

## Projects

**April 2020**

Prepared by Transportation Planning  
Missouri Department of Transportation

## Westran High School BUPD Challenge Video



Westran High School – Buckle Up/Phone Down!



### Description

Westran High School had the lowest seat belt usage rate among all high schools in Missouri two years in a row. A weeklong program was developed and personalized to include at least one interactive activity each day getting school leadership and teachers involved, as well as high school students. After two secret seat belt observations following the BUPD Challenge Week, their usage went from 47% to 66%.

### Benefit

By focusing on the importance of seat belt usage through interactive activities designed specifically for this high school and the teen drivers, 19% more students began wearing seat belts. Statistically that saves five lives each year. The importance of this innovation is to continue sharing the BUPD safety message and educating the public.

### Materials and Labor

The total costs of materials were \$1,500 with 50 hours of labor.

### For More Information Contact

#### Northeast District:

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Additional information, photos or videos can be seen by accessing Innovations Challenge SharePoint page at: <http://sp/sites/tp/planpol/SitePages/InnovationHome.aspx>