



**SCHOOL'S
OPEN**



**DRIVE
CAREFULLY**

Program Overview

- The *AAA School's Open Drive Carefully* awareness campaign was launched in 1946 in an effort to prevent school-related child pedestrian traffic crashes - helping kids to live fulfilling, injury-free lives.
- In Georgia, this message is spread across the state through a media road show comprised of press conferences. Stakeholders in the community like school officials, law enforcement, media partners and bus drivers help us spread this important message.



School's Open Drive Carefully Message

- Slow Down
- Eliminate Distractions
- Reverse Responsibly
- Talk to Your Teen
- Come to a Complete Stop
- Watch for Bicycles
- Look for AAA School Safety Patrollers



Partners

- State School Officials
- District-Level School Officials
- School Transportation Professionals
- Bus Drivers
- School Faculty and Staff



Road Show

- Atlanta Metro Area
- Columbus, GA
- Macon, Ga
- Savannah, GA
- Augusta, GA



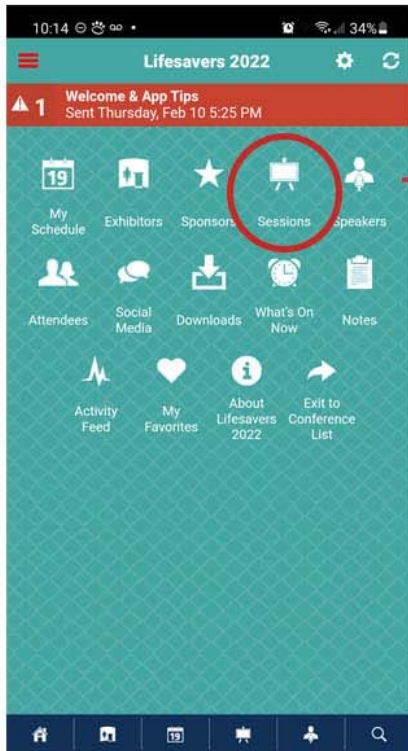
Media Plan

- Collaborate with media partners early to ensure their buy in.
- Develop a social media plan to promote awareness.
- Choose a press location that is locally significant.
- Seek engaging speakers with special connections to the community.
- Build a run of show so media day goes smooth.





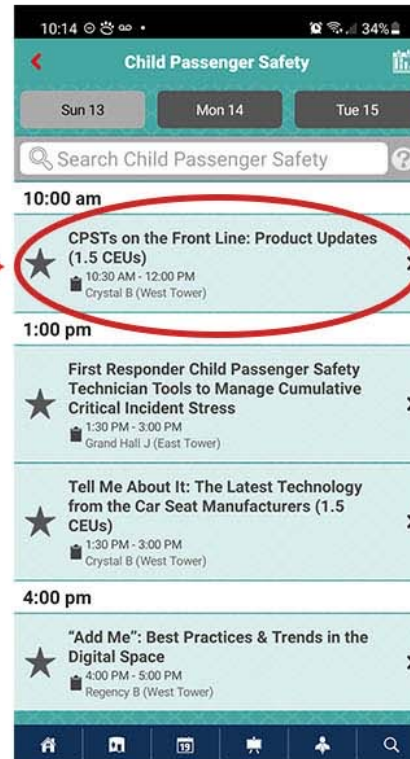
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