



FOR IMMEDIATE RELEASE Contact: Stacey Inglis-Executive Director

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**Delaware Safety Council Partners with Grotto Pizza
and Delaware Office of Highway Safety
for CLICK-4-Life Teen Safety Campaign**

(Wilmington, Delaware September 7, 2022)

Delaware Safety Council, the nation's first state safety council founded in 1919, announces its **2022 CLICK-4-Life Campaign**. The 2022 **CLICK-4-Life Campaign** ⁽¹⁾ is set to launch on Monday, September 12th at William Penn and Delmar High Schools, and on Wednesday, September 14th at Caesar Rodney and Dover.

Each of these schools has lost a member of their student community in 2022 because of a motor vehicle crash. These losses came in all three of Delaware's counties, proving that no community in our state can go untouched.

Delaware Safety Council is working with the Delaware Office of Highway Safety to get the message out. DSC and OHS have partnered on teen safety driving efforts since they sponsored Delaware's inaugural *Teen Safe Driving Conference* held at Dover High School in 1954.

*"The Delaware Office of Highway Safety is pleased to support the **CLICK4Life Campaign** as a way to instill in younger drivers the importance of buckling up every time they get in a vehicle, be it as a driver or passenger. Buckling up is the simplest thing you can do to limit injury or save your life during a crash,"* said Sarah Cattie, OHS Senior Traffic Safety Program Manager.

The campaign encourages students to pledge to **CLICK-4-Life** through promotional materials in the school cafeterias. Delaware Safety Council has partnered with Grotto Pizza this year to further encourage teens to take the **CLICK-4-Life** pledge. The first 500 students to **CLICK-4-Life** will receive a token from Grotto Pizza redeemable for a free *Safety-Slice* of pizza at all Delaware Grotto Pizza locations.

The school food service team is assisting with the campaign by wearing buttons hosting QR Codes that generate the pledge when the student scans the code. Signs and posters around the cafeterias will also promote taking the pledge. Student organizations in each school will circulate in the cafeterias to encourage their friends, classmates and peers to make their **CLICK-4-Life** pledge to **BUCKLE-UP, EVERY TRIP, EVERY TIME.**

BACKGROUND:

In 2021, there were 10 fatalities among the under-19 population in Delaware. Among the 10 lost, 7 were not properly restrained. Additionally, 1296 crash related injuries were reported in the same under-19 population, with more than 15% of the injured not properly restrained. ⁽²⁾

According to the CDC ⁽³⁾, seat belt statistics show the consequences are deadly for not using seat belts. In 2020, 1,885 young drivers (ages 15-20) died in traffic crashes, a 17% increase from 1,616 in 2019; more than half (52%) were not wearing a seat belt. In 2019, 43% of high school students nationwide reported

not always wearing a seat belt.

Clearly there is more work to be done educating Delaware Teens about the importance of seat belt use, by both drivers and passengers – **BUCKLE UP - EVERY TRIP – EVERY TIME.**

This year’s campaign has been expanded to include Delaware’s Middle Schools as the rate of motor vehicle deaths and injuries for this population increased 25% from 2020 to 2021. ⁽²⁾

Never have deaths on our nation’s roadways increased so rapidly. Reports of risky driving behavior such as speeding, impairment, and lack of seat belt use have been confirmed by data from the U.S.

Department of Transportation (DOT). Every day in 2021, 100+ people who got into their cars to run errands, drive carpools, commute to school or work, go to a medical appointment, or take a family vacation, did not come home. Some of these are deaths that could have been prevented. ⁽⁴⁾ Slow down, buckle-up and stay alert.

About the Delaware Safety Council: The Delaware Safety Council (DSC) was established in 1919 by DuPont Company President Irénée du Pont. It was the first state safety council in the country. Delaware Safety Council is a private, nongovernmental, non-profit 501(c)(3) safety resource and training organization. Our mission is to promote the protection of life and health in the workplace, in the home, on the highway, and in the community by actively providing education/training resources and services. Additional information about Delaware Safety Council and its programs is available at delawaresafety.org or by calling (302) 276-0660.

1. <https://smartdriveusa.org/c4/>
2. <https://dsp.delaware.gov/wp-content/uploads/sites/118/2022/04/2021-Annual-Traffic-Statistical-Report.pdf>
3. [Seat Belts | Transportation Safety | Injury Center | CDC](#)
4. [NHTSA’s 2021 Estimate of Traffic Deaths Shows 16-Year High](#)

MEDIA ALERT: News Media covering the events at any of the four kickoff high schools, should contact the *School District Public Information Officer* to confirm access to the school cafeteria event you wish to cover.

Monday, September 12, 2022 -

DELMAR HIGH SCHOOL – Delmar School District

Charity Phillips, Superintendent – 302.846.9544

WILLIAM PENN HIGH SCHOOL – Colonial School District

Lauren Wilson, Public Information Officer – 302.323.2710

Wednesday, September 14, 2022 –

CAESAR RODNEY HIGH SCHOOL – Caesar Rodney School District

Mike Williams, Community Relations Specialist – 302.698.4800

DOVER HIGH SCHOOL – Capital School District

Monica Shockley-Porter, Public Relations – 302.857.4206

