



## Idea Generation List

### Main Campaign Events

- Series of videos on the morning announcements.
- Memorials to Michigan drivers killed in traffic crashes.
- Pre- and post-surveys to measure impact.
- Lunch drives to participate in simulators and impaired vision goggles, complete a parent/teen driving agreement and enter name in a drawing for a prize.
- Distracted driving simulations with scooters, shopping carts, or blindfolds.
- Driving simulations with impaired vision goggles on and trying to throw soft balls, drive remote control cars, etc.

### Promotional Materials

- Using the free Click it the Cricket costume and free coloring books during elementary school and hospital visits.
- Purchasing posters, wrist bands, thumb bands, key chains, stickers, table tents for lunchroom tables, banners, and t-shirts with funds.
- Watching Ford Driving Skills for Life videos at assemblies and before or following morning announcements.
- Sending home a letter to parents to introduce the campaign.

### Getting the Whole School Involved

- Ordering traffic safety videos and using them in health class as a prevention measure.
- Statistics class: calculating results of the pre- and post-test surveys to measure impact of campaign and validity of questions.
- Public service announcement contest (prize money as incentive) working with broadcasting teacher to give extra points to students who participate.
- Campaign t-shirt design contest.
- Creating a competition to see who can complete the Ford Driving Skills for Life "Academy."
- Use school emails to send out free online surveys (pre- and post-test).
- Incorporating safe driving events into your usual spirit week activities.
- English class: using videos as writing prompts.
- Photography class: making posters about your campaign to hang in the school halls.
- Ask clubs to make posters with statistics and reminders.
- Broadcasting class: create a story about the campaign, air for the entire school, and available to the community as well.
- Algebra, biology, and physics classes: use the curriculum available at [www.drivingskillsforlife.com](http://www.drivingskillsforlife.com) or watch the videos *When Physics Meets Biology* and/or *It's Basic Physics* (available on YouTube).



## Community Outreach

- Visiting elementary and middle schools in the community to start traffic safety education early.
- Volunteering at local hospitals, and passing out traffic safety coloring books to the children.
- Working with the local news station to spread the word about campaign messages and goals.
- Contacting the local newspaper to cover campaign events.
- Setting up an interview with the local radio station.
- Getting parents involved by sending a letter to parents about the campaign and teen traffic safety.
- Getting parents involved with a parent-teen agreement.
- Creating a Facebook or Twitter page to share campaign events, photos, and results.
- Reaching out to local SADD (Students Against Destructive Decisions) and SLS (Student Leadership Services) chapters to share campaign ideas.
- Ordering and sharing the Sheriffs Telling Our Parents and Promoting Educated Drivers (STOPPED) brochures with parents. Ask parents to register to receive a decal for their automobile.