to distribute information and gave out key chains and pencils with the slogan "Drive Safe & Sober." The Chain of Life was displayed at the rally and there was a raffle for prom portraits for students who had signed the Prom Pledge. Vince and Larry and the Buckle Bear also stopped by the rally to visit with the students.

Belt use climbed 4 points to end at 83 percent.

Harding University High School

Mecklenburg County

Program activities led by SADD.

A mock crash held in the school football field and attended by the entire student body was the kick-off

event for the school's awareness program. The local fire department, police and emergency crews (with an emergency helicopter) all volunteered their services. T-shirts were given to them in appreciation as well as to the winners of a drawing pulled from students who signed the Prom Promise. An ice-cream party was given to the senior class for having the largest percentage of students to sign the Prom Promise.

Hertford County High School

Hertford County

Program activities led by SGA, SADD, Art, Shop, Health Occupations.

The most popular event of Hertford County High School's alcohol and seat-belt awareness project was Grim Reaper Day. The school also held a Cemetery Day and had an assembly using police drug dogs. Vince and Larry, the crash test dummies, made an appearance at the prom. PA announcements at the school focused on seat belt, alcohol and highway safety issues. Incentives for the project were Hershey's Kisses, Life Savers and Dum-Dum lollipops.

Belt use climbed 13 points to end at 62 percent.

Hobbs High School

Sampson County

Final report was not received.

James B. Hunt High School

Wilson County

Program activities led by SADD.

The school's safety awareness program was planned over the summer. "Welcome back to school" post-cards were printed and mailed to students

enrolled for the 1995-96 school year. The postcards also urged students not to drink or do drugs and to always buckle up. Speed bumps in the school parking lots were painted with buckle up and anti-drinking messages. Incentives, including 40 tickets to the Welcome Back Dance, were purchased to give to buckled drivers arriving at school for the first day of school.

Belt use climbed 18 points to end at 90 percent.

John T Hoggard High School New Hanover County

Program activities led by SADD.

An alcohol/seat-belt survey was conducted during homeroom. Students assembled to hear a police officer describe a drunk-driving crash that killed three people. A seat-belt/alcohol awareness poster contest was held. All entries were displayed in the hallway. The winner of a drawing from Prom Promise pledge cards received a limousine ride to the prom. The school's spirit rock was painted with a seat-belt/alcohol message. Statistics were read over the P.A. system every morning. Candy, a free car wash and discount coupons for tuxedo rental were incentives offered to students who buckled up.

Belt use climbed 10 points to end at 82 percent.

Kinston High School Lenoir County

Final report was not received.

Lexington Senior High School

Davidson County

Program activities led by LaVida Club.

The campaign began with a school-wide concert entitled "Say Yes to Life." Select classes were invited to attend a presentation called "Think First." The program included speeches from a paraplegic and medical staff members. "Say No" stickers were distributed. Red ribbons were placed on cars and on the entrance to the school. Bookmarks made by elementary school children were given to students. The message was, "Buckle up, don't drink and drive." Candy Kisses along with information were distributed to students. Candy was also given as an incentive for signing the Prom Promise. The principal allowed students who made the Prom Promise to leave early for lunch. Students with the Prom Promise card also had the opportunity to enjoy drinks from a virgin bar. The message to students was: "You can have a good time without alcohol."

Belt use climbed 3 points to end at 93 percent.

Manteo High School Dare County

Program activities led by DARE Co. MADD, MHS, SADD.

The first week of the program, students were greeted by Vince and Larry in the parking lot before school. They rewarded drivers wearing seat belts with a bag of goodies that included pencils, bumper stickers, handouts and pamphlets. The drivers and passengers not wearing seat belts were given a reminder and a Dum-Dum sucker. Juniors and seniors received a printed invitation to come and plant flowers during their lunch break. Incentives were given to those who participated. During the week of the prom, the Grim Reaper greeted students during lunches, handing out

discount coupons from a local funeral parlor. Students also received handouts, pens, pencils and an invitation to a non-alcoholic pre-prom social.

Belt use held steady at 79 percent.

Midwood High School Mecklenburg County

Program activities led by The Knight newspaper staff, MHS Explorers, MHS Teen Parent Association.

