

#It'sHardSurvivingImpaired Driving

Clarkston High School 2017-2018 Strive for A Safer
Drive Campaign



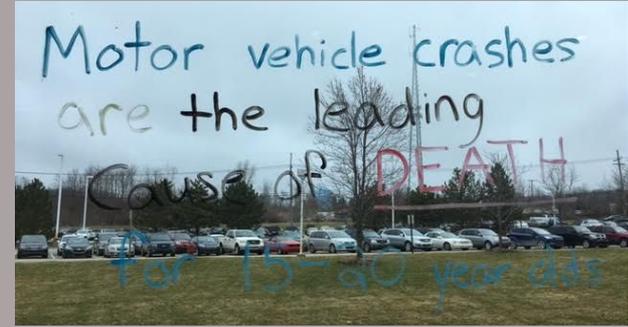
Our Mission

This year's campaign was centered around informing the Clarkston Community of just how dangerous impaired driving is by showing that:
#It'sHardSurvivingImpairedDriving.

Even the most experienced drivers make mistakes while driving. There are so many ways you can be impaired that can cause damage to yourself and others. During the past few months, we have instituted programs to help educate drivers of all ages on the hazards of impaired driving. We were able to make a difference in our school and community by informing people of the consequences related to impaired driving and how lives can be changed by a single choice.

Spreading The Word Around CHS

Leading up to the assembly, we painted the windows of the school and hung informational banners which helped spread our initiative of safer driving for everyone, especially teens.



(Motor vehicle crashes are the leading cause of death for 15-20 year olds).



(Every 50 minutes someone dies from drunk driving)



(#It's Hard Surviving Impaired Driving)

Video and Pre-Survey

During our campaign, we had a series of questions that we asked students before and after they watched the videos below. The surveys were used to gauge how well our message was received and whether the mindset of the students had changed during our S4SD Campaign.

The students were shown two videos. The first video is a news story about driving drowsy and the dangers that come with that. The second video is from State Farm Insurance showing the aftermath of a local grieving family who lost their young daughter to a drunk driver and how they are trying to cope with their loss.

<https://www.youtube.com/watch?v=EQNvn3CTaig&t=1s>

<https://newsroom.statefarm.com/meet-olivia-the-little-girl-with-a-lesson-to-remember/>

Community Event

Alongside the banner signing, we handed out informational packets from Ford Motor Company titled, Ford Driving Skills for Life and the Michigan Office of Highway Safety Planning. This information reiterated our focus of helping teen drivers prepare for being safe on the road. Additionally, by using the tools in the Michigan Office of Highway Safety Planning and Ford Driving Skills for Life, we were able to share with parents ways they can help their teen drivers be safer drivers.



Community Event: Clarkston Junior High School

In an attempt to inform young drivers during driver's training of the dangers of impaired driving, we made our way to Clarkston Junior High School. The Trauma Center of St. Joseph Mercy Hospital worked with us on this event. They provided a driving simulator which allowed students to see the effects of impaired driving safely behind a screen. In the pictures to the right you can see a member from St. Joe's assisting with the driving simulator while S.A.D.D. members pass out pamphlets with information about impaired driving.



Elementary Picture Contest

For the younger children in the community, we held a drawing contest. This was open to any child from preschool through the 5th grade. The pictures showed what the students thought dangerous driving looked like to them. Their pictures added a lot to our campaign.

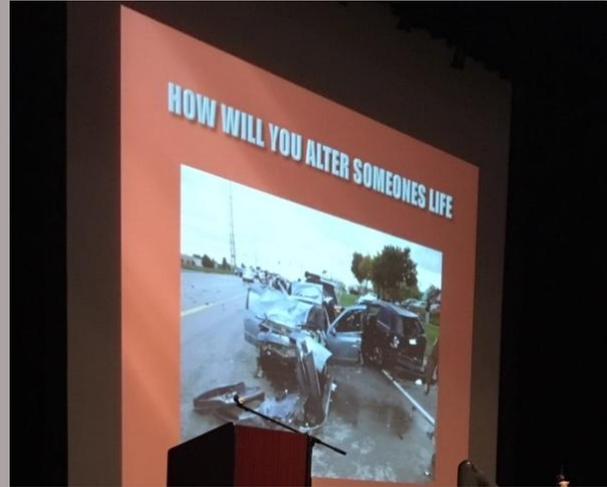
We voted on the best drawings which were awarded gift cards to Fort Clarkston and McDonald's.



