

MEMPHIS
JR. SR. HIGH
SCHOOLS
2024



S4SD FINAL REPORT

Slogan: Cautious Eyes Save Lives

Our Goal was to teach our student body about vulnerable roadway users. We explained what/who they are, why roadways could be dangerous for them, and how to be a more cautious driver.

How we met out goal

We met our goal by hosting six different events. These events were:

- Elementary School Bike Saftey Presentation
- High School Vulnerable Roadway Users presentation and Kahoot
- Middle School Vulnerable Roadway Users presentation and Kahoot
- Morning Candy Cane Facts
- "Cautious Eyes" signs placed throughout the community
- "Cautious Eyes" posters placed around the school

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Event

Safe driving trivia candy cane giveaway



On December 20 & 21, 2023, Memphis's S4SD held their first S4SD event. Tables were arranged near the front entrance of the Jr. Sr. High School, where they could catch the attention of students.

The tables had two bowls. One bowl of safe driving facts and another bowl of delicious candy canes.

The students had to read a safe driving fact aloud and then they could receive a candy cane.



Safe Driving Trivia Candy Cane Giveaway Photos

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Event

Cautious Eyes posters placed around the school



On February 14, 2024, the designs for Memphis's S4SD "Cautious Eyes Save Lives" posters were finalized.

In the weeks that followed, the posters were hung up in the hallways. They served as a pinnacle staple in promoting safe driving for Memphis's students.

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Event

"Cautious Eyes" signs
places around the
community



On March 4, 2024,
Memphis's S4SD
campaign received a
shipment of "Cautious
Eyes Save Lives" posters.

Members volunteered to
display said posters
around the town of
Memphis and Memphis's
school grounds

Cautious Eyes Save Lives Posters in the wild



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Event

High School Vulnerable
Roadway Users
Presentation & Kahoot

On March 12, 2024, Memphis's S4SD team presented a slideshow on Vulnerable Roadway Users.

The presentation identified who vulnerable roadway users are, why roadways can be dangerous for them, and how the students and staff could be safer drivers.

The presentation was followed by a Kahoot, and the top three winners received car emergency kits.



High school Vulnerable Roadway Users presentation pictures



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Event

Middle School's
Vulnerable Roadway
Users presentation and
Kahoot



On March 12, 2024 Memphis's S4SD team presented a slideshow on Vulnerable Roadway Users. The slideshow entailed information about who a vulnerable roadway user is and why the roadway can be dangerous for them.

Motocross racing, dirtbike riding, and ATV riding are all common hobbies among Memphis's middle school students. That's why Memphis's S4SD team also included a motocross/dirtbike/ATV safety section of the presentation.

Vince & Larry



On March 12, 2024, after the presentations to the Jr. and Sr. High Schools, two members of Memphis's S4SD team took on the persona of 80's seatbelt enthusiasts Vince and Larry. Vince and Larry sat down for a state-of-the-art interview, where they encouraged roadway safety and shared the consequences of dangerous driving.

