



**National Youth
Traffic Safety Month[®]**

**PROJECT
TOOLKIT**

**National Organizations
for Youth Safety**

Youth Making a Difference!



www.noys.org

National Youth Traffic Safety Month is a national youth campaign that began as a call to action as part of the 2006 United Nations Global Road Safety Week.

The goal of this campaign is to empower and engage youth to lead projects and programs addressing youth traffic safety during the times of increased risk, including prom, graduation, and the summer driving season.

According to NHTSA statistics, May and July are the two deadliest months for youth on the roads. NOYS believes the power and work of youth leading peer to peer education efforts can save lives and prevent injuries.

The production and distribution of this toolkit was made possible through the generous support of the National Highway Traffic Safety Administration and The Allstate Foundation.



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INTRODUCTION



you're the one who will make change

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So here's the deal.

Teens – your friends – are dying in car crashes.

It's the number one cause of death for youth.

Many of these crashes...injuries...deaths....are preventable!

Here's where you come in.

You can make a change that will stop these tragedies and save lives.

Your voice can be the change.

With your actions, talents, resources, and voice, you can really speak out and make NOYS to promote safe driving.

And here's how.

The fact that you're reading this right now is already a good sign. It's a sign that you care. You care about your friends and the other people sharing the road. When you're given the keys to drive, you're also handed the keys to your safety and the safety of others.

A great way to promote safety is to create a project in your community for National Youth Traffic Safety Month. Held each May, this month gives you the chance to create change and educate those around you about traffic safety.

Sound interesting?

Read on for more facts and stats; ways to start, document, and evaluate a project; project ideas; ways to work with media; and fundraising ideas.

Get into the driver seat.

Start now to make the roads a safer place for you and your friends.



KEY POINTS



here's some things to say

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When working on a project, try to keep the following thoughts and phrases in mind.

Put them into your own words to really make them effective.

- ✘ Traffic crashes are the number one cause of death and injury for teens.
- ✘ When teens are given the privilege to drive, they're also given the responsibility to be safe and keep their passengers and others sharing the road safe.
- ✘ YOUth working on this issue can raise awareness and save your own life and the lives of friends...family...and others.
- ✘ Safety is not an accident; it is a process of good decisions.
- ✘ The great work that others (police, fire fighters, local leaders, etc.) are doing to help teens stay safe is supported by teens that care and are aware that this work is done to keep us safe.
- ✘ Every day new drivers are added to the roads, and we must continue this campaign to keep all drivers and passengers safe on the roads.
- ✘ A one-shot campaign will not create change. It will raise awareness. What you are doing is one piece of a process of change.



STATS & FACTS



get to know the numbers

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- ✘ In 2006, 3,490 teen drivers ages 15 to 20 – an average of about 10 a day – died in car crashes.*
- ✘ Most teen deaths occur at night and on weekends.*
- ✘ In 2005, 29% of teens rode with a driver who had been drinking alcohol, and 10% had driven after drinking. (Department of Health and Human Services)
- ✘ About 14% of male teens don't wear a seatbelt, and about 9% of female teens don't either. (CDC)
- ✘ In 2003, about 6 out of 10 teen passenger deaths (59 percent) occurred in crashes with a teen driver. (Insurance Institute for Traffic Safety)
- ✘ The majority of fatigue-related crashes are caused by drivers under age 25. (National Sleep Foundation)
- ✘ Being awake for 18 hours is equal to a blood alcohol concentration (BAC) of 0.08%, and leaves drowsy drivers at equal risk for a crash. (National Sleep Foundation)
- ✘ If current trends continue, a cumulative total of more than 100,000 adolescents and young adults (ages 16 to 24) who are alive today will die in car crashes in the next 10 years. (National Research Council)
- ✘ 68% of youth killed in traffic crashes were not wearing seatbelts.*
- ✘ Seatbelt use reduces risk of death by 45%.*
- ✘ One quarter of youth do not use their seatbelts – which is the worst non-belt use rate of any age group.*
- ✘ 77% of young drivers who were killed in car crashes and had been drinking were not wearing seatbelts.*



- ✘ Only 14% of teens believe they themselves are aggressive drivers, but 74% believe teens in general are aggressive drivers.**
- ✘ 69% of youth say they would ask a teen driver to fasten their seatbelt but only 24% of the teen drivers polled said they would fasten their seatbelt if asked by a passenger.**
- ✘ Summer months bring increased teen driving activity.**
- ✘ Compared to the rest of the year, teen drivers report doing the following more often during the summer months: (some of which is directly correlated to an increased crash risk)
 - 65 percent drive more often.
 - 52 percent have teen passengers present more often.
 - 50 percent drive in the dark more often.
 - 41 percent drive for extended periods of time more often.
 - 20 percent speed more often.

✘ **TEENS CONTINUE TO BELIEVE "IT'S THEM, NOT ME."** This indicates a need for increased self-awareness among teens who may be engaging in high-risk driving behaviors.

**Information from National Highway Traffic Safety Administration at www.nhtsa.gov.*

***Information from an Omnibus Survey administered on behalf of Act Out Loud, a teen-led safe driving activism program sponsored by National Organizations for Youth Safety and funded by The Allstate Foundation.*



DISTRACTED DRIVING

a deadly decision



Driving – an activity that requires your full attention. You’re not only keeping an eye on the other cars around you, checking to make sure you’re not following too closely, and watching out for other possible hazards, but you also now have control of a 2-ton vehicle. One wrong move could change your life or the lives of those around you in an instant. With all of the responsibility you now have in your hands, you don’t need a cell phone ringing, passengers yelling in your ear, and a blaring radio distracting you, right?

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Distracted driving is a big problem, and it’s more than just the guy eating a hamburger while cruising down the highway or the lady fixing her make-up while taking a right turn. Actually, a Virginia Tech study found out that 80% of all crashes happen within 3 seconds of a distraction!

Distracted driving can be any of the following things:

- ✗ Texting
- ✗ Changing the radio
- ✗ Putting a CD in the player
- ✗ Changing the song on your iPod
- ✗ Waving to other people on the road
- ✗ Passengers
- ✗ Talking on a cell phone
- ✗ Eating while driving
- ✗ Anything that takes your mind off what you’re supposed to be focusing on: driving!

Here are some things to keep in mind when planning and promoting a project to educate others on the dangers of distracted driving:

According to the Department of Transportation:

- ✗ Distracted drivers killed 5,800 people in 2008.
- ✗ Distraction is a factor in 16% of all traffic fatalities.
- ✗ Distracted drivers injured 515,000 people, which accounted for 22% of all people injured in traffic crashes.

