



NOVEMBER 2021



THE NATIONAL SAFETY COUNCIL'S SAFE SYSTEM INNOVATION GRANT IS SUCCESSFULLY COMPLETED!!

FUTURE SEATBELT USAGE ON MOTOR COACHES SHOULD DRAMATICALLY IMPROVE!!

BE SAFE



SIT→CLICK→RIDE

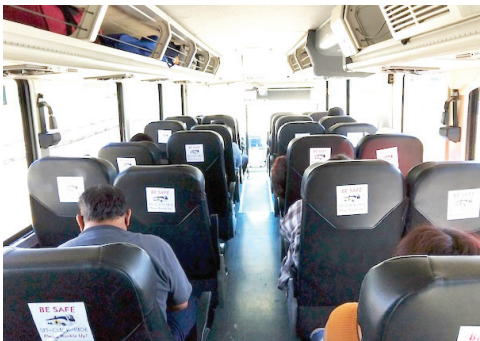
Please Buckle Up!

The 2019 National Safety Council's award to Sara's Wish and the UMass Transportation Center was interrupted by Covid but is now completed. We all can look forward to lives saved and injuries reduced resulting from the grant work.

The research included **conducting an experiment** along with focus groups of motor coach riders. There were four messages to riders to see their impact. The main message is shown in the picture to the left.

The research began with lead **Senior Project Leader, Michael Plotnikov** managing student counters who simply rode buses and counted the number of seatbelt users. This gave a usage baseline. At a later date, motor coaches individually were provided with three or four placements of the message (on the backs of coach seats, a sandwich board at the bus door, a foot square sticker at the entry, and a prepared audio message by

the driver encouraging buckling up). Then with the promotional messages in place, "after counts" were conducted to measure usage. **The messages dramatically increased seatbelt usage from the baseline counts.** Some riders participated in online focus groups to explore the impact of each message location. We are now preparing a "kit" containing the message elements that can be distributed to bus operators nationwide **to make the promotional campaign easy to implement.** We thank the following bus operators for cooperating in this study: Peter Pan and Concord Coach on the East Coast as well as Greyhound and Santa Barbara Express on the West Coast.



University of
Massachusetts
Amherst

International
Programs Office

SWF has contributed \$5000 each year for the last 2 years to support UMass students in need of funding to study abroad. Our partner in this is the Student Universe travel agency which matches our \$5000. Maggie Zhang and Sarah Yi were the first two scholarly recipients who were able to study in **South Korea** in the Spring of 2021. SWF received a wonderful letter from both girls capturing their appreciation: *"Fun should not triumph over safety"* and *"You inspire me to give back and hopefully one day I can do the same and help other ambitious students achieve their goals as well. Thank you!"*

THE FORUM ON EDUCATION ABROAD

SWF continues support of the Forum with a donation for \$6000 this year. This donation supports study abroad administrators from schools unable to financially afford to participate in the Forum curriculum that applies the Standards of Good Practice in Education Abroad, and especially in Risk and Safety Management. SWF has been able to financially assist a total of **8-10 study abroad administrators** from smaller schools.

AMERICAN SEATING

Seatbelt Retro-fit Update

After a summer meeting with **Dave McLaughlin, Vice President at American Seating in Grand Rapids, Michigan**, SWF is hopeful that the **seatbelt retro-fit** for buses that do not have seatbelts is back on track to be **tested and produced** by American Seating. American Seating has been contacted by a motor coach company to retro-fit 44 of their buses. All the work to design this retro-fit seatbelt from the UMass Mechanical Engineering Department and SWF may soon pay off.

Award Recipients Reflect on the Impact of Sara's Wish Foundation on Their Lives and Their Work



Words of Appreciation from Maria Hetman - Germany

I would like to give my heartfelt thanks to you and your supporters for believing in me and supporting my goal of doing good in the world through environmental work which is so badly needed today. Especially because the mission of your organization is deeply personal to you,

I am not sure words could adequately summarize how honored I am that you have decided to invest in my plans. Sara's Wish Foundation's dedication to supporting the global change-making plans of award recipients like myself is meeting a huge need which might otherwise go unmet, and I am sure you have made a difference in countless lives.



Nathasja van Leeuwen Shares Her Dreams for a Maternity Facility with Sara's Wish Foundation - Tanzania

The world is far from perfect. I dream of fewer patients, and of better ways to cure them. Road safety, maternal health, women empowerment, domestic and alcohol abuse and mental health are only some of the issues that need to be addressed. I know I cannot change the world on my own. That is why I made myself choose only one ultimate goal: to improve maternity care in Tanzania. I admire others who choose different goals, so that our combined efforts bring the world a little closer to perfect. And that's why I was so excited to learn about Sara's Wish Foundation. Especially in a country as Tanzania, Sara's wishes are very important and the mission of the Foundation can play a big part in road safety.

Alina Simone's Exciting News About Her Documentary *Black Snow* - Siberia

This year sees us finishing production on *Black Snow* and preparing for the final edit, which is scheduled to begin in Denmark in the winter of 2022. This spring and summer, the film was awarded numerous prestigious and highly competitive grants, including: The International Documentary Association's "Enterprise Production Grant" (\$70,000, given to only 10 films out of 350); a \$45,000 grant from the Justice for Journalists Foundation; a Momentum Grant of \$15,000 from the Catapult Film Fund, as well as a \$35,000 grant from Fork Films, Abigail Disney's private foundation.

Also this year, Alina Simone and Kirstine Barfod (*Black Snow*'s director and producer) had two very positive meetings with Sundance Film Festival curators. Without making any promises, Sundance strongly urged the team to consider pushing the debut date for *Black Snow* a few months forward so the film might premiere at Sundance in January of 2023.

Given that Sundance is widely regarded as America's premier film festival and offers incomparable exposure, a Sundance premier is now our tentative goal. We couldn't have done any of this without the rock-solid faith and early support of Sara's Wish Foundation, one of our first funders. Thank you!



Alina shooting on site in central Siberia at the ruins of a still-toxic, experimental coal plant that lies at the edge of a residential neighborhood.



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