

# STRIVE 4 A SAFER DRIVE

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## FUNDING

All eligible participating high schools in the Strive for a Safer Drive program received a \$1,000 grant to fund a traffic safety awareness campaign. The grant is intended to support marketing efforts and to provide relevant educational materials. Each high school received financial approval from the program coordinator.

## CAMPAIGN

S4SD campaigns are active and will conclude on April 1, 2024. Each participating school will campaign at their own pace, hosting at least three main events and conducting mandatory seatbelt surveys and pre/post-tests. All data will be analyzed and published by the program coordinator.

## WHAT IS YOUR SAFE DRIVING RESOLUTION FOR THE YEAR?

**Happy New Year! Strive for a Safer Drive (S4SD) is proud to partner with the Michigan Office of Highway Safety Planning (OHSP) and Ford Motor Company Fund. We resolve to reduce serious traffic crashes, injuries, and fatalities among Michigan's most inexperienced drivers- teens. To learn more about the S4SD initiative, visit [Michigan.gov/S4SD](http://Michigan.gov/S4SD).**

## EVENTS

A participation requirement of Strive for a Safer Drive is to host at least three main events. Each high school has the flexibility to create and promote events of their choice. Many events occur during lunch periods, assemblies, and/or sporting and community events to ensure the entire student body benefits from the campaign.