

S4SD NEWSLETTER

STRIVE FOR A SAFER DRIVE



Kayla Thomas-Wright
S4SD Program Coordinator

Meet your Program Coordinator

Kayla Thomas-Wright is the Strive for a Safer Drive Program Coordinator. As S4SD enters its 11th year, Kayla, with the assistance of school advisors, faculty, and staff, continues advancing the program and impacting the lives of teen drivers. Michigan high schools are back in session, allowing Kayla to meet in person or virtually to discuss the benefits of S4SD and to assist with the application process. Up to 75 schools will be selected to participate in the 2021-2022 S4SD program. Applications can be accessed at michigan.gov/s4sd and are due by November 19, 2021.

IMPORTANT INFORMATION



Applications can be found online at michigan.gov/S4SD



The S4SD Kickoff Webinar will be hosted on December 1, 2021



Submit your application by November 19 to strive4asafedriver@gmail.com



SAVE THE DATE!

The Program Coordinator, Ford Driving Skills for Life (DSFL), and the Office of Highway Safety Planning (OHSP) will be **hosting an informational webinar on December 1, 2021**. The webinar will cover important information regarding the program. High school administrators, faculty, staff, students, advisors, and/or parents or guardians will have an opportunity to meet and

have questions answered by the S4SD team. Once schools are notified of their participation, a webinar invitation will be sent via email to the school advisor and student-lead. We ask that prospective schools provide preferred times for the webinar to be held. A recording of the webinar will be posted on the [S4SD website](#) for anyone who cannot attend.

S4SD Main Points

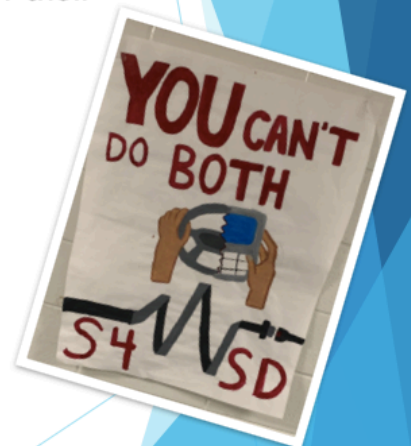
- ❑ Traffic-Safety Topics
- ❑ Participation Requirements
- ❑ Student Teams 'must have' for a Successful Campaign
- ❑ Mandatory Items for Completion
- ❑ Final Report (Video or PowerPoint)
- ❑ Resource Packet


Traffic-Safety Topics

Students will Select ONE Main Topic to be the Focus of their Campaign but can Educate on Numerous Topics

- ▶ Impaired Driving
- ▶ Distracted Driving
- ▶ Winter Driving
- ▶ Nighttime Driving
- ▶ Speeding
- ▶ Pedestrian Safety
- ▶ Passenger Safety
- ▶ Seatbelt Safety
- ▶ Bicyclist Safety



STAY CONNECTED!