In an effort to make the campaign realistic, a wrecked car was displayed on the lawn. The car was one in which two people were killed in an alcohol-related crash. A seat-belt/alcohol awareness talent show was held. This event got the entire school community involved. Representatives from the Carolina Head Trauma Center, the Health Department, the Drug Education Center and representatives from Alcoholics Anonymous were on hand at the school carnival to disseminate information on highway safety. Former "at-risk" students discussed issues of drug and alcohol use with students. The discussion was in the format of a talk show. The campaign received coverage on Channel 3 (WBTV).

Mitchell High School Mitchell County

Program activities led by Student Council.

The kickoff event included speeches by students and adults on the dangers of drinking and driving, as well as driving without a seat belt. Students were encouraged to make the "prom promise" and sign the "seat-belt safety pledge." An all-night drug and alcohol-free party, called Project Prom, was held at the YMCA. In

addition, information packets were given to students in each middle school in the county. Fifth graders also wrote letters to juniors and seniors encouraging them to buckle up and stay sober on prom night. Campaign events were widely publicized by the county newspaper.

Belt use climbed 5 points to end at 74 percent.

Mooreville Senior High School

Iredell County

Program activities led by Student Council with participation from 14 other clubs and groups.

The kickoff events included all teachers and student council members wearing T-shirts made especially for the program. A wrecked car was placed in the front of the school and red ribbons were distributed to all students. They were asked to wear them all day in honor of seat-belt safety and alcohol awareness. Donna Garrison was the speaker at the kickoff assembly. During the afternoon announcements, the student body president and vice-president released seat-belt safety and alcohol awareness facts. The morning announcements included trivia questions about highway safety. Two "chains of life" were created and displayed at the school and celebrity tombstones were set up on campus. On separate days, a simulator display and rollover convincer were on campus for students to see. Flashing signs from the highway department advocating seat belts and driving sober were placed in the hallways. At another assembly, a mock trial was held which included student volunteers, lawyers, police officers, a judge, insurance representatives and the audience as the

jury. Throughout the program, incentives such as candy and keychains were given to students. In addition, Channel One was used to show videos concerning highway safety.

Belt use climbed 5 points to end at 86 percent.

Mount Pleasant High School

Cabarrus County

Program activities led by SADD, Dream Team.

Students initiated the "Cross Your Heart" campaign with a mock crash held prior to an assembly concerning the responsibilities that come with getting a driver's license. Flyers encouraging students to wear seat belts were placed on all cars in the student parking lot. Key chains were distributed on "Angel Day" to students wearing their seat belts. "Devil Day" followed with students not wearing seat belts receiving Dum-Dum lollipops. Passes for free sodas were also given as rewards to belted students. Individuals and clubs were encouraged to decorate cloth squares with a message showing support for the campaign. The squares were sewn together to create the "Cross Your Heart" quilt which was hung in the common area of the school. The intercom system was used to give facts about alcohol and drug use and to present trivia pertaining to seat belts. A candy bar and drink were given to students who answered trivia questions most promptly. Candy kisses were given as a reminder to buckle up and posters and signs were displayed around the school.

Belt use climbed 19 points to end at 92 percent.

North Buncombe High School

Buncombe County

Program activities led by SADD.

The kickoff event was Grim Reaper Day. At 15-minute intervals, a student was singled out and given a cross to place in the "graveyard" in the school's courtyard. By the end of the day, there were 28 crosses. A chain of life was hung in the commons area. On Beach Day, six students wore lifeguard shirts during the day and stopped departing students at the end of the day to give those who were belted a chocolate Kiss.

Belt use climbed 7 points to end at 76 percent.

North Pitt High School

Pitt County

Program activities led by SADD, PHS, Art, S.A.V.E., HOSA.

Gary Deans, from WITN Channel 7, spoke to students about his experiences as an alcoholic and about alcohol-related events he has reported on. T-shirt, rap and poem/essay contests were held. Vince and Larry and Buckle Bear walked around school passing out buttons, lollipops and brochures. Bethel D.A.R.E. Officers placed a coffin in the cafeteria during lunch. On Dead Day and Grim Reaper Day, students dressed in black and SADD students made announcements on the intercom. Lollipops and bumper stickers were given out as incentives to those wearing seat belts.

