

Seat Belt Safety in the Brazos Valley

Report by Jensen McMurray

Summary

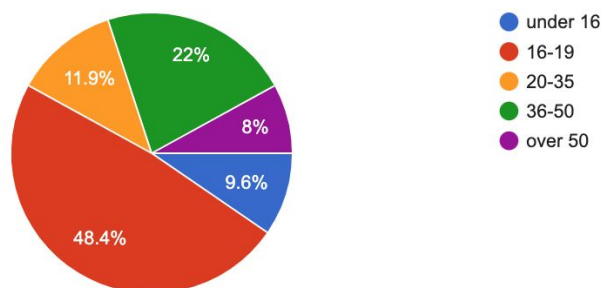
Through March 31st through April 10th of 2020, I conducted a survey of people in the Brazos Valley and shared the results in the form of graphics, all through social media. The survey was shared through multiple social media platforms and accounts as a link to a Google Form that collected a total of 636 *responses*. The form asked survey takers the following questions:

1. How old are you?
2. How often do you wear a seat belt while driving?
3. How often do you wear a seat belt as a passenger?
4. Have you or has someone you know been in a car accident?
5. Have you or has someone you've known been responsible for a car accident between ages 16-19?
6. Has someone close to you passed away due to a car accident?
7. Have you heard of the Kailee Mills Foundation?

Once the form was closed after two days, I analyzed the results.

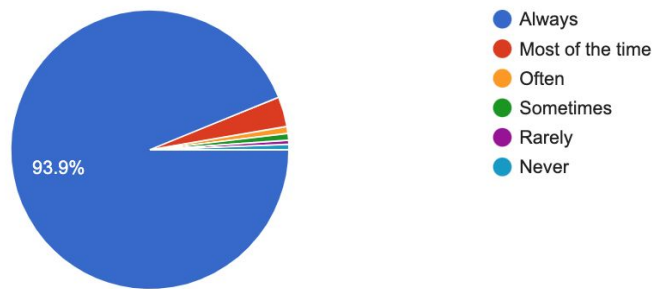
How old are you?

636 responses



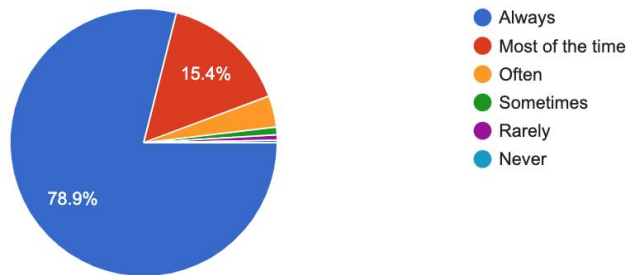
How often do you wear a seat belt when driving?

636 responses



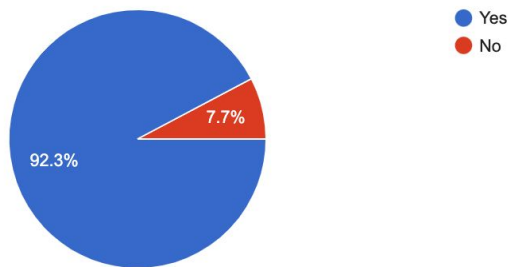
How often do you wear a seat belt as a passenger?

636 responses



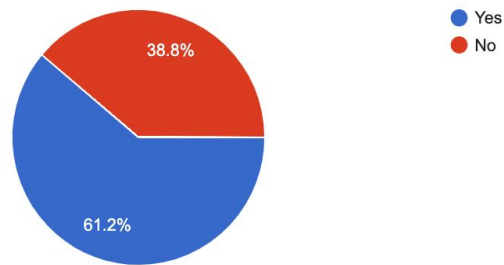
Have you or has someone you know been in a car accident?

636 responses



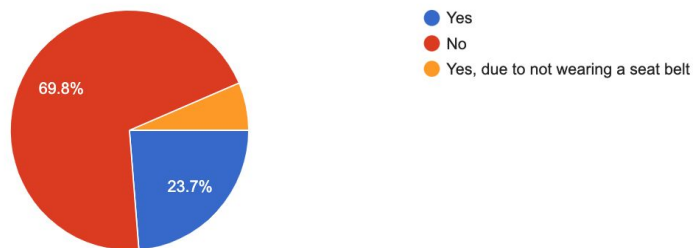
Have you or has someone you've known been responsible for a car accident between ages 16-19?

