

Ms. Perla Tabares Hantman, Board Member

SUBJECT: SCHOOL BOARD ENDORSEMENT OF THE FLORIDA DEPARTMENT OF TRANSPORTATION "CLICK IT OR TICKET" SAFETY BELT CAMPAIGN, WHICH RUNS FROM MAY 18-31, 2009, AND ENCOURAGE A YEAR-ROUND HABIT OF USING VEHICLE SAFETY BELTS

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS COMMITTEE

LINK TO DISTRICT STRATEGIC PLAN: IMPROVED SAFETY THROUGHOUT THE DISTRICT BY IMPLEMENTING PREVENTATIVE MEASURES AND EDUCATIONAL PLANNING

The Florida Department of Transportation (FDOT) is soliciting support from its safety partners to endorse the "Click it or Ticket" Safety Belt Campaign Plan, which runs from May 18 to May 31, 2009. This safety campaign is part of a state-wide effort to increase daily usage of vehicle safety belts. During this event, law enforcement agencies "buckle down" on enforcement in an effort to increase awareness and save lives. The high visibility campaign includes television and radio advertisements in addition to press conferences held across the state. To assist in spreading the message at the local school level, FDOT produced a public service announcement (PSA) stressing the importance of wearing seat belts, and the monetary fines imposed on drivers for not following the law.

To advance this important safety initiative at Miami-Dade County Public Schools, it is recommended that the School Board endorse the "Click it or Ticket" Campaign, which runs from May 18 to 31, 2009, and encourage a year-round habit for students, parents and District employees to always buckle up when driving or riding as a passenger in a vehicle. In addition, it is recommended that the above-referenced PSA be aired via closed-circuit television at all appropriate schools during the week of May 11 to May 15, 2009.

There is no cost to the District.

ACTION PROPOSED BY MS. PERLA TABARES HANTMAN: That The School Board of Miami-Dade County, Florida, endorse the Florida Department of Transportation "Click it or Ticket" Safety Belt Campaign, which runs from May 18-31, 2009, and encourage a year-round habit for students, parents and District employees to always buckle up when driving or riding as a passenger in a vehicle.