

Final Report - DFDD

S4SD Project

“Drive Focused Or Die Distracted”

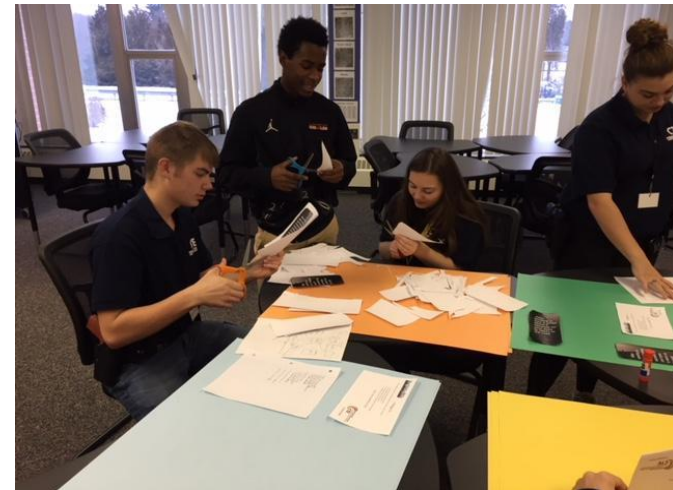
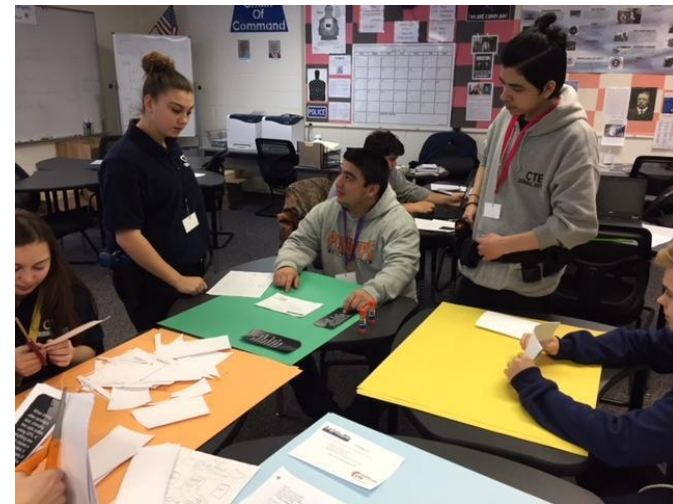
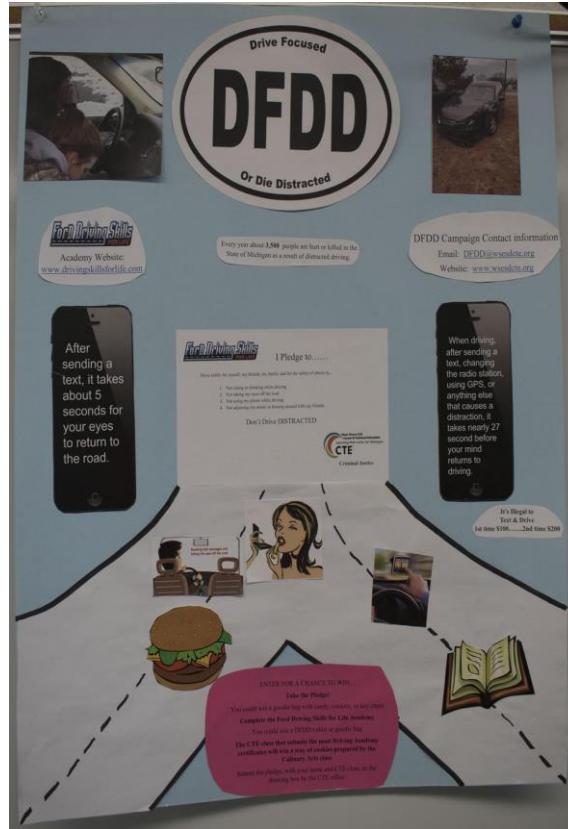
Created by the Criminal Justice Class at West Shore ESD
Career and Technical Education Center

December 11-12, 2017: Criminal Justice students were photographed engaged in various distracted driving scenarios. The photos were used in the production of the DFDD brochure, DFDD website, billboard, and distracted driving YouTube video.



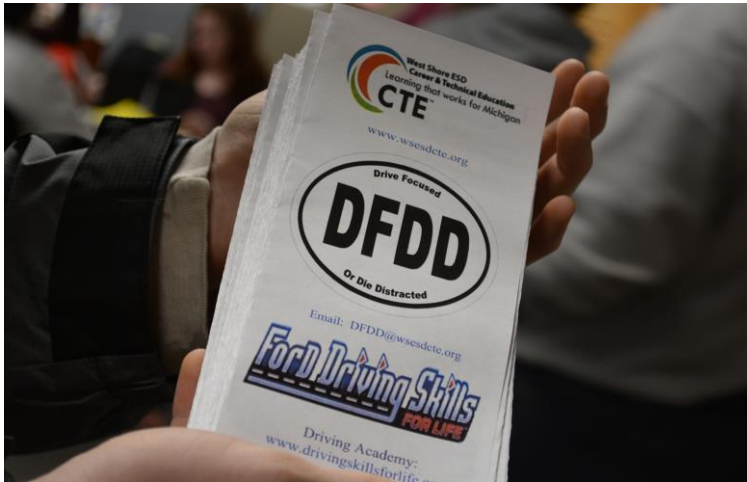
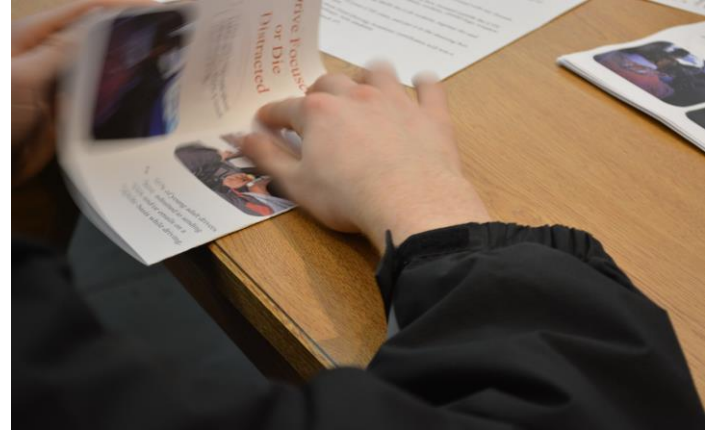
Poster Creation

