

CHAPTER EXPANSION			
Deliverable	Strategy / Process	Who needs to be involved?	Target Completion Date
1. Staff training/preparation			
2. Connect with local CHP and partner with their local seat belt campaigns and/or other campaigns			
3. Engage core chapter members			
4. Recruit new chapter members			
5. Train chapter members on underage drinking and traffic safety issues: <ul style="list-style-type: none"> • Review statistics/data around traffic safety • Watch Tulare County DVD “It’s Not a Game: Get Your Buckle On!” • Research traffic safety/underage drinking prevention facts • Allow for chapter members to educate one another on traffic safety/underage drinking prevention. 			
6. Chapter members will select/develop first traffic safety campaign: <ul style="list-style-type: none"> • Traffic Safety Campaign, • Underage Drinking Prevention Campaign, • Seat Belt Safety Campaign, • Seat Belt Challenge, or • Other _____ 			Jan. 31, 2009
7. Announce the campaign to the media using a press release/press conference.			
8. Conduct baseline utilization survey (if applicable)			

9. Provide a FNL assembly/ engagement presentation focusing on traffic safety/underage drinking prevention.			Jan. 31, 2009
10. FIRST Campaign implementation			Jan. 31, 2009
11. Conduct a seat belt safety/traffic safety/underage drinking prevention school event			
12. Implement a parent involvement component that will engage parents/caregivers in the campaign. <ul style="list-style-type: none"> • Parent traffic safety/ underage drinking prevention info night, or • Town Hall meeting, or • Parent/Teacher Seat Belt Challenge, or Other _____ 			
13. Chapter members will select/develop second traffic safety campaign: <ul style="list-style-type: none"> • Traffic Safety Campaign, • Underage Drinking Prevention Campaign, • Seat Belt Safety Campaign, • Seat Belt Challenge, or Other _____ 			
14. Conduct post survey (if applicable)			