

**GENERATION BUCKLE  
LIFESAVER'S CONFERENCE  
SUNDAY, APRIL 27 1:45-3:15**

Cookeville High School T.E.S.T. Club  
1 Cavalier Drive  
Cookeville, TN 38501  
winchesterc@pcsstn.com



**CHST.E.S.T. CLUB**

Traffic Education Saves Teens  
A peer led, community oriented  
organization focused on safe driving  
habits

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**CAN YOU PASS  
THE TEST?**

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**HISTORY OF THE TEST CLUB**

TEST Club began as the brainchild of Cookeville Police Department Master Patrolman Anthony Leonard. With the statistic showing Putnam County ranking high in traffic accidents involving teen drivers, he decided the best way to combat this problem was to empower teens to start and run the club. Principal, Mr. Wayne Shanks, asked Mrs. Cindy Winchester to spearhead the club at CHS. The club kicked off in January 2011. Since the inception of the club more advisers have come on board including Sherri Leimer, a teacher at CHS, Brandon Smith, the Safety Coordinator with Putnam County EMS, and Justin Long, CPD.

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### CAMPAIGNS

- ▶ 1) BATTLE OF THE BELTS
- ▶ 2) ACT OUT LOUD
- ▶ 3) CELEBRATE MY DRIVE
- ▶ 4) REDUCE TN CRASHES
- ▶ 5) CLICK IT & TICKET

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### CAN YOU PASS THE T.E.S.T?

An Overlook of Our Year CHS TEST Club



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### SPREADING THE WORD TO THE WORLD

TEEN DRIVER SAFETY CELEBRATION AT TENNESSEE TITANS PRESEASON GAME

We began our journey this year campaigning at the pre-season game of the Tennessee Titans in the summer of 2013, partnering with the Governor's Highway Safety Office and the Tennessee Trucking Foundation. Trying to grab hold of the attention of the passing fans, we made a resolution and set goals to convince them that signing the pledge to extirpate distracted driving from their lives was well worth the effort.



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### COMMUNITY OUTREACH

Partnering with local PBS Station, WCTE TV at Fall Fun Fest

We continued our battle against distracted driving at the Fall Fun Fest, which took place in the heart of Cookeville on Safety Lane. Our goal was to share our mantra and our mission statement with the community and to implement our influence not only on those of our school, but also those who didn't have any association with our school. We presented the community a summary of our club, and we taught them, their ages ranging from 6-60, that the seatbelt is a factor that our lives depend on daily, and that no matter what age, it is extremely crucial that everyone wears one when in a vehicle.



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### DEATH DAY/AWARENESS DAY

How Do We Impact our Peers? How About Dying for A Day?

As one of our many events during this important week, we organized death day, or awareness day. After making sure it was okay with our principal, we pulled students from their classes and after applying white make up and having them wear their black T.E.S.T. Club shirt, they returned to their classes. They represented one teen that died that day in a traffic crash due to distracted driving. As the students exited at 3 pm that afternoon, they were greeted with somber faces as they saw their friends who represented the deceased students. It really took a toll on them, as well for us.



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### LIFESAVERS CONFERENCE

2013 State Conference

In honor of one of our fearless leaders, we traveled to the Lifesavers Conference in Murfreesboro to watch Officer Anthony Leonard as he was presented with the Director's Award from the Governor's Highway Safety Office. We also presented the T.E.S.T. Club as a peer led group for all of the Police, Fire, and Emergency personnel.



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### COMPETING IN THE ACT OUT LOUD COMPETITION

T-shirt Design – One Component of Campaign

- ▶ We entered into the National Act Out Loud campaign. We submitted our t-shirt portion of the competition. We placed 4<sup>th</sup> in the nation. In 2013, we placed 2<sup>nd</sup> in the nation.