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Event

Elementary School's Bike Safety Presentation



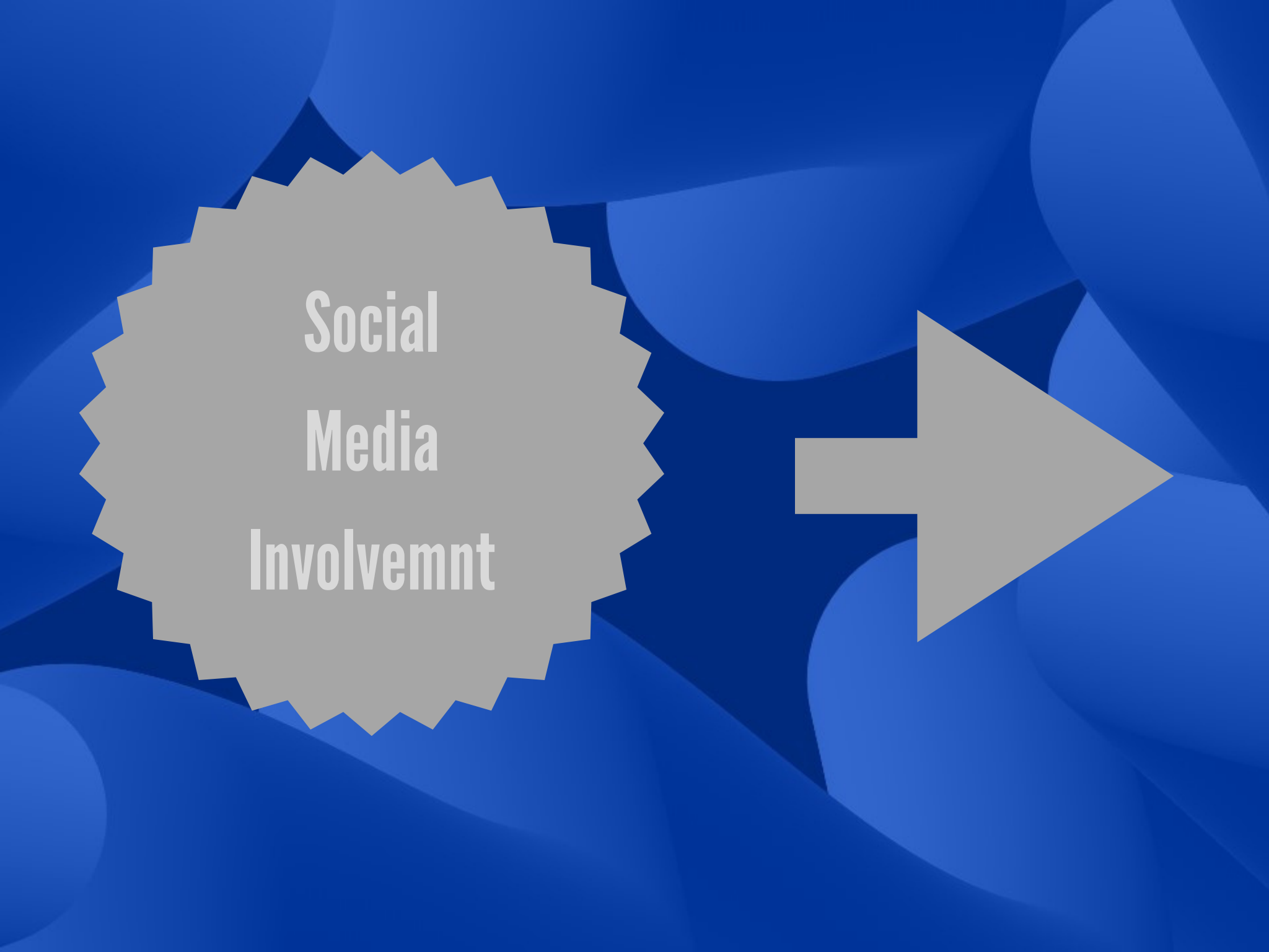
On March 19, 2024, Memphis's S4SD team presented a slideshow on bike safety to Memphis Elementary students.

The presentation included how to select the correct size bike, how to fix their own chains, how to wear reflectors, and bike street safety.

The presentation was a success and was finished with a Q&A and a random raffle.

