



August 30, 2011

Dear High School Principal:

Welcome to Strive For a Safer Drive!

AAA Michigan, Ford Driving Skills for Life, and Michigan Office of Highway Safety Planning (OHSP) are joining forces to present this teen driving initiative aimed at reducing serious traffic crashes, injuries, and fatalities among the state's most inexperienced drivers – teens. We are inviting your school to apply for this pilot program because you are located in one of the top counties in the state for teen traffic fatalities.

After a review of the applications, schools selected to participate in Strive For a Safer Drive will receive \$2,000 to develop and implement a student-led, peer-to-peer traffic safety awareness campaign.

Students will have the opportunity to:

- gain valuable experience in leadership, problem solving, teamwork, and project management;
- showcase their creativity and ingenuity;
- engage the community in an important safety issue;
- impact the lives of friends, classmates, and community members; and
- participate in a unique, hands-on "Ride and Drive" event.

In addition to giving \$2,000 in project funding, the Strive For a Safer Drive partners will provide resources and guidance to the students and faculty/adult advisor to help enhance the success of the campaign.

Next spring, select participating schools will present a report on their campaign to a judging panel. The schools with the top campaign will be given the opportunity to attend a hands-on Ford Driving Skills For Life "Ride and Drive" event at no charge. For more information on "Ride and Drive" events, visit [www.drivingskillsforlife.com](http://www.drivingskillsforlife.com).

This informational packet includes:

- Participation and campaign requirements
- Application and campaign proposal forms
- Timeline of important dates

All these items plus additional information, including a sample proposal and a tool kit of free resources, are available at [www.michigan.gov/s4sd](http://www.michigan.gov/s4sd). Questions about Strive For a Safer Drive can be directed to Melody Kindraka in OHSP at (517) 241-1522 or [kindrakam@michigan.gov](mailto:kindrakam@michigan.gov).

We encourage you to be one of the first schools in Michigan to participate in Strive For a Safer Drive by selecting a faculty/adult advisor, engaging your students, and completing an application.

Sincerely,

Jack Peet, Traffic Safety Manager  
AAA Michigan

Jim Graham, Manager  
Ford Driving Skills for Life

Michael L. Prince, Director  
Office of Highway Safety Planning