



# KAILEE MILLS FOUNDATION iBUCKLE INTERACTIVE

*This is a comprehensive campaign with proven results*

## What is iBuckle Interactive?

KMF's seat belt safety school program in a digital and interactive format.

This program features an informative PowerPoint presentation incorporating content, videos, and narration to be completed in the school.

KMF includes a seat belt safety billboard or other local advertisement and engaging messages on social media in the school's vicinity, because research shows reinforcing the message within the community increases the impact.

Research also shows that teens receive messages better from peers. Individuals or school groups are encouraged to extend the safety campaign in their own creative way throughout the school year. Finally, the school installs Kailee Mills Foundation road safety signs at the exits to remind everyone to buckle up as they leave.

## iBuckle Program Includes:

- \*Unlimited access to a KMF employee
- \*Instruction packet
- \*PowerPoint presentation
- \*Safety materials for each participating student
- \*iBuckle booklets for each participating student
- \*Two buckle up road signs for parking lot exits



## PROVEN RESULTS:

Increase of **30%** in commitment to wearing a seat belt at all times

### Before Program:

Participants have indicated a seat belt use on average of **72%** before the program.

### After Program:

The post survey shows a commitment of **95%** for participants.

This increase in commitment translates to **lives saved!**