December 8th-19th, 2017:
Campaign posters were created, targeted at sharing information on the dangers of distracted driving. Posters were placed in the 14 CTE program classrooms on January 10, 2018 and remained up throughout the campaign.



DFDD Brochure

Brochures were created December 8-19, 2017 by a team of Criminal Justice students. 1000 brochures created and distributed. On January 10, 2018, the brochures were provided to students during classroom presentations. Brochures were also available at the DFDD display table through March 22, 2018.



- Eating, drinking, using voice navigation, reading, talking, changing the radio station, texting, calling, and taking your eyes off the road are all forms of distracted driving.



- 41% of young adult drivers have admitted to sending texts and/or emails on a regular basis while driving.

ENTER FOR A CHANCE TO WIN...

Take the Pledge!

You could win a goodie bag with candy, cookies, or key chain.

Complete the Ford Driving Skills for Life Academy

You could win a DFDD t-shirt or goodie bag.

www.drivingskillsforlife.com

**The CTE class that submits the most
Driving Academy certificates will
win a tray of cookies prepared by the
Culinary Arts class.**

Submit the Pledge & Academy Certificate, with your name and CTE class, in the drawing box by the CTE office.



www.wsesdcte.org



Email: DFDD@wsesdcte.org



Driving Academy:
www.drivingskillsforlife.com

Drive Focused or Die Distracted

- In Michigan, every year about **3,500** people are hurt as a result of distracted driving.



Did you know after sending a text it takes about **5 seconds** for your eyes to return to the road.

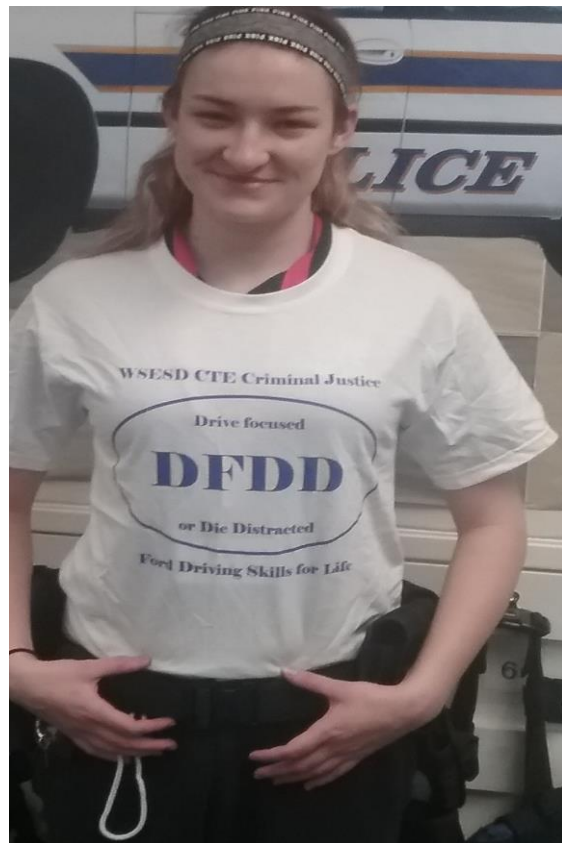


- When driving, after sending a text, changing the radio station, using gps, or anything else that causes a distraction, it takes nearly **27 seconds** before your mind completely returns to driving.