According to the National Highway Traffic Safety Administration:

- ✗ 11% of vehicles are driven by a person holding a hand-held electronic device. That’s 812,000 drivers not paying full attention to the road!
- ✗ Texting takes a driver’s eyes off the road for at least four seconds at a time — long enough at high speeds to travel the length of a football field. Under those circumstances, there is no time to react to a stopped car, a stop sign, or anything else!
- ✗ In fact, a recent study by the Virginia Tech Transportation Institute on behalf of the Federal Motor Carrier Safety Administration (FMCSA) found that motor vehicle operators who are texting are 23 times more likely to cause a crash or near-crash than a non-distracted driver. Deaths and injuries to innocent people are the inevitable and tragically avoidable result.



- ✘ In October 2008, 29-year-old Tiffany DeGroft was exchanging text messages with her boyfriend while driving her Jaguar on Braddock Road in Centreville, Virginia. The text messages indicate that her boyfriend was upset. His last text message read, "Why aren't you answering me now?" Tiffany DeGroft did not answer because her car had missed a curve in the road. She was killed on impact. A Fairfax County detective said, "We found the phone on the floor in the open position. I suspect she was actually reading the text."
- ✘ In September 2008, 13-year-old Margay Schee in Marion County, Florida, was riding home from school in a school bus. A truck driver, who by his own admission was distracted by a cell phone conversation, slammed into the back of the bus, which had its flashers on while stopped. The bus caught fire, killing Margay.
- ✘ In September 2006, college student Reggie Shaw sent 11 text messages over 30 minutes to his girlfriend as he drove his truck along a two-lane highway in rural Utah. Shaw sent the last text message one minute before he called police about the crash. Investigators concluded that Shaw sent that last text message just as he crossed the yellow line of the rural highway, striking an oncoming car. James Furaro and Keith O'Dell, both rocket scientists, were killed instantly.
- ✘ Greg Zaffke II's mother, Anita, was killed in May when a car struck her motorcycle at a stoplight. "The driver behind her that rear-ended her at 50 miles per hour admitted afterward to painting her nails while driving. There was also reportedly nail polish all over the air bag," he told officials. "I'll forever have nightmares about the last moments of my mother's life," said Zaffke.
- ✘ Jennifer Smith of Grapevine, Texas, lost her mother, Linda Doyle, when a driver hit her car squarely in the side. "He never saw the red light, he never saw all the other cars already stopped at the light, he never saw my mother's car until it was too late, and he never even tried to brake," Smith testified. "The first thing the driver did admit when he got out of the car was that he was talking on his cell phone. He was not texting, he was not dialing, and he was not looking for his phone. He was having a conversation."

Writing and reading text messages and becoming distracted in other ways while driving a 2,000-pound vehicle is dangerous - not only for the driver, but also for the driver's passengers and everyone else using the roads.

**Let's work together to put a stop to distracted driving,
and let's start with YOU and YOUR influence.**



GRADUATED DRIVER LICENSES

what they are, and why you should know



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What are they?

Graduated driver licensing (GDL) is a great way to combat the high risks faced by new drivers.

A new driver first gets a learning permit, sometimes called the supervised practice stage. After this stage, they get a provisional license that puts a limit on how much a teen can drive while there is no adult in the car. The provisional license usually limits nighttime driving and the number of passengers allowed.

These limits are lifted as new drivers gain experience and when a teen gets more mature and can get a full drivers license.

Why you should know

GDL provides a protective environment while new drivers gain experience.

New drivers are more at risk to get into a crash, and GDL has consistently proven effective in reducing this risk. GDL has prevented crashes; crashes involving new drivers have been reduced by 9%!

Why do they work? Drivers who don't have as much experience aren't allowed to drive as much, and they don't drive during risky times, like at night.*

Graduated driver licensing works, and it really helps to save teen lives!

For more information about GDL, check out these links:

<http://www.cdc.gov/ncipc/duip/spotlite/teendrivers.htm>

<http://www.iihs.org/research/qanda/gdl.html>

**Information from Centers for Disease Control at www.cdc.gov.*



STARTING A PROJECT



do something to stop this crisis

Follow these easy steps to get something started.

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- X Identify what you will do.**
 - Do some brainstorming. Get as many ideas as you can.
 - X Target your audience. Who do you want to reach?**
 - Find out more about your audience.
 - X Gather some stats and facts from your community**
 - Survey your community (find this in the *resources section*).
 - X Set your project goals. What do you want to accomplish?**
 - X Plan a time line. Figure out when you want to do what.**
 - Check out examples in the *resources section*.
 - X Make an action plan to complete your project.**
 - What: What problem or issue will you address?
 - Who: Who will be involved?
 - When: When will you do the project?
 - Where: Where will the project take place?
 - How: How are you going to make this project happen?
- Check out the Project Planning Worksheet in the *resources section* for a great way to get organized!
- X Get other people involved to help you.**
 - Think about your friends, local leaders, teachers, adults, family – anyone you think would be great at helping you complete your project.
 - Rally a group of people together, and get them excited about what you want to accomplish.
 - X Use the media to advertise your project.**
 - Think about TV interviews, newspaper articles, press releases, public service announcements, banners, posters – any way you can get your message out.
 - X Have fun doing your project!**
 - X Review what went well and what could be changed. Remember to have a way to evaluate and assess the effectiveness of your project.**
 - X Make sure to submit your project to NOYS for recognition!**

For more detailed info about planning a project, check out the NOYS manual “Speak Out and Make NOYS” (pp.52-65). It has great ideas about how to get a project off the ground, plan for it, promote it, and see it succeed. Also, check out “Easy Steps to Participation,” and “Top Ten Actions You Can Take”, both located in the NYTSM online toolkit.



PROJECT IDEAS



think beyond the usual

Project: Door Makeover: Distracted Driving Edition

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What's the Point: Your main goal for this project will be promoting a door decorating contest where the doors of your school are decorated to educate students on the dangers of distracted driving.

Steps: Follow the steps in the "Starting a Project" section, and remember these things, too:

- ✗ Present the idea of a door-decorating contest to one of your teachers or to the principal. Make sure that you get permission to do the project before you start planning.
- ✗ Pick a time period to have the project. Do you want it to last a day, a couple of days, or a week?
- ✗ Do a survey of students before your project to see how much they know about distracted driving.
- ✗ Decide on some rules for the contest. Here are some sample rules:
 - The decorations should focus on promoting a stop to distracted driving.
 - The decorations should be limited to the area of the door.
 - The door should feature at least three statistics related to distracted driving.
 - The door should have a catchy theme or slogan.
 - Use creativity and have fun!
- ✗ Decide on how you want to organize the door decorating. Do you want an entire class to work on one door? An entire homeroom? Just a group of students?
- ✗ Make sure to have a prize for the contest. Ask a local business to donate something students in your school would want to win.
- ✗ Ask people to be judges. You might want to ask your principal, other teachers, a business owner, or some students. You could also ask local police officers, city officials, and favorite TV and radio personalities to help judge.
- ✗ Promote your project with some great posters placed on several doors in the school building. To be really creative, you could bring in an old door to the school, paint it to promote the project, and place it in the cafeteria.
- ✗ After the door decorating contest, do another survey to see how much the students in your school have learned about distracted driving.