Belt use climbed 15 points to end at 81 percent.

North Stanly High School**Stanly County**

Program activities led by SADD.

Bumper stickers and "Buckle Up" buttons were distributed in conjunction with a community walk-a-thon for drug awareness and traffic safety. Law enforcement officials participated in an assembly as part of the campaign kick-off. Seat-belt wearers were rewarded with prizes. Red ribbons were placed on cars. Seat-belt facts were read over the announcements. Posters were displayed around the school. A door-decorating contest was held between homerooms and fact sheets were distributed to all students. Videos were run over closed-circuit television and a bookmark/poster contest was held for 7th graders at a local elementary school.

Belt use climbed 14 points to end at 82 percent.

Onslow County High School**Onslow County**

Program activities led by SADD, Student Council.

Teachers taught from the N.C. Alcohol and Other Drugs Interdisciplinary Curriculum. The Onslow County Schools drug coordinator spoke to students. A door-decorating contest was held. With the help of Nationwide and Marine Chevrolet, a billboard was posted. Students listened to Lin Dawson talk about the importance of making good choices in life. The seat-belt safety patrol rewarded students for wearing seat belts with candy and/or extra privileges such as early lunch break.

Belt use climbed 9 points to end at 90 percent.

Parkwood High School**Union County**

Program activities led by SADD, Dream Team.

For the kickoff event, students who arrived at school belted were given a snack from the cafeteria. A logo design contest was initiated and T-shirts were given to students wearing seat belts. Students not wearing seat belts were made to wear seat belts over the shoulder and get 10 signatures on it. A discussion was held in the form of a talk show.

Belt use climbed 1 point to end at 88 percent.

Person High School**Person County**

Program activities led by SADD, Youth Advisory Council, Prom Committee '95, Project Celebration.

Substance abuse and seat-belt safety posters were placed throughout the school. The campaign featured several speakers. A state trooper made presentations in the school library. Speaker Donna Ebrons delivered a speech at an assembly entitled "4A's of Seatbelt Safety: A Check-Up From the Shoulders Up". Attorney Thomas Fitzgerald spoke to students about the legal aspects of drugs. A wrecked car was placed on campus the week of the Junior/Senior Prom. Incentives given out during seat-belt checks included cotton candy, pop corn, and discount coupons for a local funeral home.

Belt use climbed 7 points to end at 82 percent.

Pisgah High School**Haywood County**

Program activities led by SADD.

The program began with students signing the "Chain of Life". This chain

was placed in the cafeteria. Posters warning of the dangers of drinking and driving were posted in the school to create the "Hall of Horrors". Students listened to a "Scared Stiff" presentation by Sgt. Fred Davis of the N.C. Highway Patrol. Residents of a local halfway house came and spoke to students about drugs and alcohol. After hearing each speaker, students were offered the chance to sign the Prom Promise. The school also had a Grim Reaper Day and a Belt-Off Day.

Belt use climbed 9 points to end at 85 percent.

Plymouth High School**Washington County**

Program activities led by SADD.

With the support of Plymouth's Mayor, participants sponsored Bobby Petrocelli, a motivational speaker from Ten Seconds Inc., to speak to the entire student body. His topic was "the difference a ten-second decision can make in peoples' lives." Students tied red ribbons on all vehicles in the school parking lot with a message that read: "Remember to make SAFE and SOBER decisions." English classes attended the Highway Safety Fair, a day-long event hosted by SADD members. Activities included SADD Trivia, SADD Bingo, Burst the Balloon, and Ring Toss. Students received various prizes for participating. The fair featured appearances by Vince and Larry and Buckle Bear. Sgt. Ed Kirkland, of the N.C. Highway Patrol set up a display depicting highway safety. SADD members passed out ribbons and key chains to each student who visited the information booth. The fair was a creative and effective way of educating students about highway safety. Students on the elementary and

middle school levels also received information about highway safety. Every kindergartner and first grader at a local elementary school received a coloring book and a LifeSaver pop that read "Be A Lifesaver, Wear Your Seat Belt." Second, third, fourth and fifth graders received a LifeSaver pop and a drawing that said, "Stop and Think, Wear Your Seat Belt." At the middle school, each student received a Blow Pop with a message that read, "Don't Blow It, Make Safe and Sober Decisions." The campaign activities received coverage by the local newspaper and T.V. station.

