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WKU STUDENTS LAUNCH SAFETY WEBSITE

Essay Contest Offered to 11-to 14-year-olds

BOWLING GREEN, KY-WKU students, in the AD+PR department, are working with the local Safe Kids Buckle Up (SKBU) office to spotlight area seatbelt safety issues. The WKU AD+PR students are promoting seatbelt safety.

The WKU AD+PR students are participating in the PRSSA Carroll Bateman Competition and have launched a website dedicated to providing safety tips for local kids. The website provides safety tips and resourceful seatbelt choices.

“The website provides more than just tips,” said Crissy Rowland, director of Health Information, Barren River District Health Department, “It offers ways to buckle up properly and provides practical information about everyday dangers in vehicles.”

To encourage students to check out the website, the AD+PR students are conducting an essay contest. The essay asks students to compare instances in which they have seen someone neglect wearing their seatbelt.

“The goal is for student’s ages 11 to 14 to be able to understand and explain the importance of buckling up every time in a motor vehicle,” said Crissy. “By using the content of the website, kids will be more informed of the dangers and risks of not buckling up.”

According to Leo Brown, WKU team member this campaign is all part of a national campaign with Safe Kids Worldwide and General Motors to promote child safety through Safe Kids Buckle Up (SKBU).

Car crashes are the number one killer of children ages 3-14 in the United States, according to Safe Kids Worldwide. Research has shown that parents’ actions and words are a key factor in teaching children and adolescent’s injury prevention.

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The AD+PR program is a part of the School of Journalism and Broadcasting at Western Kentucky University. The school of Journalism and Broadcasting received national accreditation in 1979, and was reaccredited in 1998.

The local SKBU office is located in the Glasgow office of the Barren River District Health Department.

For more information, about the essay contest, please visit the Web site at <http://www.safekidsbuckleup.webs.com>

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