

S4SD NEWSLETTER

Strive for a Safer Drive



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SELECTING MICHIGAN HIGH SCHOOLS

by Kayla Thomas-Wright



According to the Michigan State Police, motor vehicle crashes are the number one cause of death for adolescents. Strive for a Safer Drive selects up to 75 Michigan high schools to create a student-led, traffic safety awareness campaign. The goal is for teens to educate their peers and community members on various traffic safety topics; speeding, seatbelt, pedestrian, passenger, and bicyclists safety as well as impaired, distracted, winter, and night driving. Students submit a proposal outlining their desired traffic safety campaign including an itemized budget outlining what the \$1,000 grant will be used for. The submitted documents are reviewed by the program coordinator, ultimately selecting up to 75 schools to participate.

CAMPAIGN GUIDELINES

Application and Information

- S4SD Newsletter
- S4SD Webinar 2020-2021
- S4SD Informational Brochure 
- Participation Requirements
- S4SD Application 
- Sample Campaign Proposal 

Toolkit

- 100 Most Dangerous Days Campaign
- Seat Belt Observation Survey
- Final Report Template 
- S4SD Fact Sheets
- Expense Tracking Form 
- Expenditure Guidelines
- Resource Packet
- Helpful Hints
- Ford Driving Skills For Life

Students participating in S4SD are required to have school-wide applicability. Although participating schools may be involved through a sports team or club, obtaining the participation of the majority of classmates is mandatory. Students will educate their peers and community members on one of nine traffic safety topics while incorporating Ford Driving Skills for Life and S4SD branding.

Before campaigning a pre-test will be completed by participating schools followed by a post-test at the end of the program. It is the student body's choice as to which three activities are administered while participating in S4SD. Activities can consist of social media challenges, yard signs, safe driving pledge, public service announcements, mock distracted driving courses, etc. Finally, a seatbelt observational survey is mandatory for all S4SD participating schools to complete. Typically, this is done at the beginning of the school day to track the frequency of seatbelt usage. Students may incorporate incentives for other students such as candy or gift card raffles pending their seatbelt usage when arriving at school. Strive for a Safer Drive encourages participating schools to create an interactive campaign with various incentives for participating students. The grant is to be used as an advantage to encourage students to learn and follow traffic safety laws while having fun.

S4SD WEBINAR

December 2021

The Strive for a Safer Drive team will be hosting an interactive webinar in December. The webinar is designed to provide useful information regarding student-led campaigns. While there are various mandatory components associated with S4SD, the students have free range to create interactive student-led campaigns. Students are highly encouraged to take pictures and videos while using social media platforms to showcase their traffic safety campaigns.



APPLICATION DEADLINE EXTENDED

December 3, 2021

Strive for a Safer Drive is extending the application deadline for the 2021-2022 academic year. Michigan high schools that did not have an opportunity to apply or create a thorough proposal will have additional time to do so. All applications and proposals will be reviewed by the program coordinator. Once reviewed, any suggestions will be communicated to the applicant. All participating schools will be notified of their selection by December 10, 2021. The application and an example of a campaign proposal are available on the S4SD website.



Strive for a Safer Drive

**APPLICATION
DEADLINE
EXTENDED!**

**APPLICATIONS DUE
DECEMBER 3, 2021**

Access the application and sample proposal at
michigan.gov/s4sd