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Peer-to-Peer Youth Traffic Safety Mini Grant Funding Announcement 2015-2016!

During the 2015-2016 school year (October 2015-May 2016) the Pennsylvania DUI Association with funding from the Pennsylvania Department of Transportation is awarding grants to Pennsylvania youth groups that implement peer-to-peer activities focused on teen traffic safety listed in this guide. It’s simple: all your youth group needs to do is implement a minimum of two activities. Then report back and you will be awarded up to $250! Complete three activities listed report back and you will be awarded up to $350. Complete four activities and you will be awarded up to $500! You ask how do we get started? It’s easy: complete the registration application in this packet, email it to fdebacco@padui.org and you are registered. Registration and report forms can be found at http://padui.org/SADD/. Complete your activities during October 2015-May 2016, then electronically send in the report form and include photos as attachment and we will send your check!

It is that simple! Our goal is to promote peer-to-peer teen safe driving programs, educate and save the lives of Pennsylvania Teens!

Need more details?

Who: Youth Groups – SADD, FCCLA, Campfire, 4-H, Student Council, any youth group at your school, faith based or community group that cares about peer-to-peer education and teen traffic safety!

What: Implement a traffic safety activity listed in this manual and the required activity conduct a required parent presentation of the Impact Teen Drivers Program during the 2015-2016 school year!

Where: Your School and Community.

Why: Peer-to-Peer education has been proven to get the attention of young people and traffic crashes remain the #1 killer of teens in Pennsylvania. We want to get the attention of young drivers to make changes around traffic safety to save the lives of their peers.

How: Grab your friends, read the manual and get started!

The Fine Print: Grant awards will be first-come, first-serve basis. A group/school may be awarded no more than $500.00 to reimburse incurred program costs. You will need to register your school/group by April 1, 2016, implement activities during the school year 2015-2016, and return a one page report form and photos by May 30, 2016. No snail mail will be accepted. No exceptions to the deadlines! Mock crashes will not be accepted as a peer-to-peer activity. Upon registering an educational kit to implement a peer-to-peer activities and Impact Teen Drivers Parent session will be mailed to you. Please note processing time for reimbursement can take 60-90 days.

For more information contact Felicity DeBacco-Erni at fdebacco@padui.org or 717-238-4354.
Peer-to-Peer Youth Traffic Safety Mini-Grants 2015-2016

Registration Form

Name of School: ____________________________
Youth Group: ______________________________
Address: __________________________________
Street Address: ____________________________
City: __________________________ State: __________ Zip Code: __________
Adult Contact: ______________________________________
Title: _______ First Name: _______ Middle Initial: _______ Last Name: _______
Email Address: ______________________________ Phone Number: _______ Ext.: _______

Our group will complete the following activities (please check):

☐ **Mandatory Presentation** Conduct Impact Teen Driver Parent Presentation- (See program sheet). A kit will be mailed after you register.
☐ Impact Teen Drivers Classroom Presentation- Evidence Based “Peer-to-Peer” teen safe driving program. Students deliver Impact Teen Driver program. Information will be included in your registration kit.
☐ Seat belt Safety Checks – as students pull into or leave school property check for seat belts, passengers, cell phone use.
☐ Chalk the Block – get the message on the street about Distracted Driving or Graduated Drivers Licensing Laws
☐ Create a Safety Flyer – distribute it to everyone in the school lunch room or at your favorite fast food drive-through
☐ Hold a Wii Contest – using MarioKart and fatal vision goggles focus on impaired or distracted driving
☐ Seat belt Fashion Show-Seat belts are always in fashion.
☐ School Assemblies- (see presentation template)
☐ Information Tables– in cafeteria (or other prominent place) to give out information on safe teen driving including impaired driving, texting while driving, seat belt use.
☐ Appreciating Law Enforcement – youth attend role call to thank local law enforcement for their service to the community and role in youth traffic safety.
☐ Other-must be approved before submitting application and related to teen traffic safety. Please submit no more than 250 word proposal on activity to be approved 10 days prior to event date.
We anticipate completing the activity on:  

[Click here to enter a date(s).]

Your group must complete 2 activities. We strongly encourage you to complete four activities.

For example:

- Two above Activities up to $250 based on actual incurred cost to implement the programs*.
- Three above Activities up to $350 based on actual incurred cost to implement the programs*.
- Four above Activities up to $500 based on actual incurred cost to implement the programs*.

*A copy of receipts will need to be submitted for reimbursement.

Please include a program budget for each activity. Eligible costs include materials/supplies to implement the activity, printing, posters, some equipment, and snacks. Ineligible costs include furniture, wages, and materials/supplies that aren’t associated with activities.

