



S4SD
STRIVE 4 A SAFER DRIVE ▲

Strive for a Safer Drive

Anchor Bay HS
HOSA Club



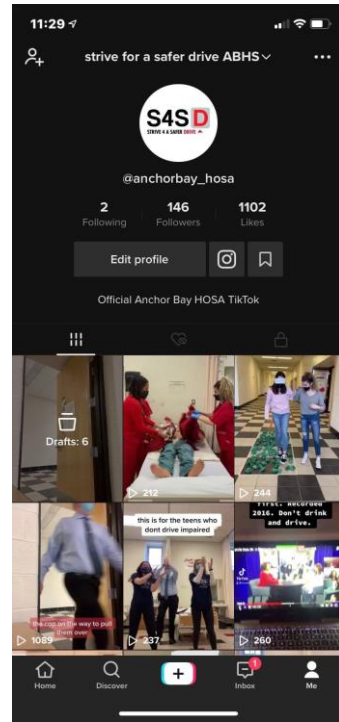
It has been declared, You shouldn't drive impaired

Disclaimer

- This year has been particularly difficult for us. The COVID-19 Pandemic put a halt to in-person education and forced us to find different, more unique ways of educating our peers and young drivers in the community.

Objective 1: Social Media

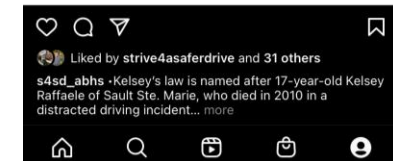
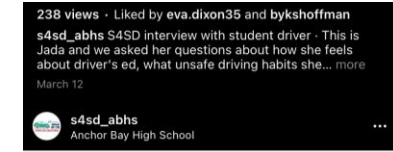
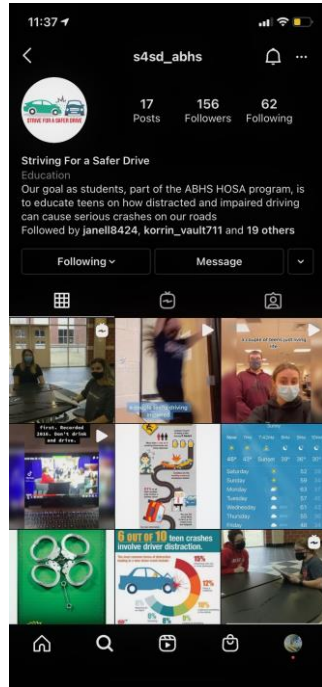
Our first objective for the campaign was the creation of several S4SD social media accounts designed to target the younger population.



Tik Tok

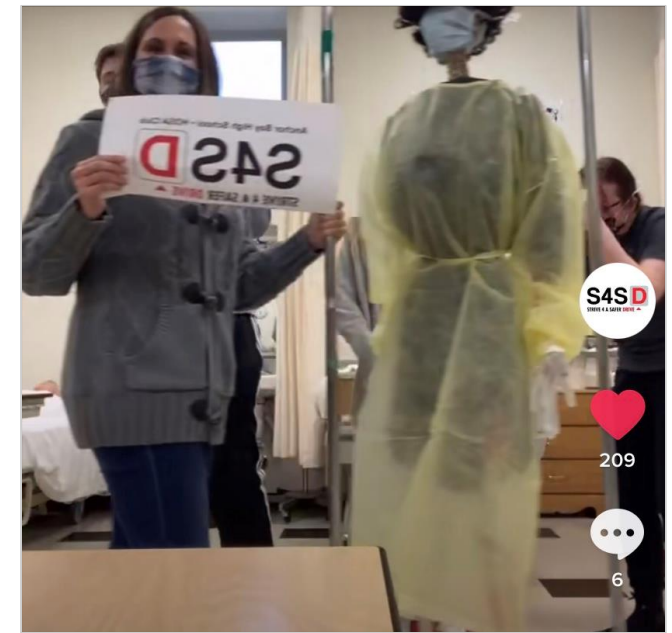
- Our first objective for the social media portion was the creation of the S4SD Tik Tok. We used a series of short, 1-minute clips to educate young drivers on the danger of impaired driving using means that they understand.

Instagram



- Our second objective was the creation of an Instagram account dedicated to promoting safe driving habits through the use of different graphics and statistics posted on it, as well as promoting the Tik Tok.