Media/Promotion: Make sure to get the word out about your project with some great posters. You could also create life-sized doors out of cardboard and put them up around the school. Contact your local newspaper and radio and TV stations to get some coverage. Take pictures of the doors so that you can post them on your school Web site.

Working with Others: It would be great to work with the local police department by asking some members of the squad to serve as judges for your contest. You could also ask an interior designer or an artist to help you judge. Remember to share some info with your school about why distracted driving is a problem before you do your project. Work with other groups in your school to create some PSAs for the school announcements, host a panel discussion, make a flyer to put on lockers – any way that you can get the word out about the dangers of distracted driving!

Resources:

- ✗ Use the distracted driving information included in this toolkit.
- Check out these Web sites related to distracted driving for more information:
- ✗ <http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.54757ba83ef160af9a7ccf10dba046a0/>
 - ✗ <http://www.aaaexchange.com/main/Default.asp?CategoryID=3&SubCategoryID=35>
 - ✗ <http://www.msnbc.msn.com/id/16874121/>
 - ✗ <http://www.allstate.com/foundation/teen-safe-driving.aspx>

Safety Tips:

- ✗ Make sure to clarify with your principal when students can be in the building working on the doors, just to make sure that they have others in the building with them.



Project: To Text or Not To Text

What's the Point: You'll be checking to see if teens at your school are texting or not when they leave school for the day. You'll also be promoting the fact that texting while driving is a very dangerous – and in some states an illegal – thing to do.

Steps: Follow the steps in the “Starting a Project” section, and remember these things, too:

- ✘ Talk to your principal to get the OK to be in the school parking lot to do this project. Tell him or her your plans, and make sure they know what you will be doing. Ask them about dates that will work with the school calendar for the project.
- ✘ Gather some friends to help you with the project. Tell them all about the dangers of texting while driving.
- ✘ Create a chart where you can keep track of the number of teens texting and the number of teens that weren't texting.
- ✘ Before you do the education efforts, gather some stats by performing a “pre-project” stat check by checking whether or not drivers are texting or talking on their phones while driving. Doing this pre-check will help give you a good idea of whether or not your education efforts make a difference.
- ✘ Pick a day when you will do your official pre-check.
- ✘ When your day comes, go out to the parking lot and do your checks. Be sure to work with your school resource officers and other safety officials so that you wear proper safety gear and are placed in a safe spot to perform your checks. If teens aren't texting, give them a prize for not doing so. Attach some of the facts and stories featured in the distracted driving section of this toolkit to your prize. If they are texting, share with them some of the facts and stories, and encourage them to save texting for a time when they're not driving.
- ✘ For the few days or weeks after your pre-check, perform education efforts such as PSA messages, posters, table tents with stats, a school assembly on the topic with panelists, and Facebook messaging.
- ✘ After you have completed your education campaign, do another check in the parking lot to see the improvements your efforts have made.

Media/Promotion: Advertise the results of your project in your school by creating and airing Public Service Announcements (PSA) messages, making some posters, putting up more table tents, having another school assembly to share your results, or posting your results on Facebook. Make a nice flyer of the data you collected or a presentation and present it to your school board. Work with your local Allstate Insurance representative to ask them to be a speaker on a panel or support prizes for a drawing of names of youth not using their phone while driving during the post-check.

Working with Others: Ask a local service group in your school to help you do the texting check. It will be pretty hard to check all of the different cars by yourself, so make sure to get some other teens in your school to help you gather the stats. Remember to work with your school safety officials. If your school parking is too crazy because of the size of your school, try working with local after-school fast food favorite spots. Do your texting checks there, and ask if you can put some promotional stuff in the to-go bags or on the trays.

Resources:

- ✘ Use the distracted driving information included in this toolkit.
- Check out these Web sites related to distracted driving for more information:
- ✘ <http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.54757ba83ef160af9a7ccf10dba046a0/>
 - ✘ <http://www.aaaexchange.com/main/Default.asp?CategoryID=3&SubCategoryID=35>
 - ✘ <http://www.msnbc.msn.com/id/16874121/>
 - ✘ <http://www.allstate.com/foundation/teen-safe-driving.aspx>

Safety Tips:

- ✘ Wear bright clothing when you're out in the parking lot, just to make sure that the drivers see you.



Project: Chalk the Block

What's the Point: Getting the word out about the dangers of distracted driving will be easy when you create some buzz by writing stats and other info with sidewalk chalk on your school parking lot and sidewalk.

Steps: Follow the steps in the "Starting a Project" section, and remember these things, too:

- ✘ Get permission from your principal before you do the project. Explain why you want to write with chalk!
- ✘ Get together a group of friends, and explain to them the dangers of distracted driving and the purpose of the project. Ask them to help you draw and write with the chalk.
- ✘ Hand out a short survey before you do the project so that you can see what teens in your school know about distracted driving.
- ✘ Buy some sidewalk chalk.
- ✘ Before or after school one day, stay and write some distracted driving statistics and other slogans, information, pictures, etc. on the sidewalks and parking lots of your school. Students will then be able to see your work when they come to school later that day or the next day.
- ✘ Find a large spot of sidewalk or parking lot where you can write a short pledge. Have everyone who comes to school sign below the pledge to show their support for putting an end to distracted driving. Take a picture of everyone near the pledge.
- ✘ Get some extra sidewalk chalk to hand out to students at your school. With the chalk, they can write their own messages in their own neighborhoods to prevent distracted driving, if it's safe to do so.
- ✘ After you do your "chalking", do another survey to see what teens in your school have learned.

Media/Promotion: Contact your local newspaper about what you're doing, and ask them to come and interview students who did the "chalking". Ask students from school to give a statement to the newspaper to show that teens in your school are interested in protecting themselves and others while behind the wheel.

Working with Others: You might be able to get an office supply store to donate the chalk that you'll need to use. Explain to them the purpose of your project, and tell them that you will advertise the fact that they donated the chalk. You will also want to get some friends gathered to help you write the messages because it can take a while to write on a sidewalk or parking lot. There might be a service group or an athletic or extra-curricular team in your school who is willing to help.

Resources:

- ✘ Use the distracted driving information included in this toolkit.
- Check out these Web sites related to distracted driving for more information:
- ✘ <http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.54757ba83ef160af9a7ccf10dba046a0/>
 - ✘ <http://www.aaaexchange.com/main/Default.asp?CategoryID=3&SubCategoryID=35>
 - ✘ <http://www.msnbc.msn.com/id/16874121/>
 - ✘ <http://www.allstate.com/foundation/teen-safe-driving.aspx>

Safety Tips:

- ✘ Make sure that you do your project during a low-traffic time at school, just to be sure that no one gets injured while writing on the sidewalk or the parking lot.
- ✘ You should also wear bright clothing while doing your artwork so that drivers can see you.