636 responses



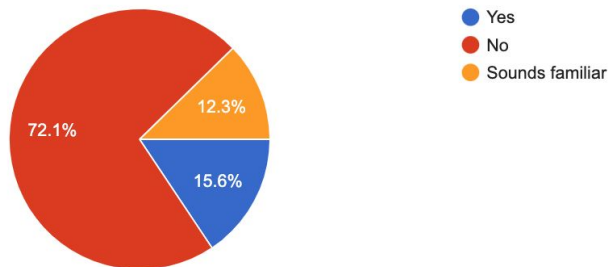
Has someone close to you passed away due to a car accident?

636 responses



Have you heard of the Kailee Mills Foundation?

634 responses



I chose statistics from the Kailee Mills Foundation website that coincided with the data given in the survey. With those statistics and the data I collected, I created five graphics to be shared with my community.

IN A SURVEY OF OVER
600 PEOPLE IN THE
BRAZOS VALLEY

percentage of people
who admit to not using
a seatbelt 100% of the
time:



nearly 27.5 million
Americans admit they
do not wear their seat
belts.
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.
BUCKLE UP EVERY TIME.

IN A SURVEY OF OVER
600 PEOPLE IN THE
BRAZOS VALLEY

have you or has
someone you've known
been in a car accident?



said YES

86% of passenger vehicle
occupants who survived
a fatal crash were
wearing a seat belt.
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.
BUCKLE UP EVERY TIME.

do you know
someone who was
responsible for a
wreck between
the ages 16
through 19?

IN A SURVEY OF OVER
600 PEOPLE IN THE
BRAZOS VALLEY



said YES

The risk of vehicle crashes
is higher among 16-19-
year-olds than among any
other age group.
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.
BUCKLE UP EVERY TIME.

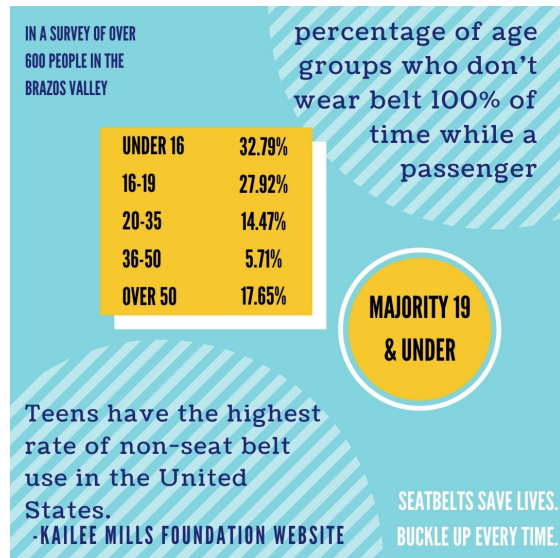
IN A SURVEY OF OVER
600 PEOPLE IN THE
BRAZOS VALLEY



have had
someone
close to
them pass
away in a
car
accident.

Motor vehicle crashes are
the leading cause of
death among Americans
ages 1 - 54.
-KAILEE MILLS FOUNDATION WEBSITE

SEATBELTS SAVE LIVES.
BUCKLE UP EVERY TIME.



These graphics were posted over the course of five days, making up the heart of the campaign. On Instagram, over 500 people viewed these graphics daily. On Facebook, the graphics were shared up to 16 times. Many viewers were shocked at our community's statistics, were inspired to share their seat belt stories with me, and expressed how the posts made them more aware.

The goal in including larger range statistics next to my community's results was to personalize just how important safety is and bring awareness to the fact that no one is immune to an accident. The shocked reactions from adults and my peers prove that my goal had been met successfully.

Reflection

My goal to personalize the importance of seat belt safety had an impact, not only those who I surveyed but to myself as well. As the results came in after I shared the form, I was mesmerized by the fact that I was seeing what my close community's practices were. From their information, I suddenly became more aware of how each individual's life was impacted by a single seat belt click. Stepping into my own car, I

became conscious of securing my seatbelt and felt the importance of it among my fellow passengers on the road.

