



# African-American Seat Belt Safety Tool Kit Guide

## HOW TO USE THIS TOOL KIT

Thank you for your interest in helping to reduce motor vehicle-related injuries and fatalities within the African-American community. Please see the information below on how to utilize NHTSA's African-American Seat Belt Safety Tool Kit materials and resources in your work.

## What can you do to help?

- Download, print, electronically share, or post the seat belt safety information, materials, and resources through your organization's communication channels (i.e. email, websites, social media platforms, etc.)
- Present educational materials at community and state events and meetings.
- Distribute printed resources and/or share links to electronic materials and resources at in-person or virtual events and meetings.
- Use the seat belt safety information and resources to create your own assets for promotion.
- Work with your partners and other organizations to distribute educational materials through their various communications channels.
- Mark national seat belt safety-related initiatives and campaigns on your calendar, including:
  - *National Buckle Up. Every Trip. Every Time. campaign*
  - *National Click It or Ticket campaign*
  - *Child Passenger Safety Week*
  - *National Teen Driver Safety Week*
- Conduct a seat belt use survey and post the results on your website or social media pages.