



S4SD Final Report

West Shore ESD CTE
Criminal Justice Program



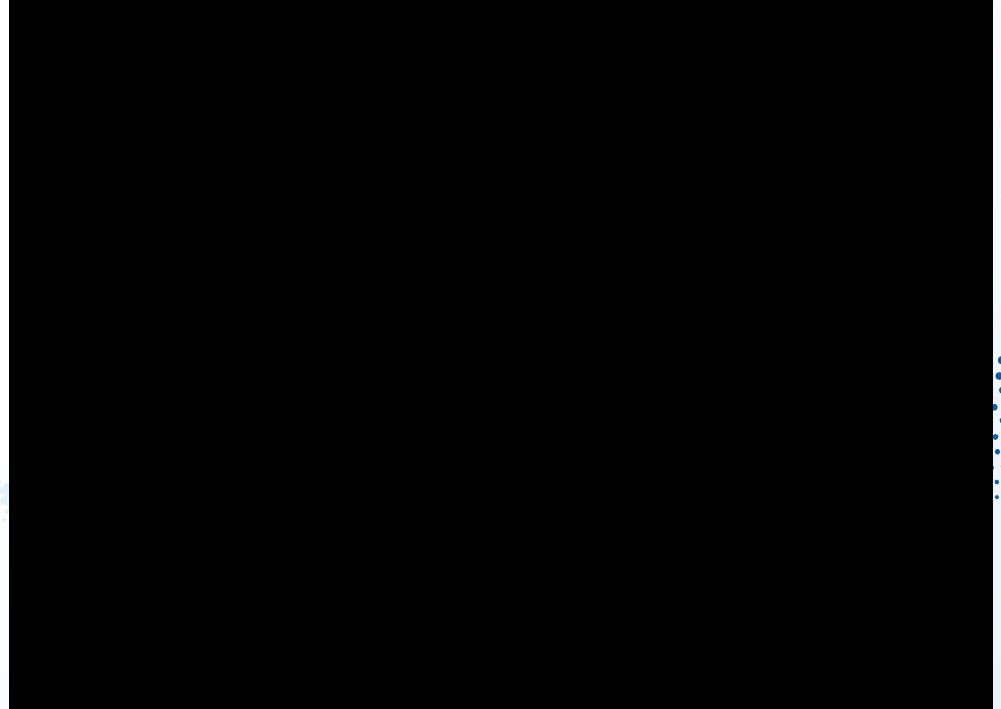
“Before You Proceed, Watch Your Speed”

Campaign Overview

- The mission of the campaign is to promote safe driving and to educate students on the dangers of speeding.
- There were 7 main events in the WSESD CTE S4SD campaign
 1. S4SD Website
 2. Billboard
 3. Presentation
 4. 60 second PSA
 5. Campaign Posters
 6. Speeding Awareness Video Series
 7. Family AfFair Drive Thru Event

S4SD Campaign Website

- January 10, 2021, the campaign website was published
- February 2, 2021, the Bike survey link was put on the website <https://bikequiz.org/>
- March 10, CTE principal Dale Horowski, shared the campaign PSA and website address at the service area principal meeting.



S4SD Website Sample Video

Website Link: <https://cjs4sd.wixsite.com/s4sdcj>

Campaign Billboard



Located on Eastbound US-10, Ludington

Presentations & Pre-Test

- On March 9, 2021, Criminal Justice students gave a virtual presentation on speeding awareness
- CTE Students completed a pre-test via Google Forms
- Links to the website and PSA were emailed to all CTE students
- Students were encouraged to complete FDSL Academy



60-Second PSA



S4SD PSA posted on youtube on January 14, 2021
<https://www.youtube.com/watch?v=aFsCRFcacQM&feature=youtu.be>

Poster Distribution

- Baldwin- 128 students
- Brethren- 461 students
- Gateway to Success- 112 students
- Hart- 398 students
- Ludington Area Catholic- 85 students
- Ludington HS- 674 students
- Manistee- 177 students
- Manistee Catholic- 185 students
- Mason County Central- 386 students
- Pentwater- 81 students
- Onkama- 319 students
- Shelby- 384 students

Ford Driving Skills
FOR LIFE™

Go to the FDSL Academy:
<https://www.drivingskillsforlife.com/training/academy>

**Before you Proceed
Watch Your Speed**

Did you know speeders account for 3 out of every 10 drivers.

Speeders are more likely to lose control of their vehicles.

In 2016, Speeding was a factor in 32% of fatal crashes involving teen drivers of passenger vehicles.

Speeding increases the likelihood of injury or death in a crash.

Speeding reduces the effectiveness of seat belts, airbags and other occupant safety features.