Assemblies At Clarkston High School

We invited representatives from the Think First Program to come to our school and talk about their experiences with distracted and impaired driving and how we have the ability to prevent these accidents by the choices we make while driving.

We handed out lanyards as a reminder/keepsake of our S4SD Campaign. Information from Ford Motor and the Michigan Office of Highway Safety regarding the dangers of impaired driving were also handed out.



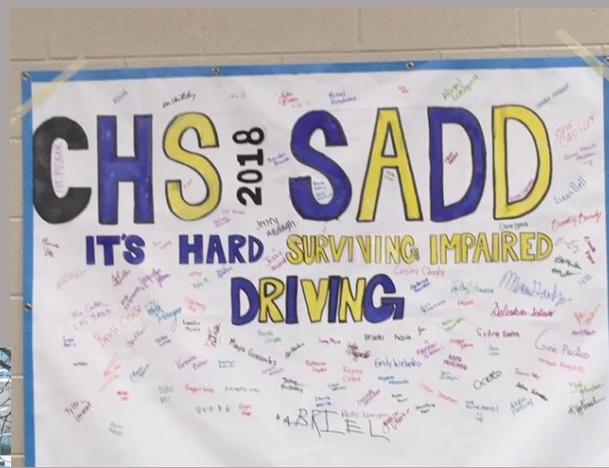
Banner Signing and Driving

During all lunches we passed out informational packets from Ford Motor Company, Ford Driving Skills for Life. We had driving simulators at all three lunches so all students could safely experience the dangers of impaired driving.



We also had the banner for students to sign, pledging to make safe choices while driving knowing that:

#It'sHardSurvivingImpairedDriving



Survey

We created a 5 question pre/post survey that was administered in all CHS Wolftime Classes. The survey was designed around our S4SD Campaign theme of #It's Hard Surviving Impaired Driving. The results from the survey showed a significant improvement in student understanding of the dangers of impaired driving and the harsh reality and consequences of driving while impaired. Consequences such as loss of driver's license, court costs, lawyer fees, life altering injuries, death or prison.

We had 1,758 students participate in the surveys. This is a significant increase in participation from last year's count of 1,178. An increase of 580 students participated in our S4SD Campaign this year! Our message was heard by 98% of our student body. We are very excited about how involved our student body was with our S4SD Campaign this year.

Evaluation of Goals and Results

98% of our student body was involved in our S4SD Campaign this year. That's 1,758 students! Staff and community members were also involved in pledging to not drive while impaired.

A five question survey was given to students before and after the campaign activities were completed.

On the pre surveys student were unaware that 20% of teen drivers involved in fatal crashes had been drinking. After the campaign students scored significantly higher in knowledge of this fact.

Post campaign students indicated they will not use alcohol or drugs when driving after participating in the S4SD activities this year. They were very concerned about the statistic that stated one person dies every 50 minutes from alcohol impaired crashes. Officer Batzloff really brought to our attention how devastating this statistic is and how real the consequences are.

We saw an overall decrease in students who said they would ride with anyone they knew was drinking or using drugs.

After the S4SD activities, students pledged to avoid impaired driving at all costs, now understanding that their choices not only impact themselves, but also those around them.

Media: Clarkston News



This year a major component of our assembly was our speaker, Oakland County Traffic Crash Scene Investigator Sheriff Batzloff. His interactive speech was very intense and made a huge impression on everyone there. He talked about his experiences while working as a Traffic Crash Scene Investigator. He has investigated 368 crashes, 235 of them were fatal. At the end of his presentation he showed a slide that said: How Will You Alter Someone's Life?