



Strive for a Safer Drive FAQs

Q: How can our school obtain a driving simulator and/or impaired driving goggles?

A: Your school will need a law enforcement officer to oversee and demonstrate the driving simulator. Refer to the [simulator contact list](#) in the resource kit for a list of available simulators. If you are unable to schedule a simulator, contact your project manager at Strive4ASaferDrive@gmail.com for assistance.

Q: How do we find a law enforcement officer?

A: Check with your school's administration as many schools already have a law enforcement liaison. If your school does not have a liaison, your team can contact the local city police department, county sheriff office or a Michigan State Police Community Service Trooper at Michigan.gov/msp.

Q: What should we incorporate into our campaign?

A: Elements that must be included are:

- [Ford's Driving Skills for Life](#) (DSFL)
- School-wide applicability
- Focus on at least one of the following topics: seat belt use, speeding, underage driving/impaired driving, distracted driving, or winter driving.
- Include three events or activities
- Involve the community and local media

Q: What are some of the resources Ford Driving Skills for Life offers?

A: The online, safe driving academy is interactive and teaches teen drivers safe practices about topics that they may not have previously thought important. Experts working with Ford have identified a number of areas that account for 60 percent of teen crashes. DSFL works to build skills in these areas in order to prevent crashes. The Ford DSFL website is engaging, informative, and has useful resources; some of these introduce innovative ways to involve parents in the campaign. Be creative!

Q: What activities have other schools done in association with this project?

A: Schools have planned activities and promoted their safe driving campaign during regular school hours as well as during after-school events. During school hours, some teams have set up tables during lunch, promoted safe driving through t-shirt and drawing competitions, hung posters around the school, and held assemblies with guest speakers. During after-school events, some schools have generated interest in their campaign by dressing as crash-test dummies during a basketball game or by inviting a guest speaker to talk to students and parents.

Q: What are some ways we can get our local community involved?

A: You might consider earned media via local news by inviting local television and newspaper reporters to attend your events, start an online blog, share campaign activities on social media, or write letters to the editor. Another idea is to mail brochures or other forms of information about the campaign to parents. Inviting members of the community to after-school events may also build interest.



Q: What are some ideas for evaluating our campaign?

A: Pre- and post-test surveys are an excellent way to measure the effectiveness of your campaign. If you would like help in creating these surveys you can ask your project manager for assistance. Schools have also counted pledges, parent-student driving contracts, the number of students who are seen using campaign materials, or the number of students who attended an assembly or watched a video on the morning announcements as measures of outreach.

Q: Can our campaign extend beyond the end date listed in the information packet?

A: Although we encourage you to implement your safe driving campaign strategies throughout the school year, we can only evaluate your campaign based on activities occurring within the dates provided in the initial information packet. You may, however, include your plans to continue your campaign in your final report.

Q: Our club has money saved from last year's fundraising. Can we use that for this campaign?

A: This is allowed as long as you keep your club funds separate from the funding provided by Strive for a Safer Drive. In-kind donations from your club and other school groups are permitted, but you may not supplement S4SD funding with school funds.

Q: How far in advance must we request a driving simulator?

A: It is recommended that you request a driving simulator at least one month in advance. The sooner you put in your request, the more likely you are to get one on your preferred date.

Q: Will the judges take into account our school's limitations when evaluating?

A: Yes, the sponsors understand that every school is different and there may be variance regarding what activities a school can include in its campaign. You can explain any special circumstances or limitations your school faced during your campaign on the final written summary. These will be taken into account during judging.