What's the Point: Get your important traffic safety message out with this easy and effective project. You'll create a flyer with a traffic safety message, and then you'll hand it out at a drive-through during lunch hour.

Steps: Follow the steps in the "Starting a Project" section, and remember these things, too:

- ✗ Decide what message you want to send. Your message could focus on drowsy driving, impaired driving, distracted driving, or another traffic-related issue.
- ✗ Get the poster made. Make it look really cool with graphics and your great designs, but also make sure it highlights important traffic safety messages.
- ✗ Talk to the owner of the drive-through. Introduce yourself and what group you're representing and say that you're doing a project for National Youth Traffic Safety Month. Show them the flyer, and ask them if it would be OK to hand out the flyer during a lunch hour. Ask them what day would be best, and agree on implementation and safety plans.
- ✗ Ask the restaurant owner if you can also pass out return coupons for the restaurant.
- ✗ Make copies of the flyer, show up at the drive-through, and hand out your flyers. Give each car two flyers: one to keep for themselves, and one to give to a special teen in their lives. This will help you to really get your message out!
- ✗ Ask the restaurant owner if you can create tray liners with traffic safety messages that will be used during your educational campaign.

Media/Promotion: Make sure to call local TV and radio stations. They just might want to do a live broadcast, or report on your drive-through campaign. Work with the owner of the drive-through to contact the education reporters at the stations. Don't forget to get the newspaper involved. Invite them to come, and if they don't show up, take a picture yourself and submit it to the paper.

Working with Others: Make sure to get other students involved to help you pass out the flyers. Why not also ask the manager if some employees can help you? You could even ask your mayor, police officers, or other town representatives to help you pass out the information.

Resources:

- ✗ This Web site is a great place to look for information about teen driver safety: www.keepthe-drive.com
- ✗ Check this out for some great ideas on how to make a really awesome flyer: http://www.cornellcollege.edu/student_activities/publicity.pdf

Safety Tips:

- ✗ Make sure you stand in a safe spot, and wear safety-colored clothing so that drivers see you.



Project: The Face of Traffic Safety

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What's the Point: The Web is a great place to promote traffic safety with your friends. Set up a Facebook account just to promote your National Youth Traffic Safety Month efforts. On the account, create some videos that promote traffic safety, and upload them for everyone to see. Come up with creative video ideas. You could create a documentary, or you could create videos in the form of a game show, talk show, commercial, or others! Use your personal creativity! Make sure to include a pledge wall on your Facebook, and give teens some links to great resources they can use! Don't forget to include the NYTSM Web site as one of the resources!

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Set up a special account on Facebook, and give it a title that is clearly about youth traffic safety. Make it something catchy!
- ✘ Sign up for a special Email address that you'll use just for this site. This will help to protect your privacy, and it will be a great way that others can contact you to get invited onto your site.
- ✘ Create some interesting and informational videos to post on your account. Get other friends to help you make these videos so you can get lots of different ideas.
- ✘ Search the Internet for some great youth traffic safety Web pages that you can link from your site.
- ✘ Design your Facebook page, and make sure that all of the links and videos work.
- ✘ Invite all of your friends to be members of your site, and ask them to invite their friends, too. Get people to write messages on your pledge wall.

Media/Promotion: Create something that you can hand out to your friends and other students at school. Make a small face cutout, and write on that face "Check out the face of youth traffic safety!" Make sure to include how they can contact you to get access to the group.

Working with Others: A great place to start with this project is the computer teacher at your school. Ask them if they could help you design a Facebook account or help you with creating videos. Another place to check is the local TV station. They may be interested in helping you get some videos put together. It also would be a good idea to talk to some local businesses that would want to advertise on your site. You could use the money raised from advertising to pay for promoting your site or giving some kind of a prize to those who visit or sign the pledge wall.

Resources:

- ✘ You'll want to become really familiar with this Web site before you start: www.facebook.com
- ✘ Check this Web site out for some information and tips about designing a Web site: <http://www.ratz.com/features.html>
- ✘ Make sure to include the NYTSM toolkit as a link from your site: <http://www.noys.org/YouthTrafficSafe/toolkit.html>
- ✘ Check out these other sites related to youth traffic safety. You might want to include these as links on your own site: <http://www.teendriving.com/>, http://www.rmiia.org/Auto/Teens/Teen_Driving_Statistics.htm, <http://www.safeteendriving.org/>

Safety Tips:

- ✘ Be sure to protect your privacy on your Facebook by not providing personal information.



Project: C U Alive

What's the Point: You'll work on creating a text message campaign that will send out important teen driving safety messages every Friday and Saturday night during May, National Youth Traffic Safety Month.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✗ Figure out what text messages you'll want to send. Get a group together, and use some creativity to get your message out. Here are some examples:
 - Teens die in car crashes more than any other cause. Be smart tonight, and arrive alive.
 - Don't become a statistic. Drive smart. Drive safe.
 - Keep your eyes on the road and the other drivers.
 - Stick to your tunes! Your life is more important. Keep your eyes on the road, and only change songs when stopped. Or better yet: designate your passenger as the DJ.
 - Graduation's coming. Be there to get your diploma. Drive safely tonight.
- ✗ Gather phone numbers that you can send texts to. You could make a small flyer that looks like a cell phone to pass out for your friends and other students to use to sign up for the text messages. Make sure to get permission from everyone before you put them on the send list.
- ✗ Every Friday and Saturday night, send out a text to your list, asking them to focus on staying safe.

Media/Promotion: Ask if you can include a short message in your school's daily announcements. In your message, make sure to include how others can get you their number for the messages. You'll probably want to give out candy or some other prize for those that sign up. If you have some kind of an open house or fair at your school, ask if you can set up a booth. Get some friends together, and tell others about your project at the event. You could also set up a pledge wall. Everyone that signs it pledges to receive the text messages and also pass them along to their friends.

Working with Others: The biggest part of this project is creativity. Ask some teachers, local law enforcement, friends, and other adults if they have any ideas about what to include in your text messages. Plan a short meeting where everyone can get together to decide what texts should be sent.

Resources:

Check out the statistics on these Web sites. You can use the stats in your messages.

- ✗ <http://www.cdc.gov/ncipc/factsheets/teenmvh.htm>
- ✗ <http://www.iii.org/media/hottopics/insurance/teendrivers/>
- ✗ www.driverzed.org/zedalert/FactSheet_Teen_Driving_Stats.pdf

Safety Tips:

- ✗ Set your text to send at 3:00 AM, a time when teen drivers aren't on the road and won't be distracted by your text.