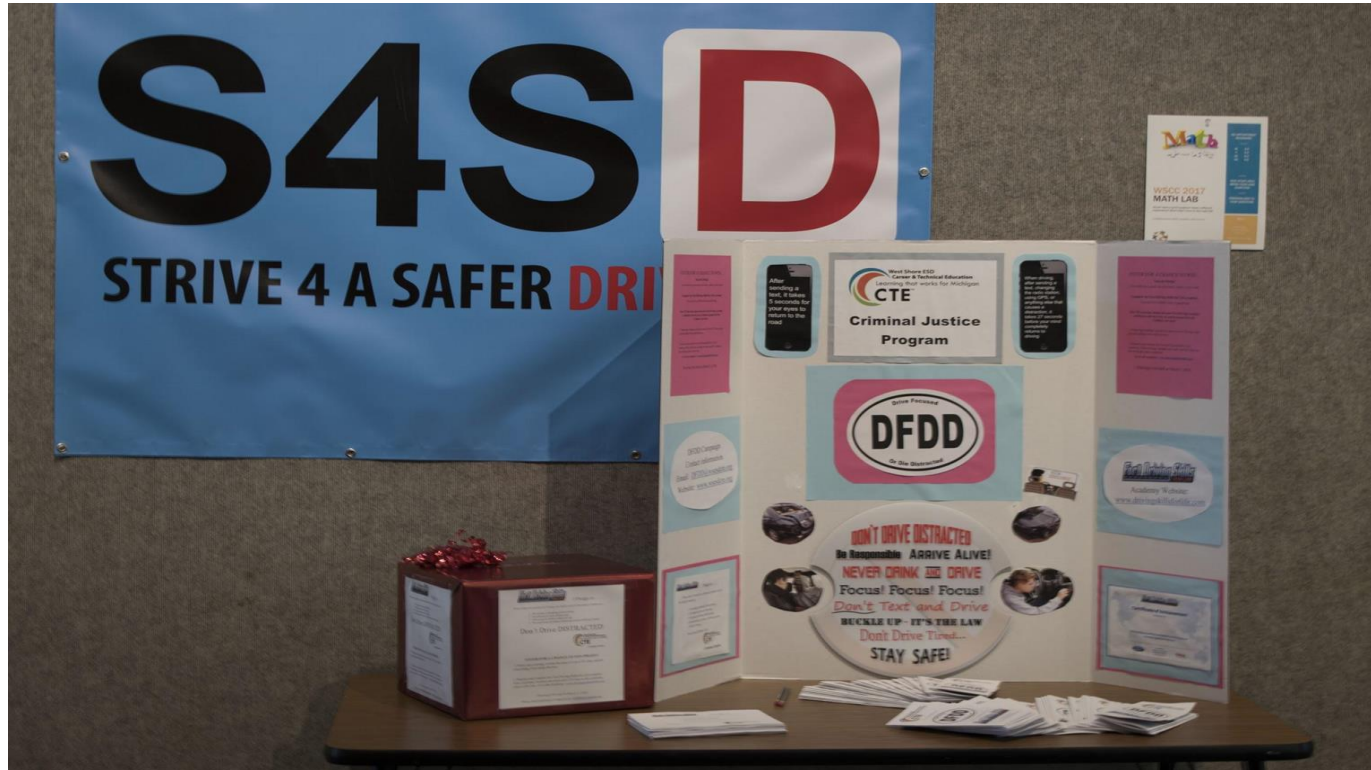


- In Michigan it is illegal to read, type, or text while driving. **The 1st offense, results in a \$100 fine. The second, a \$200 fine.**

January of 2018: Wristbands, keychains and T-shirts were ordered and received which were given out during events and included in the prize drawing goodie bags.

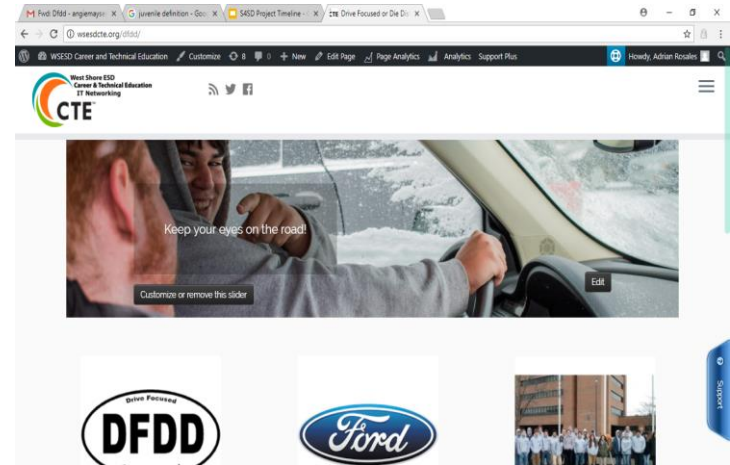


January 5, 2018: DFDD Display Table at the CTE building.
Students could pick up a brochure, sign a pledge to not drive distracted and enter to win prizes.

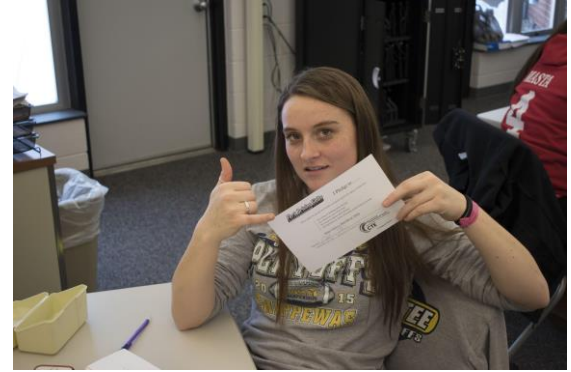


DFDD web page. Work began on January 3, 2018. Angie Mayse and Adrian Rosales completed the web page on January 26, 2018 and the site went live. On January 26th all CTE teachers and students were notified that the web page was live. As of March 22, 2018 there have been 1,357 visitors to the DFDD web page. The web page contains information and links to the Ford Driving Academy & registration page, the DFDD Pledge, DFDD distracted driving YouTube video, a thank you page, and information on the dangers of distracted driving.

<http://wsesdcte.org/dfdd/>



January 10, 2018: In teams of 2, Criminal Justice students went to each CTE class and administered and collected the DFDD pre-test. Upon completion of the test students were provided with a DFDD brochure and were given a presentation on the dangers of distracted driving, which included information asked in the pre-test. A DFDD poster was hung in each CTE class. Students who wanted to sign a pledge to not engage in distracted driving, did so and the pledge forms were collected.



On January 10, 2018 265 students signed the Pledge to not drive distracted

On February 28, 2018 an additional 103 students signed the Pledge to not drive distracted

368 Total Pledges signed during the campaign



I Pledge to.....

Drive safely for myself, my friends, my family and for the safety of others by...

1. Not eating or drinking while driving
2. Not taking my eyes off the road
3. Not using my phone while driving
4. Not adjusting my music or horsing around with my friends.