It was also touching to see that I had made an impact on my community. I received far more responses to my survey than I had anticipated, and their engagement with my campaign made me realize the impact I had the possibility of making. That realization has motivated me to act on other ideas I have and encourage others to act on their ideas as well. Mostly, the campaign showed me that any action can make an impact that matters. I am glad I got to share the importance of wearing a seat belt while in a vehicle with my community and I hope that my efforts to personalize that importance leave a lasting impression.

Buckle-Up Campaign Montgomery County

Report by Joseph Matasso

Summary:

My primary goal in organizing an awareness campaign was to share the message of the Kailee Mills Foundation directly to the members of my community, especially to those who are most vulnerable to deadly crashes. From April 16th to April 30th, I hosted an awareness campaign in Montgomery County, primarily Magnolia, Texas, with three distinct parts. This consisted of a Day of Awareness, a social media campaign, and the organization of a team for the annual Kailee Mills Foundation 5k event.

Day of Awareness

I initiated my campaign with a day of action on April 16th. This event was located at Champion Driving School, whom I communicated with prior to that Saturday. I along with most of the people I know attended Champions at one point or another, their impact on my community being extensive. The associates I spoke with expressed ample interest in sharing Kailee Mills promotional and educational materials with their students. She wanted to host the Foundation's materials on their website, and I easily convinced her to initiate a partnership between both groups. I arranged a sponsorship between the school and the Kailee Mills Foundation, and coordinated initial communication between both. I also received permission to host my event outside of the driving school's property.

The event lasted for about five hours, from 9:00 AM to 2:00 PM. Eight volunteers and I were divided between a station set up outside of the Champions building and the sidewalk next to SH-249. At the station, three of us spoke with over twenty people as they passed through the strip center. We handed out promotional materials provided by Kailee Mills, and described the mission of the organization to whoever would stop to listen. Utilizing signs with the phrase "I Buckle up for..," we took pictures and videos of these individuals with their explicit permission. In each, they detailed the people in their lives who they wear their seatbelts for, and why it is important to them.

Five volunteers were posted at different locations around the intersection of SH-249 and Hardin Store Road. Each had homemade, printed signs with the phrase "Honk if you buckle up!" along with the Kailee Mills Foundation Logo. Over the course of those hours, we received 2200 honks from over 1000 vehicles. More than ten drivers were motivated by our efforts to actually fasten their seatbelts while stopped at the intersection. The details of this event are listed in the provided infographic.

CAMPAIGN IMPACT

April 16th, 9AM-2PM

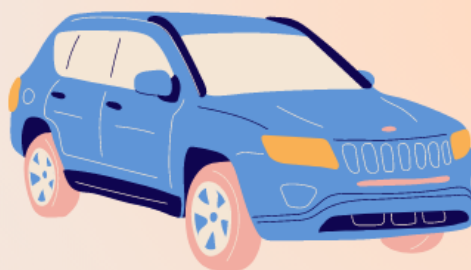
Location: Champion Driving School

DRIVING IMPACT

1000+ Cars

2200+ Honks

10 Seatbelts Fastened



ADDITIONAL STATS

8 Volunteers

30 Individuals Interviewed

20+ Families Reached

Sponsored by The Kailee Mills Foundation &
Champion Driving School

Social Media Campaign

The second stage of my Awareness Campaign was done through the use of social media. These efforts began on April 18th and lasted until April 30th, for a total of 12 days. I made an Instagram account specifically for the purpose of posting the various photos and videos I collected through the course of the campaign. This account is listed under the user tag “@kaileemills_campaign_2022”. Once posted, I would share them through the stories of my social media accounts, primarily on Instagram.

