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# **National Campaign to Increase Motorcoach Seatbelt Usage**

**University of Massachusetts  
Transportation Center**

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**Sara's Wish Foundation**

Anne Schewe, President

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## Where We Are Now!

- Conducted Motorcoach Safety Summit/Capitol Hill October 2017
- Established Motorcoach Seatbelt Task Force
- Conducted Preliminary Seatbelt Study in Northeast
- Received Road to Zero Grant from National Safety Council
- Designing a Comprehensive Promotional Campaign for Motorcoach Operators



## Here's What We Will Do

- Benchmark Counts in Fall
- Implement Promotional Campaign in March/April
- Benchmark Counts Captured During Campaign
- On-Line Focus Groups After Campaign
- Design a “Kit” for Bus Operators to Use



## Seatbelt Promotional Campaign Actions

- Digital Messages when Tickets are Purchased Online
- Banners at the Platform and in Terminal Waiting Area
- Text/Email Messages Prior to Trip
- Formal Announcements by the Driver
- On-Bus Video/Internet-based App
- Signs Mounted Inside Bus above Driver
- Logo Printed on the Ticket and Back of Each Seat

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**Our Contact information**

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