



**Chippewa
Valley Coalition
Teen Council
(CTC)
Final Report
S4SD 2024**

**"Don't drive *buzzed*. Bee drug
free!"**



Chippewa Valley High School Coalition Teen Council



- Is the **youth** voice of the Chippewa Valley Schools Coalition for Youth and Families.
- It is made of **90** high school students in grades 9th through 12th grade.
- They help create a positive school climate, support one another & promote resiliency, raise awareness of mental health, substance use, and suicide prevention.
- They also serve as role models, initiate prevention activities cross-age programming, including elementary and middle schools.



This year, the group decided to focus on teen driving by doing the Strive 4 A Safer Drive (S4SD) Campaign.



Goal of S4SD Campaign

- *Our goal was to spread information & awareness about the dangers of driving distracted & driving under the influence to our community and peers.*
- *In the picture you can see our slogan and t-shirt.*
- *Our campaign ran from November 2023-March 2024.*





LETS PROMOTE HEALTHY CHOICES AND
SAFE DRIVING WITH OUR TEENS



CHECK OUT OUR COMMUNITY TABLES



Coalition Teen Council (CTC) brought in several organizations for lunchroom tables, the Safe Drive Family Fair, Clinton Township Police Department, and collaborated with different Chippewa Valley High School Clubs; including Marketing, National Art Society, Auto Club, National Honor's Society, Key Club, and others.



S4SD Events

Seatbelt Tallies + pre and post surveys

Over 57 Social Media Posts

Distracted Driving Photo Contest

Public Service Announcement (PSA) Video about driving under the influence in collaboration with Clinton Township Police Department

S4SD Showcase

4 Lunchroom Tables

Raffle for completing the Ford Driving Skills Academy Program

Don't Drive Buzzed T-shirts

Distracted Driving Crashed Car Display

Safe Drive Family Fair with Arrive Alive Tour, Carnival Games, food trucks, and community resources.



Schedule of Events


STRIVE 4 A SAFER DRIVE EVENTS



11/16/23	Seatbelt Check
11/16- 3/15/24	 CV LED Light Raffle
11/27- 12/22/23	Distracted Driving Photo Contest
11/28- 1/30/2024	PSA Comment & Share to your Instagram story to win a prize
12/5 - 1/8/24	Don't Drive Buzzed, BEE Drug-Free T-shirts

STRIVE 4 A SAFER DRIVE EVENTS



1/22 & 1/23	Traffic Safety Lunchroom Table Computer Simulator 1/22 Main Bld. & 1/23 NGC
2/5 & 2/7	Coalition Teen Council Lunchroom Table 2/5 NGC; 2/7 Main Bld.
3/4 & 3/5	CARE Lunchroom Table 3/4: NGC; 3/5: Main Bld.
3/16	Safe Drive Family Fair 
3/27/24	Final Seatbelt Check

