

**2015**

# **HEALTH POLICY TOOLKIT**



**“This resource was developed in consultation with the New York State Child Injury Prevention and Policy Subgroup. We are grateful to the American Public Health Association for use of its advocacy resources.”**

## INTRODUCTION

Do you consider yourself to be a “health and safety advocate”? If not, you should! We all have a role to play in shaping health policy, whether you’re a victim advocate, concerned citizen, researcher, or health practitioner. It is vital that we share data, research findings, program activities, and personal stories with decision makers. Routine health policy advocacy ensures decision makers are armed with current information, enabling the development and institution of policies based on the best available evidence.

This guide is designed to provide tools and information to help you effectively communicate your health policy messages. It is divided into short sections. Simply click on the section you would like to read.

## TABLE OF CONTENTS

### ***Learn the Basics***

These tools and resources provide basic information to help develop effective advocacy skills.

- [What is Advocacy?](#)
- [Top 10 Advocacy Tips](#)
- [Advocacy Resources](#)
- [Webinars and Online Trainings](#)

### ***Communicate Your Message***

These resources can assist you with effectively garner support from your community and decision makers on the issues.

- [How to Find a Legislators’ Contact Information](#)
- [Pending Bills and Current Laws](#)
- [Elevator Speech Template](#)
- [Framing and Reframing Arguments](#)
- [Tips for a Successful Visit](#)

### ***Develop Tools and Messages***

Use these examples and tips to help you tailor and disseminate key messages about your issue.

- [Sample Letter, Email, or Fax](#)
- [Tips for Being Interviewed](#)
- [Tips for Working with Local Media](#)

### ***Issue Toolbox – NYS Universal Seat Belt Policy***

Use the information provided in the toolbox to educate about the need for a universal seat belt policy in NYS.

- [Pending Back Seat Safety Belt Legislation – 2015 Session](#)
- [State Occupant Restraint Laws](#)
- [Sample Social Media Posts](#)
- [Educational Resources](#)

**CASE STUDY**

The following case study illustrates how to use the tools in this guide to address your issue.

*Example: A dangerous loophole exists for backseat passengers over the age of 15 in New York State’s Occupant Restraint Law that only requires people under age 16 to be buckled up in the back seat of a motor vehicle.*

TAKE ACTION	PARENTS/TEENS	EDUCATORS
<p><b>UNBELTED BACKSEAT PASSENGERS BECOME BULLETS, PUTTING THEMSELVES AND EVERYONE IN THE VEHICLE AT RISK IN THE EVENT OF A CRASH. THE PASSENGER CAN ALSO BE EJECTED FROM THE VEHICLE, RESULTING IN SERIOUS INJURY AND OFTEN DEATH.</b></p> <ul style="list-style-type: none"> <li>• LEARN ABOUT <a href="#">EXISTING STATE LAWS</a></li> <li>• WATCH THE <a href="#">VIDEOS</a></li> </ul>	<p><i>As parents, learn what you need to do to keep teens safe in the car.</i></p> <ul style="list-style-type: none"> <li>• Take a pledge with your teens to buckle</li> <li>• Watch and share <a href="#">videos</a></li> <li>• <a href="#">Post</a> on Twitter or Facebook</li> <li>• <a href="#">Contact</a> your Legislator</li> <li>• <a href="#">Write</a> to your local newspaper</li> </ul>	<p><i>Help prevent crash related deaths and injuries among teens in NYS. Get the facts and share them with the community!</i></p> <ul style="list-style-type: none"> <li>• Show the <a href="#">videos</a></li> <li>• <a href="#">Post</a> messages on Twitter or Facebook</li> <li>• <a href="#">Contact</a> your Legislator</li> <li>• Hold a press event or <a href="#">write</a> to a newspaper</li> </ul>

# **LEARN THE BASICS**

## **What is Advocacy?**

**Advocacy** includes a wide range of activities that involve identifying, embracing, and promoting a cause. Advocacy activities can include: public education and influencing public opinion; agenda setting and policy design; lobbying; policy implementation, monitoring, and feedback; and election-related activity. Advocacy is about using effective tools to create social change.

**Education** is a form of advocacy that entails giving factual information to an audience about an issue or cause; this can include educating the public or policymakers and candidates (e.g., by creating a campaign).

*Example: A local health department develops and distributes a fact sheet about the problem of residential fires and successful policies adopted in other states.*

**Lobbying** is any advocacy activity aimed at influencing a legislator's vote on a specific piece of legislation (whether at the local, state, or federal level).