Deadline for registering is **April 1, 2016**.

Events must be completed during October 1, 2015-May 30, 2016.

All forms including reports and pictures for payment must be received no later than **May 30, 2016**.

Registration material must be emailed to fdebbacco@padui.org or faxed to 717-238-6211 by April 1, 2016.

Questions? Contact 717-238-4354.

*Mock Crashes will not be funded.*
Pennsylvania Report Form

Name of School: ____________________________ FIN/EIN#: ____________________________

Youth Group: ____________________________

Address: ____________________________

City ____________________________ State ____________________________ Zip Code ____________________________

Adult Contact: ____________________________

Title ____________________________ First Name ____________________________ Middle Initial ____________________________ Last Name ____________________________

Email Address ____________________________ Phone Number ____________________________ Ext. ____________________________

Who is the reimbursement check to be submitted to? ____________________________

Check should be made payable to ____________________________

We cannot reimburse an individual person; checks must be made to a school, club, etc.

Our group completed the following activities (Please check):

☐ **Mandatory Presentation** Conduct Impact Teen Driver "Parent" Presentation- (See program sheet). A kit will be mailed after you register.

☐ Impact Teen Drivers Classroom Presentation- Evidence Based “Peer-to-Peer” teen safe driving program. Students deliver Impact Teen Driver program. Information will be included in your registration kit.

☐ Seat belt Safety checks – as students pull into or leave school property check for seat belts, passengers, cell phone use.

☐ Chalk the Block – get the message on the street about Distracted Driving or Graduated Drivers Licensing Laws.

☐ Create a safety flyer – distribute it to everyone in the school lunch room or at your favorite fast food drive-through.

☐ Hold a Wii Contest – using MarioKart and fatal vision goggles focus on impaired or distracted driving.

☐ Seat belt fashion show-Seat belts are always in fashion.

☐ School assemblies (see presentation template).

☐ Information tables– in cafeteria (or other prominent place) to give out information on safe teen driving including impaired driving, texting while driving, seat belt use.

☐ Appreciating Law Enforcement – youth attend role call to thank local law enforcement for their service to the community and role in youth traffic safety.

☐ Other--must be approved before submitting application and related to teen traffic safety. Please submit no more than 250 word proposal on activity.
Date of Completion: __________________________

Number of Students Reached with first “What do You Consider Lethal” Presentation? 1st Activity

Number of Students Reached with second Activity? 2nd Activity

Number of Students Reached with third Activity? 3rd Activity

Number of Students Reached with fourth Activity? 4th Activity

Did you have media coverage of your event? Media Coverage

Please attach an electronic link to media coverage. Media Link

Have you submitted your event photos electronically? Photos submitted

Supporting law enforcement agencies? List agency and officers. Name of department and officers.

Please check the amount due to your group.

☐ Two above Activities up to $250 based on actual incurred cost

☐ Three above Activities up to $350 based on actual incurred cost

☐ Four above Activities up to $500 based on actual incurred cost

Events must be completed during September 2015-May 30, 2016. All forms including reports, pictures, receipts or other financial documents for payment must be received no later than May 30, 2016. Report forms must be emailed to fdebraco@padui.org or faxed to 717-238-6211 by May 30, 2016. Questions? 717-238-4354

*Mock Crashes will not be funded.
About Teen Traffic Safety in Pennsylvania

There are many organizations working on teen traffic safety in Pennsylvania. All organizations working on Teen Traffic Safety have similar goals including keeping teens safe behind the wheel. The funder of this project is the Pennsylvania Department of Transportation and administered by the PA DUI Association. The objective of these mini grant projects is for teens to provide peer-to-peer education on traffic safety issues from leadership groups in the school.

Our Facts:
 Teens go from one of the safest modes of transportation – riding in a school bus – to the deadliest – driving in a motor vehicle – seemingly overnight. Motor vehicle crashes involving teen drivers not only kill an average of 11 teens each day, they also kill other drivers and pedestrians. Motor vehicle crashes are the number one killer of teens. More teens die in crashes than the next three leading causes of death – homicide, suicide and disease – combined! Turning over the keys to young drivers should be done with care and responsibility; and educating others about teen safe driving principles can help protect our teens.

Feedback:
Please let us know if you plan to use this program by registering for your activities and emailing the completed registration form fdebacco@padui.org.

For More Information:
For additional information on PA SADD and its future projects: Call 717-238-4354 or visit http://padui.org/SADD/

Why Focus on Teen Safe Driving?