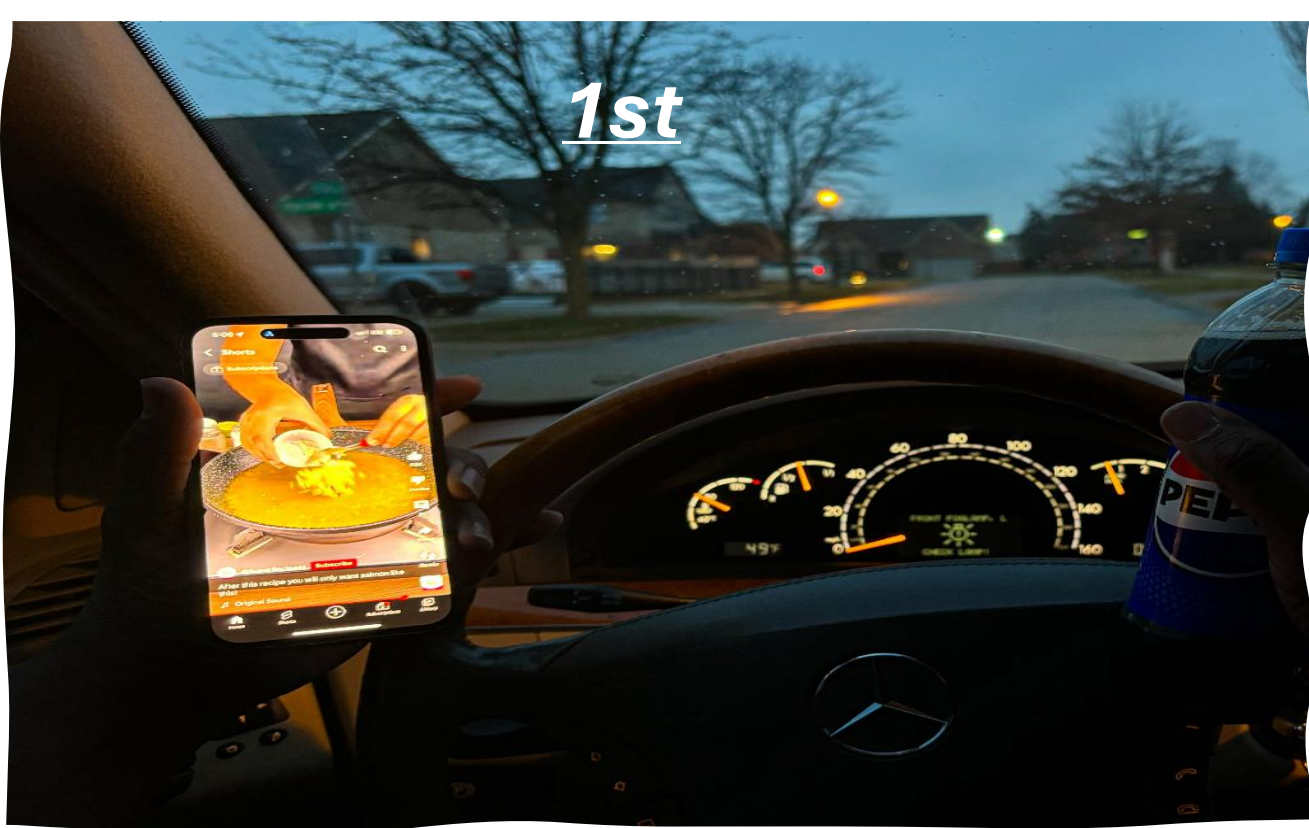


Photo Contest

- Students around our school were given the opportunity to showcase what distracted driving looks like to them for a chance to win the prizes listed below:
 - 1st – Instax Camera (Lasha Paterson)
 - 2nd - \$20 Food Gift Card (David Lanier)
 - 3rd - \$15 Target Gift Card (Madison Popko)
- The top three winning photos were announced on social media, morning announcements, displayed in our S4SD Showcase and at the Safe Drive Family Fair.



Showcase



- We created a showcase to state our goals, describe upcoming events, provide information, and recognize winners for the different events. All focused on the dangers of distracted and impaired driving.
- You can see our slogan: "Don't Drive Buzzed, BEE Drug Free!"

Mr. D, our principal



Lunchroom Tables

CTC had multiple informational tables at lunch including:

- Distracted and Under the Influence Driving Table
 - CARE Agency and CTC
 - Traffic Safety Computer Simulator
 - Informational Survey's and Quizzes
- We had many students and staff participate at our lunch tables and even had 350 responses on our S4SD quiz that was administered at all lunches, plus 450 students that completed the final survey.



Our police liaison, Detective Deckter



Seatbelt Tallies

Our first seatbelt tally showed that 94.68% of our student population wore seatbelts prior to the start of the campaign. At the end of the campaign, it increased to 97.39%



ARRIVE ALIVE TOUR
SIGN UP HERE TO RIDE IN THE JEEP
SCAN ME

LET'S PROMOTE HEALTHY CHOICES AND SAFE DRIVING WITH OUR TEENS

FREE DRIVE SAFE FAMILY FAIR

DON'T DRIVE BUZZED, BEE DRUG-FREE!

SATURDAY 16 MARCH 2024

CHIPPEWA VALLEY HIGH SCHOOL
18300 19 MILE ROAD
CLINTON TWP., MI 48038
PARK IN EAST LOT NEAR FOOTBALL FIELD

Drop in between 10:00 AM - 2:00 PM

For more information

1 in 8 High School Seniors reported driving while impaired.

