


**Distracted Driving Partnerships
Between Local Organizations &
School-based Peer-led Programs**

Sunday, April 3, 2016
10:30 AM- 12:00 PM
Room 102 AC

FCCLA & Celebrate My Drive

Harrisburg High School
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Celebrate My Drive

- *Celebrate My Drive* is all about communities celebrating new drivers who make smart driving choices like 2N2®.
- Students competing in the 'Celebrate My Drive' had to create a short video to raise awareness about safe driving. Using the football team, the school created a video. Harrisburg HS was presented with a \$100,000 check.
– <https://www.celebratemydrive.com/>

Community Partners

- State Farm
- Sioux Empire Safety Village
- Local School Districts
- Highway Patrol
- Local Fire Department
- Local News & Radio Stations
- Local Paper

Reaching the Teen Community Through CTSOs'

- Reyna Rodriguez, Lincoln High School
 - Future Business Leaders of America (FBLA), Lincoln High School
- Zoe Skroch, Wisconsin High School
 - Family, Career and Community Leaders of America (FCCLA)

Crossroads Project Goals

- To improve teen traffic safety in Wisconsin through student directed awareness and education activities
- Focus on areas that are the greatest risks to new drivers:
 - Distracted Driving
 - Seat Belt Use
 - Speeding
 - Impaired Driving
 - Passengers
- Routed to students through CTSO state advisers
- CTSO Collaborative Traffic Safety Grant
 - Up to \$1000 (Children's Hospital of Wisconsin & State Farm)
 - Based on scoring rubric

Furthering Your Project – Questions?

Deena Liska, *Motor Vehicle Safety Coordinator*

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SADD & NOYS Summit

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Student of the Year*
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Case #1- Julio Mendez

- Selected to attend the NOYS Teen Distracted Driving Summit.
- What is the NOYS Summit?
 - Student teams selected to participate in the Teen Safe Driving Summit are given access to materials, resources, and programs that promote best practices, and agree to organize traffic safety activities in their respective schools and communities from January through May 2016. Learn more at <https://noys.org/about-us/our-programs/summit/>.

Case Study #1: Bryan

- The Motivation
- Let's Make a Concert
- Sharing Our Message
- The Results

Share Our Message

- Social Media and Traditional Media
 - Facebook and Twitter
 - Television and Radio
- Traffic Crashes affect everyone
- People know the dangers but avoid the risk
- Get the youth involved in sharing the story