Traffic crashes are the #1 killer of teens in Pennsylvania and in the United States. To keep more teens safe in the driver and passenger seat, the Pennsylvania Department of Transportation and the PA DUI Association encourage you to participate in Peer-to-Peer Teen Traffic Safety Programs during the 2015-2016 school year to bring awareness to your students about this important reality. We are asking you to show support by selecting either a specific day, or the entire month, by wearing white ribbons to help reduce teen crashes. This, in conjunction with Global Youth Traffic Safety Month May 2016, is your opportunity to educate your peers and parents about staying safe behind the wheel.

Teens (ages 16 – 18) have the highest crash rate of any age group in Pennsylvania. Below are statistics that provide some additional insight.
• 268,102 teens are licensed to drive in Pennsylvania in 2014.
• 16,442 crashes involved teens (16-21 years old) in 2014.
• Teens make up ten percent of Pennsylvania’s driving population, but they are involved in 11% of all fatal car crashes.
• In the US the crash rate per mile driven for 16-19 year olds is four times the risk factor for older drivers. The risk is also highest at age 16. (Insurance Institute for Highway Safety)

The following resources are available to anyone who wants to begin the discussion of teen safe driving with teens, parents and communities:

• The National Safety Council’s website http://www.nsc.org/safety_road/TeenDriving/Pages/teen_driving.aspx contains information on Graduated Drivers Licensing and best practices for teen safe driving.
• The Pennsylvania Department of Transportation website, http://www.dmv.pa.gov/Driver-Services/Teen-Drivers/Pages/default.aspx#.Vh-7eKPD_q4 offers many helpful links for teens, including the Driver’s Manual, how to obtain one’s learner’s permit, and driving tips for teens.
• The 2014 PA Crash Facts and Statistics Manual, http://www.penndot.gov/TravelInPA/Pages/Safety.aspx#.Vh-7_6PD_q4 contains detailed information about traffic crashes, divided by age group. It presents statistics about the most common times, days, and conditions when accidents occur.
**Best Practices for Teen Drivers**

Teens face considerable risks as new drivers.

- Just one passenger increases teen crash risk by 48%. That risk grows as more passengers are added\(^5\)
- Most fatal teen nighttime crashes happen before 1 Crash risk is also high in the early morning before school and in the hours immediately after school\(^6\)
- Novice drivers’ risk begins to drop with experience. The first 6 to 12 months and 1,000 miles have the highest crash risk\(^7\)
- Cell phone use while driving is deadly, and young drivers are more likely to use cell phones behind the wheel and are more likely to be visibly manipulating a phone (including texting)\(^8\)

*Teens only learn to drive by actually driving, so minimizing their risk during the learning process is crucial.*

This is the idea behind Graduated Driver Licensing (GDL): Maximize experience, minimize risks. GDL is proven to be effective at reducing teen drivers’ high crash risk by up to 40%.

GDL is a three-stage licensing system that includes:

1. Learner’s Permit: Teen gains experience driving with a fully licensed adult
2. Provisional/Intermediate License: Teen can drive unsupervised with certain restrictions, including passenger limits and limited nighttime driving
3. Full license: Teen can drive unsupervised and unrestricted after holding a provisional/intermediate license for at least 12 months

Teens under GDL cannot use their cell phones behind the wheel and must buckle up.

---

\(^5\) University of Michigan Transportation Research Institute
\(^6\) Mayhew, Simpson & Pak, 2003
# PENNSYLVANIA TEEN DRIVING LAW
## ACT 81

<table>
<thead>
<tr>
<th>GDL System Components</th>
<th>ACT 81</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stage 1-Learner’s Permit</strong></td>
<td></td>
</tr>
<tr>
<td>Minimum Age</td>
<td>Age 16</td>
</tr>
<tr>
<td>Holding Period</td>
<td>6 Months</td>
</tr>
<tr>
<td>Parent/Guardian supervised driving</td>
<td>65 Hours: 10 hours nighttime and 5 hours inclement weather</td>
</tr>
<tr>
<td><strong>Stage 2-Junior License</strong></td>
<td></td>
</tr>
<tr>
<td>Minimum age</td>
<td>Age 16 ½</td>
</tr>
<tr>
<td>Passenger Limit</td>
<td>1 passenger for the first 6 months of licensing. After 6 months a limit of 3 passengers under the age of 18, provided the junior driver has not received violations or been partially or fully responsible for a crash.</td>
</tr>
<tr>
<td></td>
<td>* Passenger limit does not include siblings that may be riding in a vehicle driven by a teen driver.</td>
</tr>
<tr>
<td>Nighttime Driving Prohibited</td>
<td>11 PM-5 AM.</td>
</tr>
<tr>
<td>Age when restrictions lifted</td>
<td>Age 18</td>
</tr>
<tr>
<td>Mandatory Seat belt Use</td>
<td>Primary offense to cover all passengers under the age of 18 in all seats. Fine of $75.00 + court costs.</td>
</tr>
<tr>
<td><strong>Stage 3-Senior License</strong></td>
<td>Full License</td>
</tr>
</tbody>
</table>
Youth Traffic Safety Planning Guide Section

The goal of this program is to impact students to make the decision to drive safely. If possible, establish a Global Youth Traffic Safety Month committee made up of your youth group members (SADD, 4H, FBLA, FCCLA, etc.) parents, school administrators, and community members.

