Effectively Engaging Teens to Promote Traffic Safety
History

1981 – Founded
After suffering the loss of several students in separate alcohol-related crashes in Wayland, MA

1997 – Mission Expands
Student leaders request expansion of mission and a name change.
Mission expands to address other issues that matter to teens:
Teen Traffic Safety
Substance Abuse
Personal Health & Safety

2018 – TODAY
SADD’s network of 7,500+ chapters in middle schools, high schools and community organizations in 50 states
Our Field

7,500 Active Chapters
Student-led chapters in schools and community organizations in all 50 states

Adult Advisors
Each chapter has at least one adult advisor to guide and facilitate the group

State Coordinators and Affiliates
SADD AS A RESOURCE

• PROGRAMMING
  Develop and disseminate effective peer-to-peer programming, communications and educational tools in our core areas of teen traffic safety, substance abuse and personal health and safety issues.

• RESEARCH
  Conduct relevant and cutting-edge research on teen behavioral health related to traffic safety to benefit teens, parents, educators and the highway safety community.

• EXPERTISE
  Ensure state level leaders have expert guidance to carry out their work, build strong relationships within the community and implement an effective annual plan for SADD’s partners in safety.
This means we want to do what works! SADD programs now use evidence-based strategies and countermeasures that work to ensure that our efforts are going to end teen injury and death behind the wheel.

Each of our programs comes with an evaluation tool, which allows our chapters, our states and our national team to look at the data and see what’s happening. Is this working? What should be modified?

To create some consistency, we launched what we call the SADD Strong programs. These are core programs and campaigns that we are asking all chapters to implement at certain times of the year to magnify the message and the impact across the country.
Creative Involvement

• Chapters have regular opportunities to creatively advocate for traffic safety among their peers

• Examples:
  - National Road Safety Foundation #DrivingSkills101 Contest
  - EndDD Video & Meme/GIF Contest
National Road Safety Foundation
#DrivingSkills101 Contest

• Created by teens – for teens!
• Open to SADD Members across the country
National Road Safety Foundation
#DrivingSkills101 Contest

Dangers in the Dark Winning PSA

https://youtu.be/gfTXIM-bkT8
EndDD Video & Meme/GIF Contest!

Students are changing the way all of us think about distracted driving!

EndDD Video & Meme Contest!

Open through March 25th, 2019

Topics Include:
- Friends Don’t Let Friends Drive Distracted
- Respectful Drivers Don’t Drive Distracted
- Distracted Drivers Can’t be Defensive Drivers
THIRD PLACE (MEME/GIF CATEGORY): MOLLI HURLEY AND SAM MILLER, GREENSBURG COMMUNITY HIGH SCHOOL, GREENSBURG, IN – “NOT THE WHEELS YOU WANTED”
SECOND PLACE (MEME/GIF CATEGORY): JAKE WILLIAMS, ROCKFORD-SHEYENNE SCHOOL, NEW ROCKFORD, ND – "EXPANDING BRAIN"
FIRST PLACE (MEME/GIF CATEGORY): COLE JOHNSON, NEW ROCKFORD-SHEYENNE SCHOOL, NEW ROCKFORD, ND – “YO GIRL”
EndDD Video & Meme/GIF Contest!

• Teens have the power to influence other teens in many positive ways, including safe driving.
• What can teens do to keep themselves and their peers safe from distracted driving crashes?
• Teens can take their energy, enthusiasm and imagination to create life-saving messages that will resonate with other teens to make distracted driving socially unacceptable.
Contest Tips

• Students are involved with these contests from the ground up
  – Judging, theme, & creation
  – Fuels their excitement
  – Sparks interest
Rock the Belt

• Rock the Belt is a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts in every vehicle, in every seat, every time.
Rock the Belt

• Chapters are strongly encouraged, but not required, to hold their activities in conjunction with National Teen Driver Safety Week in October.

“Chalk the Walk”
What Are Students Interested In?

• Ways to show their unique creativity
• New opportunities and experiences to build resumes
• Chances to build their chapter success story
• Influencing & inspiring their peers
  (Bonus if it is safety related!)
Working With Youth – What We’ve Learned!

• Peer-to-peer strategies are the way to go!
• Youth are the experts in their lives…
  – It’s how they learn & grow
• They want adults to participate with them, listen to them, and support them
Improvements We’ve Made

Rock The Belt

• Worked with students to create a pilot program with NHTSA to change RTB
• Improvements, ideas, & creation are directly influenced by students themselves
  -They ask, we listen!
THANK YOU, NRSF!

Shout out to the National Road Safety Foundation…Not just as sponsors of SADD, but also for their willingness take it one step beyond and invest in students & their futures
EMPOWERING TEENS
ENGAGING PARENTS
MOBILIZING COMMUNITIES
CHANGING LIVES

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