Who is Ollie Otter?

Ollie is a tall furry mascot whose mission is to teach children under 4’9” tall to use booster seats and seat belts.

Ollie and his seat belt safety advocate friends visit elementary schools in Tennessee to have fun and teach the children how important it is to have the seat belt fit correctly. There is a whole family of Ollie’s available for school visits.

Where do Ollie’s friends come from? Anyone who is passionate about protecting the children of Tennessee from injury can get involved - it only takes a team of 3!

In 2004, Tennessee passed a law that requires children under 9 years of age and shorter than 4’9” tall to use a booster seat to make the vehicle seat belt fit correctly.

Nationally, booster seat usage is only about 15%. In a 2013 report, on average, 3 children were killed and an estimated 470 children were injured every day in the United States in traffic crashes.

Tennessee’s usage rate is averaging in the 60% usage statewide. The need for continued education is evident because still today four out of five car seats are installed incorrectly. The 2013 statistics from the National Highway Safety Association report that over forty percent (40%) of child passenger fatalities were completely unrestrained.

Ollie is a public private partnership started by the Tennessee Road Builders Association (TRBA) who teamed up with other groups to cover Tennessee:

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<th>TRBA</th>
<th>Tennessee Highway Safety Office (THSO)</th>
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<td>Tennessee’s Colleges of Applied Technology (TCAT)</td>
<td>TN Organization of School Superintendents (TOSS)</td>
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<td>TN Highway Patrol (THP)</td>
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Registering as a Volunteer

Thank you for your interest in becoming a Seatbelt Safety Advocate. Complete your online registration at www.ollieotter.org/user/register.

You will receive an email confirmation that will direct you to take the online training course for the Ollie Otter program. This 30-minute video course will walk you through an Ollie presentation and share the tools available, including the “Otter-Magic” press release form, school sign up form, Ollie’s schedule, and other resources available through the program. ALL volunteers must be registered through the project website for documentation purposes.

Order of scheduling a presentation

☑ Call schools & Schedule event
☑ Fill out online School Sign-up form (www.OllieOtter.org)
☑ Email the Ollie Coordinator with information about school, date & time
☑ Practice speaking with partner
☑ Make sure you have an Ollie to go to the school with you (email group)
☑ Call school (ONE DAY) before presentation to confirm event
☑ SCHOOL PRESENTATION
☑ Submit press release online (www.OllieOtter.org)
☑ Submit press release to local newspaper with picture from school event
☑ Send email to school about sending in artwork/ mail to Ollie

**IF YOU HAVE ANY QUESTIONS ABOUT ANY OF THE STEPS, PLEASE EMAIL: Coordinator@OllieOtter.org**
Step 1: How to call a school to schedule an event

Hello! Could I speak with (Principal’s name)?

Hello! My name is ________________ and I am with the Ollie Otter Booster seat and seat belt safety program. We do a FREE 20-30 minute program where we teach students grades Pre-K through 4th grade about booster seat and seat belt safety. We are sponsored by the Tennessee Highway Safety Office and Tennessee Road Builders Association. Each school will receive a free school kit which includes bookmarks for every student along with an activity book and poster for each classroom. We would love to come to your school in the next few weeks. We can come on date or date…. (give them a couple of options for dates you are available to go to the presentation)

**Ask Principal the following questions**

1. How many students are in your Pre-K through 4th grades?
   ________________

2. What is your email address so we can send you a confirmation of date & time?
   _____________________________________________________

3. Thank you, I will schedule your presentation for (date & time).

*Say thank you and tell them they will get a confirmation email & you will call one day before to confirm the event**

Step 2: Add your event online @ www.OllieOtter.org/schedule

*Fill out all blanks in the web form

*The security question answer is: Otter

*Enter Date/ Time suggestions

*Number of classes is = (#of students/20)
Step 3: Email the regional coordinator to confirm school event

Program Manager – Julie Brewer

Coordinator@OllieOtter.org
J Brewer@tntech.edu

Middle TN- Julie Brewer

middle@seatbeltvolunteer.org
J Brewer@tntech.edu

East TN- Liz Higbie

east@seatbeltvolunteer.org
LizHigbie@tntech.edu

West TN- Jennifer Tyler

west@seatbeltvolunteer.org
J Tyler@tntech.edu

Please be sure to contact your local coordinator for any questions. We will be glad to assist you in scheduling as well as any other needs to help you implement the program in your area.
Step 4: Practice Ollie Presentation script

Hello everyone!

My name is ___________ and I am a volunteer with _________________.

I am here to talk to you today about wearing your seat belt, sitting in a booster seat, and how to be safe on the road.