For purchase Food Trucks A's Sweets & Treats,

Driving Simulators

Carnival Games, impaired goggles, & prizes
Face Painting
Free Raffle

Community Resources Table giveaways



S4SD Safe Drive Family Fair

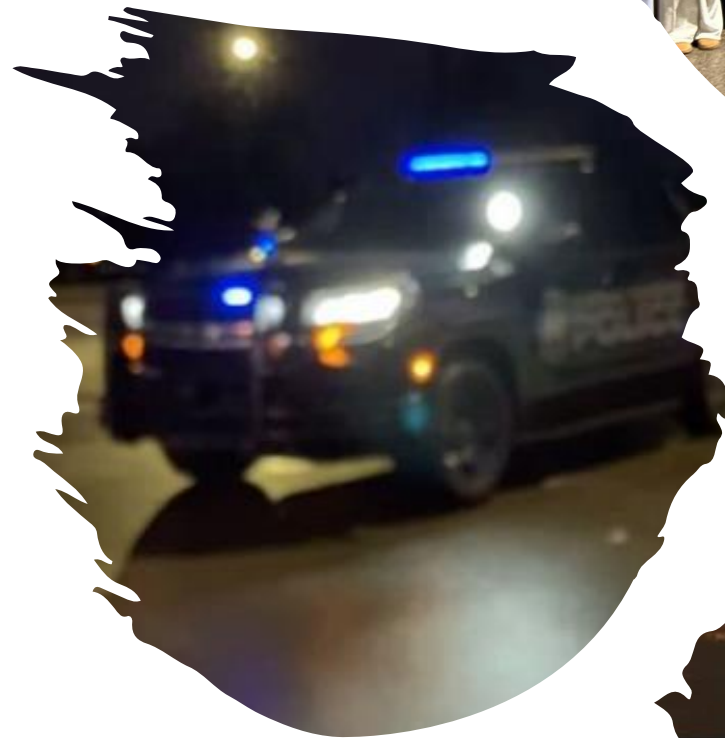
We were amazed that we had over 245 participants + 88 volunteers participate in our fair. These individuals were from the surrounding communities and from various CVHS clubs.

In addition, we were surprised to be featured in the Detroit News, here is the link to the article:

["Simulators show Clinton Twp. students what it's like to drive under the influence of pot, alcohol" Marnie Muñoz The Detroit News](#)