SLOW
CHILDREN AT PLAY

SLOW DOWN
SPEEDING DESTROYS LIVES

For WSESD CTE S4SD Program information go to: <https://cjs4sd.wixsite.com/s4sdcj>

S4SD
STRIVE 4 A SAFER DRIVE ▲

West Shore ESD
Career & Technical Education
Learning that works for Michigan
CTE™

Speeding Awareness Video Series

- Students interviewed members of our community March 19-23, 2021, including:
 - [S4SD Speeding Awareness Video Series Ep1: Trooper Goodrich](#)
 - [S4SD Speeding Awareness Video Series Ep2: Sergeant Skipski](#)
 - [S4SD Speeding Awareness Video Series Ep3: Rob Rudzki Senior EMS Coordinator](#)
 - [S4SD Speeding Awareness Video Series Ep4: Aron R](#)



S4SD Speeding Awareness Videos



Donations

Donations from local business were collected during the months of February and March and were used as raffle prizes.

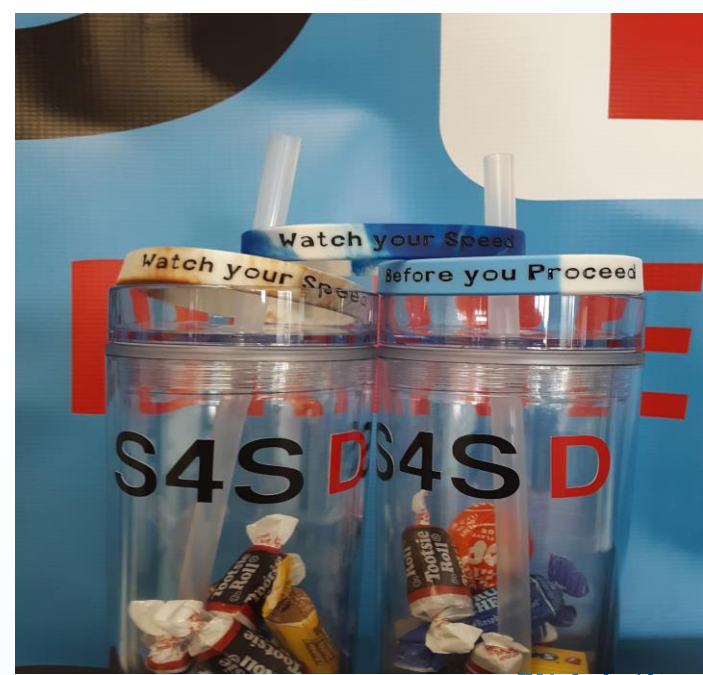


Local Businesses Who Supported The Campaign Through Donations

- **Wesco** - 5685 E Ludington Ave, Ludington, MI 49431
- **Subway** - 4932 W, US-10, Ludington, MI 49431
- **Applebee's** - 3881 W US-10, Ludington, MI 49431
- **Avenue Tire and Service** - 5797 West US 10, Ludington, MI 49431
- **Taco Bell** - 4418 W, US-10, Ludington, MI 49431
- **NAPA Auto Parts** - 3351 W US-10, Ludington MI 49431
- **Little Caesars Pizza** - 5720 US-10, Ludington, MI 49431
- **Great Lakes Automotive** -3095 US-10, Ludington, MI 49431
- **Little River Casino** - 2700 Orchard Hwy, Manistee, MI 49660
- **Advance Auto Parts** - 5243 US-10, Ludington, MI 49431
- **Tire It Wholesale** - 388 N Jebavy Dr, Ludington, MI 49431

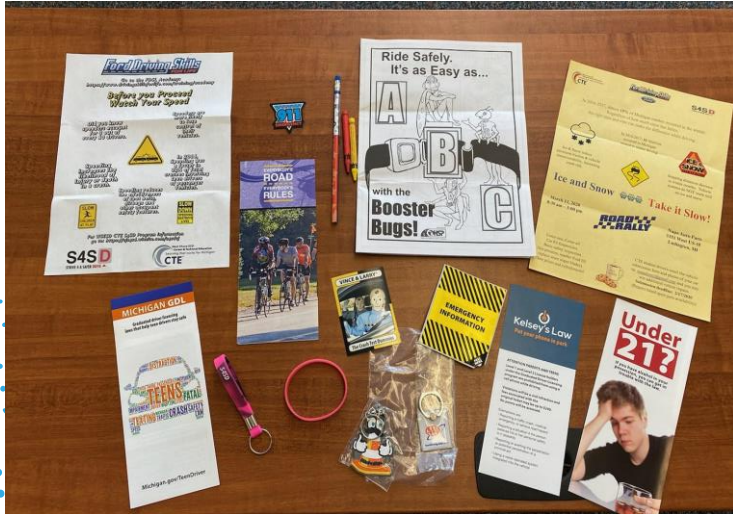
Campaign Swag

- Campaign Wristbands were delivered to CTE classrooms and local schools on March 9, 2021.
- Campaign Keychains were in gift bags given out at Family Affair event March 13, 2021
- Raffle prizes were delivered in April



Family AfFair Event

- CJ Students ordered traffic safety material for event goodie bags
- CJ Students added traffic safety image coloring page on the brochure
- CJ Students created the bags on February 25, 2021
- The bags were distributed at the Family AfFair Event on March 13, 2021.