Does anyone know what this is? (point to construction barrel)

That's right! It's a construction barrel! (cone, traffic cone, traffic barrel, etc.) Ask a volunteer to help with this part, a student can dress as a road builder.

What should drivers do when they see a construction barrel on the side of the road?

Drivers need to slow down when they see a construction barrel because there are construction workers, like my friend here, working on the roads to help keep you safe and keep our beautiful Tennessee highways safe to drive on. (point out the construction hat and vest for discussion)

Can everyone say "Please SLOW DOWN" (make hand motions)

I have a special friend with me today who is going to help us learn about seat belts and booster seats. He is a very good friend of the Road Builders.

Do you want to meet him? Okay... on three were going to say "COME OUT OLLIE!"

One...two...three...COME OUT OLLIE!

Well, I wonder if he is DISTRACTED? let's try again...one....two...three..."Please COME OUT OLLIE!"

--- Ollie enters, talking/texting on his cell phone.

Ollie, we are at school right now. You should not be on your phone. This is a “No Phone Zone”. Remember that Tennessee now has a law that drivers can’t use hand held phones in a school zone anymore? We want everyone to remember that there are no phones in school zones”. And that is also a pretty good idea for work zones too! It will help keep everyone safe.

Let’s remind everyone “No Phones in the Zones!”

So Ollie, back to you now. I like your uniform! Can anyone tell me what Ollie is wearing? A seat belt, that's right!

What do you think should be the first thing you do when you get in the car? BUCKLE UP!

We can help everyone remember to wear their seat belt by reminding them: “Don’t forget your seat belt!” This will help keep your family and friends safe when we are riding around together.

*** if CPS Technician, Officer, EMS, Firefighter is present, introduce them to share “Belts to Bones” message. If none are present, volunteers should follow the script to teach proper seat belt fit.
Officer/CPS Tech/ Volunteer says:

We need to learn how to wear the seatbelt correctly. Let’s raise one hand and cross to the opposite side.

- What is this? shoulder bone, and collar bones. Are they hard or soft?
- What is this? chest bone – hard or soft?
- What is this hip bone? – hard or soft?

So let’s repeat that but watch Ollie? (shoulder, chest, hip) What was crossing over Ollie’s shoulder bone? (seat belt) Chest bone? (seat belt) Hips? (seat belt)

Look at Ollie’s seat belt, it crosses over all of those bones. The seat belt should lay flat over your shoulder, in front of your chest and then lay flat on the lower hips touching your lap. The seat belt should fit “Belts to Bones” when you get in the car. When the seat belt doesn’t fit right, some kids need a booster seat.

Tennessee Law requires that if you are under 4’ 9” or under 9 yrs old you need to be in a booster seat because it lifts you up so the seat belt fits you “BELTS TO BONES” – Introduce height chart and talk about 4’9”…

Now, let’s play a game and measure some of you and see if you need to be in a booster seat or just a seat belt (get volunteers from crowd)

Explain the rules, if they are under 4’9” tall, everyone say BOOSTER, if they are over 4’9” tall, everyone say SEAT BELT!

Measure group of kids and talk about how many needed a booster seat instead of just the seat belt… Introduce school kit, bookmarks, class posters, and measuring posters. Ask teachers to take the discussion back to the classroom and have the class draw pictures or write letters to Ollie and mail them to Ollie. They will be posted on the website and the class will get coloring books mailed back from Ollie.

(Ask for 5 volunteers or if you have time upon arrival make arrangements for cheerleaders to practice before hand)

Now, let’s have some more fun! We are going to spell Ollie’s name to practice for when you write him a letter. (do Ollie cheer)

Ollie loves to have fun. Let’s go over what we learned today!

- What do you do when you see a construction barrel? (Please SLOW DOWN)
- When near schools or workzones, remind drivers “No Phones in the Zones”
- What is the first thing you do when you get in the car or truck? (Don’t forget your seat belt)
- Where is the seat belt supposed to fit you when you get in the car? (BELTS TO BONES)

Good Job!!! Ollie wants you to know that it is so important to buckle up and always sit in your booster seat!

Tell the teachers and students that Ollie would like to say goodbye to everyone and he will be at the door to give everyone a high 5 and pass out the bookmarks and teacher packets as they leave. Thank you so much for allowing us to come and talk to today about wearing your seat belt and sitting in a booster seat!
Taking Photos at the Presentations

Be sure to have kids in the pictures
Make sure Ollie is in the picture
Find a colorful background
Take pictures during the Ollie cheer, measuring the kids, and Ollie giving high-5’s at the doorway when the kids walk out

**DO NOT take pictures against white or brick walls**

**After the presentation is over, send the photos to your local newspaper including the press release generated from the “Otter-Magic press release form”**.

