
Grand Ledge High School

Safe Driving Campaign 2021

Student Lead: Camryn Nauta

Advisor: Mr. Logel

Parade Float

March 19, 2021



- We participated in the winter parade to kick-off our campaign
- Participants drove past the float and saw Vince and Larry and our yard sign
- We were able to promote safe driving to all of the community and pass out merch to those we saw practicing driving safe
- Community members received shirts, wristbands, coloring books, and ice scrapers for driving safe

Vince and Larry Videos

Released each Friday throughout our campaign



- We used the Vince and Larry costumes in order to create videos advertising how to #mIJUSTDRIVE in many different circumstances
- These were sent out to the school and the first person to guess who was in the Vince and Larry costumes won a free car wash and a merch bag

Pledge Signing

February 14, 2020

Why do you #mIJUSTDRIVE?

72 responses

Too many crazy people in this world to take your eyes off the road for a split second!

To keep myself, anyone else in the car with me, and others on the road with me safe

I do it because it is important to be safe and keep others safe as well

To protect others and myself. So that no one will have to lose a loved one because I was irresponsible behind the wheel.

cuz safty

To insure the safety of myself and those around me.

To keep myself and others safe.

To be able to see my little sister everyday

Safety and awareness is very important, especially while driving.

Grand Ledge High School's Safe Driving committee works with Ford and the Michigan State Police to promote safe driving to teens and the community. By taking this pledge you are helping us get one step closer to our goal of promoting safe driving! #mIJUSTDRIVE #S4SD #fordDSFL

I pledge to...

check all that apply

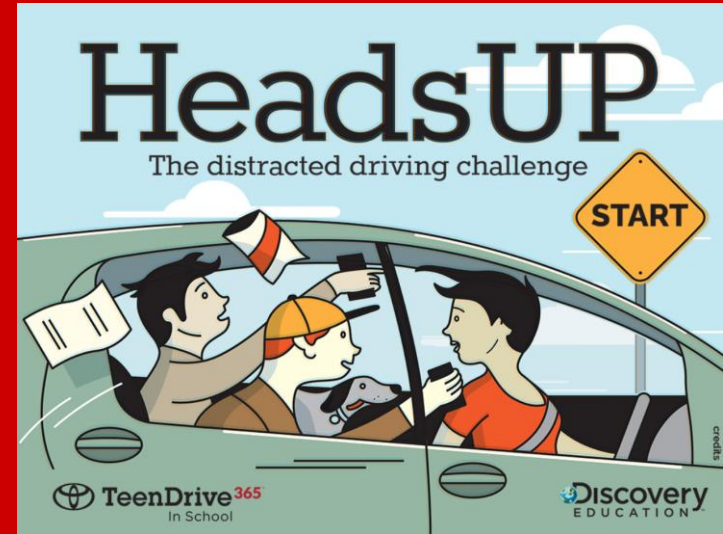
- Drive safely for myself, my friends, my family and for the safety of others
- Wear my safety belt and have my passengers wear their safety belts at all times
- Limit distractions: I will not use my cell phone, I will not text and I will keep my music at a reasonable level ...
- Follow the posted speed limit and adjust my speed if weather conditions or traffic laws require it
- Never operate a vehicle under the influence of drugs or alcohol
- Never have too many passengers in my vehicle
- Speak up each time I ride with someone and feel unsafe

- Students, staff and community members were encouraged to sign the FordDSFL pledge and explain why they #mIJUSTDRIVE
- We posted the responses, anonymously, on our social medias to encourage others to sign the pledge and keep driving safe.

Heads up distracted driving Game

February 25, 2020

- We used an online resource similar to the driving simulator that we've used in past campaigns in order to show how driving distracted can impact your driving
- Students were encouraged to duet a tiktok video with their scores
- [Link](#) to the game!