Suggestions on how to get started:
- Select a date during September 2015-May 2016.
- Get permission and cooperation from your principal
- Use posters from your “Impact Teen Drivers” kit or create posters, flyers, school newsletter PSA’s, and daily announcements with information about your event. Call your local media and invite them as well. Templates are included in this guidebook
- At least one week prior to the event, hang posters and flyers in prominent places on campus. Distribute the flyer, with details about the event, to teachers and administrators
- In your promotional materials, direct students to the Pennsylvania SADD Facebook page, or Twitter @PA_SADD where you can post pictures and comments about your events. This will help determine the success of the program
- Ask local vendors to donate prizes to be given out to students during the week

(Sample: Activity Schedule)

MEET: Arrange a meeting with your school’s principal and explain to him or her what you are planning to do. Be sure to follow all the rules he/she gives you for conducting this program.

FORM A COMMITTEE: Create a committee from FCCLA, Campfire, SADD, 4-H, Student Council or any student group within your school to form the core of your Teen Traffic Safety committee. Your core committee should invite your school’s principal, administration, faculty, community leaders, local law enforcement, parents, and other students to participate as well.

DECIDE WHICH ACTIVITIES TO DO: The number of activities that you can do is limited only by your time and imagination. Here are a few suggestions, but you are not limited to these ideas:

- Conduct “Impact Teen Driver” Parent Presentation-Mandatory Presentation (See program sheet). A kit will be mailed to you once your registration is received.
- Door Makeover – decorating contest
- Seat Belt Safety checks – as students pull into or leave school property check for seat belts, passengers and cell phone use
- Chalk the Block – get the message on the street
- Create a safety flyer – distribute it to everyone in the school lunch room or favorite fast food drive through
- Hold a Wii Contest – using MarioKart and fatal vision goggles
- Seat Belt Fashion Show-Host a seat belt design contest promoting seat belt safety.
- School assemblies (see presentation template)
- **Information tables** – in cafeteria (or other prominent place) to give out information on safe teen driving, PA GDL Laws, impaired driving, distracted driving, impaired driving.
- **Appreciating Law Enforcement** – youth attend role call to thank local law enforcement for their service to the community and role in youth traffic safety
- **Media Outreach** – call your local television, radio and newspaper and inform them about your activities. If you’re having an auditorium presentation, invite them to attend. (see template)
- **Press Releases** – write and send out a press release. (see template)

**IDENTIFY COSTS TO IMPLEMENT YOUR ACTIVITIES**: Include a program budget for each activity. Eligible costs include materials/supplies to implement the activity, printing, posters, some equipment, and snacks. Ineligible costs include furniture, wages, and materials/supplies that aren’t associated with activities. Ineligible costs will not be reimbursed with this mini grant program.

**THREE WEEKS BEFORE**: Give committee work assignments. Contact all outside participants (police, speakers, media, etc.) and invite them to be a part of your event. Put up Youth Traffic Safety posters. Assemble all materials to be given out during the week. Select best place to set up information table. Secure prize donations. Alert the media.

**WEEK BEFORE**: Conduct a final committee meeting to review everyone’s responsibilities. Have a walk-through of the event. Distribute reminder flyers to all administrative and faculty members. Make regular morning announcements to create anticipation and excitement for the event.

**Teen Safe Driving:**

**Monday**
- Deliver Teen Safe Driving Crashes information in homeroom classes
- During morning announcements: Inform school of your Youth Traffic Safety activities and why you’re doing this. Announce any contests that you may be doing and the prizes associated with winning that contest, i.e. door/classroom decorating, poster, Youth Traffic Safety - (included here; if doing this, include a fact found on the quiz starting today and then each day until the end of the week). If you are holding an auditorium event, announce the rule that you must be present at the assembly to win to ensure a large turnout
- Open information table during all lunch periods

**Tuesday –Thursday**
- Make announcements each morning about your events: if doing a quiz, give facts found on the Youth Traffic Safety quiz sheet (*included in this packet*)
- Open information table during all lunch periods

**Thursday**
- Youth Traffic Safety Quizzes must be turned in before school is dismissed
  (*Choose the best time for your school*)
Friday
- Make announcement about your assembly or pep rally if you are holding one, and what students can expect
- Announce the time for the assembly
- Open information table during all lunch periods

Sample Morning Youth Traffic Safety Announcements

Monday  This week is dedicated to sharing information and facts with you about the importance of teen safe driving. Traffic crashes are the #1 killer of teens in Pennsylvania and in the United States and last year thousands of people died in crashes involving teens. We are going to take a stand against teens getting hurt or killed because of not having enough information.