*Example: A concerned citizen writes a letter to a Senator requesting that s/he support bill #490389 which requires that all trampolines be sold with safety net enclosures.*

**Direct Lobbying** is influencing specific legislation by stating a position to a legislator who contributes to the development of legislation.

**Grassroots Lobbying** is when an organization urges the general public to contact legislators and request they take action on specific legislation.

***Lobbying always involves advocacy, but advocacy doesn't always involve lobbying.***

## Top 10 Advocacy Tips

1. **Know your limits** – Make sure that you are familiar with the federal lobbying regulations. For a helpful explanation of these regulations please see [GHSA's Speak Up: Lobbying Do's and Don'ts](#). If you have any questions, be sure to speak with your supervisor.
2. **Know your legislators and their staff members** – Be familiar with your legislators' districts and constituencies, voting records, personal injury-related experiences, expertise and interests. Understand his or her policy priorities, concerns, and perspectives. Sometimes you may not be able to meet with your legislator, but can get a meeting with their staff. They are essential sources of information and may significantly influence their policy decisions.
3. **Identify new (untraditional) groups and legislators to partner with** – do not dismiss anyone because of previous disagreements or because you lack a history of working together. Reconnect to see if you can find common ground.
4. **Foster and strengthen relationships** – especially with allies and legislators who are flexible and tend to keep an open mind. Work with those who are neutral to help bring them on your side – they are more likely to change their mind than those who oppose your policy.
5. **Create a hero opportunity** – present the problem as a sympathetic, compelling issue that needs to be fixed, and your solution as realistic, affordable, and effective.
6. **Be honest, straightforward, and realistic** when working with legislators and their staff. Never: make promises you can't keep, lie, or mislead a legislator.
7. **Be polite and friendly** – remember names and thank those who help you (your partners, legislators and their staff).
8. **Learn the legislative process** – be aware of the issues and controversial areas. Identify groups who would oppose your efforts, their reasons and identify strategies to address their concerns.
9. **Be brief, clear, accurate, persuasive, timely, and persistent** when presenting your position and communicating what you need/want from the legislator or staff member.
10. **Follow up with legislators and their staff** – offer your assistance and provide additional information in a timely and professional manner. Always be a reliable resource for them.

*Adapted from the American Public Health Association [www.apha.org](http://www.apha.org)*

## Advocacy Resources

- Centers for Disease Control and Prevention’s Media Outreach guide is a comprehensive resource which includes basic media relations information, publicity tools, samples, and checklists as well as communication tools.  
[www.cdc.gov/SafeChild/images/SafeChild\\_MEDIA%20GUIDE-a.pdf](http://www.cdc.gov/SafeChild/images/SafeChild_MEDIA%20GUIDE-a.pdf)
- Safe States Alliance serves as the national voice in support of state and local injury and violence prevention professionals engaged in building a safer, healthier America. Their 2013 Congressional Outreach Guide contains a wealth of information about the advocacy process.  
[www.safestates.org/?page=PolicyTools](http://www.safestates.org/?page=PolicyTools)
- Mental Health America Advocacy 101. This is a comprehensive guide with strategies and tools for advocacy. It contains detailed information about how to build a coalition and communicate with legislators.  
[www.mentalhealthamerica.net/action/Advocacy\\_Guide.pdf](http://www.mentalhealthamerica.net/action/Advocacy_Guide.pdf).
- National Association of County and City Health Officials’ (NACCHO) Communications Toolkit has detailed guidance for reaching policymakers and the media.  
[www.naccho.org/advocacy/marketing/toolkit/index.cfm](http://www.naccho.org/advocacy/marketing/toolkit/index.cfm)
- Research!America Public Health Advocacy Toolkit and series of print ads highlight the day-to-day benefits that prevention and public health research delivers to Americans' health. These ads, spotlighting unintentional injuries, emphasize the leadership role that the Centers for Disease Control and Prevention plays in protecting Americans from needless suffering.  
[www.researchamerica.org/toolkits](http://www.researchamerica.org/toolkits)
- The Community Toolbox, developed by the University of Kansas, is an online resource that provides practical, step-by-step guidance in community-building skills. (Refer to Chapter 25.) [http://ctb.ku.edu/en/tablecontents/chapter\\_1025.aspx](http://ctb.ku.edu/en/tablecontents/chapter_1025.aspx)

## Webinars and Online Trainings

- American Public Health Association “Power of Policy” Webinar Series  
[www.apha.org/programs/cba/webinars/default.htm](http://www.apha.org/programs/cba/webinars/default.htm)
- Brain Injury Association of New York State offers two webinars on policy advocacy “So You Want to Be an Advocate: Federal Overview” and “So You Want to Be an Advocate: New York State Legislature”  
<http://bianys.org/bianys-webinars>

# **COMMUNICATE YOUR MESSAGE**

## **How to Find Legislators' Contact Information**

### **NYS**

#### **To Search by Member:**

To find information about a specific member of the NYS legislature, including district office addresses, district maps, committee assignments, biographies, sponsored legislation, etc.