PSA Video

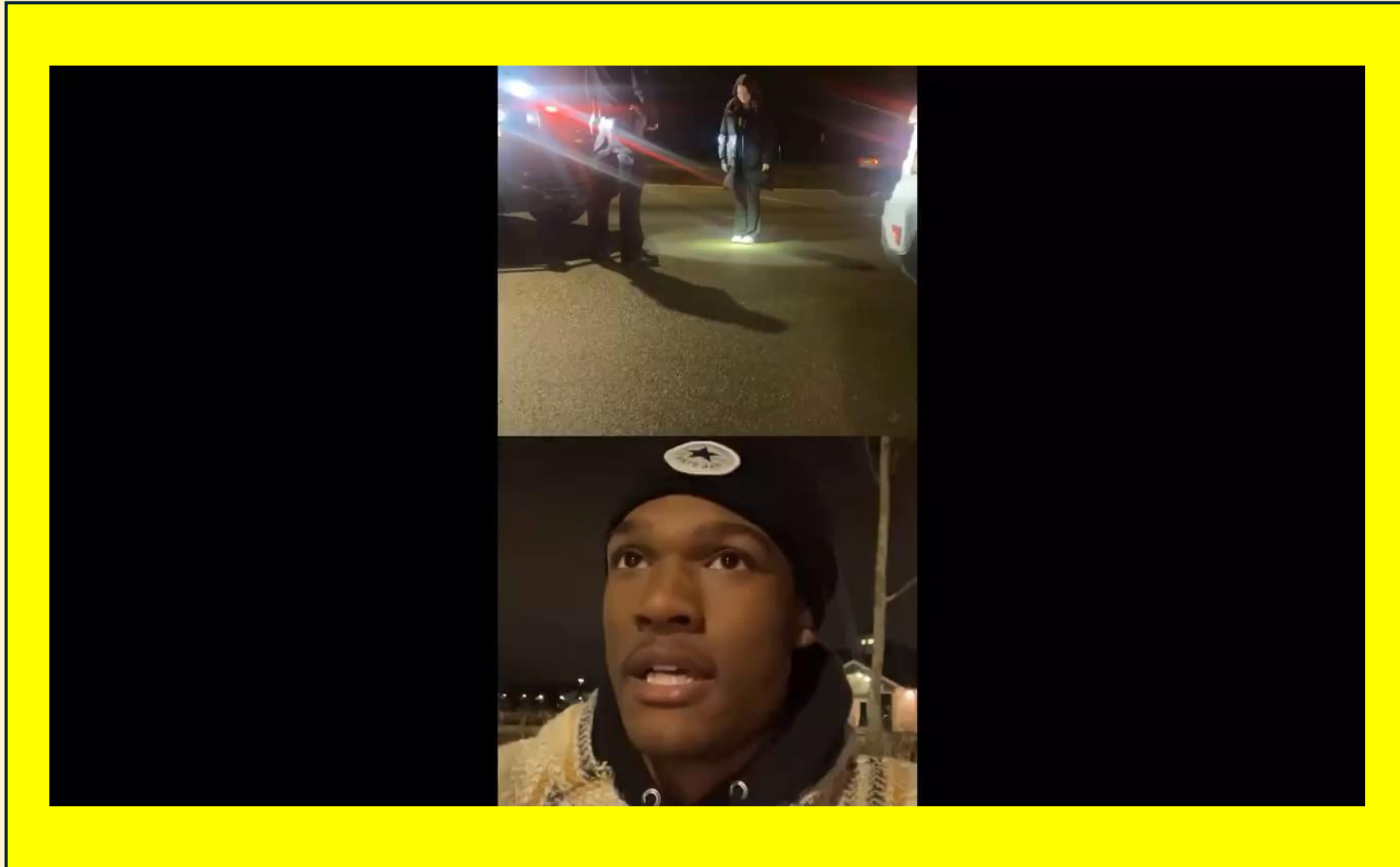
- The Coalition Teen Council collaborated with the Clinton Township police as well as the CVHS Film Club to shoot the PSA.
- The PSA was shown in at least 96 classes which reached over 288 students at CVHS plus has had over 352 views on YouTube.
- See the next slide for the video



2:42

Dont Drive Buzzed S4SD 2024
views · 1 month ago

PSA Don't Drive Buzzed; If you feel different, you drive different S4SD 2024



Community Outreach

- Coordinated with the Clinton Township Police Department for our PSA video.
- At the S4SD Family Fair, there were 25 outside agencies, Chippewa Valley Coalition for Youth & Families, 9 Chippewa Valley clubs, food trucks, driving simulators, and carnival games with a twist.
- **Ruehle's Towing** Company provided a crashed car of an individual who was texting at the time of the accident.
- We sent out information through social medias, flyers, lunchroom tables, websites, links, word of mouth, announcements, email, and more to send the invite to as many people as possible.
- The Macomb Intermediate School District assisted in getting the word out to the surrounding schools.



Displayed Outside at CVHS

- Ruehle's Towing Company provided a car to demonstrate the effects of distracted driving. The story behind this automobile per the towing company was that an individual was texting and driving when he hit the back of a semi-truck. Per Victor at Ruehle's Towing, the individual suffered significant injuries that were non-fatal.
- Ruehle's Towing partners with Chippewa Valley Schools every year to provide a crashed car during prom and graduation to remind the students of the seriousness.
- Chippewa Valley High School has 2177 students.



**TEXTING AND DRIVING KILLS 11 TEENAGERS EVERY DAY
INCLUDING TODAY.**



School-Wide Outreach

- We created mini quizzes for students to fill out before and after the information given, and through those tests we had 773 participants that took the post-test on various questions on driving safety for our lunchroom tables.
- We involved as many CVHS clubs including Marketing, Auto Shop, National Art Society, Key Club and National Honors Society.
- The Safe Drive Family Fair was displayed in various district publications including the district newsletter, What's Happening, and on the district and school websites.
- We targeted 8th grade to 12th graders in all local school districts.