Project: Wii Work Against Impaired Driving

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What's the Point: Here's a project where you can have some fun showing how important it is to drive sober. You'll use MarioKart Wii and beer goggles to show what it is like to drive impaired.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Pick a night to have your event. Make sure that there aren't any other big events happening the same night.
- ✘ Pick a place to have the event. You'll want a room big enough to have a large screen so you can project the game for everyone to see. You'll also probably want two or three games going at the same time. See if you can borrow some Wiis.
- ✘ Once you have the night and place picked out, make some flyers to pass out at school. Use bright colors and a simple message to promote your project.
- ✘ The night of your project, make sure to have:
 - Lots of comfortable seats for people to use.
 - Two or three Wii games going on large screens.
 - Plenty of beer goggles.
 - Food.
 - Music that will get everyone excited.
 - A sheet with drunk driving information and stats that people can take home.
 - A door prize. Wouldn't it be cool to give out a Wii or some Wii games? That would really get people in the door!
- ✘ Make sure to include information on preventing underage drinking and over 21 impaired driving both before and after the game time.

Media/Promotion: Use flyers to let everyone know about your event, and make sure to call local TV and radio stations and the newspaper. You'll also want to get an article in your school newspaper. If you can get some money to get a Wii for a door prize, people will definitely show up! Maybe you could ask a business to sponsor your event to pay for the Wii. Just make sure to advertise that they did so.

Working with Others: Work with the school office to make sure that there aren't any other events happening the night of yours. Make sure to invite local law enforcement to the event, and ask them to give a welcome or other presentation. They've got lots of resources, so make sure to use them!

Resources:

Check out these drunk driving resources:

- ✘ <http://www.cdc.gov/ncipc/factsheets/driving.htm>
- ✘ <http://www.madd.org/>
- ✘ <http://www.centurycouncil.org/fight-drunk-driving>

Safety Tips:

Make sure that all of your promotional and educational efforts include a statement that anyone under 21 should not drink alcohol at all.



What's the Point: Work with elementary teachers to have their students write letters to older students (and their siblings) about being safe when driving.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Meet face-to-face with some elementary teachers, and explain your project. Ask them if they have time in their schedule to have their students write letters asking older students to be safe while driving.
- ✘ The main point should be that younger students look up to the older students, and they need good role models.
- ✘ Let the teacher know that car crashes are the number one reason why teens die, and these crashes can happen more during the time when graduation and prom take place. Share some of the statistics from this toolkit with them. They could use the statistics to introduce the project to their class.
- ✘ Make sure to pick up some cool paper, pencils, markers, crayons, stickers – whatever you think would be fun for writing a letter. If you can get a sponsor for your project, you could make kits of these things to give to each classroom that is participating.
- ✘ Once you get some elementary teachers excited about the project, ask their students to write the letter and include a drawing to make the letters more personal and meaningful.
- ✘ Ask the teacher to have the letters to you by a certain date.
- ✘ Ask your principal if you can put the letters in diplomas at graduation or pass them out as people leave the prom.

Media/Promotion: Reporters love to share stories of younger and older students working together. Make sure to send out a press release to all of the media outlets so that they can cover your project. Thank the students for writing the letters by passing out some candy or something else that they would enjoy. Ask your technology coordinator if they can post some of the letters on the school Web site right before prom and graduation.

Working with Others: Don't forget to ask your principal if you can pass out the letters at graduation and prom. You'll also want to make sure that you give the elementary teachers lots of time to have their students write the letters. See if you can get your English teacher involved with the project, and have your class write some letters to distribute, too.

Resources:

- ✘ Use the statistics included in this toolkit.
- ✘ If a teacher wants to use the project as a way to teach how to write a letter, they could use this Web site: http://www.education-world.com/a_lesson/lesson281.shtml

Safety Tips:

- ✘ The students writing the letters shouldn't put their name on them.



What's the Point: Create podcasts with safety messages that can be Emailed to the entire student body and used for PSAs on radio stations.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ What message will your podcast promote? You could focus on any of the following topics: driving under the influence, drowsy driving, distracted driving, careless driving, traffic safety, and more!
- ✘ Work with a group of your friends to create a podcast. Include some current music and images and interesting messages. Keep it short and powerful. Make sure that you have the right to use any music or information, and always credit your sources.
- ✘ Once you get the hang of it, create more podcasts.
- ✘ After you're finished creating, gather a list of Email addresses of people that you'll send the podcasts to. Create a special Email address to use for this project. It'll protect your privacy and be an easy way to contact others.
- ✘ Email the group the podcasts that you've created.
- ✘ Don't forget to Email the podcasts to local radio stations. They can use them as public service announcements.

Media/Promotion: Contact your local radio station to get the Email address of the person in charge of public service announcements. Explain your project, and get them involved with what you are doing!

Working with Others: It would be awesome to interview an expert on your topic during your podcasts. Ask local law enforcement, insurance agents, community leaders, teachers, and other important adults in your community if they would be able to give some advice and inspiration in your messages. Ask your computer teacher if they'd consider making it an assignment in class to have everyone make their own podcast for your project. You could have a competition and give out a prize! Who wouldn't want to win a free iPod?

Resources:

- ✘ Check out this guide to creating a podcast: <http://images.apple.com/education/solutions/podcasting/pdf/PodcastCreationGuide.pdf>
- ✘ Here's a step-by-step way to create the podcast you want: http://www.education-world.com/a_tech/techtorial/techtorial092.shtml
- ✘ Use the stats and key points that are included in this toolkit for your message.
- ✘ Check out the public services announcements tool in the *resources section*.



What's the Point: Sponsor an exciting poster contest on the topic of preventing drowsy driving.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Create a fact sheet about drowsy driving that includes some stats and information.
- ✘ Pass out the fact sheet to students at your school, and explain to them the importance of driving only after you've had enough sleep.
- ✘ Find a sponsor for your project, and ask them to provide a prize for your contest. Pick out something that would really motivate the students at your school.
- ✘ Make some rules for your contest. Here are some suggestions:
 - The poster should have a message related to preventing drowsy driving.
 - Include some statistics if appropriate.
 - Have a catchy slogan or title.
 - Use graphics well.
 - Be creative!
- ✘ Set a deadline for when posters should be given to you.
- ✘ Once students hand in posters, gather a panel of judges to help you decide who should win. Post the winner's poster around school and give them your great prize!

Media/Promotion: Cut out large Z's out of construction paper, and write the details of your project on them. Pass out the Z's at lunch or in the parking lot after school. You could also get a message put in your school's daily announcements or put flyers on the back of bathroom stalls!

Working with Others: Ask art and computer teachers at your school if they would consider giving this project as an assignment or for extra credit. Make sure to get a great panel of judges together, and ask law enforcement, your principal, an art teacher, community leaders, and other important adults to be involved. Ask your town's mayor if the posters can be displayed in a prominent place in town.