Merch Passout



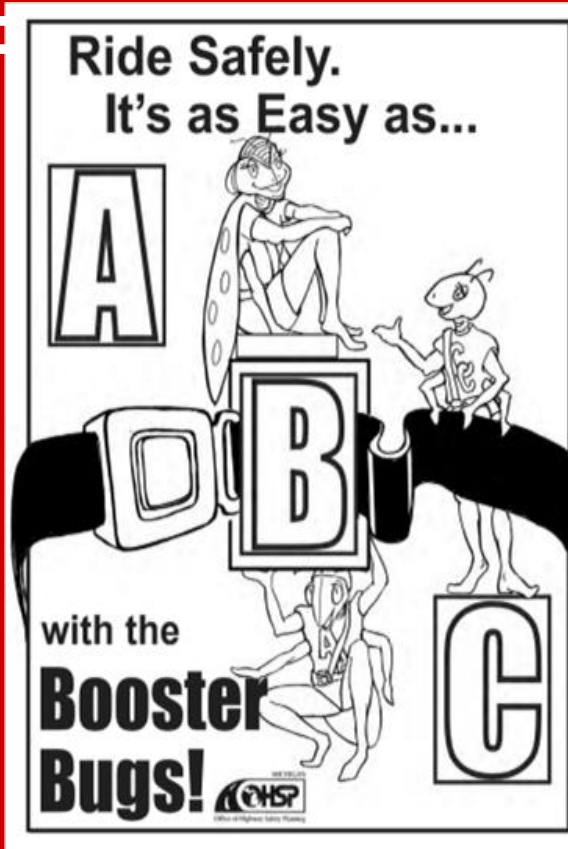
At the end of the day we passed out merch to the students at the doors that lead to the student parking lot
We were able to talk to drivers about the impact that distracted driving has on our community

Community & Media Involvement

- We passed out merch to important community members such as the police chief, fire chief, mayor, ect.
- We passed out yard signs to be placed at various local businesses
- Passed out traffic safety coloring books to younger community members at the parade
- We posted on all of our social medias and in community pages to spread educational posts and encourage signing the safe driving pledge



Community & Media Involvement (More)



These were the coloring books distributed focusing on seat belt safety.

Here was a post educating about safe driving, what we do, and encouraging community members to sign our pledge



Campaign Goals Evaluation

1. We hope to engage and educate the most amount of students that we can by hosting fun, enaging events, and by using various platforms to reach out to as many students as possible.
 - In our pre-test we were able to reach just under 100 students, but with social media and by passing our merch we were able to reach many more!
2. We want to further our reach out into the community by creating resources and events for all ages..
 - Our Vince and Larry videos were a hit in the community with multiple community members reaching out to let us know how much they and their families loved them
 - In addition our pledge signing reached all over Michigan with many people signing in our community as well

Ford Driving Skills For Life Involvement

- Students, community members, and staff all signed the Ford Driving Skills pledge and told us why they #mIJUSTDRIVE



I PLEDGE TO DRIVE SAFE:

1. Drive safely for myself, my friends, my family and for the safety of others.
2. Wear my safety belt and have my passengers wear their safety belts at all times.
3. Limit distractions. As a novice driver:
I will not use my cell phone while driving.
I will not text or use any other handheld devices when driving.
I will keep music at a reasonable level.
4. Follow the posted speed limit and adjust my speed if required by weather conditions; obey all traffic laws.
5. Not operate a vehicle while under the influence of drugs or alcohol.
6. Never have too many passengers in my vehicle.
7. Soeak up each time I ride with friends and feet unsafe.

Signature: _____

Our Campaign: Online

- We have posted about our upcoming campaign on our website:
 -
- We continue to post on our Instagram and TikTok promoting any upcoming events and educational materials
 - [gl_safe_driving_instagram](#)
- Attached are some of our recent posts



Expense Tracking Form

- This is the document tracking all our expenditures: [S4Sd expense tracker](#)
- This is our folder containing our receipts: [Receipt Folder](#)