



**Buckle Up for Life**

**TOYOTA**



# Grant Opportunity

Funding Cycle:

**July 1, 2018 – June 30, 2019**

Application Deadline:

**8:00 p.m. EST, March 15, 2018**

Before completing the application,  
please read the following program overview and requirements:

**Vision Statement**

To be the leader in eliminating motor-vehicle-related injuries and deaths among children.

**Mission Statement**

Buckle Up for Life will provide child-passenger-safety education and life-saving resources to families everywhere.

**Introduction**

Motor vehicle crashes are one of the leading causes of death among children.

The *Buckle up for Life/Abróchate a la Vida* program was designed by Toyota and Cincinnati Children’s Hospital Medical Center to decrease the number of auto-related injuries and fatalities by instructing families about the proper use of safety belts and child restraints.

**Program History**

Buckle Up for Life was modeled after successful faith-based, motor-vehicle-safety interventions in African-American and Hispanic communities in Cincinnati, OH. Relying on trusted faith leaders to raise enthusiasm and support among congregants, the initial program introduced messages about child-passenger safety and motor-vehicle safety in churches. While Buckle Up for Life continues to have a strong presence in the faith-based community, the program has since evolved and expanded to also partner with schools, emergency service agencies, and community-based nonprofits serving any at risk population. To date, the program has been implemented in 34 cities across the country. We have observed consistent increases in restraint use among both adults and children who participate in the program.

**Program Setting**

Buckle Up for Life partners with churches, and nonprofit and public service agencies to serve at risk populations with low rates of seat-belt and car seat use—with special emphasis in Hispanic and African American communities.

**Available Funding Levels**

BASE FUNDING LEVEL	SALARY	TOTAL SEATS DISTRIBUTED	TOTAL PEOPLE EDUCATED	OPTIONAL TRAVEL STIPEND	TOTAL FUNDING AVAILABLE
	MAX ALLOWANCE (25%)	MIN EXPECTATION	TOTAL EDUCATED (CHILDREN + TEENS + ADULTS) MIN EXPECTATION	FOR TRAVEL TO "KIDZ IN MOTION" (KIM) CONFERENCE & BUFL ORIENTATION ONLY	
\$10,000	\$2500	50	75	<i>\$2000 ADDITIONAL</i>	\$12,000
\$15,000	\$3750	100	150		\$17,000
\$20,000	\$5000	150	225		\$22,000
\$25,000	\$6250	200	300		\$27,000
\$30,000	\$7500	250	375		\$32,000

## Program Outputs

- **Education for Adults, Teens, and Children**

Buckle Up for Life provides all the materials, including props, handouts, and audiovisual aids necessary, for an injury prevention professional to deliver the following one-hour presentations:

- Adults – this presentation focuses on a crash dynamics, seat belts, distracted driving, and child-passenger safety.
- Teens – this presentation focuses on crash dynamics, seat belts, and sound decision-making.
- Children – this presentation focuses on three main topics: the importance of seat belts, where to sit in a car, and proper passenger behavior.

- **Car Seat Checks and Distribution**

Following each educational presentation, certified child passenger safety technicians conduct a car seat check for program participants. During the check they distribute free car seats to parents who requested them.

- **Minimum Expectations**

Ideal partners will provide multiple educational sessions and outreach opportunities to serve as many people as possible, surpassing our minimum required education and seat distribution outputs outlined for each available funding level in the chart above. *For example, at a base funding level of \$15,000, a partner institution would be expected to distribute a minimum of 100 car seats and would be expected to educate a minimum of 150 people total (children, teens, and adults combined).*

## Program Outcomes

Applying institutions must indicate in their application (Section 4.D) how they plan to measure program outcomes (behavior change) in their community.

## Program Budget

Applying institutions must submit a budget with their grant application, to be approved by Buckle Up for Life. Acceptable program expenditures include salary support, supplies, equipment, mileage, etc. See chart above for available base funding levels. Note that up to 25% of the base funding level may be used for salary support, if needed.

*For example, at a base funding level of \$15,000, a partner institution would be eligible to receive a total of \$17,000—to include up to \$3750 for salary support, \$11,250 for program supplies and implementation, and an additional \$2000 for travel related expenses to the Kidz In Motion (KIM) Conference (Broomfield, CO; Aug-Sept 2018).*

- A. Note: any contracted labor (paid CPST's from outside of your organization, outsourced interpreters, etc.) must be included in the "salary" line item.

## Grantee Orientation

Buckle Up for Life Orientation will be offered in conjunction with the *Kidz in Motion (KIM) Conference* (Broomfield, CO; Aug-Sept 2018). An optional travel stipend (see below) of \$2000 above and beyond base funding levels is available to each funded institution to assist with travel-related expenses. Institutions deciding not to travel to the orientation

must make up the training session in a mutually agreed upon format at a date and time to be determined. All partner sites are expected to participate in training during the first quarter of the program year.

### **Optional Travel Stipend**

An optional travel stipend of \$2000 total (above and beyond base funding levels) is available to each funded institution. This stipend is to be used only to supplement travel related expenses for one or more program staff to attend the *Kidz in Motion (KIM) Conference* (Broomfield, CO; Aug-Sept 2018) and accompanying BUFL grantee orientation. Covered expenses may include airfare/transportation, hotel/lodging, conference registration fees, meals, etc. *Please note: should your institution's actual travel expenses exceed \$2000, the difference must be paid from your own institution's operating budget. Only the \$2000 travel stipend may be applied toward travel expenses; BUFL grant funds from your selected base funding level may not be used for these expenses.*

### **Reporting**

Grantees will submit regular reports to Buckle Up for Life summarizing their progress in outputs and outcomes during the grant year. Midterm and final reports will also include financial summaries.

### **Eligibility**

- Grants will be awarded to qualified tax-exempt nonprofit organizations, as determined under section 501(c)(3) or 509(a) of the Internal Revenue Code, or to public service agencies (e.g., fire/police departments, local health departments, public schools, etc.).
- Applying institutions must have an established injury prevention program with a certified child passenger safety technician (CPST) on staff.
- Applying institutions must have strong partnerships with community leaders. Staff working on *Buckle up for Life/Abróchate a la Vida* program must have strong social and networking skills.
- Applying institutions would also benefit from having at least one bilingual (English/Spanish) or multilingual professional on staff.

**If you have any questions, please contact:**

Buckle Up for Life  
[buckleupforlife@cchmc.org](mailto:buckleupforlife@cchmc.org)