Step 5: Press Release for Newspaper

Invite your local paper to join you at your scheduled presentation.
Send an email to your local paper
Send in photo of Ollie and article generated from the “Otter–Magic” Press Release form.

Submit Press Release ONLINE

Go to www.OllieOtter.org
Click on Press Release
Scroll to the bottom of the page and click on “Otter Magic Press Release Form”

*Fill out the form and submit photos from school presentation - This is what the form looks like online:*
Form for Press Release Information

Invite your local newspaper, television station, or other community-based medium to your event.
Contact the media by phone, e-mail, or fax. Remember to include the following information in your description of the event:

On (insert date), the nation's first statewide booster seat education program will be visiting (name of elementary school). The presentation, “Ollie Otter's Booster Seat and Seat Belt Safety Education program,” features a life-size, costumed Ollie Otter safety mascot. The presentation will include information about Tennessee’s booster seat law, construction work zone safety, and booster seat usage. Ollie’s message to students is “Under 4'9”, it’s Booster Time!”

The Ollie Otter program is sponsored by the Tennessee Governor’s Highway Safety Office and the TN Road Builders Assn. Tennessee Tech University’s BusinessMedia Center in Cookeville coordinates the statewide presentations and develops the program’s marketing and communications materials.

Tennessee law requires that children under 4-feet-9-inches must ride in a booster seat. A statewide network of volunteers visits elementary schools with the Ollie Otter safety mascot to teach children the importance of using booster seats and seat belts.

Campaign volunteers include students from the state’s 27 Tennessee Colleges of Applied Technology trained through the Ollie Otter Child Safety Foundation.

To learn more about the Ollie Otter campaign, visit OllieOtter.org.

Presentation Information

Name of school: ____________________________________________________________

School’s address: _________________________________________________________

Date of presentation: _____________________________________________________

Time of presentation: _____________________________________________________

Event contact/presenter’s name: ____________________________________________

Contact's telephone number: _____________________________________________

Please make sure all information is complete and accurate, including the correct spelling of names. Information is subject to editing.

Step 6: Send Email to school about sending in Ollie artwork
Follow up with an email to the principal after the presentation:

If any of the classes would like to send Ollie artwork or a letter and receive a coloring book, please send artwork/letter to:

Ollie Otter Booster Seat & Seatbelt Campaign
iCUBE @ Tennessee Tech University
PO Box 5103
Cookeville, TN 38505

Thank you for allowing us to come to (enter school name here) Elementary, we look forward to coming back next year!!

Sincerely,

(Your name here)

Requesting ARTWORK

During the presentation, the speaker and Ollie should emphasize the request for artwork from the students. By reviewing Ollie’s message in the classroom after the presentation, the children have the opportunity to ask questions to the teacher. This will reinforce the concept and increase awareness of the subject in the school setting as well as carrying the message home.

The Ollie Classroom Curriculum folio is included on the school kit and is available on the project website free for download.

This curriculum is designed to assist teachers in meeting standards using concepts taught in the Ollie presentation.
Caring for the Mascot Costume

Cleaning instructions: DO NOT DRY CLEAN (the heat will damage the suit)

Washing: suit and hands are machine washable, turned inside out, on cold settings with mild detergents. Seat belt should remain attached to the costume.

Drying: Can be line dried or in dryer on low heat setting, costume should be turned inside out.

Mascot Head: DO NOT GET WET!!!!! May be wiped with Lysol cloth, or Clorox wipe. No strong cleaners or solvents should be used.

Mascot Head should be placed in a position that puts the least amount of stress on its shape.

***DO NOT COMPRESS THE HEAD***

Feet: should be wiped clean as well, DO NOT submerge in water.

Costume should be aired out between uses, do not store in bag or container if costume is damp.

Protocol and Etiquette:

Even though your task is to have fun, there are a few basic rules to follow so that you do not offend or scare your audience:

- Never speak in the Ollie Otter costume
- Never remove any costume component in front of your audience.
- Absolutely No SMOKING, DRUGS or ALCOHOL consumption prior to presenting or while in the mascot suit.
- Always play the role! Never get out of character; you might not be aware of others in your area.
- Act politely at all times.

Remember your message is to children and families. You are communicating the importance of seat belt use for all and booster seat use for children age 4-9.

Remember to pose for those pictures, and above all else, HAVE FUN!!!!!
Ollie Otter is a registered trademark, Copyright 2018, for educational services, namely, conducting programs in the field of booster seat and safety belt use.