

Calling all student artists, designers, and marketing gurus! Show off your skills while promoting seatbelt awareness as part of the “I Got Caught Wearing My Seatbelt” T-shirt design contest.

The North Shore Regional Safety Coalition invites high school and college students across the region to ply their creativity and artistic talents to encourage their peers and others to buckle up. The “I Got Caught Wearing My Seatbelt” T-shirt contest challenges students to come up with the winning design for a T-shirt that will be distributed across the region to students “caught” buckling up.



Wearing a seatbelt in a motor vehicle is one of the most important measures anyone can take to reduce the chances of serious injury or death, yet a disproportionate share of Louisiana residents fail to buckle up. State law requires all motor vehicle occupants to be properly restrained, but young drivers and their passengers are among the groups least likely to do so, too often to life-altering consequences. Improving transportation safety for young people and encouraging seat belt use are among the primary aims of the North Shore Regional Safety Coalition.

GUIDELINES:

Who can participate? The contest is open to high school and college-age applicants from St. Tammany, St. Helena, Tangipahoa, and Washington parishes. Finalists will be honored with a celebratory lunch at which they will be acknowledged by the coalition, and will be mentioned in media coverage of the contest. The winning student will get to see his or her design worn by high school students across the region and will get the satisfaction of helping to improve seatbelt compliance rates.

Design parameters: Designs should fit onto an 8.5” x 11” sheet of paper. Entries must incorporate the slogan “I Got Caught Wearing My Seatbelt.” Designs should be legible in black and white, as T-shirts will be printed with a single ink color. Designs may incorporate the back 1/3 of the T-shirt, so long as ample space is left for sponsor logos to be placed there. The designer may sign his or her work.

How to submit: Designs may be submitted electronically in high-resolution format to Ebahr@norpc.org or tkeffer@norpc.org or in paper format by emailing one of the above email addresses or calling (504) 483-8565. Participants may submit as many entries as they wish.

Deadline and selection timeline: Submissions will be accepted October 18th through November 1st, in commemoration of National Teen Driver Safety Week. They will be posted anonymously to our Facebook and Instagram pages November 3rd through November 13th during which time the general public will be encouraged to vote on their favorite submissions.

The North Shore Regional Safety Coalition is an interdisciplinary group comprising planners, engineers, law enforcement officers, public health professionals, and other safety advocates engaged in carrying out the Louisiana

Department of Transportation and Development's strategic highway safety plan in the region. Visit <http://www.norpc.org/safety.html> for more information. Follow us on Facebook at www.facebook.com/nsrsc.