Belt use climbed 3 points to end at 69 percent.

Polk County High School

Polk County

Program activities led by SADD, Peer Helpers.

Red ribbons were distributed for students to wear in support of the campaign. Students who wore the ribbons for at least two days were entitled to a free non-alcoholic mixed drink served by Miss North Carolina and one of the teachers. A crash was simulated with the help of Polk County EMS, MAMA, Local Fire Dept., Police Dept. and Peer Helpers. Vince and Larry made an afternoon appearance.

Belt use held steady at 69 percent.

Ravenscroft School

Wake County

Program activities led by SADD.

A three-act skit portraying a party after a school dance where students were drinking was performed during a morning assembly. A vehicle wrecked in a drunk-driving crash was displayed on campus with a sign that read:

"Friends don't let friends drive drunk." Neil Glancy from Virginia, who killed his best friend while driving impaired, spoke to the student body. On SADD Statistics Day, a different student put on a black T-shirt every 24 minutes to represent a person killed by a drunk driver. Couples attending the prom received letters from 5th graders asking them to be safe, wear seat belts, and not drink and drive. As incentives for wearing seat belts, students received M & Ms and a coupon for a warm bagel with cream cheese. A drawing with the coupons awarded a compact disc to the winner.

Belt use climbed 6 points to end at 96 percent.

Red Springs High School

Robeson County

Program activities led by RSHS Show Choir, Art Dept., JROTC, SADD.

The kickoff event was an assembly featuring a guest speaker. The art and music departments played a large role in the program as well. A slogan contest and door-decorating contest were held. A wrecked car display caused a lot of excitement on and around campus. Both the City Council and the Board of Education signed a Proclamation of Support for the campaign, which received newspaper coverage.

Belt use climbed 8 points to end at 46 percent.

Reidsville Senior High School

Rockingham County

Program activities led by SADD.

The kickoff event was an assembly for the entire student body. Thirty-second television spots were shown on Channel One. Students received a small candy bar for wearing a seat

belt. The drama club performed skits at lunch. Teachers and students were kept aware of seat-belt usage rates among males and females with the "Goal Thermometer".

The thermometer was colored after the results of each seat-belt check were calculated.

Belt use climbed 6 points to end at 81 percent.

Richlands High School

Onslow County

Program activities led by SADD.

The school's program sponsored a "Just Say Yes to Healthy Living" fair featuring exhibits by law enforcement and social agencies. Vince and Larry were on hand and distributed pamphlets and give-aways. A dance with half-price admission to those with signed Prom Promise cards was held. Other activities included an Art Club mural, a Burger King donation to Project Graduation and a survey among seventh graders to see if they could name more presidents than beer brands. (Most could name more beer brands.)

Belt use climbed 23 points to end at 79 percent.

Roanoke Rapids High School

Halifax County

Program activities led by HOSA, SADD, Key Club, CIA, NHS, Art Club, Choras, DECA, Environmental, FHA-HERO, Monogram Club, Pep Club, Ro-Rap, and Faculty Boosters.

The program began with a day-long shamrock activity. In celebration of St. Patrick's Day, more than 900 shamrocks were cut out. A statistic or fact related to alcohol awareness and seat-belt safety was printed on each one. The overall theme was "Don't

trust your life to luck". In preparation for the welcoming of Sgt. Surles of Raleigh, a homeroom door poster contest was held. The posters were displayed on the doors and judged by the Art Club. At an assembly, Surles talked about the dangers of drunk driving and not wearing seat belts. Every student and teacher received a pen or pencil and safety puzzle with the message, "Yellow jackets don't need drugs to buzz." Safety pops with the message, "Wear your seat belt-- It's the law," were given out by the Grim Reaper. A combination safety manual/ alcohol awareness poem resource book was completed. Copies of the book will be given to each teacher and copies will be placed in the school media center, the local community college, public library and mental health center.

