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FOR IMMEDIATE RELEASE

## West Shore Educational Service District students finish first in statewide contest promoting safe teen driving

*Anchor Bay, Dundee, Grand Ledge and Plymouth high schools also recognized*

[West Shore ESD Career and Technical Education Center](#) criminal justice students in Mason County took top honors statewide for the third year in a row in recognition of the school's *Strive for a Safer Drive* (S4SD) campaign.

The first-place selection recognizes the outstanding efforts of West Shore ESD students in educating their classmates and community about the dangers of speeding with the campaign "Before You Proceed, Watch Your Speed."

[Dundee High School](#) in Monroe County finished second, while [Anchor Bay High School](#) in St. Clair County earned third place. [Grand Ledge High School](#) in Eaton County took fourth place, and [Plymouth High School](#) in Wayne County finished in fifth place.

The top schools were selected based on creativity, execution and compliance with the S4SD participation requirements. The top five campaigns will receive a cash prize ranging from \$500-\$1,500.

In its 10<sup>th</sup> year, S4SD is a public-private partnership between Ford Motor Company Fund's Driving Skills for Life program and the Michigan Office of Highway Safety Planning. S4SD provides funding and resources to help teens talk to their peers and community members about safe driving, with the goal of reducing traffic crashes, injuries and fatalities.

This school year, 23 Michigan high schools each received \$1,000 to create a student-led, peer-to-peer traffic safety awareness campaign. Campaign topics included distracted driving, seat belts, underage drinking/impaired driving, speeding and winter driving.

The students met in-person and virtually between January and April of this year to conduct activities before submitting a final report.

For the second year in a row, a hands-on driving clinic with professional driving instructors at the Ford Proving Grounds in Romeo has been canceled due to the pandemic. However, students are urged to participate in the Ford DSFL online academy to gain valuable safe driving skills featuring the same professional instructors. The academy can be accessed at [www.drivingskillsforlife.com](http://www.drivingskillsforlife.com).

The OHSP partnered with the Transportation Improvement Association to coordinate activities of the S4SD program. For more information about S4SD, visit: [www.michigan.gov/s4sd](http://www.michigan.gov/s4sd).

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