Elemantry School Bike Saftey presentation pictures

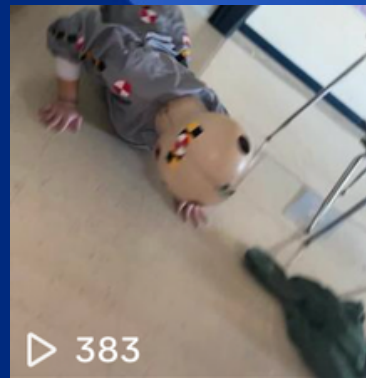


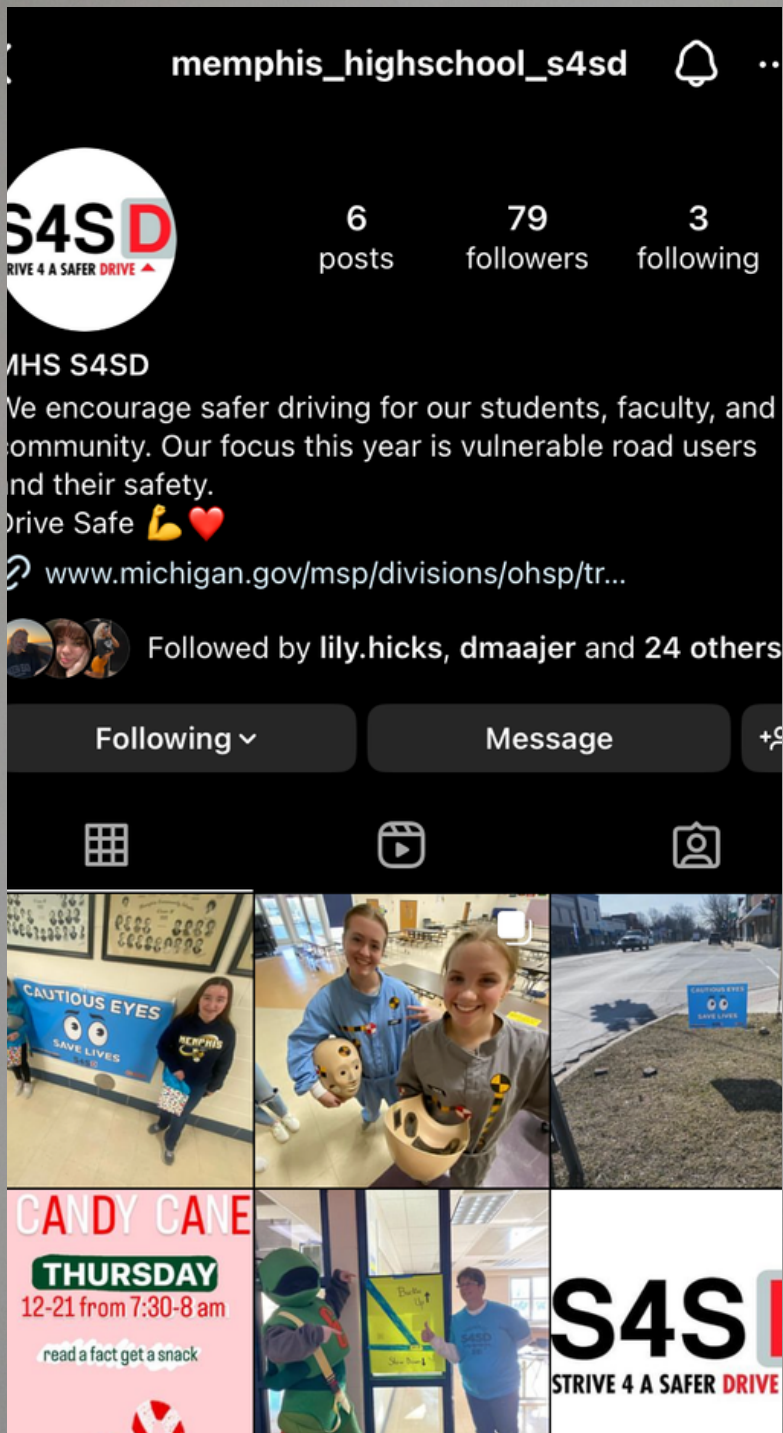


**Social
Media
Involvement**

During their seatbelt campaign last year, Memphis's S4SD team began their S4SD TikTok account. Since then, the account has grown nearly 50% and has received over half a million views.

The account focuses on safe driving, vulnerable roadway users, and Vince and Larry.





Instagram

Similar to TikTok, Memphis's S4SD Instagram has been around since last year's campaign.

The account is used to reach students and parents, make notice of events, and spread the good news about safe driving.

Community Help

Memphis's S4SD
2024 campaign
wouldn't have been
possible without the
help from our St.
Clair County
Sherriffs
Department.
Specifically, the
help of Officer
Nowiski who helped
create our signs



The End