Don't Drive DISTRACTED

Signature_____

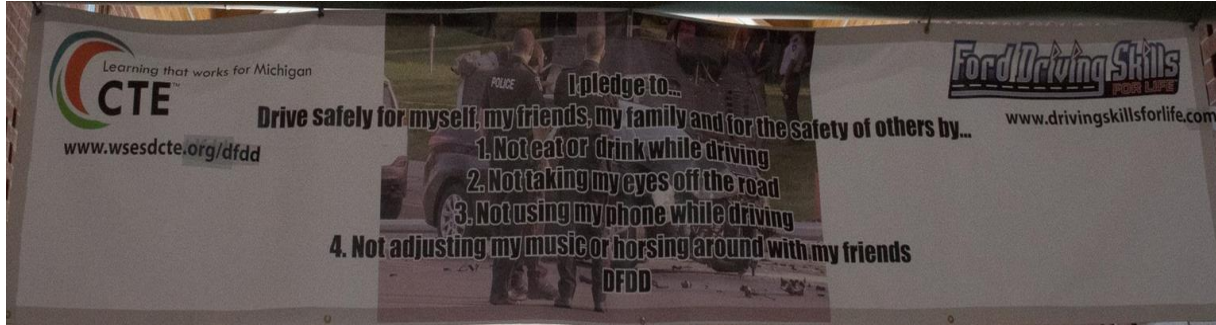
CTE Class_____



Criminal

Justice

February 13, 2018: The DFDD Banner which has the pledge, Ford Driving Skills for Life logo and web address, and DFDD web address was hung in the main hallway of the CTE building.



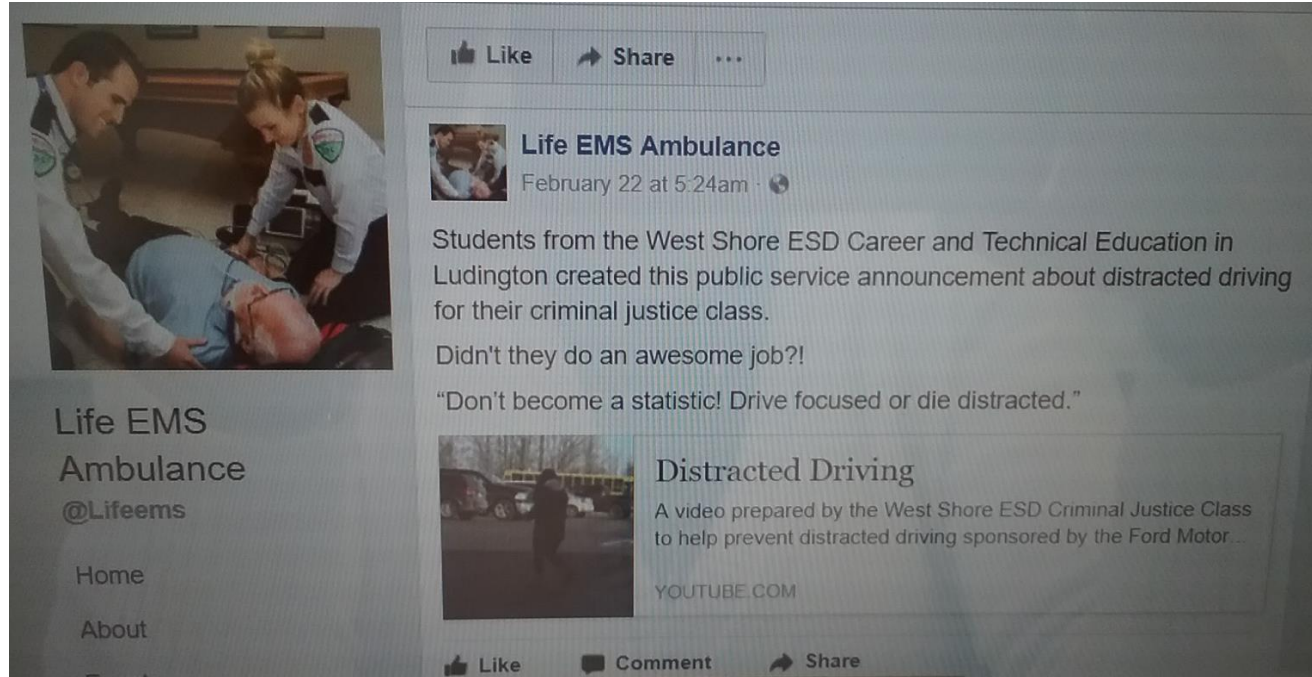
February 13, 2018: Lamar Advertising put up the DFDD billboard on eastbound US-10 in Ludington, MI. The billboard has the Ford Driving Skills for Life logo and web address, photos of students engaged in distracted driving, and the web address for the DFDD web page. The billboard was up for 60 days.



February 20, 2018: The DFDD distracted driving video is completed and posted on YouTube. Students began work on the video on December 11, 2017. Austin Owens produced the video and was involved in every step of the video production. The criminal justice students were the actors, the CTE Digital Media students were the videographers and editors of the video. Life EMS donated their ambulance and time to make the video more realistic. The video was shared, via email, with the WSESD CTE board members and home schools (Baldwin, Manistee Public, Manistee Catholic, Onekema, Mason County Central, Mason County Eastern, Ludington Public, Hart Public, Pentwater Public and Shelby Public). Life EMS posted the link to the video on their facebook page on February 20, 2018. As of March 23, 2018 there have been 305 views of the DFDD YouTube video and 15 likes.

<https://www.youtube.com/watch?v=BZtOXQUJjpA&feature=youtu.be>

Life EMS Ambulance donated their ambulance and time to make the video more realistic. Life EMS also posted the link to the video on their facebook page on February 20, 2018.