**If you are having any other sort of contest, announce it here. If you are having any other activity, or other major event, announce it here.**

Youth Traffic Safety facts for today are:
- The leading killer of teenagers is car crashes
- Across America, 11 teenagers die every day in traffic crashes each day

Tuesday  Talk to your parents and find out if they are familiar with Pennsylvania’s teen driver law. According to Pennsylvania’s Graduated Driver Licensing law, if you are 16, you cannot drive between 11 PM and 5 AM unless traveling to or from work.

- Getting a DUI on your license can stop you from being admitted to the university of your choice, from entering certain branches of the military, and will permanently remain on your record

OR try this announcement

- Next time you get behind the wheel, take a few seconds and buckle up. If you or your passengers are under 18, you can get pulled over and ticketed for not wearing a seat belt. It’s simple – law enforcement will be writing tickets to save lives, so buckle up.

Wednesday  Go to [www.justdrivepa.org](http://www.justdrivepa.org) for facts and information on teen safe driving.

The Youth Traffic Safety facts for today are:
- According to Pennsylvania’s Teen Driving law, you may only have one passenger in your vehicle for the first six months after receiving your driver’s license
**Thursday**  
The Youth Traffic Safety facts for today are:
- According to Pennsylvania’s Teen Driving law, all passengers under 18 must wear a seat belt
- Using safety belts in your car can help reduce the risk of fatal injury by 60 percent.

**Friday**  
If you are having an assembly: Today there will be a Youth Traffic Safety assembly program at (time). We will have special guests in the school throughout the day for this event. Please join us in the auditorium at (time) for a special presentation and the announcement of the prize winners.

The Youth Traffic Safety facts for today are:
- According to Pennsylvania’s Teen Driving law, licensed drivers and their passengers must use a seat belt. Drivers under 18 may be pulled over for simply not using a seat belt! BUCKLE UP!

**Following Monday**  
The Youth Traffic Safety Committee wants to thank the entire student body for their participation in Teen Safe Driving activities last week. Global Youth Traffic Safety Week was brought to you by (School name) (CLUB Name that hosted). To join (CLUB name), see __________ (advisor name), the Club president, or _______!
Teen Traffic Safety Quiz
(Please circle your answer and submit to ______________ by _______

1. The leading killer of teenagers is:
   A. Suicide          B. Drug related          C. Auto crashes

2. Under Pennsylvania’s Teen Driving Law, how many hours must you drive while under a learner’s permit to obtain your driver’s license?
   A. 45          B. 50          C. 65

3. Who is less likely to wear seat belts?
   A. Adults          B. Senior Citizens          C. Teenagers

4. Three passengers in the car increase the risk of a crash in a car driven by a teen by?
   A. 307%          B. 250%          C. 52%

5. Using seat belts reduces the risk of fatal injury in a crash by how much?
   A. 50%          B. 60%          C. 70%

6. One in every _______ crashes is caused by a distracted driver.
   A. 6          B. 10          C. 20

7. The first driving ability to be affected by alcohol is:
   A. Coordination          B. Vision          C. Judgment

8. According to Pennsylvania’s Teen Driving law, if you have your junior license you may not drive between which hours, unless driving to or from work?
   A. 1 AM to 5 AM          B. 11 PM to 5 AM          C. Midnight to 6 AM

9. By state law you must have your headlights on when using your windshield wipers in Pennsylvania:
   A. True          B. False          C. Not Sure

10. Under Pennsylvania’s Teen Driving law, you and all of your passengers are required to be buckled up? You can be pulled over for simply not being buckled?
    A. True          B. False          C. Not Sure

NAME: ______________________________  GRADE: _______
Erase Teen Crashes Quiz Answers

1. The leading killer of teenagers is:
   A. Suicide  B. Drug related  C. Auto crashes

2. Under Pennsylvania’s Teen Driving law, how many hours must you drive while under a learner’s permit to obtain your driver’s license?
   A. 45  B. 50  C. 65

