



NEWS

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MCHD and Communities in Motion Announce Montgomery County Seat Belt Challenge Winners

Norristown, PA (June 20, 2013) – The Montgomery County Health Department Community Traffic Safety Project, along with Communities in Motion, is pleased to announce the winners of the 2012/2013 Montgomery County Seat Belt Challenge. Spring-Ford High School achieved the overall highest seat belt usage rate of 92% out of the six high schools that participated in the seat belt challenge this year. Pottstown High School won the most improved award with a 17% seat belt usage improvement rate from pre to post seat belt observation. The other participating high schools in this year's challenge included: Upper Merion High School, Methacton High School, Pope John Paul II High School, and Wissahickon High School.

The purpose of the Seat Belt Challenge was to determine how many students driving to school were wearing seat belts through an observational counting survey conducted in the fall of 2012. The Montgomery County Health Department, through its partnerships with local law enforcement, worked to target these areas in order to increase the number of individuals wearing a seat belt. Students received an educational program called Survival 101 which was delivered by a trained police officer covering the importance of seat belt usage, the dangers of distracted driving, and crash dynamics. A parent education program was offered to all high schools as well. Finally, a follow-up seat belt survey was conducted in late spring 2013. Monetary prizes sponsored by AAA Keys to Drive have been awarded to Spring-Ford High School and Pottstown High School.

The Montgomery County Community Traffic Safety Project is focused on safety programming regarding seat belt usage, school bus safety and etiquette, teen driving, impaired driving, and pedestrian safety. Educational programming on these topics is available to all schools in Montgomery County. In addition, other educational opportunities are available through the Health Department covering topics such as child passenger safety, aggressive driving, vehicle safety for seniors, and bicycle and

motorcycle safety. All of these programs are provided to the community free of charge through this funding initiative from the Pennsylvania Department of Transportation.

For more information, please contact Katie Kucz, Montgomery County Health Department Health Promotion Division, at (610) 278-5117 x6787 or kkucz@montcopa.org or visit www.health.montcopa.org.