[www.senate.state.ny.us](http://www.senate.state.ny.us)

[www.assembly.state.ny.us](http://www.assembly.state.ny.us)

#### **Important Committees**

[New York State Senate Health Committee](#)

[New York State Assembly Health Committee](#)

[New York State Senate Transportation Committee](#)

[New York State Assembly Transportation Committee](#)

## **Pending NYS Bills and Current Laws**

#### **Current NYS Laws:**

Find current NYS laws by searching here:

<http://public.leginfo.state.ny.us/menugetf.cgi?COMMONQUERY=LAWS>

#### **NYS Bill Search:**

Find current NYS bills by bill number or by keyword here: <http://assembly.state.ny.us/leg/>

#### **Information for Other States:**

Find information about legislature and pending bills in your state:

[www.statescape.com/resources/statelinks/statelinks.aspx](http://www.statescape.com/resources/statelinks/statelinks.aspx)

Find out what highway safety laws currently exist in your state:

[www.iihs.org/iihs/topics#statelaws](http://www.iihs.org/iihs/topics#statelaws)

## Elevator Speech Template

An Elevator Speech is a quick 30-45 second speech where you state the issue you are advocating for, why the issue is important, a possible solution, and how the legislator can help to reach that solution. The speech should be memorized so you can deliver it at any given moment.

**1. What are you advocating for? State the problem.**

Did you know? (Insert statistic)

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This is a problem because \_\_\_\_\_

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**2. Why should the Senator/Assemblyman care?**

As Senator/Assemblyman representing my district this issue deserves your attention because \_\_\_\_\_

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**3. State a possible solution.**

Through evidence we know that \_\_\_\_\_

\_\_\_\_\_ is a possible solution to

diminishing the problem of \_\_\_\_\_

**4. How he/she can help.**

I/We could use your help by \_\_\_\_\_

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## Framing and Reframing Arguments

- Centers for Disease Control and Prevention “Adding Power to Our Voices” Guide helps organizations involved in injury and violence prevention speak with a consistent voice with the belief that collective voices are louder than that of a single individual. The guide includes press releases, speeches, annual reports and research articles to help professionals better communicate with their audience.  
[www.cdc.gov/injury/framing/CDCFramingGuide-a.pdf](http://www.cdc.gov/injury/framing/CDCFramingGuide-a.pdf)
- Framing the issue is critical because it gives your audience a particular mindset about your issue. Depending on your audience, you may need to reframe your issue to gain more support.  
[http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main\\_1237.aspx](http://ctb.ku.edu/en/tablecontents/sub_section_main_1237.aspx)  
<http://sfa.frameworksinstitute.org/>
- Not everyone is going to support the mission or be willing to change the status quo; therefore, it is important to know how and when to study your opponents. The Community Tool Box offers strategies for handling opponents.  
[http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main\\_1214.aspx](http://ctb.ku.edu/en/tablecontents/sub_section_main_1214.aspx)
- The Community Toolbox provides tactics that may be used by your opponents and how to recognize them, as well as strategies for knowing when, how, and way you should respond.  
[http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main\\_1277.aspx](http://ctb.ku.edu/en/tablecontents/sub_section_main_1277.aspx)

## Tips for a Successful Visit

Appointments with an Assemblyman or Senator should be scheduled as far in advance as possible, preferably a month or more, as legislators' schedules fill up quickly. Anticipate between 15 to 30 minutes for an appointment.

**1. Identify the Senator and Assemblyperson who represent your district.**

Visit [www.senate.state.ny.us](http://www.senate.state.ny.us) and [www.assembly.state.ny.us](http://www.assembly.state.ny.us) to find out who represents you in the NYS Legislature by typing in your zip code. If you live in a different state, visit [www.statescape.com/resources/statelinks/statelinks.aspx](http://www.statescape.com/resources/statelinks/statelinks.aspx).

