



# **ANCHOR BAY HIGH SCHOOL'S S4SD FINAL REPORT**

# CAMPAIGN OVERVIEW

Our campaign focused  
on vulnerable roadway users, with our  
slogan stating:

"Be cautious cruisers, watch  
out for vulnerable roadway users!"



# EVENT OVERVIEW

Throughout our campaign, we organized 9 main events, at least one a month, including;

- Smart Sips at the Chesterfield Township Tree Lighting
- Belts 4 Baskets- Girls Varsity Game
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- Smart Sips at Anchor Bay High School
- Clicket the Cricket in High School Classes
- Lunchtime Event at Anchor Bay High School
- Macomb Daily News Article
- Clicket the Cricket in Elementary Schools
- Career and Wellness Fair

# 1. SMART SIPS- CHESTERFIELD TREE LIGHTING

On December 1st, 2023, AB HOSA set up a table to give out hot chocolate and coffee at Chesterfield Township's annual Tree Lighting. We used this as an opportunity to educate over a thousand children, teenagers, and adults.

We educated the recipient of the drink about S4SD and vulnerable roadway users before handing it to them. Each of the cups also had different facts on the sleeve to be read.





# 2. BELTS 4 BASKETS- GIRLS' VARSITY GAME

On January 31st, 2024, AB HOSA attended the Anchor Bay Girls' Varsity Basketball game, and set up an informational table with giveaways.

In addition to the table, during halftime, we hosted a trivia competition based around safe driving and vulnerable roadway users.

Both participants received giveaways, and the winner of the trivia competition won a gift card.





# 3. BELTS 4 BASKETS- BOYS' VARSITY GAME

On February 1st, 2024, AB HOSA attended the Anchor Bay Boys' Varsity Basketball game, and set up an informational table with giveaways.

In addition to the table, during halftime, we hosted a trivia competition based around safe driving and vulnerable roadway users.

Both participants received giveaways, and the winner of the trivia competition won a gift card.



