

Phrase that Pays

Objective

The goal of this activity is to change behaviour of those who aren't wearing seat belts by getting as many students and staff as possible saying the “Phrase that Pays”

Materials Needed

- “Phrase that Pays” and seat belt themed posters or signs
- Prize tickets
- Prizes

In the lead-up to the event:

- Create a buzz by displaying posters and signs all over the school and having members of your road safety team conduct seat belt checks as people arrive at school.
- Those who are wearing seat belts win prizes to recognize their commitment to road safety.
- Use the Public Service Announcements activity to engage students in promoting the event and help students become familiar with the chosen “Phrase that Pays”
- Phone your local media or send out a news release based on the template included here to alert them to your upcoming event.
- The day before the event announce over the PA system the event will start the next morning and there are great prizes to be won.
- The morning of the event, make another announcement, making sure to tell students that different people all over the school have the winners’ tickets to distribute to those who know the “Phrase that Pays” but that the event only takes place during breaks, not in class.

How the Activity Works

- Students and staff pick a phrase such as “Seat belts save lives” or “Wanna look good? Don’t land on the hood. Wear your seat belt.”
- Find people in your school who will volunteer to be secret spotters.
- On event day, students who correctly repeat the “Phrase that Pays” to a secret spotter are given a ticket they can exchange for a prize.
- Make sure you determine ahead of time when and where prizes will be given out (i.e. during the school day).
- Approach community partners for donated prizes, which can be anything from candy, to larger items. A variety of prizes keeps it fun!