Resources:

Check out these Web sites for more information on drowsy driving:

- ✘ http://www.drowsydriving.org/site/c.lqLPIROCKtF/b.2708421/k.6B60/DrowsyDriving__Home.htm
- ✘ http://www.nhtsa.dot.gov/people/injury/drowsy_driving1/Drowsy.html
- ✘ <http://www.aaafoundation.org/resources/index.cfm?button=drowsyfaq>



What's the Point: Organize a seatbelt fashion show contest.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✗ Create a banner that looks like a huge seatbelt to promote your project. Include the following details:
 - Name of project
 - Reasons why your friends should wear seatbelts (statistics)
 - The project is a contest to see who can create the most fashionable seat belt. There are no rules or restrictions. Be as creative as possible.
 - Deadline
 - Prizes (see if you can get a business to donate a great prize)
- ✗ Hang smaller versions of the banner around the school.
- ✗ Contact possible judges for your project. Consider any local fashion designers, employees at clothing stores, law enforcement, school employees, insurance agents, and students.
- ✗ After the deadline, organize a meeting with your judges to select a winner.
- ✗ Announce the winner through a short fashion show during lunch or a break at school. Set up some flashing lights, blare some techno music, and have fun announcing all of the models that entered. The final model should be the winner. Give your models crazy designer names, and really hype up any small details on the seatbelts. This fashion show should be done right before prom or graduation.
- ✗ You could also have models display their seatbelts during a "grand march" at prom to really promote being safe on prom night.

Media/Promotion: Your seatbelt banner will really promote your project, and you could also send out Emails to all of your friends to get them to participate. Make sure that you contact a local business far enough in advance so that you can get a really great prize to award the winner. A free limo ride to the prom, a free tux rental, or a free meal for two at a fancy restaurant would be great prizes!

Working with Others: You'll want to work with your principal to see if you can have the fashion show at school and/or at the prom. It'll also be important to see if any local insurance agents would want to become a judge or sponsor the event. Ask the local prom dress retailers to display the picture/poster of the winning design.

Resources:

Check out these Web sites focused on seatbelt safety:

- ✗ <http://www.jmu.edu/safetyplan/vehicle/generaldriver/safetybelt.shtml>
- ✗ <http://www.nhtsa.gov/portal/site/nhtsa/menuitem.ce4a601cdf97fc239d17110cba046a0/>
- ✗ <http://www.ou.edu/oupd/seatbelt.htm>

Here's a Web site with tips on hosting a fashion show:

- ✗ <http://ezinearticles.com/?Some-Tips-for-a-School-Fashion-Show&id=482641>



Project: Appreciating a Role at Roll Call

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What's the Point: You and your friends attend a roll call of local law enforcement to thank them for their service to your community and their role in youth traffic safety.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Contact your local law enforcement agency to see if it is OK for you to come with a group of people to one of their roll calls. What is a roll call? It's a time when all of the officers that are working on the next shift meet to talk about important information.
- ✘ Ask your contact at the local law enforcement what the best time would be for you to come, and ask them to keep your plan a surprise.
- ✘ Get a group of your friends together to go to the roll call. Prepare something to give to the officers, like certificates or a snack for their shift. Always include a personal, hand-written note with what you give.
- ✘ Go to the roll call, and really let the officers know how much you appreciate them and support their efforts to enforce youth traffic safety laws. They will be surprised! Keep your message short and sincere, and give out your treats.
- ✘ You may want to go to more than one law enforcement agency.

Media/Promotion: This is a great project to put in the newspaper during National Youth Traffic Safety Month. Highlight the fact that local law enforcement plays a big role in preventing teen crashes, and make sure to get a great picture to put with your article.

Working with Others: See if a local grocery store will donate snacks so that you can make a snack pack for the officers to show appreciation. Make sure to recognize any sponsor that you get. A thank you card from the mayor or another elected official would also be a great thing to add to your treats.

Resources:

- ✘ Check out your local phone book for contact information for local law enforcement agencies. They probably also have a Web site with more information.
- ✘ If your school has a resource officer, they can help you make contact with your local agency.
- ✘ Also, here are some links to help you make great certificates: <http://www.senteacher.org/wk/certificates.php>, http://www.ehow.com/how_2053326_make-certificate-using-microsoft-word.html, http://www.teach-nology.com/web_tools/certificates/



EVALUATION IDEAS



be sure to measure the success of your project

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X Service with a Message

One week before your drive-through campaign, record the number of drivers and passengers, observing the area of traffic safety your project is addressing (i.e. seatbelt use, cell phone use, etc.). Then a week after your project, return and record those same stats to compare and evaluate for impact.

X The Face of Traffic Safety

Add a stat and question section to your site, and measure hits and friends added to evaluate distribution and recognition of the site.

X CU Alive

Measure how many numbers and messages you are able to collect and send. Then at the end of the campaign, send a message requesting a response, asking if they felt they got the message from your ad campaign.

X Wii Work Against Impaired Driving

Provide a pre- and post-questionnaire to measure knowledge about risks of underage drinking and impaired driving.

X Special Delivery

Ask the teachers that implemented the letter writing in their classrooms to distribute pre- and post-quizzes about traffic safety topics to measure how involvement increased knowledge.

X Podcast Prevention

Send an Email to your contact group, asking for a response to the podcast messages.

X Catch Those Z's

Distribute a pre- and post-questionnaire to measure improved knowledge about risks of drowsy driving.

X A Fashion That Never Goes Out of Style

Perform a seatbelt check in the school parking lot one week before your competition and one week after to measure improvement in seatbelt use.

X Door Makeover: Distracted Driving Edition

Do a survey of students before your project to see how much they know about distracted driving. After the door decorating contest, do another survey to see how much the students in your school have learned about distracted driving.

X To Text or Not To Text

Compare the stats you gathered before your official day you check with the stats that you gather after the day you do your checks. You'll be able to see whether or not your efforts paid off!

X Chalk the Block

Hand out a short survey before you do the project so that you can see what teens in your school know about distracted driving. After you do your "chalking", do another survey to see what they've learned.



PROCLAMATIONS



get it proclaimed that May is National Youth Traffic Safety Month

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Endorsements from government officials, community leaders, law enforcement officers, and local celebrities are a great way to encourage greater media coverage. Your city, county, or state can declare a proclamation.

Proclamation Tips

- ✘ Contact your local officials (mayor, governor, education and health professionals).
- ✘ Make sure you get the right name and address of where to send your proclamation request.
- ✘ Send your letter requesting a proclamation or their support for your project.
- ✘ Make a follow-up call in a week to find out if you need to give any more information.
- ✘ Always send a thank-you note.
- ✘ Display your proclamation with pride!

Check out the *resources section* to see a sample proclamation.



MEDIA OUTREACH



get the word out

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Once you get your project set and ready to go, you want others to know about it, right?

Here are some ways to do just that:

- ✘ Use your design skills to create a poster board that you can put up in the entrance of your school or at a local fair.
- ✘ A banner put up in the hallway, on a fence, or on the side of a building can really draw attention.
- ✘ Write a press release that can be sent out to radio stations, TV stations, and newspapers. Check out the example in the *resources section*.
- ✘ Put together a public service announcement (PSA) that can be heard over local radio stations. Check out the example in the *resources section*.
- ✘ Ask your mayor and/or your governor to sign a proclamation. Check out an example in the *resources section*.
- ✘ Use the *Media Worksheet* to help you get your thoughts together.

