

News Release

Everett Public Schools
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'It's Cool to Click It' — Cascade assembly promotes safety

Lots of students do not wear them (seat belts) acknowledged Cascade DECA students. We want our peers to know that "It's Cool to Click It."

Recognizing that failure to use seat belts is an important safety issue, the Cascade DECA club applied to State Farm Insurance Company's "Shift into Safety" program to help improve seat-belt use among students. State Farm responded with enough funds to send a company representative to the school's March assembly, pay for a guest speaker, buy t-shirts for safety team members, and give Cascade students bumper stickers. State Farm is also paying for the pre- and post-surveys measuring how well the effort works.

On March 29, at an all-school assembly, DECA students will highlight safety statistics and demonstrate how the simple act of buckling seat belts saves lives. Detective Cummings of the Washington State Patrol is a national seat-belt-safety spokesperson. He will ask students to pledge to use seat belts through the end of the year. Those who sign the pledge will receive a It's Cool to Click It bumper sticker.



"This is a student-directed campaign for students, by students," says Tiffany Howell, DECA Click It Campaign team leader. "We will empower each other to pass along the message and possibly save the life of a peer."

To measure how effective they've been with their program, DECA club members will survey students before the assembly to ask about their seat belt habits. A week after the assembly, they will circle back with another survey to determine if habits have changed.

The safety assembly will be held at Cascade High School on Thursday, March 29 from 9:20 — 10:05 a.m.