Rockingham County Senior High School

Rockingham County
Program activities led by HOSA, Student Council, SADD.

Pecan rolls and coupons for pizza were given out as prizes for students wearing their seat belts. An assembly including a testimonial was held in the auditorium. Students held a red ribbon give-away in conjunction with a car-wash.

Belt use climbed 15 points to end at 85 percent.

Saint Pauls High School

Robeson County
Program activities led by SADD, Junior ROTC, Art Dept.

Local rescue squad and fire officers helped put on a convincing mock crash. All the students were able to view the crash which was

coordinated in conjunction with a fire drill that brought everyone outside. Following the drill, the highway patrol spoke to the student body about wearing seat belts and drinking and driving. Posters were put up in the halls and a skeleton in a prom dress was displayed in the office. "Mocktails" were served to the entire student body to encourage drinking non-alcoholic beverages. Every junior and senior received a letter from 4th and 5th graders asking them not to drink. Local police also issued warning tickets to students not wearing seat belts on their way to school. Beach balls were given to students by SADD members who posed as the "lifeguard on duty". SADD members wore "Get a Grip" T-shirts to advertise the campaign message.

Belt use climbed 27 points to end at 91 percent.

South Brunswick High School

Brunswick County
Program activities led by Anchor Club of South Brunswick H.S.

The kickoff event was a luncheon with business, professional and civic leaders in the community. Information about drinking and driving was given on the school TV news show. The school speed bumps were painted with the words "Buckle Up" in big letters. A mock crash was held. Class discussions took place following the crash. Signatures for Prom Promise were collected at lunch time. Students purchasing prom tickets received a letter written by an elementary school student. A party was held after the prom where a radio disc jockey played music. Prizes were awarded to students who attended and breakfast was served.

Belt use climbed 13 points to end at 73 percent.

South Caldwell High School

Caldwell County
Program activities led by SADD.

The program was introduced to the student body via in-school, closed-circuit television, which was also used throughout the campaign to deliver anti-drinking and driving messages, seat-belt safety messages and crash/accident data. Creative dialogue was used to convey these messages. Posters and a banner were displayed in the school building. Each student's parents were mailed a copy of the SADD "Contract For Life". Three 50-minute assemblies featuring Dan Nail from Partners For Highway Safety were held. With the assistance of WKVS-FM, a drawing was held from signed Prom Promise pledge cards. A deputy sheriff "arrested" two volunteer teachers chosen by the class having the highest percentage of signed pledges. As incentives for buckling up, Hershey's Kisses and Lifesavers were given to students wearing their seat belts. Students who were not buckled up received "Morbid Moe's Funeral Parlor" discount coupons.

Belt use climbed 13 points to end at 74 percent.

South Point High School

Gaston County
Final report was not received.

Southern Alamance High School

Alamance County
Program activities led by SADD/SANA, Key Club.

The school's program began with an assembly featuring a dynamic speaker. Daily announcements about highway safety were broadcast on the school's intercom system. An Easter egg hunt was held using eggs filled with messages or prizes. A wrecked car was placed in the student parking lot with signs on it. Highway safety posters were distributed throughout the school.

Southern High School

Durham County

Program activities led by Student Council, DARE, SADD, MADD.

Motivational speaker, Rodney Page helped kick off the campaign by speaking to students about highway safety. In addition, a health fair for seniors was held by a variety of organizations which involved the promotion of awareness in life. On the same day, Vince and Larry, the crash test dummies, and McGruff, the crime dog, visited the school. Students attended the community-wide conference on seat-belt safety. Also, DARE role models visited local elementary schools and attended DARE graduation and field days at their respective schools.

Statesville High School

Iredell County

Program activities led by SADD.

Posters warning students of the dangers of drinking and driving were posted throughout the school. Blue and gray ribbons were handed out for students to wear in support of safe driving practices. Cake and refreshments were given out as incentives for signing the Prom Promise card. A video featuring a dramatized EMS response to an

alcohol-related crash was shown on the school television station. All students received pencils during exams with the message, "Greyhounds don't drink and drive". In addition, graduating seniors received a key chain with the same message printed on it.