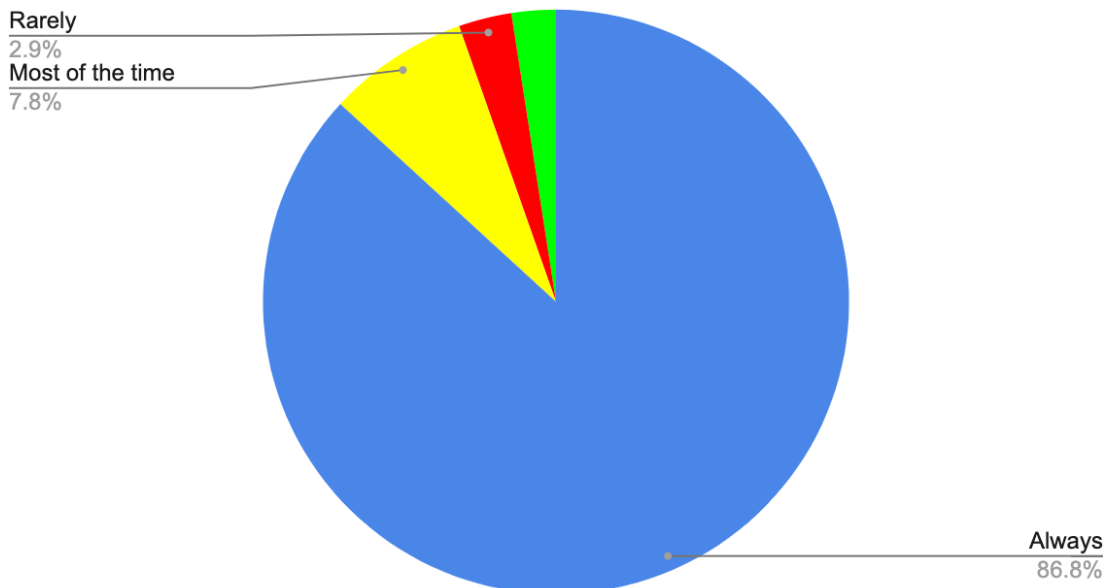
On the first day, I posted two polls on my personal Instagram account. I did this due to the fact that it is one of my largest accounts, with most followers being kids my age. The polls and their results are listed as follows:

“How often do you wear your seatbelt when in the driver’s seat?”

468 Views and 205 Responses

1. Always - 178 People
2. Most of the time - 16 People
3. Rarely - 6 People
4. Never - 5 People

"...In the Driver's Seat?"

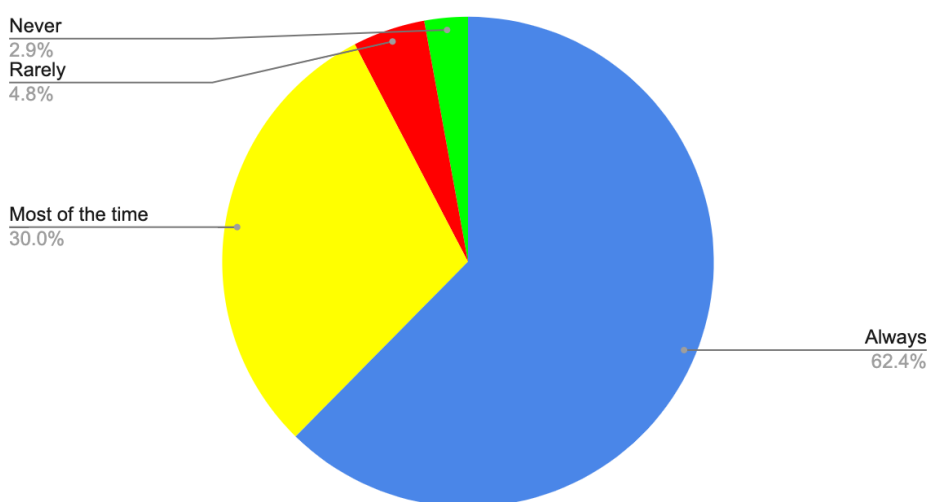


“How often do you wear your seatbelt when in the passenger or back seat?”

458 Views and 210 Responses

1. Always - 131 People
2. Most of the time - 63 People
3. Rarely - 10 People
4. Never - 6 People

"...In the Passenger or Back Seat?"



Both graphs should be analyzed critically, with the understanding that confounding variables exist which could skew the true accuracy of these statistics. Despite this, the information collected is revealing about the mindset of drivers in the Montgomery County area. It is alarming that in both polls, close to 10% of users admitted to rarely or never wearing seatbelts. Changing the position of the user from the driver's seat to the passenger and backseat saw the percentage of individuals who claim to wear seatbelts “always” drop from 86.8% to 62.4%, with 30% of users claiming they only wear seatbelts “most of the time” in this second version of the poll.