The image is a screenshot of a Facebook post from the page 'Life EMS Ambulance'. The post features a video thumbnail on the left showing two paramedics in white uniforms attending to a person lying on a stretcher. To the right of the thumbnail are 'Like' and 'Share' buttons. The post text reads: 'Students from the West Shore ESD Career and Technical Education in Ludington created this public service announcement about distracted driving for their criminal justice class. Didn't they do an awesome job?! "Don't become a statistic! Drive focused or die distracted."' Below the text is a video player with the title 'Distracted Driving' and a description: 'A video prepared by the West Shore ESD Criminal Justice Class to help prevent distracted driving sponsored by the Ford Motor...'. The video player includes a 'YOUTUBE.COM' link. At the bottom of the post are 'Like', 'Comment', and 'Share' buttons. The left sidebar of the Facebook page shows the profile name 'Life EMS Ambulance' and the handle '@Lifeems'.

Life EMS Ambulance
@Lifeems

Home
About

Like Share ...

Life EMS Ambulance
February 22 at 5:24am · 🌐

Students from the West Shore ESD Career and Technical Education in Ludington created this public service announcement about *distracted driving* for their criminal justice class.

Didn't they do an awesome job?!

"Don't become a statistic! Drive focused or die distracted."

Distracted Driving
A video prepared by the West Shore ESD Criminal Justice Class to help prevent distracted driving sponsored by the Ford Motor...

YOUTUBE.COM

Like Comment Share

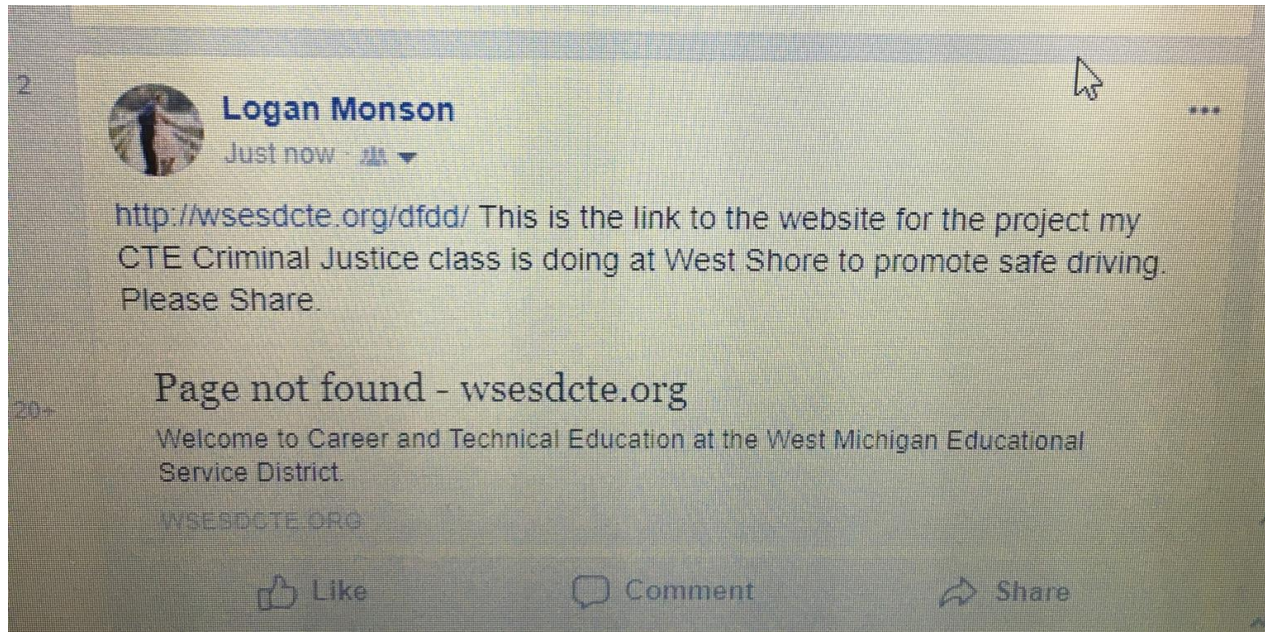
February 21, 2018: Austin Owens, Angie Mayse, Zane Denhartog and Tia Brown were interviewed on the morning show of the WMOM 102.7 radio station. Students discussed the DFDD campaign and the dangers of distracted driving.



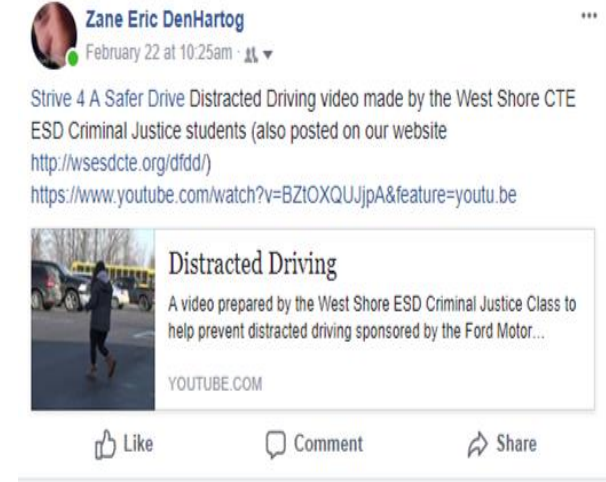
On February 21 of 2018: Goodie bags were prepared as prizes for students who signed a pledge to not drive distracted. 21 students were awarded goodie bags from the drawing based upon pledge submissions. 11 students submitted Ford Driving Skills for Life Academy certificates and were awarded goodie bags and a DFDD t-shirt. The IT Networking class submitted the most Ford Driving Skills for Life Academy certificates and won a platter of cookies prepared by the Culinary Arts class.



