

# **SOUTHEAST MISSOURI YOUTH INITIATIVE: 2009**

**TAKE THE INITIATIVE TO SAVE A LIFE!**

**WHO?** Your School!

**WHAT?** Southeast Missouri Seatbelt Education Competition

**WHEN?** March 9, 2009 - March 30, 2009

**WHERE?** Southeast Missouri Schools

**WHY?** Increase Seat Belt Usage & Save Lives!  
(and you can win prizes!)

Did you know that Southeast Missouri has the **LOWEST SEATBELT USAGE RATE** among **HIGH SCHOOL STUDENTS** in the entire state? Did you know, that **ONLY 40%** of high school students are **BUCKLING-UP** in Southeast Missouri? Did you know that of the **HUNDREDS OF TEENS** that **DIED** in Missouri traffic crashes in the past three years, 72% of them did not have on their safety belts? Did you know that **YOU CAN MAKE A DIFFERENCE?**

The Southeast Missouri Youth Initiative was developed specifically for high school **STUDENTS IN THE SOUTHEAST**. The purpose is to **PROMOTE SEATBELT USAGE** among high school students, in an effort to **REDUCE THE NUMBER** of motor-vehicle-related injuries and fatalities. The Southeast Missouri Youth Initiative is a **SEATBELT EDUCATION COMPETITION** between Southeast Missouri high schools - **YOU CAN COMPETE** against other schools while helping to promote safety belt usage among students.

All you have to do, is keep the **BUCKLE-UP MESSAGE** active in your school for three weeks - and to **MAKE IT EASY** on you, we have the **TOOLS TO HELP YOU** do this! We can help you make it **FUN**, while helping to **SAVE LIVES!** While you work to **SAVE LIVES**, you also have the chance to **WIN PRIZES** for you and your school.

**WANT MORE INFO FOR YOUR SCHOOL?  
NEED HELP GETTING STARTED? IT'S EASY...**

Contact Southeast Youth Coordinator:

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