Belt use climbed 7 points to end at 76 percent.

T. Wingate Andrews High School

Guilford County

The school's program was kicked off with a banner hung in front of the school. Morning announcements about the dangers of drinking and driving and about the need to buckle up were made over the school's intercom system. Highway safety posters were placed in the school hallways. One student, who hosts a radio teen talk show, spotlighted the campaign on one program by interviewing students about highway safety issues. The school newspaper also covered the program's events. Students signed a pledge poster to buckle up and to have their passengers buckle up. Incentives, such as free gas certificates, food certificates, car washes and movie passes, were awarded through drawings to registered drivers. Prior to the prom, announcements were made each day regarding alcohol risk factors. Pledge posters were used to encourage students not to drink and drive. A chain of life in which each student's name was written on a paper link was hung at the school beginning the week prior to the prom. It was kept up until the end of school and had the message: "Don't break the chain — the Andrews Family."

Belt use climbed 13 points to end at 85 percent.

Tuscola High School

Haywood County

Program activities led by SADD.

The kickoff event included a speaker from a rehabilitation hospital and a paraplegic who discussed seat-belt safety and the dangers of drinking and driving. SADD, along with Vince and Larry, distributed ballpoint pens to students. Coupons for free fruit drinks from the cafeteria were given to students. Students wrote their names on the coupons and they were later used in a drawing for various prizes. Numbered pledge cards were given to bus riders who were rewarded for signing the pledge with random prize give-aways. Individuals who agreed to make the Prom Promise were rewarded with food. A mock car crash, which received coverage from local television stations and newspapers, was staged two days prior to the prom. Students received printed note pads for wearing seat belts.

Belt use climbed 10 points to end at 74 percent.

Walter M. Williams High School

Alamance County

Program activities led by SADD, Student Council, Athletic Dept., Teen to Teen.

The kickoff event was "White-out" Day, which included police officers in the cafeteria with a coffin full of drug paraphernalia. In addition, Vince and Larry, the crash test dummies, were in the cafeteria during lunch. This event was covered in the local newspaper. State Trooper Tommy Hurley and former athlete Tony Perrou spoke at the Prom Promise assembly. Teen-to-Teen presented skits and created a mock wreck for juniors and seniors to walk through. Students presented the

principal with a plaque in recognition of reaching their goal of 91 percent seat-belt use.

Belt use climbed 11 points to end at 93 percent.

Warren County High School Warren County

Program activities led by SADD and FACE IT (Friends Assisting; Caring; Educating In Teams - peer program).

Students were exposed to the need for seat belt use and to the dangers of drinking and driving through a video presentation over Channel One. A wrecked car and large billboard with the words "Drinking and Driving is a Dead End Road" were put in front of the school the week of the prom. As a culminating activity, students gave out Dum Dum suckers to unbuckled drivers and passengers. Buckled drivers and passengers received Smarties candy, a key ring with the words Get It Together — Buckle Up" and a Coca Cola.

West Brunswick High School Brunswick County

Program activities led by SADD, Art Club.

Participants presented SADD starter kits to two other local high schools that wanted to start chapters. A mural was painted in the main hall with the theme "Friends don't let friends drive drunk!" During the school's Self-Esteem Week, SADD bookmarks were given to every student. In addition, a trivia contest concerning drinking and driving statistics was held. Participants also performed a skit entitled "The Young and the Reckless" over the intercom. SADD members stamped bags for ABC stores with the SADD logo and

motto. SADD cards were placed in new cars at area dealers. The seat-belt signs at the school were repainted. Students attended an assembly where Terry Patrick spoke about his son's death in an auto crash. A coffin was set up in the cafeteria with the slogan: "You've made your bed, now lie in it!" After the prom, SADD bags filled with gifts from various merchants were given to students.

Belt use dropped 1 point to end at 63 percent.

West Forsyth High School Forsyth County

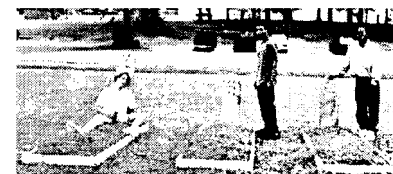
Program activities led by SADD.