**2. Decide where you will meet.**

Legislators have local offices in their districts as well as an office in the Capital during the legislative session. View the NYS [legislative calendar](#) to see what days the legislature is in session. To find your state's legislative calendar, visit [www.statescape.com/resources/statelinks/statelinks.aspx](http://www.statescape.com/resources/statelinks/statelinks.aspx).

**3. Call your legislator's office.**

NYS Senate switch board: (518) 455-2800

NYS Assembly switchboard: (518) 455-4100

For other states, visit [www.statescape.com/resources/statelinks/statelinks.aspx](http://www.statescape.com/resources/statelinks/statelinks.aspx)

**4. Speak to the appointment secretary.**

Introduce yourself and indicate that you are a constituent and, as applicable a member of the (fill in the blank).

**5. Ask with whom you will be meeting with.**

It is preferable to meet with your legislators but you may be asked to speak to a member of the staff. In NYS, legislators will be in session beginning at 2p.m., so appointments scheduled for after that time will generally be with staff. Legislative staff often have considerable knowledge and influence and can provide significant insight into your legislators' views.

**6. Plan for your meeting.**

Stick to only three or four related priorities. List the bill numbers. Develop an elevator speech and a few key handouts. Be concise. You have a limited time so make every sentence count. Bring someone who has been personally affected by the issue to share their story to help show how the change would make a positive impact.

**7. Confirm your appointment.**

Before your visit (at least one week in advance), you may wish to confirm your appointment by calling your legislator's office.

**8. Prepare for your appointment.**

Practice your elevator speech and have a strategy for addressing potential opposition. Know your legislator's position on the issue(s) and their voting record.

**9. Send a thank you letter after the meeting.**

After speaking with your representative, it is very important to send a letter thanking him or her (and any other staff that attended) for taking the time out of their schedule to meet with you. Summarize your key points made during the meeting and remind the legislator how they can help accomplish your advocacy goals.

# **Develop Tools and Messages**

## **Sample Letter, Email, or Fax**

Date

Senator Name

Address

By fax

Dear Senator (insert name),

I am writing to ask you to **support Senate Bill #**. This bill will require the use of seat belts by all passengers sixteen years of age or older riding in any seating position in a motor vehicle. The Senate Transportation Committee has approved this bill with bipartisan support and now I ask you to ensure a vote on the bill by the full Senate with your vote of approval.

This legislation is important to me because, (a friend or family member) was seriously hurt/killed in a crash whose life may have been saved if he/she was buckled up in the back seat. Unrestrained occupants in the back seat of a vehicle are at great risk of ejection from a car and can also cause injury to other occupants in a car, including the driver. **Senate Bill #** is common sense legislation that can reduce fatalities and injuries on New York State roads. In fact, 25 other states have passed similar legislation.

It is time for the **New York State** Senate to **pass Senate Bill #**. I ask you to please make sure that this legislation is brought to the full Senate for a vote and you support the legislation. I look forward to your response to this request.

Your name

Your home address

## Tips for Being Interviewed

A great way of getting media exposure for your injury topic is to give interviews. Local television and radio stations are constantly on the lookout for story ideas and guests to have on their shows. Local talk shows have also become a significant force in statewide politics. As a public health professional, you know more about public health issues than most people in your community and can credibly share your concern and knowledge on a local talk show.

Here are some tips to help you arrange and prepare for an interview:

- **Arrange an appearance.** Call or write the talk show host or producer. Explain your interest and experience in a particular aspect of public health, and outline why people in your community should care. Again, it is best to have an upcoming event or a local angle as a “news peg” to make your pitch more attractive.
- **Familiarize yourself with the program.** Learn the name of the host, the show, the station and names of other guests appearing on your program. Find out whether the interview will be live or taped, if there will be call-in questions and the length of the interview. Listen to the program to become familiar with the style and positions of the host and the format of the show.
- **Prepare for the interview.** Write out the most important points you hope to make, including anecdotes and personal stories you want to share, questions you might anticipate and answers to those questions. Role play answering those questions with a partner. Also, you may want to think out some counter-arguments to your issue and prepare responses to them. Remember, the media usually presents both sides of a story so you want to be able to counter your opponents’ viewpoints.

