



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

GRETCHEN WHITMER
GOVERNOR

MICHAEL F. RICE, Ph.D.
STATE SUPERINTENDENT

MEMORANDUM

DATE: October 31, 2019

TO: Local and Intermediate School District Superintendents
Public School Academy Directors

FROM: Kyle L. Guerrant, Deputy Superintendent *KG*
Finance and Operations

SUBJECT: Teen Driver Safety- Strive for a Safer Drive

Ford Driving Skills for Life (Ford DSFL) and the Michigan Office of Highway Safety Planning (OHSP) are offering Michigan high schools the opportunity to participate in Strive for a Safer Drive (S4SD). S4SD is a safe driving initiative aimed at reducing serious traffic crashes involving teen drivers, the leading cause of death among teens nationwide. **All Michigan High Schools are eligible to apply.**

Schools selected will receive up to \$1,000 to develop and implement a student-led, peer-to-peer traffic safety awareness campaign. Resources and guidance will be provided to help schools create a successful campaign.

At the end of the campaign, all participating schools will submit a video or PowerPoint, with a summary of activities, to a judging panel and have the opportunity to send students to a hands-on *Ride and Drive* event. **Cash prizes will be awarded to the top five schools.**

Whether you are a returning S4SD school or a first-time applicant, all are encouraged to participate this year. Any teacher, coach, parent, youth mentor, or school administrator can advise a team of students.

To obtain more information, visit the [S4SD website](#) to view previous school projects and an S4SD video. The following links will help you get started:

[S4SD Flyer](#)
[S4SD Application](#)
[S4SD Sample Proposal](#)

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If you have any questions or would like additional information, please contact Tony Surman, Program Coordinator, at 248-334-4971 ext. 301 or strive4asaferdrive@gmail.com.

cc: Michigan Education Alliance