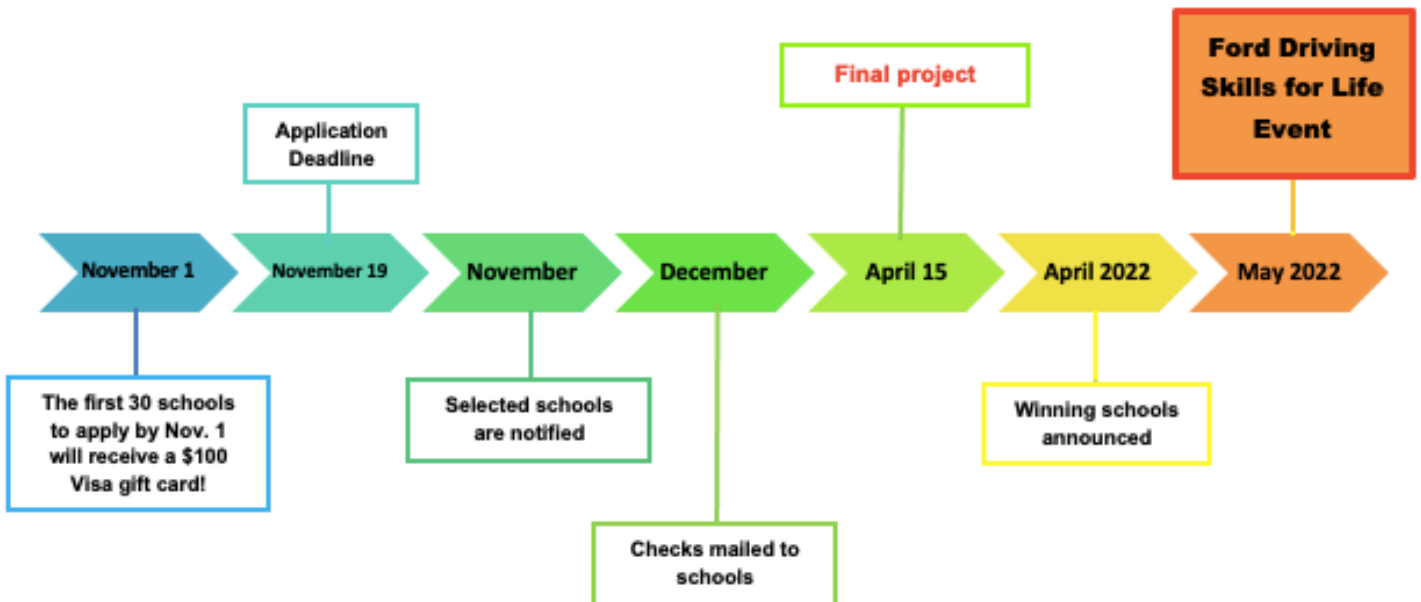
S4SD provides a monthly newsletter containing helpful information regarding the program. The newsletter can include, but is not limited to, campaign tips and suggestions, program updates and reminders, S4SD insights, images from events, and much more! If you would like to receive the newsletter or other S4SD information, please provide your email address in the [survey link provided](#). The survey will only be accessible by the program coordinator, allowing for S4SD to correspond with High School administrators, faculty, staff, students, advisors, and/or parents or guardians. We look forward to your engagement!

Stay up to date with S4SD!

1. S4SD Newsletter Subscription- provide email

2. S4SD important information and reminders- provide email

S4SD TIMELINE



APPLY TODAY FOR STRIVE FOR A SAFER DRIVE!



Application

Strive for a Safer Drive (S4SD) is a high school safe driving initiative. \$1,000 is being offered to high schools to create a student-led traffic safety campaign.

Applications are due by **November 19, 2021**. Participation requirements, campaign examples, resources for a successful campaign, and purchasing guidelines can be found at Michigan.gov/s4sd. Funding will be issued to high schools in December.

High school teams will document their campaign and submit a final project for judging. Cash prizes will be awarded to the top five schools. All participating schools are invited to attend the Ride and Drive Event in the spring.

Contact: 248-334-4971 or Strive4aSaferDrive@gmail.com

All Michigan high schools are eligible to apply for S4SD!

Participation requirements are as follows

- **Student-led**
- **Advisor overseeing the program**
- **Identify one campaign topic, goal/slogan, and evaluation system (Administration of Pre & Post-Test)**
- **Use funds for only S4SD campaign-related activities and items (complete expense form)**
- **Submit the application, proposal, and expense tracking form by **November 19, 2021****

School:	County:
Principal:	Principal Email:
Advisor:	Advisor Email:
Advisor Office Phone:	Advisor Cell Phone:
Student Lead:	Student Lead Email:
Mailing Address:	
City:	Zip:
School-wide Enrollment:	Club Affiliation (SADD, SLS, DECA, NHS):
How did you hear about S4SD?	
Attach additional pages with the following information:	
• Campaign Outline	
• Detail the campaign & activities you plan to develop (1 main topic but can educate on numerous)	
• Estimated budget details listing expenditures up to \$1,000	
• Describe how you plan to evaluate the success of your campaign (Pre/Post-Test & Observational Survey)	
Approval to use school S4SD student photos and videos on S4SD website, social media, and promotional materials: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Advisor Signature:	Date:

Completed applications should be mailed to: Transportation Improvement Association, Attn: S4SD, 100 E. Big Beaver Road, Suite 910, Troy, MI 48083 or Emailed to: Strive4aSaferDrive@gmail.com



Applications can be emailed to strive4asaferdrive@gmail.com

OR

Mailed to 100 E. Big Beaver Rd., Suite 910, Troy, MI 48083