2014 T-Shirt Design

2013 T-Shirt Design

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### TIM MCGRAW

- ▶ After Channel 2 News featured a clip from our rally on the state news, Tim McGraw's record label, Big Machine Records contacted us and invited us to the Belcourt Theatre in Nashville, TN for the premiere of Mr. McGraw's new music video, "Highway Don't Care". Mr. McGraw thanked us for our hard work in combatting distracted driving and shared personal stories with us of his own daughter getting her driver's license that very day. We were broadcast live worldwide via Google hangout. Mr. McGraw and his record label treated us like stars.




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### SPECIAL SPEAKER BLAKE MCMEANS

- ▶ We had the very special honor of having motivational speaker Blake McMeans come to Cookeville High School. Blake and his assistant, James, shared with us the story of how one bad decision shaped his future and turned his world upside down. Blake was ranked #4 in the nation in tennis and was on the cusp of turning pro when he made the fateful decision to drink and drive...a decision that changed his life forever. We were very thankful that we had the amazing opportunity for him to share his time with us to make an impact on us and our peers.




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### STATISTICS ARE IMPORTANT BUT DON'T MEAN EVERYTHING TO US

If We Make a Difference in One Life of Our Peers, Then We've Succeeded

- ▶ Over the span of our year, our numbers for students buckling up have improved. Data from our second seat belt check showed we had 62 unbuckled leaving our campus which was down fifty-seven percent from our first seatbelt check which had a total of 110 unbuckled. Our final seatbelt check we had 42 unbuckled which was down sixty-eight percent from the initial check.
- ▶ We are so proud of our year, but we aren't done yet.
- ▶ Our battle continues campaign after campaign in the race for expressing the importance of driving smart and safe.
- ▶ In 2010, Putnam County was ranked number 1 in the state for vehicle accidents involving young people between the ages of 16-24. We are presently number 5 and our goal is to move on down the scale.

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### AWARDS AND RECOGNITIONS

- ❖ Power of Putnam Prevention Partner (2013)
- ❖ 2013 Student Group of the Year, Governor's Highway Safety Office
- ❖ 2013 Grand Prize Winner (\$10,000) National Act Out Loud Campaign sponsored by Allstate & NOYS (National Organization on Youth Safety)
- ❖ 2013 Second in nation in T-shirt design in ACT OUT LOUD campaign
- ❖ 2013 First in nation in Poster Design in ACT OUT LOUD campaign
- ❖ 2013 Recognized by Big Machine Records and Tim McGraw and invited to the premiere of his music video, "Highway Don't Care."
- ❖ 2014 Fourth in nation in T-shirt design in ACT OUT LOUD campaign
- ❖ 2014 Bronze Award in Reduce TN Crashes Campaign (GHSO)
- ❖ 2014 Silver Award in Reduce TN Crashes Campaign (GHSO)

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### OUR GRAND FINALE!

T.E.S.T. Club just finished our second safe driving rally at our school. We had over forty school and community vendors and many activities. It is a great way to cap off a year long of hard work toward our safe driving campaign. We will submit our rally video this week and hope to be Grand Prize repeat winners.




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### WHY IS TEST A SUCCESS?

► We were started by Officer Leonard who is a determined, caring man. His personality flowed into our club and now we are based off of determination and passion for others like Officer Leonard himself. TEST club makes sure that every student that passes through Cookeville High School is aware of the dangers of distracted driving. We take every opportunity possible to spread the word of safe driving. Also, TEST club is a student-led organization. Students are more likely to listen to their peers rather than those with authority. TEST club is fortunate enough to have been founded in Cookeville, TN because our community has supported our mission throughout the years. TEST club continues to try and make the roads safer every single day. Our club does not have a name attached to it because we have not lost one student to distracted driving since our club began. It is our goal to keep it that way.

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### ACT OUT LOUD CAMPAIGN

Would you like to see the video that won us \$10,000? Remember that this rally was put on and overseen by student leaders of the Cookeville High School TEST Club. We had committees of workers that each of us were in charge of for the day. Also, students from the media class from our school were in charge of recording of the majority of this video.



[www.actoutloud.org](http://www.actoutloud.org)

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Follow us:



Cookeville High School  
T.E.S.T Club



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