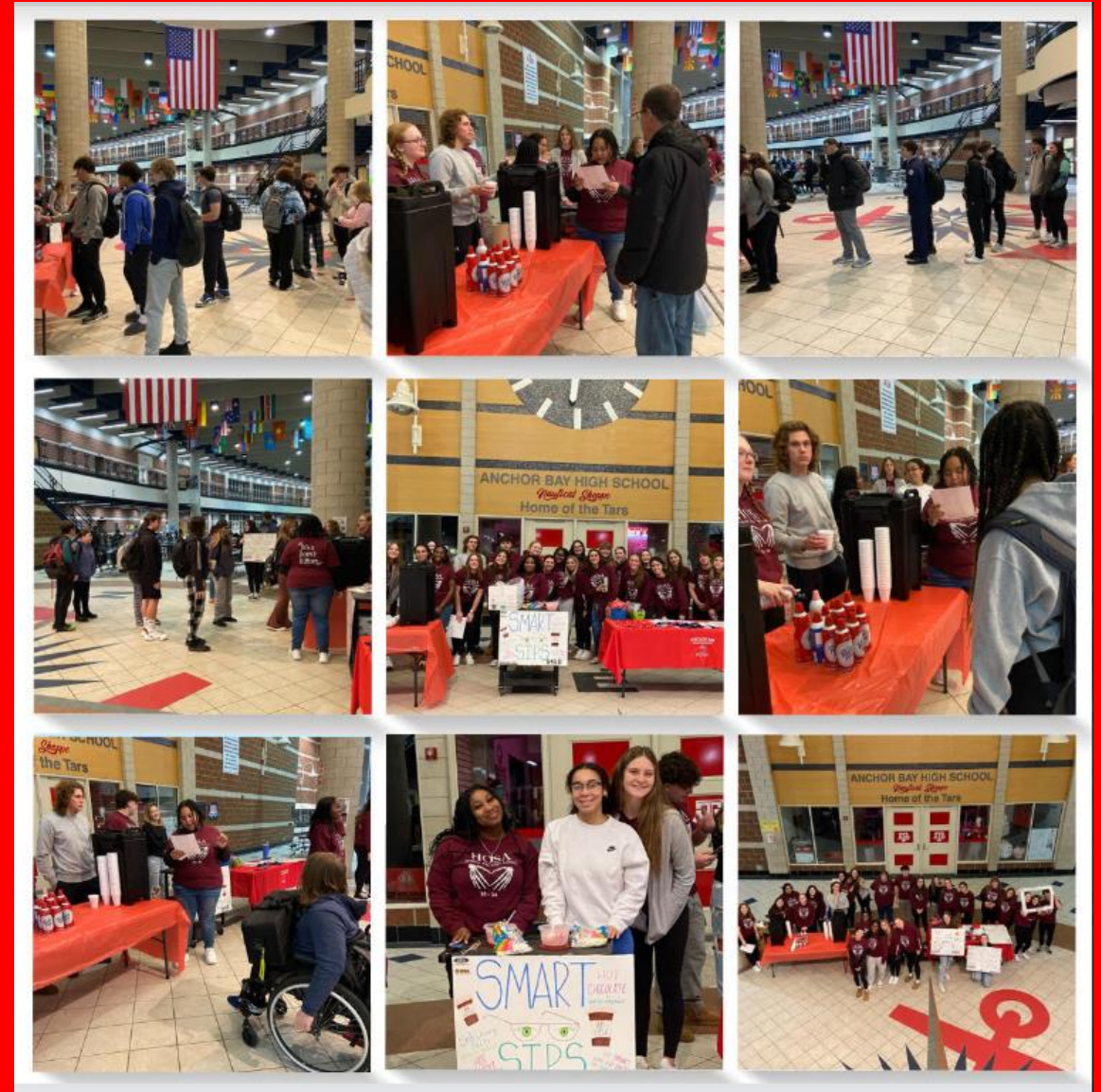


# 4. SMART SIPS- ANCHOR BAY HIGH SCHOOL

On February 28th, 2024, AB HOSA set up a table to hand out hot chocolate to students and staff before classes. We held signs that educated readers on vulnerable roadway users, and how driving cautiously can make a change.

In addition to the signs, on each of the cups handed out, were facts and statistics about our campaign.

The staff and students enjoyed receiving the hot chocolate, giving us an opportunity to educate people in lines out of the door.





# 5. CLICKET THE CRICKET IN HIGH SCHOOL CLASSROOMS

On March 8th, 2024, AB HOSA took Clicket the Cricket around to Anchor Bay High School classes to talk about safe driving.

We held educational signs, and had a short speech written out to say in front of each class. We covered vulnerable roadway users, wearing seatbelts, staying focused on the road, and slowing down, especially in the school parking lot.





# 6. LUNCHTIME EVENT- ANCHOR BAY HIGH SCHOOL

On March 12th, 2024, AB HOSA organized an event during all three lunches at Anchor Bay High School.

The event included signing a pledge to drive safe, a distractive driving simulator by McLaren, a trivia table with gift card prizes, playing catch with drunk goggles, and a race while balancing an egg on a spoon.

These activities demonstrated that taking your time while driving, and not being distracted will make a huge difference.



# 7. MACOMB DAILY NEWS ARTICLE

On March 13th, 2024, Gina Joseph, a journalist at Macomb Daily, published an article about Anchor Bay HOSA's lunchtime event promoting S4SD and Ford Driving Skills. The article involved interviews from our advisor, Jennifer Dixon, Dave Hankins, a registered nurse at McLaren, and a few students who attended the event. To read the full article, click the link below.

<https://www.macombdaily.com/2024/03/13/s4sd-competition-students-have-fun-while-learning-how-to-be-safer-drivers/>





# 8. CLICKET THE CRICKET IN ELEMENTARY SCHOOL CLASSROOMS

On March 14th, 2024, AB HOSA took Clicket the Cricket to 3 elementary schools in our district to educate students on distracted driving. We went to Great Oaks Elementary, Lottie M. Schmidt Elementary, and Ashley Elementary.

With the elementary students, we went over how important it is to wear a seatbelt, as well as brainstormed ways someone can be distracted while driving, and ways that they can be well-behaved passengers.





# 9. CAREER AND WELLNESS FAIR

On March 14th, 2024, AB HOSA set up several tables at Anchor Bay High School's Career and Wellness Fair. This event was open to the public, increasing the dynamic of who we educated.

The tables we set up included a distractive driving simulator by McLaren, a teddy bear clinic, hands-only CPR, drunk goggle activities, and a child passenger safety informational table.





# GIVEAWAYS

Throughout all our events, we made sure to hand out S4SD, Ford Driving Skills, and Anchor Bay HOSA spirit wear to spread our campaign. This included customized silicone wristbands, tattoos, lanyards, and pens. Additionally, we rewarded S4SD trivia winners with gift cards.





# SOCIAL MEDIA ENGAGEMENT

Throughout the competition, AB HOSA ensured that our social media is updated on our campaign and events. We have a set group of students that dedicated their time to our accounts. Our social media posts included informational videos and interviews pertaining to our campaign, mixed with engaging content to draw the attention of teenagers in our community.

Instagram + TikTok- @anchorbay\_hosa



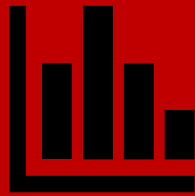
# SEATBELT OBSERVATION

During the pre-test, we recorded that only 227 out of the 400 people we recorded wore their seatbelts.

In contrast, the results of our post-test improved with 318 out of the 400 students having their seatbelts on.



# RESULTS



**57% OF STUDENTS RECORDED IN THE  
PRE-TEST WERE UTILIZING THEIR  
SEATBELT.**



**80% OF STUDENTS RECORDED IN THE  
POST-TEST WERE UTILIZING  
THEIR SEATBELT.**

**In total, we recorded a 23% increase in seatbelt usage.**





**THANK YOU FOR YOUR TIME CONSIDERING  
OUR CAMPAIGN SUBMISSION!**