

Thank you for visiting the Up2Me website!

In the spring of 2008, KAT Communications, partnering with the ND Department of Transportation, began work to improve safety on North Dakota's reservation roads through targeted, culturally appropriate messaging. Open and honest discussions with leaders, educators, students and community representatives from Reservations around the state concluded that community members have a high level of knowledge of the issues regarding seat belt and alcohol use while driving. However, participants indicated a need to raise awareness of personal choice when it comes to safety. Using this input and working with cultural experts, the umbrella message of Up2Me was selected. The phrase and logo are meant to encourage personal responsibility for both seat belt use and choosing to not drink and drive.

Realizing the critical need to reach students, several project components were developed to target community youth. The activity book was designed for students age 5 – 12 and was illustrated by Joran Fox, an enrolled member of Three Affiliated Tribes. The booklet features Leonard Longwing, the Traffic Safety Eagle and his friend Jenny who provide lessons on ALWAYS buckling up and reminders to not get in a vehicle with a driver who has been drinking. The booklet was reviewed by cultural consultants, educators, parents and community representatives who believe the booklet will provide valuable, engaging lessons for students.

Hard copies of the activity book are also available, if you would like copies, please send an email to content@goodhealthtv.com and we will send them. When students review the activity book online or the hardcopy of the book, whether for in-classroom use or at-home activities, please discuss the critical need for students to take the personal responsibility of buckling up—remind them it's Up2Me to buckle every time, every trip.

In addition, this website has an educator resource section with many engaging activities for youth in your classroom. Please click on the educator resource button to review the sites. Thanks again for helping us share these important safety messages.