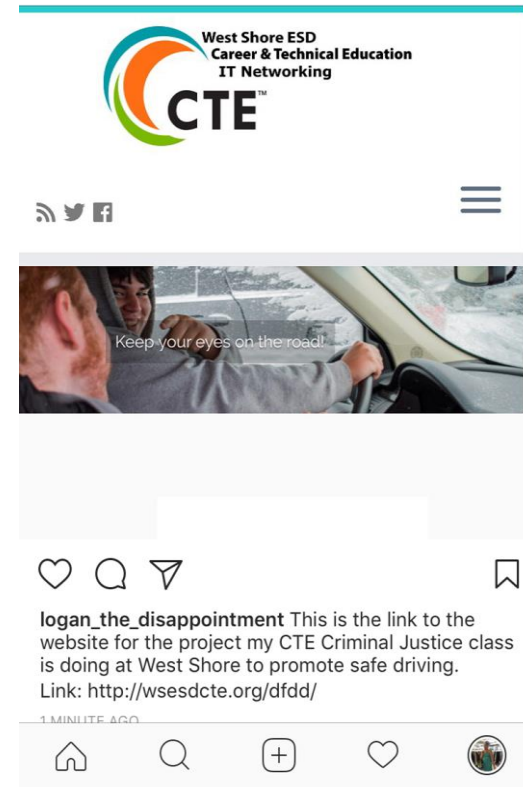
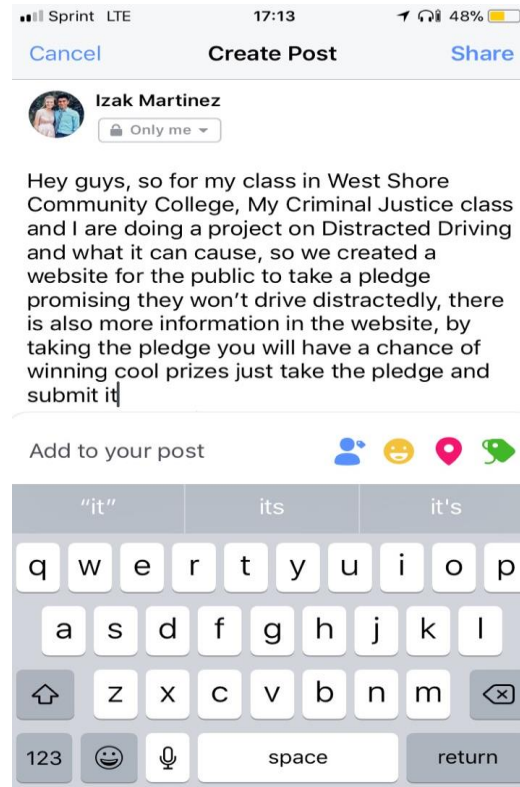
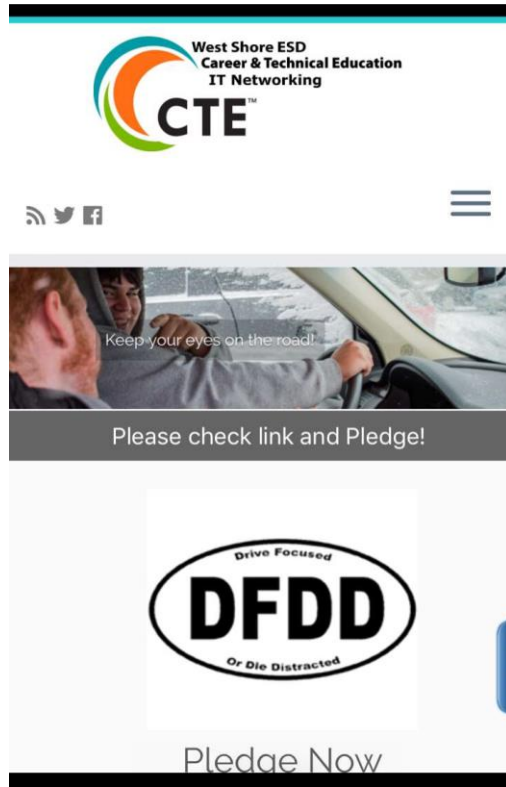
February 21: Criminal Justice students shared information about the DFDD campaign on their personal facebook pages.