Family AfFair Pictures



News Media Outreach

- A press release was sent on March 3, 2021, to local news and media organizations
- Interview with Eagle Radio on March 9, 2021.
- Radio interview for WMOM Radio on March 10, 2021.

https://fb.watch/4kv_dEzhIW/

- Mason County Press: March 12, 2021.
<https://www.masoncountypress.com/2021/03/12/the-scoop-strive-4-a-safer-driver-campaign/>
- Manistee News Advocate: March 9, 2021
<https://www.manisteenews.com/search/?action=search&firstRequest=1&searchindex=solr&query=s4sd&search=>



News Media Outreach

Ludington Daily News Articles

March 6, 2021.

- https://www.shorelinemedia.net/ludington_daily_news/news/local/cte-students-produce-video-billboard-for-road-safety-campaign/article_8093318c-752d-5487-8c7c-1222013a3178.html

March 11, 2021.

- https://www.shorelinemedia.net/ludington_daily_news/news/local/family-affair-to-return-with-drive-thru-event-saturday-at-mcc/article_496dfed4-0400-5281-80a8-d7fc331bb1e9.html

March 22, 2021.

- https://www.shorelinemedia.net/ludington_daily_news/news/local/cte-students-turn-to-tech-for-strive-for-a-safer-drive-campaign/article_d45d673c-f026-5820-81bc

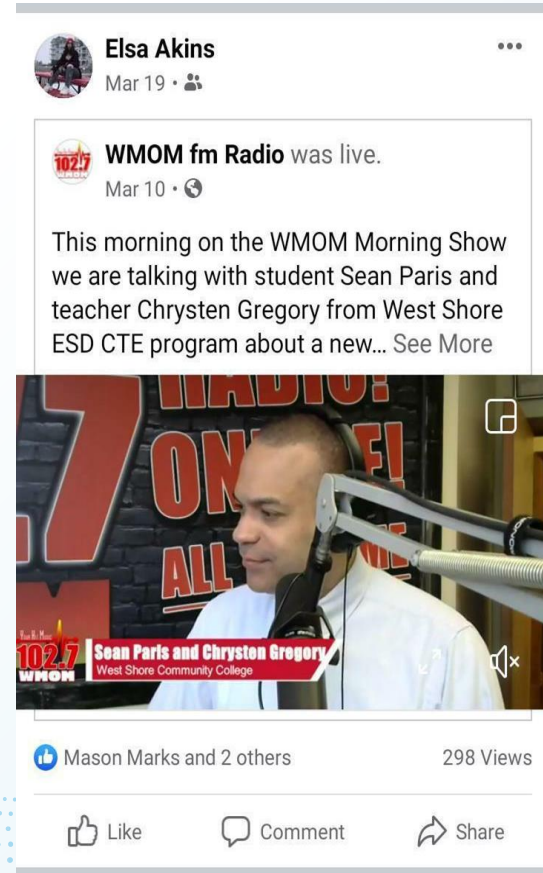


Social Media Outreach

The campaign's YouTube and Facebook accounts were updated, used to promote the campaign and to share information with the public. Safe driving facts and photos supporting the campaign were posted. The campaign PSA video was posted on Youtube.

● Facebook: 
<https://www.facebook.com/cte.cj>

● Youtube: 
https://www.youtube.com/channel/UC3JS7CJRShF5eVoWar9YW_g



Pre & Post Seatbelt Observation Survey

- Pre seatbelt observation survey completed on January 8, 2021
- 378 individuals observed, 68% wore seatbelts
- Post seatbelt observation survey done March 16, 2021
- 159 individuals were observed, 68.5% wore seatbelts



Pre & Post-Test Statistics

● **Pre-Test Summary:**
March 9, 2021. - 151 Completed submissions

Questions:

1. In Michigan, what was the most common hazard for drivers aged 15-20 who were involved in fatal crashes in 2017?

2. I typically speed or exceed the speed limit whenever I drive. Some would say I take risks while driving or "I drive crazy".

3. Speeding increases the likelihood that a crash will result in ____?

4. 50 percent of speeding drivers involved in fatal crashes nationwide during 2016 were unrestrained at the time of the crash.

5. I believe if I exceed the speed limit, it will get me to my destination at a considerable less amount of time. (I've done the math)

6. Speeding is often legal while traveling through a construction zone at a high rate of speed to avoid a potential collision from the dreaded construction traffic?

7. Speeders account for three out of every 10 drivers or about 63.3 million drivers nationwide. It's not just aggressive driving, its deadly driving.

Pre-Test: Data shows the percentage of correct responses

29.73%	22.7%	71.62%	86.49%	63.51%	87.16%	96.97%
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Post-Test: Data shows the percentage of correct responses

67.15%	64.96%	81.29%	91.9%	76%	91.3%	97.35%
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