When being interviewed, there are several things to keep in mind to help make the interview go smoothly:

- **Speak in a natural, audible tone.** Remember to remain calm during the interview, even during stressful moments. Do not get defensive or angry. Keep in mind that the reporter decides what goes in the story or what doesn’t, so you don’t want to say anything that you would not want to see on the evening news.
- **Avoid jargon and acronyms.** Remember, not everyone is an expert on your issue. You should use language that will be easily understood by someone outside of your field of expertise.
- **State your message.** Answer interview questions by stating your main message first, followed by supporting points. Present your arguments as concisely as possible while showing enthusiasm for your subject. If you don’t know the answer to a question, say so.
- **Be concise.** It is important to keep your answers short, especially in broadcast interviews. Sound bites in broadcast interviews usually run around eight seconds long, so you want to get your message out quickly. Print reporters also look for concise quotes for their stories.
- **Clothing.** Avoid solid white or black clothing and anything with tight stripes. Solid designs in gray, blue and brown look best. Avoid large, flashy jewelry. Large jewelry will

create a reflection off the TV lights. Dress professionally. If you wear a uniform to work (lab coat, military, etc.) consider wearing that for your interview.

- **Look at the interviewer.** Unless otherwise instructed, look directly at the host. Do not look at the camera. Relax and avoid nervous gestures or mannerisms. Use, but do not overuse, your smile and hand gestures.
- **Sit straight.** You want to sit up straight, but not stiff, and lean slightly forward in your chair. Do not lean into the microphone. Avoid swiveling in your chair. If standing, stand up straight.
- **You're always "on."** Remember, even if you are not speaking, you may still be on camera. And any comments you make prior to or after the formal interview may be caught on camera or tape, so mind your actions.
- **After the interview, follow up with a note of thanks** to the reporter, host or producer of the program. You can often request a taped copy or written transcript of the program for your files.

*Adapted from the American Public Health Association's Media Advocacy Manual [www.apha.org](http://www.apha.org)*

## Tips for Working with Local Media

Writing a letter to the editor or an op-ed demonstrates that your issue is of concern to constituents as well as creating more awareness among the general public. Once your submission is published, you can send an email to your legislator directly to share the information.

### Letters to the Editor

- Used to respond or rebut something recently published in a newspaper or magazine. Generally, letters to the editor should be short and concise, no more than 200 words.
- Make sure to check and see if the publication you are submitting the letter to has any specific guidelines. For instance, the New York Times requires letters to refer to an article published within the last 7 days.
- Include any professional/personal experience you may have that is relevant to the topic.

### Op-eds

- Op-eds are longer and can be considered a persuasive article that can be used to increase the visibility of your issue. There is no need to wait for a news article to begin writing an op-ed. Instead, think about predictable events related to your issue (for example, if your issue is seat belt use, recently-published events could be related). Write most of the op-ed when you have time to think and fine tune your piece.
- Monitor the news to determine the best time to submit. Google alerts and other web services are helpful for tracking news and can provide hooks and timing for your piece. The final piece can be altered based on what piece of news you are reacting to and should be submitted promptly for consideration.
- Most op-eds relate to a recent issue in the news in addition to providing a different perspective, idea, or action. While still considered opinion pieces, op-eds are balanced with factual information
- Check a paper's website first for guideline for accepting op-ed submissions. Op-eds are typically 750 words or less but tailor yours depending on the individual paper's guidelines.

### Newspaper Articles

- If you work for an organization that has a Public Information Officer, schedule a meeting with them first to learn more about the organizations media outreach guidelines, as well as the local media environment and reporters who typically cover your issue.
- Develop relationships with local reporters who cover your issue. Share information about the issue and any programs your organization or partners may offer. Provide your contact information and offer to be a resource for data and other information as needed. Send reports, success stories, and other information to contacts on a regular basis to maintain the relationship.

*Adapted from the Safe States Alliance Congressional Outreach Guide [www.safestates.org/?page=PolicyTools](http://www.safestates.org/?page=PolicyTools)*

# **Issue Tool Box – NYS Universal Seat Belt Law**

## **Pending Back Seat Safety Belt Use Bill – 2015 Session**

**TOPIC:** Back seat safety belt use

**BILL NO:** A01141; NO SAME AS

**SPONSOR:** GANTT

**SUMMARY OF BILL:** requires that safety seats be secured according to the vehicle's manual or child restraint system manufacturer's instructions and requires that all back seat passengers use a seat belt.

**WEBSITE:**

[http://assembly.state.ny.us/leg/?default\\_fld=&bn=A01141&term=&Summary=Y](http://assembly.state.ny.us/leg/?default_fld=&bn=A01141&term=&Summary=Y)

**BILL NO:** S01535; SAME AS A02449

**SPONSOR:** DILAN (Senate); Mosley (Assembly); Jaffee (Co-Sponsor Assembly)

**SUMMARY OF BILL:** provides that no person shall be a passenger in the back seat of a motor vehicle unless such person is restrained by a safety belt approved by the commissioner of motor vehicles.