Petitions against ACC ball games having beer ads were mailed with approximately 160 signatures. During a SADD carwash, literature on seat-belt usage and drinking and driving was given out. The same literature was also given to the school's drivers education classes. A SADD skit entitled "Staying Alive" was performed at the West Fest Talent Show. The skit was a spin-off of the movie "Saturday Night Fever". A list of alternatives to drinking and driving was distributed with prom tickets. The entire student body attended a simulation of a crash. Campus speed bumps were also painted. Other activities included a trivia contest, an alcohol and drug survey and videos.

Belt use climbed 8 points to end at 92 percent.



A student at Red Springs High School in Robeson County gives candy to a buckled-up student to reinforce the buckle-up habit.



Three students at East Bladen High School in Bladen County visit a mock graveyard at the school where victims of impaired driving have been laid to rest.



A classroom door at Red Springs High School in Robeson County reminds students not to drink and drive.

Schools surveyed on effectiveness of state-wide awareness program

Students and advisors enjoy program, offer suggestions

Our Question:

We really want to know what you think. Based on your experiences, give us your impression of the program. Identify the best things to recommend for future programs, and pitfalls that other schools should avoid.

Their Response:

Each high school reported that the program was successful and beneficial to their school, but many offered suggestions for the program's improvement.

Some schools recommended that the amount of money awarded for the program be based on each school's population. Several schools asked for new poster ideas and for a list of possible speakers. One school (that had been disappointed by a speaker who canceled at the last minute)

suggested that a review of each speaker be written up and distributed to other schools.

The schools offered advice to other schools for creating the most effective programs. Many schools recommended including all grades and groups in the program, not only to reach the broadest range of students, but to instill each student with a sense of ownership for the project. Also, several schools said the letters from the elementary school children to prom-goers were highly successful. A few schools added that it was important to target one age group at a time.

The schools all seemed to favor seat-belt incentives, such as gas coupons, T-shirts, candy, soda, and homework-free passes (which was one school's favorite). Many asked for a better way to provide incentives without risking the tampering of seat-belt surveys since they said some students quickly put their seat belts on to be awarded prizes. Other schools were worried that the surveys in the parking lots might not be representative because many students took their seat belts off once they arrived in the parking lots. One school took its survey 20 miles from school to obtain greater accuracy. Some schools announced that a seat belt survey would take place later in the month, and others found it better to surprise their students. One school wrote that even if the survey was not entirely accurate, it was a great reminder to students to buckle up. One school wrote that the seat-belt

program teaches parents as well as students to buckle up.

Both nationally-known and local speakers made an impact on students. Posters, billboards and videos were also highly effective the schools reported, especially when they included startling statistics.

This was the first year that Union Pines High School had participated in such a program. We believe that our efforts raised the awareness of the importance of seat belt safety in our community.

— Union Pines High School
Moore County

We think the N.C. High School Seat Belt/Alcohol Awareness Program is an outstanding program that helps schools reach a lot of students.

— Elkin High School
Surry County

Many schools reported that the mock car crash was the best event for impacting students. Some schools said the Grim Reaper was one of their most successful activities, but a few schools said their students had started to grow tired of the Grim Reaper and viewed it as "hokey."

Most schools reported that the program tied in successfully with the Prom Promise campaign. Though the Prom Promise campaign had record participation for several schools, Red

Ribbon Week wasn't as popular at a few schools as it has been in previous years.

Many schools cautioned other schools to avoid planning too many activities and to plan far in advance, especially for new ideas. They recommended setting realistic goals and focusing on the activity or activities that would have the greatest impact on the students. Other schools said spreading activities throughout the year was the most effective way to reach students.

Other successful activities included using Vince and Larry costumes (but one school recommended having a "body guard" to accompany Vince and Larry, and warned that some small children are afraid of them); SADD newspaper; "Buckle Up" bags; planting flowers in school courtyard; Arrest a Teacher Day; breathalyser demonstration; candlelight vigil (conducted by a faculty member who lost a sister to a drunk driver); drunk-driving simulator (one school warned that hosting the simulator took a great deal of time and effort); involving the media; the play "Fortress"; trivia questions and "six packs"; ER nurse assembly; prom activities; Chain of Life; and the Shamrock scavenger hunt.

