

SWL WEB SITE STORY SHARING

DISTRICT: Mauston **#BLDS** 5 **#EMPLOYEES** 250
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PROGRAM TOPIC: Seat Belt Awareness

CHOICE OF PROGRAM (how and why was this chosen):

It was one of our top three health risks.

PROGRAM DESCRIPTION:

We stood in the staff parking lot right before Christmas with Santa hats and our winter clothes on and checked to see if people had their seat belts on. If they did, they received a dollar. If they did not, they got a “Click It or Ticket” sticker from our police department. It went over very well. We did it for each building in our district at different times of the year. It was a huge hit.

COST OF PROGRAM:

\$111

SUCCESS OF PROGRAM:

We had a huge success rate. People still comment about if the “seat belt police” will be out again.

LESSONS LEARNED:

Come up with an easier way to keep track of who got dollars.