**WEBSITE:**

<http://open.nysenate.gov/legislation/bill/S1535-2015>

**RATIONALE:** Currently, the NYS Occupant Restraint Law only covers front seat and back seat passengers up to age 16. Therefore, a gap in the law exists for those ages 16 and older who sit in the back seat. New York, the first state in the nation to pass a primary seat belt law, now lags behind over half the country on this issue.

Extensive research has shown that unbelted rear seat passengers can kill and injure others. A sixty pound unbelted passenger traveling in the rear seat would exert a force of approximately 2,700 pounds, or more than one ton, into the driver's seat in a head-on crash at 30 miles per hour.

## State Occupant Restraint Laws

- New York State Governor's Traffic Safety Committee provides excerpts of NYS vehicle and traffic law.  
[www.safeny.ny.gov/seat-vt.htm](http://www.safeny.ny.gov/seat-vt.htm)
- Insurance Institute for Highway Safety (IIHS) has overviews of key highway safety issues, in addition to research, news and legal information on each topic.  
[www.iihs.org/iihs/topics#statelaws](http://www.iihs.org/iihs/topics#statelaws)
- Governors Highway Safety Association provides state highway safety laws, published in two formats, by type of law and by state.  
[www.ghsa.org/html/stateinfo/](http://www.ghsa.org/html/stateinfo/)

## Sample Letter, Email, or Fax

Date

Senator Name

Address

By fax

Dear Senator (insert name),

I am writing to ask you to **support Senate Bill #**. This bill will require the use of seat belts by all passengers sixteen years of age or older riding in any seating position in a motor vehicle. The Senate Transportation Committee has approved this bill with bipartisan support and now I ask you to ensure a vote on the bill by the full Senate with your vote of approval.

This legislation is important to me because, (a friend or family member) was seriously hurt/killed in a crash whose life may have been saved if he/she was buckled up in the back seat. Unrestrained occupants in the back seat of a vehicle are at great risk of ejection from a car and can also cause injury to other occupants in a car, including the driver. **Senate Bill #** is common sense legislation that can reduce fatalities and injuries on New York State roads. In fact, 25 other states have passed similar legislation.

It is time for the **New York State** Senate to **pass Senate Bill #**. I ask you to please make sure that this legislation is brought to the full Senate for a vote and you support the legislation. I look forward to your response to this request.

Your name

Your home address



## Sample Social Media Posts

- Most serious car crashes happen close to home. Wear a seat belt every time.
- It's quick and easy to do. The three second life saver. Buckle up front and back!
- Be protected, not ejected. Wear a seat belt! [www.youtube.com/watch?v=mKHY69AFstE](http://www.youtube.com/watch?v=mKHY69AFstE)
- Seat belts – every person, every seat, every time.
- Riding in the back seat without a seat belt? You can become a “back seat bullet.” Buckle up every seat, every time. [www.youtube.com/watch?v=mKHY69AFstE](http://www.youtube.com/watch?v=mKHY69AFstE)
- Best friends or family in the car? Show you care. Buckle up and remind them to do the same.
- Your head should never go through the windshield. Make it click!
- Crashes happen when least expected. You Only Live Once... Buckle up!
- Say YES to wearing a seat belt in the back seat.
- Your younger sister or brother is watching you. Buckle up – front and back seat too! Chances are they'll do it too!
- Crashes happen when you don't expect them to. The seat belt is your only chance of survival in a crash. Click it front and back seat too!
- Research shows that during a head-on collision, an unbelted passenger involved in a sudden crash can weigh as much as a young elephant, roughly 2,700 pounds!  
[www.njbackseatbullets.com/video/video1.html](http://www.njbackseatbullets.com/video/video1.html)

## Educational Resources

- NYS Motor Vehicle Traffic Injury [Data](#)
- Centers for Disease Control and Prevention provides reference information on the impact that seat belt policy can have in addition to facts on seat belt usage.
  - [www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html](http://www.cdc.gov/motorvehiclesafety/seatbeltbrief/index.html)
  - [www.cdc.gov/motorvehiclesafety/seatbelts/facts.html](http://www.cdc.gov/motorvehiclesafety/seatbelts/facts.html)
- Videos depicting the “back seat bullet” issue.
  - [THINK! UK](#)