Speak Out and Make NOYS has more details related to working with the media (pp. 66-67). Check it out for some more help!



FUNDRAISING



raise the cash you'll need to do the project

Sometimes you'll need some money to really make your project work. Here are some ideas to raise some cash.

-Ask members of the community to donate, and give them a clear understanding of what they are supporting. Check out the "Speak Out and Make NOYS" video located at www.noys.org.

-See if you can get a grant from an organization or agency.

-Do some fundraising.

Contests/Raffles:

- ✗ A-thons (bowl, skate, think, bike, walk, run, etc.)
- ✗ Car raffle
- ✗ Jellybean jar guess
- ✗ Frisbee contest
- ✗ Dance contest



- ✗ Chess tournament
- ✗ Drawings
- ✗ Dance marathon

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Sales:

- ✗ Used books
- ✗ Flowers
- ✗ Valentines
- ✗ Stuffed animals
- ✗ Balloons
- ✗ Coupon books
- ✗ Bumper stickers
- ✗ Flea market
- ✗ Hats and class t-shirts
- ✗ Clothing
- ✗ Candles
- ✗ Posters

Miscellaneous Events:

- ✗ Teacher auction
- ✗ Treasure hunt
- ✗ Dance
- ✗ Faculty talent show
- ✗ Bingo night
- ✗ Dunk tank
- ✗ Greased pig catch
- ✗ Singing grams
- ✗ Carnival
- ✗ Recycling drive
- ✗ Fashion show
- ✗ Pie throw
- ✗ Concerts
- ✗ Face painting
- ✗ Car wash
- ✗ Casino night
- ✗ Care packages for finals week
- ✗ Pool party



TIPS FOR WORKING TOGETHER



get along so your project can go well

It's awesome when teens and adults can work together to keep everyone safe on the road. Sometimes it can be hard for teens to work with adults, and it can be hard for adults to work with teens. Use these tips to guarantee a great project!

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Tips for Adults Working with Teens

Don't:

- ✗ Treat us like children.
- ✗ Assume we can't make good decisions because of our age.
- ✗ Think we can't contribute to our community because we don't have as much experience as adults.
- ✗ Determine your opinion of us by our hairstyle or the clothes we wear.
- ✗ Single teens out who belong to minority groups.
- ✗ Try to cover for us when we mess up.
- ✗ Separate us into groups (adult group versus teen group).
- ✗ Take over our projects.
- ✗ Tell us it can't be done.
- ✗ Tell us what our goals are.
- ✗ Try to protect us from learning from our mistakes.
- ✗ Do it for us.
- ✗ Refer to us as "children", "youngsters", or "kids".

Do:

- ✗ Talk to us like adults.
- ✗ Remember if we are a part of the problem, we must be a part of the solution.
- ✗ Ask us what we think. Only youth know what other youth want and need.
- ✗ Listen to our ideas and respect our opinions.
- ✗ Treat us as equals.
- ✗ Be patient and help us learn from our mistakes. Just like adults, we need to make mistakes to be able to learn from them.
- ✗ Put us into groups with adults so we learn to work together.
- ✗ Let us take the lead on our projects. Be there to support, encourage, and guide.
- ✗ Offer your insights and suggestions.
- ✗ Hold us accountable to our commitments.
- ✗ Be honest with your opinion. It's OK to disagree.
- ✗ Give us the tools we need to do it for ourselves.
- ✗ Call us "youth," "young people," "young adults," or "teens."

Tips for Teens Working with Adults

- ✗ Set clear expectations about what their roles are. Do you want them to act as advisers or coordinators? Do you want them to take a lead role in fundraising or simply support your efforts?
- ✗ Keep them informed. Communication is the key to building good working relationships.
- ✗ Teach them the basics of how you wish to be treated
- ✗ Ask for what you want.
- ✗ Acknowledge their contributions. Thank them for what they do.
- ✗ Utilize their expertise, power, influence, and contacts. Remember adults want to feel useful, too.
- ✗ Treat them with the same respect that you want from them.
- ✗ Be honest. It's OK to disagree.



AWARDS & RECOGNITION



everyone likes a pat on the back

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After you complete your project, you'll want to make sure that you thank those who helped you succeed!

Thanking others shows them that you appreciate them, and it will also help you recruit others for projects in the future.

Here are some ideas to help you thank those who helped you during your project:

- ✘ Send them a thank-you card. Make sure that you write the card – it's more personal than an Email or a phone call.
- ✘ Get everyone a small gift who helped. Candy is a great way to do this. You can put messages that relate to the candy. For example: "Your help was worth 100 Grand" or "I had a sweet time because you helped".
- ✘ Give a prize to those who helped. Have everyone put their name into a hat, and draw out a name for a great prize, such as movie tickets, an iPod, or a gift card. See if you can get a business to donate the prize, and make sure to recognize the business that does.
- ✘ Publicize the fact that people helped. Write an article, and put it in your school announcements and local newspaper. You could also see if the local radio and TV stations would run a thank-you ad for you.
- ✘ Give each person that helped a certificate. The NYTSM Online Toolkit provides two great certificates, one a "Certificate of Appreciation" and one a "Certificate of Participation". Print these on nice paper, and hold an awards ceremony.



GO FOR IT!



make the change you want to see happen

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You know your community needs someone to bring awareness to youth traffic safety.

You know your friends would really benefit from a project that would keep them safer.

You know you have some great ideas, and that **YOUth** can make those great ideas happen.

Action must be done to stop the crises of teens dying each year from traffic crashes.

And you're just that someone to take action and create change.

For more help, check out www.noys.org.



RESOURCES



stuff you'll need for a project

X Speak Out and Make NOYS

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This project manual will be very helpful to you as you plan and do your project. Make sure to check it often for tips, advice, and important resources! The resources below all come from this awesome toolkit.

X Keep the Drive

Be sure to check out www.keepthedrive.com for more information and ideas for your traffic safety project.

X Sample Community Needs Assessment - page 56

So you want to create a project, but you're not really that sure about what your community needs, right? Use a survey like this one to get a good idea of what you should do to help.

X Project Planning Worksheet - pages 59-60

There's lots of stuff going on in your mind as you think about and plan a project. Use this worksheet to help you organize things so you won't forget!

X Sample Press Release - page 42

When you figure out what you're going to do, you definitely want others to know about it. A press release is a great way to do that, and make sure you send one to all of the local newspapers, TV stations, and radio stations. Check this one out for some ideas.

X Sample PSAs - page 43

Radio stations play PSAs regularly to promote community events. Why wouldn't you want one played about your project and message? Get a group of friends together, and have some fun creating your digital message. For ideas on what to say, check this one out.