3. Who is less likely to wear seat belts?
   A. Adults  B. Senior Citizens  C. Teenagers

4. Three passengers in the car increase the risk of a crash in a car driven by a teen by?
   A. 307%  B. 250%  C. 52%

5. Using seat belts reduces the risk of fatal injury in a crash by how much?
   A. 50%  B. 60%  C. 70%

6. One in every _______ crashes is caused by a distracted driver.
   A. 6  B. 10  C. 20

7. The first driving ability to be affected by alcohol is:
   A. Coordination  B. Vision  C. Judgment

8. According to Pennsylvania’s Teen Driving law, if you have your junior license you may not drive between which hours, unless driving to or from work?
   A. 1AM to 5AM  B. 11 PM to 5AM  C. Midnight to 6AM

9. By state law you must have your headlights on when using your windshield wipers in Pennsylvania:
   A. True  B. False  C. Not Sure

10. Under Pennsylvania’s Teen Driving law, you and all of your passengers are required to be buckled up? You can be pulled over for simply not being buckled?
    A. True  B. False  C. Not Sure
Sample Assembly Agenda

Modify it to meet your school’s need and interests.

Sample Assembly Agenda

Welcome…………………………………………………… Superintenden of Schools or Principal

Introductions………………………………………………. Sponsoring Club Advisor

Student Speaker…………………………………………… How to Die in Seven-Tenths of a Second

Guest Speaker…………………………………………… EMS Paramedic, Emergency Room Nurse, impact speaker or Law Enforcement Officer

Traffic Safety Awareness Quiz Prize…………………… Principal Announces Winner

Student Speaker…………………………………………… Please, God, I Can’t Be Dead—I’m Only 17!

Presentations (Poem, Open Letter to Students, Skits, etc.)… Students

Contest winners …………………………………………… Students

Acknowledgements

Closing Remarks

See Reverse side for Special Thanks and Acknowledgements

(Use back of Agenda to list sponsors, special contributors)
FOR IMMEDIATE RELEASE
Mar. XX, 20XX

School Name Hosts Safe Driving Events to Promote Youth Traffic Safety Month
[Insert State] Teen Safe Driving Coalition Aims to Reduce Fatalities

Town – As part of Global Youth Traffic Safety Month, School District today announced they will kick-off a Teen Safe Driving Campaign to reduce the number of teen driving-related crashes and fatalities.

Throughout the week, students in the school’s (insert sponsoring activity group) will sponsor events like (name a few of the more important activities in a series) *note: if the list is very long, do not include all of it.

[Insert quote from Advisor, school principle, etc.]

As part of Global Youth Traffic Safety Month, advisors and students are working in cooperation with (insert assisting committees in a series) to create this important traffic safety awareness campaign. Local sponsors include: [name all local sponsors, if applicable].

Graduated Driver Licensing programs, have helped reduce crashes by 40%. They aim to minimize common risks while maximizing experience, and contain seven recommended elements. The requirements begin during the learners permit phase and end with a full, unsupervised license.

Funding from the Pennsylvania Department of Transportation and support from the PA DUI Association has made these safe driving events possible across the state.

To learn more about Graduated Driver Licensing laws visit allstatefoundation.org.

For additional traffic safety information visit JustDrive.org

Media contact: Your Name, 717-XXX-XXXX
PennDOT, *Insert School Name and/or Safety Partner name, to Host Teen Safe Driving Events as Part of Global Youth Traffic Safety Month

City, Town, Borough – PennDOT, Insert high school name, name of peer to peer youth group conducting activities, will partner to conduct a safe driving event on (Insert Date as shown: Thursday, Nov. 17 at 8 AM at (school name) in (town name).

The program, "Insert Name of the Event" is a_________ curriculum designed to encourage appropriate decision making for high-school students behind the wheel. Developed by_________, “Insert name of activity or event” provides safety information on seat belts, distracted driving and other topics using hard-hitting content.

Date/Time:
Tuesday, March XX -- 1 PM *note, formats are 3 PM and 3:30 PM, not 3:00 PM

Location:
Name of School
Address
Anytown *note: state and zip not needed

Media contact: Your Name, XXX-XXX-XXXX

###
How to Die in Seven-Tenths of a Second

Do you know what happens after a car going 55 Miles Per Hour hits a solid object?

In the first tenth of a second, the bumper and grill collapse.

In the second tenth of a second, the hood crumbs, rises and strikes the windshield as the spinning rear wheels lift from the ground. Simultaneously, fenders begin to wrap themselves around the solid object and, although the car’s frame has been halted, the REST OF THE DRIVER’S CAR IS STILL GOING 55 MPH. Instinct causes the driver to stiffen his legs against the crash, and they snap at the knee joint.