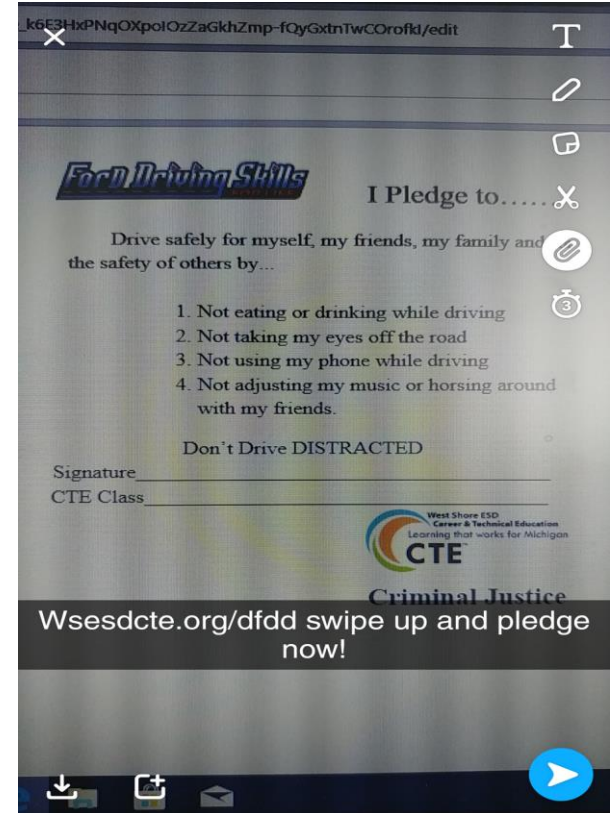
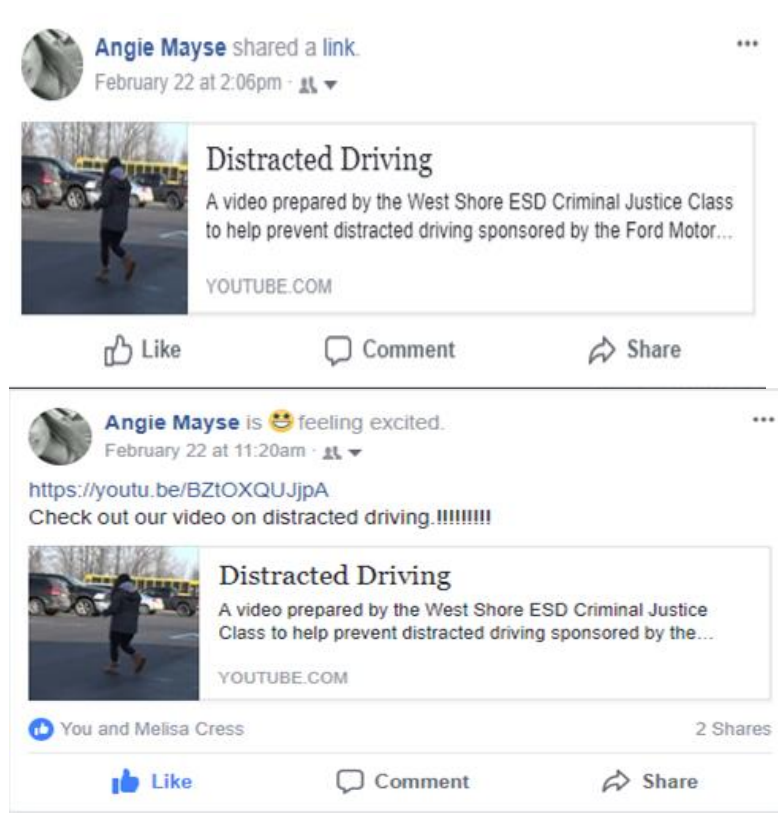
February 21 and 22, 2018: Criminal Justice students added DFDD campaign events to the S4SD facebook page.



Criminal Justice students posted DFDD campaign information on their personal social media accounts such as Facebook, Snapchat, Twitter, and Instagram.



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Criminal Justice students posted DFDD campaign information on their personal social media accounts.



Logan Monson

February 9 at 10:33am · 🌐

<http://wsesdcte.org/dfdd/> This is the link to the website for the project my CTE Criminal Justice class is doing at West Shore to promote safe driving. Please Share.

Page not found - wsesdcte.org

www.wsesdcte.org



Kimberly Jackomino

January 26 at 12:53pm · 🌐

<http://wsesdcte.org/dfdd/>

Page not found - wsesdcte.org

www.wsesdcte.org



Crystal Davis

[See All](#)

On February 22, 2018: A parent of a Criminal Justice student shared on their personal facebook account to promote DFDD.



February 28, 2018: We had a booth at the Career & Technical Education Center with the driving simulator. Trooper Goodrich helped students use the driving simulator and discussed the dangers of distracted driving. Criminal Justice students talked to students about the dangers of distracted driving, handed out brochures, DFDD key chains, bracelets and popcorn. Computers were set up so that students could complete the Ford Driving Skills for Life Academy.



March 1, 2018: The Ludington Daily News reported on the DFDD campaign event held at the Career & Technical Education Center on February 28, 2018. The article ran on the front page of the paper.

On the road, distractions kill, students learn

Simulator helps spread the message

BY COLTON MONROFSKY
DAILY NEWS STAFF WRITER

Five seconds can be the difference between life and death when it comes to distracted driving.

West Shore Educational Service District Career Technical Institute (CTE) students in the criminal justice program want to help keep drivers informed and safe and not distracted on the road.

On Wednesday, those students, along with Michigan State Police trooper Todd Goodrich and CTE criminal justice instructor Chry-

sten Gregory set up a virtual simulator on the campus of West Shore Community College to demonstrate just how dangerous distracted driving can be.

"We're trying to prevent eating, texting, drinking, horsing around with friends, changing the radio, adjusting seats," said criminal justice student Austin Owens, a Hart High School junior. "3,500 people in Michigan alone are either killed or injured every year (due to distracted driving)."

The simulator included a computer screen to show the view of a windshield of a car, a steering wheel and gas and brake pedals.

SEE DISTRACTED DRIVING, A8
Pentwater junior Nate Combs drives the simulator, avoiding distractions along the way.



COLTON MONROFSKY / DAILY NEWS

DISTRACTED DRIVING

FROM PAGE A1

During the simulation, students would drive down the road with random distractions being introduced at different times, like dogs running across the road, text messages from a phone, random swerves of the car and more.

Owens said it's important for young drivers to know the dangers of distracted driving. He and his classmates had each person sign a pledge after either watching or completing the simulation to avoid driving distracted.

"(They) sign a pledge, so (they) are not part of the distracted driving in the community," he said.

The simulator was purchased by students through grant funds that had to be obtained by the students without much help from Gregory.

"The engagement is unbelievable," Gregory said. "They've really taken such good ownership of the project."

Along with obtaining grant funding, students also created a website, video and pamphlets to supplement the message.