After collecting initial metrics, I began posting each day for the next two weeks. With a few variations on certain days, each post would contain on average two new participants in my campaign. Both would hold the aforementioned “I Buckle up for...” signs, and describe who and why they wore their seat belt for, similarly to what occurred during my campaign event. After receiving permission, I included a picture and video of the instance in every post. These posts would be shared to the stories of my Instagram accounts. I tagged the individuals present in the media, along with the Kailee Mills Foundation in each.

At the conclusion of my project, 12 posts were made. 44 people in total were recorded participating, either in photo or video form. Each story post received approximately 500 views, totalling at 7,488 story views for the entire campaign. These stories were shared 12 times by other social media accounts, including 7 story reposts.

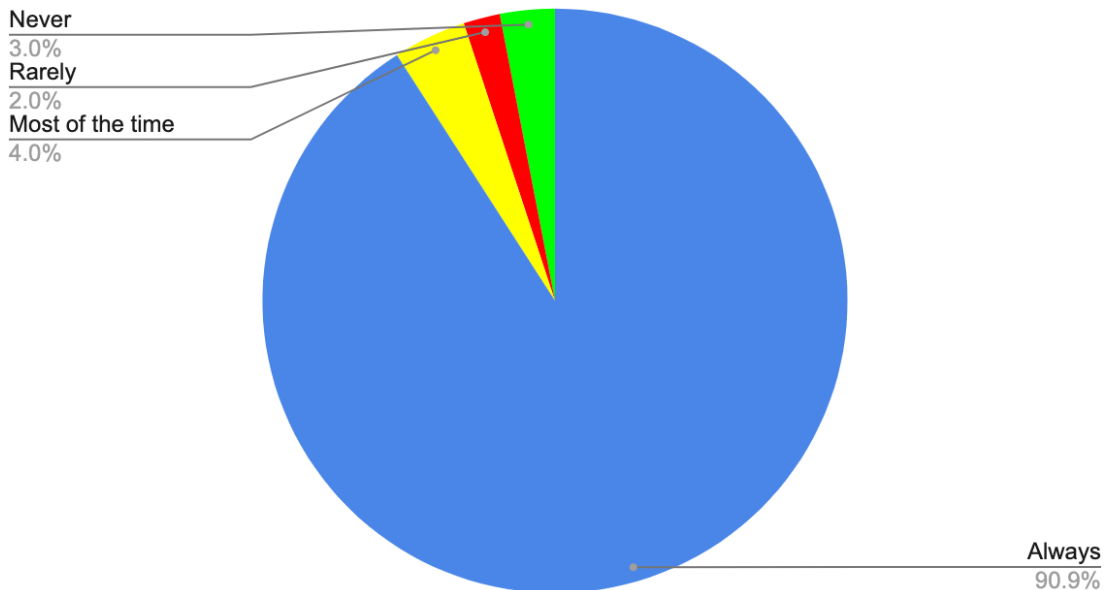
On the last day, I shared identical polls to my story in order to gauge the difference my campaign had on my pool of followers. The results are listed as follows:

“How often do you wear your seatbelt when in the driver’s seat?”

491 Views and 198 Responses

1. Always - 180 People
2. Most of the time - 8 People
3. Rarely - 4 People
4. Never - 6 People

"...In the Driver's Seat?"

