



“Survive the Drive” Campaign

Edsel Ford High School,
Dearborn, MI

Our Goal

- Our goal in this campaign is to make students and families think twice before they get into a car.
- Twice about texting while driving, twice about driving with too many people in the car, and twice about being more aware for the road and it's conditions.

Student Survey



- Students designed a survey on distracted driving and it was distributed to every 11th and 12th grader in December.
- It guided us in our campaign as we were able to see how students felt about distracted driving. The statistics were compiled and the results were similar to last years.
- It showed that our students see themselves as safe drivers, even though a fair amount admitted to driving distracted.

New Plan

- In December, Secretary of State Ruth Johnson came to Edsel Ford to announce a new plan to help parents better prepare their teens for safe driving and had many compliments for our student body.
- Edsel Ford was chosen because of our involvement with the Drive Safer Campaign and our commitment to spreading the word through our community.
- Here is the article:
<http://content.govdelivery.com/accounts/MISOS/bulletins/992324>

Video Contest

- Students held a video contest on safe driving practices with the winner getting \$150.
- The students needed to create a film that was 3-5 minutes, promoting driving less distracted and more safely, and providing statistics on accidents caused by distracted driving. The top three videos are below:
 - 1st place: Adam Nasser (12)
(not on youtube-separate disc)
 - 2nd place: Ishmael Alkahali (12)
https://www.youtube.com/watch?v=Ge_t6e-0p-0&feature=youtu.be
 - 3rd place: Hanna Alzoubi
<https://www.youtube.com/watch?v=IDWleESvt58>

Grant Money

- Using our grant money, students purchased 5 portable stop signs from Peachtree for our parking lot. The stop signs are being used for school events and to control the flow of traffic in our parking lot more effectively.
- Our students interviewed the head of security and police officer Orlando Whitted (officer assigned to Edsel Ford) about ways we could improve the safety of our parking lot. The stop signs were their idea and have already been helpful in controlling the flow of traffic.

Driving Simulator

- Our ninth grade health students all got to experience a driving simulator and test their skills while “driving” distracted. We worked with Sue Falletich from AAA, and had her visit Edsel twice so that as many students as possible could have this experience.

Bulletin Board

- Students made a bulletin board at the end of our main hallway with statistics on safe driving and tips for driving in inclement weather. All data and states came from Ford Driving Skills for Life and AAA Keys2Drive websites. Many students felt that they were not prepared to drive in the snow and ice. The students designed powerpoints with the same message that ran continuously throughout the day.

T-Shirts

- Students purchased long sleeve shirts.
- Slogan was “Every year, 4,000 teens will die from distracted driving, will you survive the drive”.
- Slogan was researched and voted on by our safe driving committee and worn proudly at our community event.

Basketball Game

- Community safe driving event on February 25th during a home basketball game.
- Students made over 20 posters on safe driving skills. All data came from Ford Driving Skills for Life and AAA Keys2Drive websites.
- Students had pledges from AT&T for parents and students to not text while driving.
- Bumper stickers reading “No Text While Driving” were passed out to those who signed the pledge.

Basketball Game Cont.

- Safe Driving Coach, Daniel Totzkay came to Edsel and brought a simulator so students and parents could experience driving distracted.
- Senior, Hadeel Haidar gave a speech about a local mother who lost her life while driving with her daughter. The woman was hit by someone who was texting and driving.

Articles About Our School

- <http://www.pressandguide.com/articles/2014/02/27/news/doc530f3abc4abce084065883.txt?viewmode=default>
- <http://thebolt.dearbornschools.org/2014/03/25/double-the-fun>
- School Life, district school paper will be covering our campaign in the next edition