

BLACK HISTORY MONTH PLANNER

SAMPLE MEDIA ADVISORY

For Immediate Release (DATE)
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Celebrate Community, Fellowship, and Our Future During Black History Month *Buckling Up Can Help Protect Our Families and Our Future*

(Name of city or town) – According to the National Highway Traffic Safety Administration (NHTSA), in 2002, motor vehicle crashes were the leading cause of death for African-Americans age 3 and ages 5 to 14, and the second leading cause of death for African-Americans age 2 and ages 15 to 29. During this year's Black History Month celebrations and observances, **(name of local leader/organization)** is reminding African-American families that using seat belts and child safety seats on every trip can protect them in a crash and ensure that they stay healthy and safe for generations to come.

“Our legacy is one of struggle and sacrifice. We need to take the lessons that our leaders have taught us and embrace the blessings that are the direct result,” says **(name and title of local leader)**. “Our families, friends and communities depend on us; we need to take responsibility for our own safety by always using seat belts, and by making sure that our friends and loved ones also buckle up.”

In the 1920's, G. Carter Woodson established Black History Week. It was officially extended to a month-long celebration in 1976. Each year, millions of people from all over the country travel to various events and special holiday celebrations to fellowship with family and friends. With the increased road-traffic comes an increased risk of being in a traffic crash – and an increased need to buckle up and make sure that all children are restrained in the back seat in the correct safety seat for their age, height and weight.

Seat belt use among African-Americans is at 80 percent. While this is certainly positive, it still means that approximately one out of five African-Americans still does not buckle up on every trip.

“We recognize the importance of being careful on our streets and highways and especially the need to always buckle up. By educating one another about the benefits of seat belts and child safety seats, we can prevent traffic-related tragedies that destroy our families and weaken our communities,” says **(name and title of local leader)**.

With this in mind, please remember to:

- Always wear your lap and shoulder belt;
- Place the lap belt low and snug across the hips, and never across the stomach;
- Place the shoulder belt flat across the collarbone and chest;
- Make sure that all children are seated in the correct child safety seat for their size and age;
- And, make sure that all children age 13 and under are riding in the back seat and are properly restrained.

For more information about seat belt and child safety seat use, visit www.nhtsa.dot.gov or www.BoosterSeat.gov.

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