Program becomes stronger every year, and impact more strongly felt on student body every year. Thanks for your contribution.

— West Brunswick High School
Brunswick County

Our Question:

What would encourage more schools to participate? Is there a better way to recruit schools to attend the workshops? Would you like to see the workshops include anything different or new?

Their Response:

The schools were pleased with the workshops overall and said they were very informative, but they had many suggestions for recruiting other schools.

Some of their recommendations: Participating schools could invite other schools to participate. Active schools could give presentations or have a display including a scrapbook at workshops. HSRC could send a representative to the SADD conference. Send out brochures to other schools to show what the program has accomplished and publicize how the grant money is awarded. Host a banquet at the end of the program. More money would encourage more schools to participate. Make more and newer resources available to schools. Write encouraging letters to law enforcement agencies to facilitate their involvement in the program. Greater advertising of workshops, maybe on television as well. Seat-belt survey competitions. Maybe begin earlier than October. Designate an advisor at each school. Have well-known people, such as the governor, speak at the workshop. Advertise workshops earlier, give schools more time to respond, and send out second notices to schools that don't respond the first time. Contact more than one club advisor, and address letters to student government, student clubs, or SADD advisors

instead of just the schools' principals. Offer bonus money to schools that recruit other schools. Less paperwork.

Our Question:

We moved the timing of the workshops from January and February to October because schools told us that spring is a busy and hectic time. The fall workshops allowed schools to receive their cash awards in early December, and then choose a time between December, and June to conduct their programs. Did you like this new schedule?

Their Response:

Every school that answered this question in their final report, with one exception, said they preferred the new schedule. Schools reported that the new schedule gave them much more time and flexibility to plan events. One school noted that the highest enthusiasm is generated in the beginning of the year, so this is the best time to begin projects. The one school that did not like the new schedule said, "All school time gets very busy. Try to correlate with SADD conference or early in the school year." Another school said they liked the new schedule, but so much time left room for procrastination.

Our Question:

We added a Saturday workshop at a central location because some schools said it was difficult to miss a day of class. Is a Saturday workshop a good idea? If so, where should it be held?

Their Response:

Twenty-one out of the 36 schools that answered this question said a Saturday workshop would be a good idea. Suggested locations were: Greenville, Raleigh, Winston-Salem, Greensboro, NC State, Southwestern Community College at Sylva, Western Carolina University, ABTech, UNC Asheville, Currituck.



Wreath of Awareness: East Bladen High School students in Bladen County purchase flowers for a school wreath symbolizing awareness of alcohol and drug abuse.



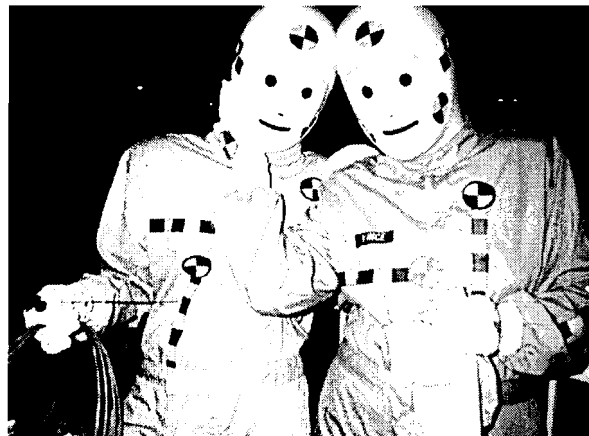
Grave news: The Grim Reaper visits Tuscola High School in Haywood County to warn students of the consequences of not wearing seat belts and of drinking and driving.



Bag it: Students at Roanoke Rapids High School in Halifax County receive goodie-bags decorated with anti-drinking messages made by local grade-schoolers.



Door drama: A door-decorating contest at Currituck County High School gets students thinking about the results of drinking and driving.



You can learn a lot from a dummy: Vince and Larry distribute "This bud's for you" silk flowers at West Brunswick High School's Junior/Senior prom in Brunswick County.