During the third tenth of the second, the steering wheel starts to disintegrate, and the steering column aims for the driver’s chest.

In the fourth tenth of the second, the two feet of the car’s front end wrecks, while the rear end still is moving at 35 MPH and the driver’s body is still traveling at 55 MPH.

In the fifth tenth of the second, the driver is thrown into the steering column and the blood rushes to his or her lungs.

In the sixth tenth of the second, the impact has built up so much that the feet are ripped out of tightly-laced shoes. The brake pedal breaks off. The car frame buckles in the middle, and the driver’s head bangs into the windshield as the rear wheels, still spinning, fall back to earth.

IN THE SEVENTH TENTH OF A SECOND, HINGES RIP LOOSE AND THE SEAT BREAKS FREE, STRIKING THE DRIVER FROM BEHIND. BUT HE OR SHE DOESN’T MIND, BECAUSE HE OR SHE IS ALREADY DEAD, AND THE LAST THREE TENTHS OF THE SECOND MEANS NOTHING TO HIM OR HER.

Please buckle your seat belt.
Please, God, I Can’t be Dead — I’m Only 17!

The day I died was an ordinary school day. How I wish I had taken the bus! But I was too cool for the bus. I remember how I wheedled the car out of Mom. “Special favor,” I pleaded. “All the kids drive.” When the 2:50 bell rang, I threw all my books in the locker. I was free until 8:40 tomorrow morning! I ran to the parking lot, excited about the thought of driving a car and being my own boss. Free!

It doesn’t matter how the accident happened. I was goofing off with my friends in the car – going too fast. Taking crazy chances. But I was enjoying my freedom and having fun. The last thing I remember was passing an old lady who seemed to be going awfully slow. I heard a deafening crash and felt a terrific jolt. Glass and steel flew everywhere. My whole body seemed to be turning inside out. I heard myself scream.

Suddenly, I awakened; it was very quiet. A police officer was standing over me. Then I saw a doctor. My body was mangled. I was saturated with blood. Pieces of jagged glass were sticking out all over. Strange that I couldn’t feel anything.

Hey, don’t pull that sheet over my head. I can’t be dead. I’m only 17. I’ve got a date tonight. I am supposed to grow up and have a wonderful life. I haven’t lived yet. I can’t be dead.

Later I was placed in a drawer. My folks had to identify me. Why did they have to see me like this? Why did I have to look at my Mom’s eyes when she faced the most terrible ordeal of her life? Dad suddenly looked like an old man. He told the man in charge, “Yes, he is my son.”

The funeral was a weird experience. I saw all my relatives and friends walk toward the casket. They passed by, one by one, and looked at me with the saddest eyes I’ve ever seen. Some of my buddies were crying. A few of the girls touched my hand and sobbed as they walked away.

Please….somebody…wake me up! Get me out of here! I can’t bear to see my Mom and Dad so broken up. My grandparents are so racked with grief they can hardly talk. My brother and sisters are like zombies. They move like robots! In a daze, everybody! Nobody can believe this. And I can’t believe it, either.

Please don’t bury me! I’m not dead! I have a lot of living to do! I want to laugh and run again. I want to sing and dance. Please don’t put me in the ground. I promise if you give me just one more chance, God, I’ll be the most careful driver in the whole world. All I want is one more chance.

(“Please, God. I’m only 17! - from “Dear Abbey”)

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Novice Driver Crash Risk Factors

Taken from the California DMV (http://www.dmv.ca.gov/teenweb/more_btn6/traffic/traffic.htm.)
The traffic accident rates for 16- to 19-year old novice drivers are higher than those for any other age group. What causes teenage drivers to be such risky drivers? The following is a list of their primary risk factors.

**Lack of skill**
Novice teenage drivers have not yet completely mastered basic vehicle handling skills and safe-driving knowledge they need to drive safely.

**Carrying passengers**
For teenagers, the risk of being in a crash increases when they transport passengers. The fatality risk of drivers ages 16 to 17 is 3.6 times higher when they are driving with passengers than when they are driving alone, and the relative risk of a fatal crash increases with the number of passengers. Peer passengers may distract teen drivers and encourage them to take more risks, especially young males riding with young male drivers.

**Night driving**
The per mile crash rate for teenage drivers is three times higher after 9 PM This is because driving at night is more difficult; teens have less experience driving at night than during the day; teens are more sleep deprived; and because teenage recreational driving, which often involves alcohol, is more likely to occur at night.

