JANUARY, 2021

S4SD NEWSLETTER

STRIVE 4 A SAFER DRIVE



2020-2021 S4SD CAMPAIGN

Michigan high schools have been notified of their participation in the 2020-2021 S4SD program. As schools receive notification of their participation, campaigning may begin!

Strive for a Safer Drive is proud to announce the participation of 22 Michigan high schools. The program is being facilitated virtually and inperson due to the COVID-19 pandemic. As schools begin to campaign, a **resource packet** is available at <u>michigan.gov/S4SD</u>. Below is the timeline for the 2020-2021 academic school year.





CAMPAIGN FUNDS Ford Driving Skills for Life is arranging campaign funds and will mail to the advisor's provided address.



S4SD WEBINAR

A live webinar will be held on January 19, 2021 at 3:00pm EST. The recording will be posted for anyone who cannot attend.



CAMPAIGN BEGINS

Schools have been notified of their participation. Campaign activities may begin!

LIST OF 2020-2021 S4SD PARTICIPATING SCHOOLS

Anchor Bay High	Dakota High	Dundee High	Grandc Blanc High	Ontonagon Area	Swan Valley High
School	School	School	School	Schools	School
Bay-Arenac Career Center Law Enforcement Class	Detroit Community Schools	Fordson High School	Harper Creek High School	Plymouth High School	University High School
Carlson High	Dexter High	Freeland High	Lake Orion High	Potterville High	Vassar High
School	School	School	School	School	School
Cousino High School		Grand Ledge High School		Port Huron Northern High School	West Shore ESD CTE

What can be purchased with campaign funds?

Schools accepted into Strive for a Safer drive are eligible for a grant of \$1000.00 provided by Ford Driving Skills for Life (DSFL). The grants purpose is to aid in educating peers, school administrators, and the community on traffic safety. The topics include safety belts, impaired driving, winter driving, distracted driving, and speeding. Students *can purchase* items such as posters, t-shirts, bracelets, yard signs, billboards, bumper stickers, meals/ snacks for the team (limit \$150), postage for sending merchandise, lanyards, production costs for public service announcements, gift cards for prized giveaways (\$25 each/limit \$200), equipment necessary for the project (limit \$175), etc.

The funds *may not be used* for cash prizes, support of "all night" events, illegal purposes, paid media/advertising, large group meals, scholarships, post-prom events, "mock" car wash or production company events, attending seminars, conference booths, training events, or events or single purchases over \$200 without prior approval. As the grant money is being spent, please maintain all receipts and record all expenditures on the S4SD Expense Tracking Form.



Shirts with S4SD logo



S4SD Expensive Tracking Form

Survey & Test Information

Previously, an S4SD requirement was to conduct seat belt observational surveys. Michigan schools are educating remotely and in-person or a combination of both. The observational survey will not be required for the 2020-2021 academic year but **highly encouraged** for schools educating in-person or hybrid learning. Finally, all schools are required to take a pre and post-test for at least one traffic safety topic. **The pre-test links for speeding, distracted driving, winter driving, impaired driving, and seat belts have been created using Survey Monkey and emailed to advisors**. Please, encourage students to take said pre-test which will allow S4SD to evaluate the effectiveness of the program moving forward.



2ND ANNUAL STRIVE FOR A SAFER DRIVE WEBINAR

S4SD is hosting a live webinar with Ford DSDL and OHSP on **January 19 at 3:00 pm EST.** The webinar will include participation requirements, student teams 'must-haves' for a successful campaign, mandatory completion items, a final report overview, and a resource packet provided by S4SD. The resource packet can be accessed at <u>michigan.gov/</u> <u>S4SD</u>. The recording will be posted on S4SD's website and sent to each advisor for later viewing if needed.



100 E. BIG BEAVER RD., SUITE 910. TROY, MI 48083