

HILLMAN HIGH SCHOOL

FINAL PRESENTATION

“CHECK YOURSELF BEFORE YOU WRECK YOURSELF”



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

CAMPAIGN OVERVIEW

The Hillman Students Leading Students Campaign is

“Check Yourself Before You Wreck Yourself”.

As Tigers, we hold ourselves and our peers to a higher standard for the safety of ourselves and others, to not drive impaired.

Events Featured In Campaign

*Elementary Distracted Driving & Coloring Contest

*Don't Text & Drive Air Fresheners

*Poster Contest

*Check Yourself Before You Wreck Yourself Assembly

*Band Together

CHECK YOURSELF BEFORE YOU WRECK YOURSELF

Hillman Students Leading Students held a “Strive For A Safer Drive” Poster Contest in the month of December. Cassidy Etzel was the winner. Cassidy’s photo was the “featured” photo that was printed on the poster and was displayed around the community at local businesses.



SLS Member Cuyler Schultz spots a poster hung by another SLS member.

CHECK YOURSELF BEFORE YOU WRECK YOURSELF

On December 11, 2023, Hillman SLS members handed out air fresheners with the following message:

“Get the MSG: Dnt TLK or TXT wen driVn!”

Students handed out over 200 air fresheners to the Hillman and Mio parents, grandparents and student body.

Many people stated that this was a great reminder for all.



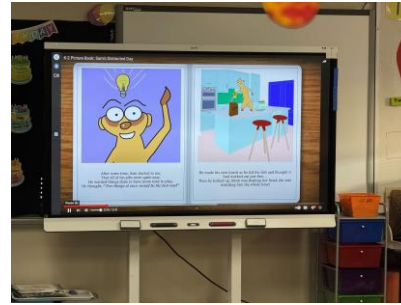
CHECK YOURSELF BEFORE YOU WRECK YOURSELF

Hillman SLS Members paid a visit to Hillman Community Radio WXHR 97.3 on February 6th to speak about the dangers of teen vaping & impaired driving.



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

On February 23, 2024, Hillman SLS Students stopped by the Hillman Elementary School to teach the kids about “Distracted Driving”. The lesson included a video on “Sam’s Distracted Day”, along with a question and answer session regarding seat belt usage, texting and driving, and finally a coloring contest.



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

Students Leading Students "Impaired Driving" Assembly was held on March 8th, 2024. This event took place in the west parking lot of the school where Hillman Students Leading Students, EMS, Fire, and Police emulated a crash and then all students assembled in the gym where guest Speakers; Chris Flewelling, Presque Isle Undersheriff & Ted Beck with Beck Funeral Home spoke on the repercussions of impaired driving. This Assembly is part of the S4SD Strive for a Safer Drive Campaign. As part of the campaign, SLS had to have school-wide applicability, focus on impaired driving, Incorporate S4SD branding within the campaign & also in the video, complete pre and post test for at least one traffic safety topic, complete seat belt observation survey, include at least 3 activities during the S4SD campaign, and involve the community & local media. Campaign YouTube link can be found below. We were able to spread awareness to 231 students on this day.

<https://youtu.be/olq6vJrJqol>



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

On March 8th, Hillman SLS Students banded together with Jason Barbeau Agency-Farm Bureau Insurance and passed out bands with a lifesavers during lunch hour to spread the message.....

“Be a lifesaver, don’t text and drive”



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Seat Belt Observation Surveys were
conducted by Hillman SLS Students Xavier
Nichols and Aubrie Klein.

Pre-Seat Belt Survey 11-30-23

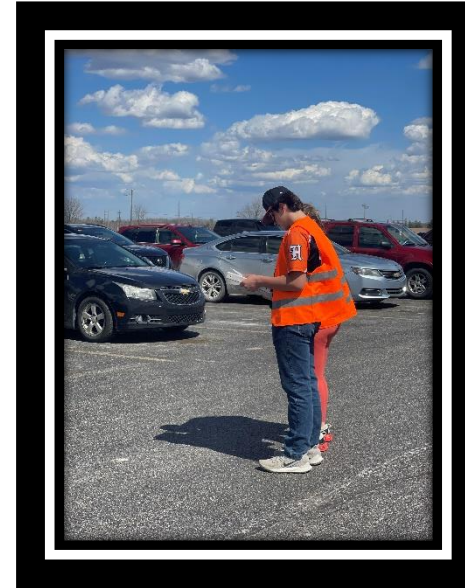
40 students were belted

8 students were not belted

Post Seat Belt Survey 3/29/24

46 students were belted

7 students were not belted



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

Students placed yard signs at local businesses throughout the community. Signs were made by Onaway Custom Embroidery, a huge supporter of Hillman Community Schools.