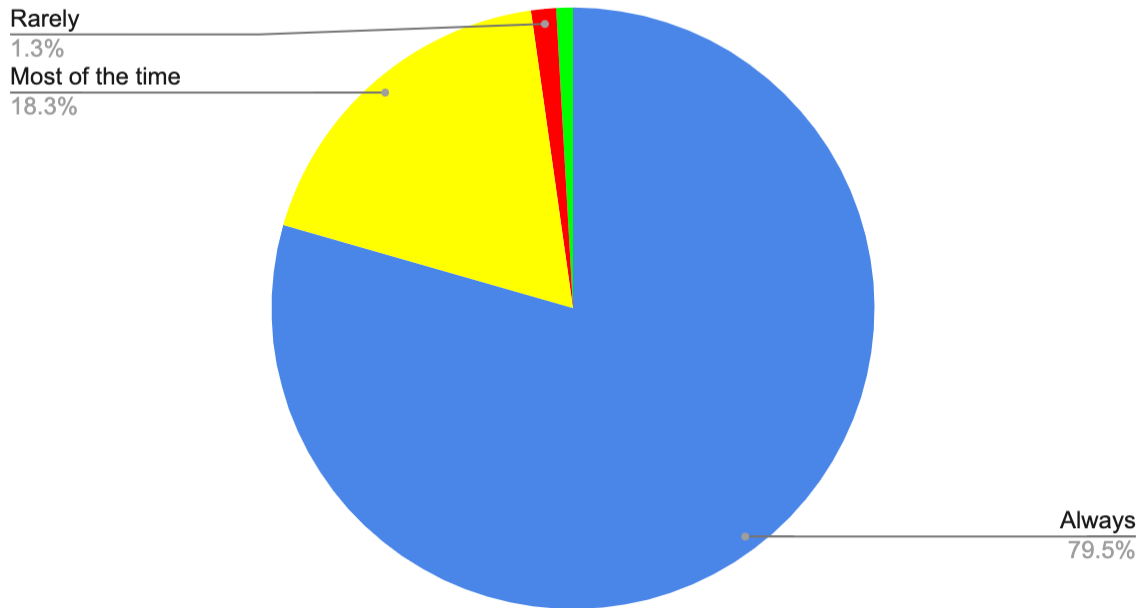


“How often do you wear your seatbelt when in the passenger or back seat?”

474 Views and 224 Responses

1. Always - 178 People
2. Most of the time - 41 People
3. Rarely - 3 People
4. Never - 2 People

"...In the Passenger or Back Seat?"

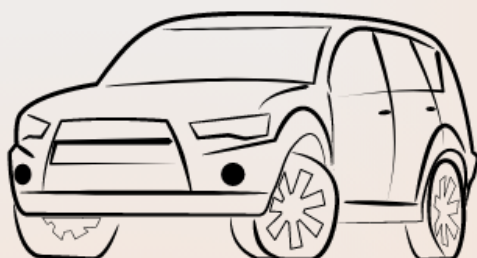


Based on the data provided from the polls, my social media campaign had a significant impact on my own pool of followers in regards to their willingness to wear seatbelts. Between both sets of polls, improvement occurred in nearly every category. The most drastic improvement occurred in the Passenger and Back Seat, where the amount of people who stated they “always” wear a seatbelt increased from 60% to 80%. Incremental increases can be noted in most categories as well, such as those in the Driver’s Seat who “always” wear their seatbelt increasing from 87% to 90%.

Due to the success exhibited by the polls, as well as the quantity of engagement this campaign generated over its 12 day run length, I concluded it as a resounding success. Details from the Instagram social media campaign are listed in the infographic present on the next page:

SOCIAL MEDIA CAMPAIGN

April 16th - April 30th
Location: Magnolia, Texas



**12 INSTAGRAM
POSTS**

**44 People Interviewed
360 likes**

**16 INSTAGRAM
STORIES**

**7,488 views
7 Story Reposts
500 views per post**



Sponsored by The Kailee Mills Foundation

Kailee Mills Foundation 5K Event

The final part of my awareness campaign involves the annual Kailee Mills 5K event on May 7th. At the time of the submission of this report, the event has not yet taken place. I wanted to incorporate the memory of the late Tavin Parker, one of Kailee's Angels and the late son of the family I interviewed, into my awareness efforts. His family's story was incredibly moving, and I wanted to express to them how grateful I was for their generosity. The Parker family will be present at the 5K, and I received their blessing at the conclusion of my family interview to dedicate a team to the honoring of Tavin Parker's life.

I registered a team for the 5K, and have gathered numerous volunteers to participate. The chosen team color is purple, due to it being Tavin's favorite color. Our team consists of family, friends, local business owners, members of Magnolia West's Cross Country Team, and more. As of now, I am planning for between 15-20 people to participate in the event. At \$30 a ticket, this endeavor will raise over between \$450 and \$600 for the organization. Each member of the team has been briefed on the story of Tavin Parker, as well as the mission of the Kailee Mills Foundation. By simultaneously raising money for the Foundation, bringing awareness to its cause, and honoring the life of one of Kailee's Angels, my awareness campaign will come to a satisfying close.