X Sample Proclamation - page 44

Having a government official proclaim the importance of your project is a really sweet thing. And proclamations aren't hard to write. Use this one to help you write your own.

X Media Worksheet - page 66

You'll want to make sure you have a clear message when communicating with the media. This worksheet will help you get all of your thoughts together so you can really promote your project!

**Even more resources can be found
at www.noys.org. Check us out!**



Community Needs Assessment

We're working on planning a project to raise awareness about youth traffic safety during National Youth Traffic Safety Month. We appreciate your input and ideas, as they will help us create an effective project.

What role(s) do you have in our community? (Check all that apply.)

- School administrator
- School leader
- Student
- Clergy
- Parent
- Community leader
- Government official
- Other: _____
- Business leader
- Active citizen
- Teacher

What traffic safety issues need attention in our community? Circle one response per area, and let us know of any ideas or concerns that you have.

	Needs Attention	Fine	Don't Know	Concern(s)
Drowsy Driving	N	F	DK	_____
Seatbelt Use	N	F	DK	_____
Distracted Driving	N	F	DK	_____
Impaired Driving	N	F	DK	_____
Careless Driving	N	F	DK	_____
Traffic Safety Laws	N	F	DK	_____

What is the best way local youth can work to promote traffic safety in our community?

If you have any information about an organization we can partner with, please list it below:

Organization: _____

Contact Name: _____

Email: _____ Phone Number: _____

For more information, contact:



1. Project Focus:

2. Project Goals:

3. Project Objectives:



Project Planning Worksheet Continued

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4. Project Details:

Description:

Date(s):

Time(s):

Location(s):

4. Potential Obstacles:

5. Resources Available:

6. Work Groups Needed (publicity, entertainment, fundraising, etc.):



NEWS RELEASE FOR IMMEDIATE RELEASE

[Local Contact]

[Your Name]

[Your Email address]

National Youth Traffic Safety Month

May [insert year]

[Your city, state (insert date of distribution)] – May [insert year], the youth of [your city and organization] will join thousands of youth and organizations across the United States during the annual month of focus on youth traffic safety, National Youth Traffic Safety Month.

Youth and organizations across the nation will host and participate in events and projects to increase awareness about youth traffic safety. Locally, [your organization's name and describe your project, including the details about date, time, and location].

National Youth Traffic Safety Month addresses the number one cause of death for youth in our nation. Every year over 6,000 youth die in traffic related crashes. Many of these crashes are caused by avoidable behavior. Youth can take specific actions to be safer as drivers and passengers. National Youth Traffic Safety Month is also a time to celebrate and promote those who work to help keep youth safe on the roads. Youth will be participating in activities to thank and support those working so hard to protect them.

"[Insert your quote here about the event]," says [your name, title] of [name of your organization]. "These preventable tragedies must be stopped, and they can be. Working together, we can increase awareness among youth and communities about steps we can take to increase traffic safety and reduce the loss of more youths' lives to traffic crashes."

National Organizations for Youth Safety (NOYS), a nonprofit coalition of youth-led and youth-serving national organizations that focus on youth traffic safety and health, organized National Youth Traffic Safety Month efforts. For more information, log on to www.noys.org.

Steps youth can take to be safe on the roads include:

- Wearing a safety belt – EVERY TIME
- Driving at or below the speed limit
- Limiting the number of passengers in their car
- Pulling over if they need to make a call or text a friend
- Avoiding drowsy driving by getting enough rest
- NEVER getting in a car with ANYONE who has been drinking alcohol

For more information about National Youth Traffic Safety Month visit www.noys.org or call [your organization and phone number.]

[Insert a description here about your organization.]



Sample Public Service Announcements

:15 In-School Read (Prom)

Hey, listen up [INSERT SCHOOL MASCOT]s! The prom is coming up sooner than you think! [INSERT ORGANIZATION NAME] encourages you to make this the best night of your life. Make these memories last a lifetime. Keep your prom celebration alcohol- and substance-free.

:15 In-School Read (Prom)

This year's prom is shaping up to be the most exciting time of the year. Your friends at [INSERT ORGANIZATION NAME] encourage you to show off your school pride. Celebrate our prom alcohol- and substance-free, just to make sure we are all here for our graduation celebration.

:15 In-School Read (Holidays/Breaks)

We here at [INSERT ORGANIZATION NAME] are sure you're looking forward to the upcoming break as much as we are. We encourage you to enjoy [INSERT HOLIDAY/EVENT] by celebrating alcohol- and substance-free. This way, we'll have something to look forward to when we return seeing our friends alive and safe.

:15 In-School Read (Graduation)

[INSERT ORGANIZATION NAME] wants to congratulate all of this year's graduating seniors. And we encourage you to celebrate alcohol- and substance- free so we'll be able to see you at our class reunion.

Seat Belts Save

Public Service Announcement :30 Version (Prom Season)

Can you believe it? You and your friends are finally on your way to the prom. You've found the perfect dress, and you want to show up looking great. So you decide not to buckle up. But what about not showing up at all? Riding unbuckled could mess up a lot more than just your dress. Get you and your friends there safely. Enjoy the prom. Buckle up.

This message brought to you by [INSERT ORGANIZATION NAME].

Seat Belts Save

Public Service Announcement :15 Version

You say that seat belts make your clothes wrinkled? That they feel too tight? That they're a pain to wear? So how do you feel about windshield glass cutting your face? Now THAT is a pain. Buckle up.

This message brought to you by [INSERT ORGANIZATION NAME].



WHEREAS, [your state/city/region] recognizes youth traffic safety as a vital concern for the youth of [your state/city/region]; and

WHEREAS, [your state/city/region] recognizes our youth are an asset we cannot afford to lose to needless crashes;

WHEREAS, each person, including parents, educators, law enforcement, elected leaders, community leaders, and youth themselves must play a part in protecting our youth and educating them and their families about youth traffic safety;

WHEREAS, the month of May is an opportune time to increase awareness concerning youth traffic safety as the prom season, graduations, and summer vacation months are a time of particular concern;

WHEREAS, with the resources of National Organizations for Youth Safety, [your national organization], and its local member agency, [your organization], we can help increase awareness about youth traffic safety in [your state/city/region];

NOW, THEREFORE, I [name of governor, mayor, or elected official], [title of] [name of your state/city/region], do hereby proclaim May, [name of your state/city/region] National Youth Safety Month, and I commit this observance to the people of your [state/city/region].

Signature



What media support will we use for the project?

- Press Releases
- PSAs
- Proclamations
- Posters
- Banners
- Letters of Support

- Press Kit
- Pictures
- Articles
- Fact Sheet/Flyer
- Brochure
- Other _____

Notes:

Who can help us?

Radio Station/TV Station

Telephone:

Address:

News Director:

Phone:

Assignment Editor:

Phone:

Newspaper

Telephone:

Address:

Reporter:

Phone:

Education Editor:

Phone:

