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## Boca High wins 'In the Click' seatbelt compliance contest

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**Check Presentation** From left, Eric Stern, Palm Beach County School District administrator; John Shullman, Express Car Wash; Dr. Susan Atherly, Spanish River High School principal; Dr. Frank Rodriguez, Olympic Heights High School principal; Dr. Geoffrey McKee, Boca Raton High School principal; Frank Barbieri, chairman of the Palm Beach County School Board and Tara Kirschner, The Dori Slosberg Foundation executive director, present the check. submitted photo

Boca Raton High School has won "In the Click," an ongoing seatbelt compliance contest and teen driving safety campaign to help save lives behind the wheel.

The contest is run by The Dori Slosberg Foundation that State Rep. Irv Slosberg formed in 2004 after his daughter was killed in a car crash. She was not buckled up.

Spanish River High came in second in the contest, West Boca High third and Olympic Heights third. Boca High's win came with a \$1,000 check for Project Graduation from the foundation, Geico Insurance Company and Express Car Wash, and was announced at a recent Palm Beach County School Board meeting.

"We pick three or four schools at a time to do with this, and we work with the drivers ed program and school administration," said Tara Kirschner, the foundation's executive director. "We also do this if a school loses a student, and unfortunately that happens all the time, which is why we're out there trying to raise awareness."

Approximately 70 percent of all people seriously injured or killed in auto crashes are not wearing seatbelts and making students buckle up is the mission of this campaign, she added.

The foundation picks a two-week time frame, in this case Oct. 21 to Nov. 4. "We make two visits and the first one is a surprise," Kirschner said. "We're at morning drop-off at each school entrance and we have one person counting cars using clickers. It's one click if the driver is buckled up and one click if both are buckled, but if one is not buckled there's no clicks."

They start seat belt counting at 6:40 a.m., and at 7:30 a.m. the campaign begins. "We hang up banners and posters with the 'In the Click' logo and buckle-up messages," Kirschner said. "We have morning announcements every day for two weeks with a driving tip or statistic that's related. We have student groups and drivers ed programs focus on seatbelts."

On their return visit, they do the seat belt check over again to see if compliance has gone up after the campaign. The scores were: Boca Raton High School, 96 percent; Spanish River, 95 percent; West Boca, 90 percent and Olympic Heights 80 percent. Each school is awarded a prize despite the standing, she said.

"This is something we've done for seven years. Many students still don't see the value in wearing a seatbelt," she said.

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