




S4SD NEWSLETTER ANNIVERSARY

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January is the one-year anniversary of Strive for a Safer Drive's monthly newsletter. The newsletter began as a method to keep advisors, students, and partners up to date. Today, the newsletter is not only shared with S4SD advisors and partners, it is shared within other organizations allowing the public to learn about the safe driving initiative. The 2021-2022 program includes 38 Michigan high schools. To view previous newsletters go to Michigan.gov/s4sd under the "application and information" section.

Application and Information

- [S4SD Newsletter](#)
- [S4SD Webinar 2020-2021](#)
- [S4SD Informational Brochure](#) 
- [Participation Requirements](#)
- [S4SD Application](#) 
- [Sample Campaign Proposal](#) 

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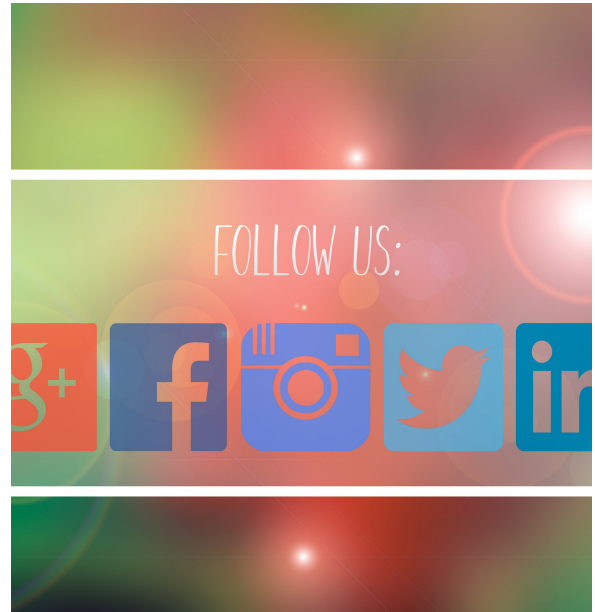
Reminders

STRIVE FOR A SAFER DRIVE



CAMPAIGN FUNDS

Strive for a Safer Drive advisors have been sent campaign funds in the form of a check. Students previously created an estimated budget as to what the grant will be used towards. Creativity is encouraged while following S4SD expenditure guidelines. If students would like to make changes to their budget, please contact the program coordinator. Otherwise, happy campaigning!



SOCIAL MEDIA

FACEBOOK @STRIVE4ASAFERDRIVE
INSTAGRAM @STRIVE4ASAFERDRIVE
TWITTER @MI_S4SD
TIKTOK @STRIVE4ASAFERDRIVE

As students begin to campaign, the usage of social media is encouraged! Platforms such as Instagram, TikTok, Facebook, and Twitter allow the engagement of individuals in and outside of the community. To incorporate Strive for a Safer Drive, use the hashtag S4SD or tag the corresponding S4SD social media page in your post. The more students share, the more S4SD will re-share, potentially increasing followers/friends.

S4SD REMINDERS

*PRE-TEST * SEATBELT OBSERVATIONAL SURVEY * POST TEST*

Reminder for all participating schools to complete pre-tests and seatbelt observational surveys prior to the start of campaigning. The pre-tests are created for you, with a unique link to your specific traffic safety topic. Each advisor has received a link. When conducting seatbelt observational surveys, it is common for students to stand outside near student parking entrances to observe the number of students wearing a seatbelt compared to not. If this is not an option, it is suggested to stand near commonly used school door entrances to verbally ask students if they wore a seatbelt when arriving at school. Students may use incentives such as gift card raffles or candy to encourage student participation. The form has been provided to all participating schools and can be found at Michigan.gov/s4sd under "toolkit".

At the end of the program, students will take a post-test to measure the knowledge obtained while participating in Strive for a Safer Drive. The post-test links will be sent to each advisor for their chosen traffic safety topic.

For more information contact the program coordinator, Kayla Thomas-Wright at strive4asaferdrive@gmail.com OR visit the website at Michigan.gov/s4sd