**Not wearing seat belts**
Teenagers tend to wear safety belts less often than older drivers.

**Risk Taking**
Teenagers tend to take more risks while driving partly due to overconfidence. Young novice drivers are more likely to engage in risky behaviors like speeding, tailgating, running red lights, violating traffic signs and signals, making illegal turns, passing dangerously, and failure to yield to pedestrians.

**Alcohol and drugs**
Driving under the influence of alcohol and/or drugs is a common cause of serious crashes, especially fatal ones, involving teenage drivers. Teenagers who drink and drive are at much greater risk of serious crashes than are older drivers with equal concentrations of alcohol in their blood.

**Poor hazard detection**
The ability to detect hazards in the driving environment depends on perceptual and information-gathering skills and involves properly identifying stimuli as potential threats. It takes time for young novice drivers to acquire this ability.

**Low risk perception**
Risk perception involves subjectively assessing the degree of threat posed by a hazard and one's ability to deal with the threat. Young novice drivers tend to underestimate the crash risk in hazardous situations and overestimate their ability to avoid the threats they identify.
Activity Ideas

**Teen Traffic Safety Competition:**

We’ve all had that moment when we wanted to say something about the driver’s speed, lack of a seatbelt, or being distracted by a cell phone. But something inside us makes us hold back. Perhaps the driver will think less of us if we sound like we’re afraid. Perhaps the driver will take it as a personal criticism. Perhaps the driver will just stop doing it before an accident happens. Maybe it’ll all just go away.

Use these scenes to run a caption competition. Work with your school administration to award prizes for the best entries. The best entries should be something someone could *really* say which would stop the reckless behavior. This might be something funny, or clever, or just plain effective.

Post the competition in a way that gets the most attention. This might be a notice board, in a classroom newsletter, etc. Make sure the school administration knows about it and is advertising it in announcements and in classrooms. Post each of the pictures and the competition rules.

Be clear about what the rules are, when the contest is beginning and ending, and what the prizes are for winning entries. You might also want to plan for a way to advertise the winners and the winning entries. Be creative on how to use the winning phrases to gather attention for your campaign. Here are some suggestions to help you start thinking:

- The winning catchphrase might be incorporated into future Teen Traffic Safety school announcements
- Announce the winner at a school wide event. Provide the winner with a certificate including the picture and their caption
- If your school has a broadcast class, have the group produce a video PSA with the scenario and the catchy caption
- Include the catchy caption into one of the skits or improvisation skits

You are not limited to these ideas. Remember the most important thing is that people are thinking about effective things to say, to see and hear some creative ideas. For example, you could include a photo of a driver texting and driving, not wearing a seat belt, or with an excessive number of teens in his or her car. Each picture should also have a passenger in the car with the driver, with a speech bubble coming out of his or her mouth. From there, let students be creative!
Door Decoration:

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.

- 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 safe driving practices or putting 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 GDL or 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.
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.

- Get permission from your principal before you do the project. Explain why you want to write with chalk!

- Buy some sidewalk chalk

- Get together a group of friends or your Erase Teen Crashes committee, 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

- 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”, ask your principal if it is okay for you to tie ribbons onto parked cars. Purchase some white ribbon and tie it to the antennas of cars parked in your school’s lots to serve as an additional reminder of the dangers of distracted driving. You could also put some statistics under their wind-shield wiper for even more impact!
**Wii Work Against Impaired Driving:**

*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 *Mario Kart* Wii and beer goggles to show what it is like to drive impaired.

- 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 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 Fatal Vision 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.**

**You could also set up two stations: one for using the beer goggles, and one for students to text and drive. For this station, have each student type out the message “The quick brown fox jumped over the lazy dog” three times while driving around the track. It’s not as easy as it sounds!**
**Catch Those Z’s:**

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

- Create a fact sheet about drowsy driving that includes some stats and information
- Announce the contest as part of the morning announcements during your Erase Teen Crashes
- 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
- 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!**
**Seat belts: The KEY to Safety!**

**What’s the Point:** Create key chains to remind students to buckle up!

- Invite students to a meeting of your SADD chapter, 4-H, FCCLA, youth group, etc. during your Teen Traffic Safety Event, where you will be decorating seat belts!
- Create posters to hang up around your school to get the word out to students
- Perhaps include prizes for the most creatively decorated, most colorful, etc.
- Make sure to emphasize that these mini seat belts should go on students’ keys to be a daily reminder of the importance of buckling up
- Include some statistics about the safety of wearing seat belts

- **You will need:**
  - Seat belt webbing
  - Key chain hardware
  - Decorative duct tape or any other fun things for decorating the belts.
**Appreciating a Role at Roll Call:**

**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.

- 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, handwritten 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.