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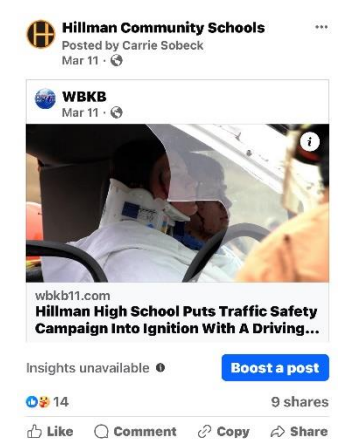
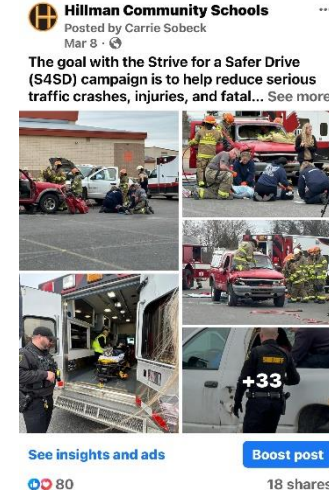
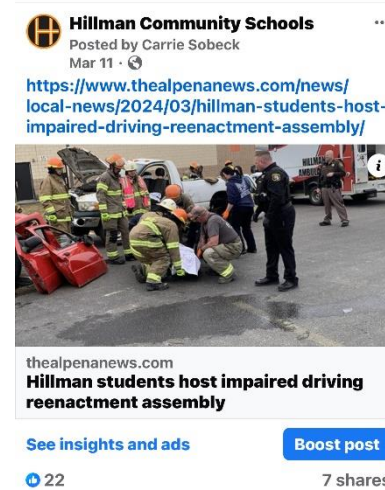
Campaign Merchandise

- *Check Yourself T-shirts
- *Wristbands
- *Candy
- *Donations included gift cards, Water bottles, SLS Notebooks & Pencils (donations provided by Up North Prevention)
- *Items were distributed at events and some items were given out as raffle prizes.
- *The Hillman SLS students selected the merchandise purchased



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

- Students utilized the S4SD and FDSL logos on the posters, t-shirts, website and social media.
- #S4SD was used on all social media posts
- T-shirts with the S4SD and FDSL logo were worn to campaign assembly
- S4SD and FDSL were talked about in media interviews



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NEWS MEDIA

The Alpena News

<https://www.thealpenanews.com/news/local-news/2024/03/hillman-students-host-impaired-driving-reenactment-assembly/>

WBKB TV

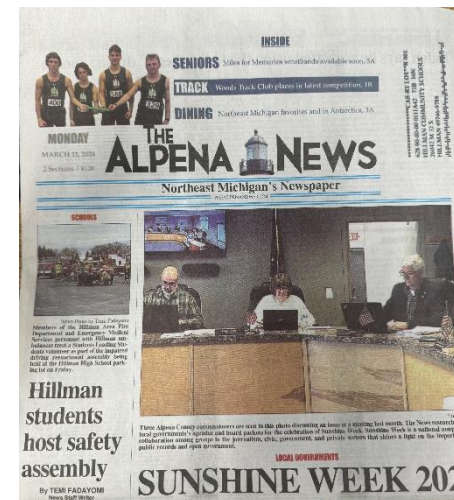
<https://www.youtube.com/watch?v=25mAInFdxfo>

Montmorency County Tribune

<https://www.montmorencytribune.com/>



MONTMORENCY
COUNTY **Tribune**



CHECK YOURSELF BEFORE YOU WRECK YOURSELF

Local Support for our Campaign

*Catholic Human Services

*Up North Prevention

*Hillman Fire & Rescue

*Hillman EMS

M & D Towing of Atlanta

*Montmorency County Sheriff Department

*Beck Funeral Home

*Presque Isle Sheriff Department

CHECK YOURSELF BEFORE YOU WRECK YOURSELF

Don't drive under the influence. Keep yourself and others safe on the roads.

30%

Of fatal crashes in Michigan have resulted from driving under the influence.

20%

Of drivers involved in under the influence wrecks are below the age of 24.



FAMILIES ALL OVER MICHIGAN SUFFER THE LOSS OF A FAMILY MEMBER WHO DIED IN A WRECK INFLUENCED BY A SUBSTANCE.

JOIN HILLMAN'S STUDENTS LEADING STUDENTS TO RAISE AWARENESS ABOUT DRIVING UNDER THE INFLUENCE





BEFORE YOU WRECK YOURSELF