"For my students, they

get to learn this and teach it," Gregory said. "You get that student-to-student learning and it gives it more impact."

Students from different CTE classes had the opportunity to sit and experience the simulator and said it helped demonstrate the dangers of distracted driving in a fun, interactive way.

"It was a fun, a good time," Nate Combs said after using the simulator. "It kept swerving, pulling up the phone and dogs were coming out."

Owens says he has respect for police and believes in the positive message and public service officers look to provide.

"I like cops. I don't like how they get treated and I like how they protect us," Owens said about why he wanted to go into law enforcement.

Owens said he likes the idea of becoming an FBI agent after being in the program.

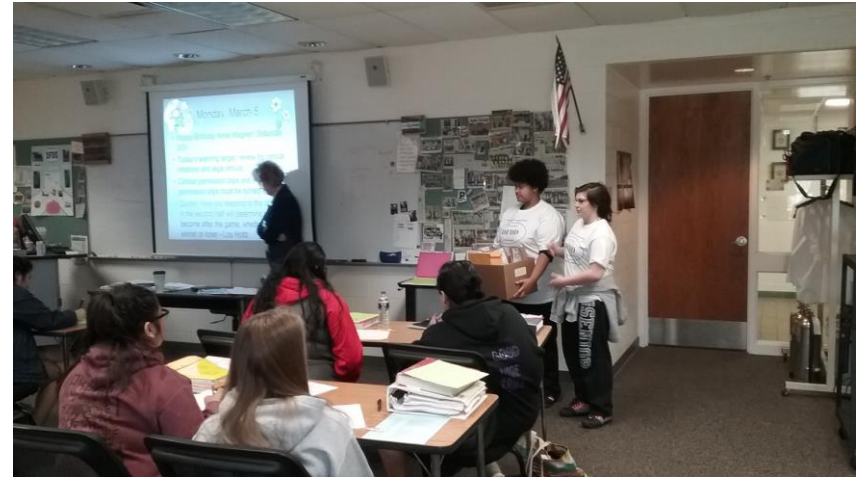
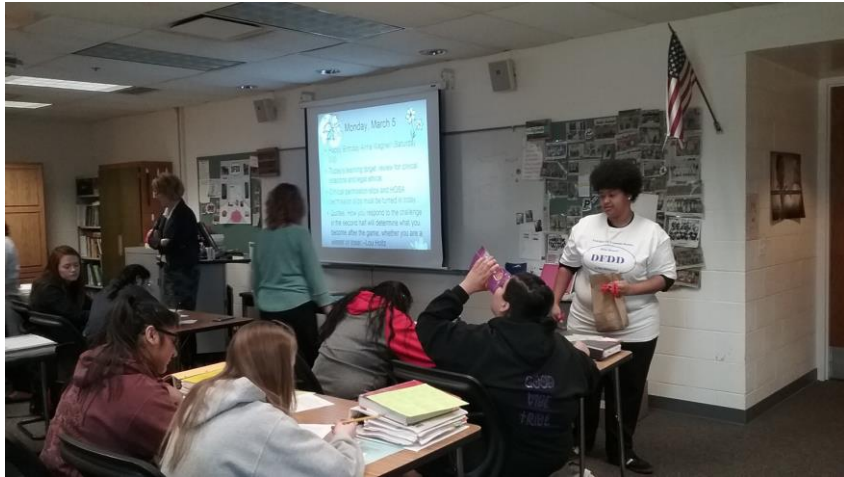
"It's something hard and I like a challenge," he said.

Take the pledge and watch the class-produced distracted driving video at www.wsesdcte.org/dfdd.

colton@ludingtondailynews.com



March 5, 2018: Criminal Justices students had the CTE students complete the post test to determine if the DFDD campaign had any impact on student learning. Students discussed the dangers of distracted driving and handed out any remaining DFDD wristbands, keychains, and brochures. Drawing prizes were distributed to the winning students. Post-tests were scored and compared to the pre-test results.



DFDD

1). In Michigan it is illegal to read, type, or text while driving. What is the fine for being caught driving distracted?

1st offense \$_____ 2nd offense \$_____

Answer: \$100 and \$200

2). About how many people are hurt or killed in Michigan a year as a result of distracted driving:

A.None, people don't die from distracted driving

B.3,500

C.100,000

D.1 million

Answer: B, 3500

3). After being distracted (i.e. sending a text, changing the radio, using voice navigation, etc.) how long does it take for your mind to completely return to driving?

A.Immediately

B.I was focused the whole time

C.27 seconds

D.A year and a half

Answer: C, 27 seconds

4). Name 3 things that could distract you while driving:

Answers: texting, talking on the phone, changing radio/other settings, eating, drinking, putting on make-up, horsing around with friends, Reading & sending emails, any other activity that distracts you while driving.

5). When sending a text, how long does it take for your eyes to return to the road?

A.5 seconds

B.They were always on the road

C.5 minutes

D.Hold on let me finish this text

Answer: C, 5 seconds

On January 10, 2018 305 pre-tests were completed

Question 1	42 correct or 14% of students had correct answer.
Question 2	138 correct or 50% of students had correct answer.
Question 3	229 correct or 83% of students had correct answer.
Question 4	267 correct or 87% of students had correct answer.
Question 5	241 correct or 79% of students had correct answer.

On March 5, 2018 335 post-tests were completed

Question 1	71 correct or 21% of students had correct answer = 7% increase.
Question 2	200 correct or 60% of students had correct answer = 10% increase.
Question 3	300 correct or 90% of students had correct answer = 7% increase.
Question 4	325 correct or 97% of students had correct answer = 10% increase.
Question 5	291 correct or 87% of students had correct answer = 8% increase.