Results



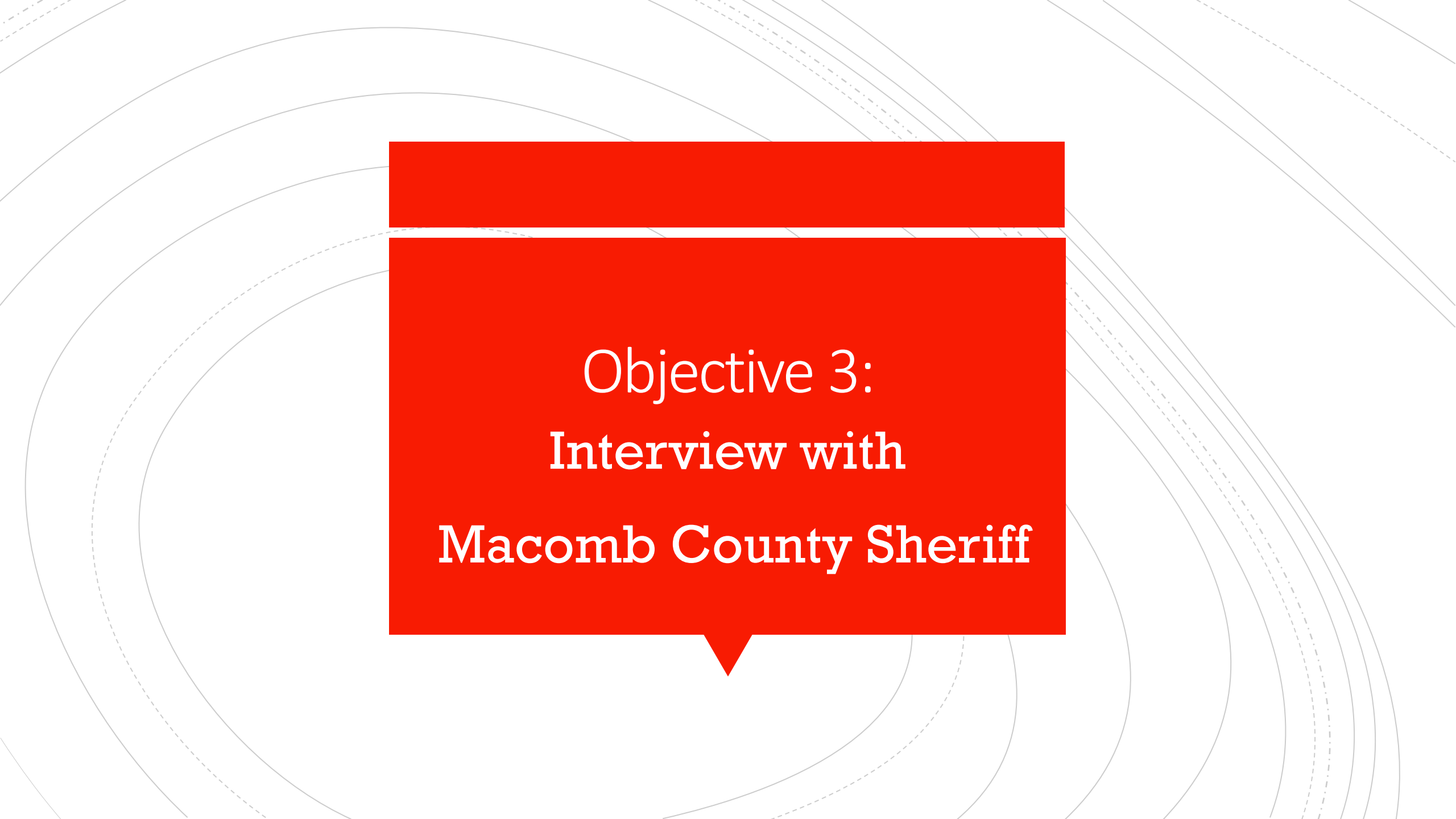
- We garnered over 13,000 page views on Tik Tok. As well as 1,100 likes and 142 followers. We also had 158 followers as well as 2,900 page views on the Instagram. This was based on 14 Tik Tok's and 17 Instagram posts posted between middle of January and middle of April.

The background features a series of concentric, overlapping circles in light gray, some solid and some dashed, creating a ripple effect. A prominent red callout box is centered on the page, containing the text.

Objective 2:
Yard Signs

Results

We received approximately half of all followers on both Tik Tok and Instagram from people seeing the yard signs and following us from the information on the signs.

The background features several concentric circles in light gray, some solid and some dashed, creating a ripple effect. A prominent red callout box with a downward-pointing arrow is centered on the page.

**Objective 3:
Interview with
Macomb County Sheriff**

Sheriff Interview



- On April 1st, 2 HOSA members conducted a Zoom conference with Macomb County Sheriff Anthony Wickersham. Topics discussed included risks of impaired driving, statistics involving vehicle crashes while intoxicated, and alternative options to driving when you are unable to drive yourself.

Results

The entirety of the interview was made public on the Anchor Bay School District Facebook page. We received over 1,700 views as well as 10 shares by different members of the Anchor Bay Community.

https://www.voicenews.com/life/anchor-bay-students-strive-for-a-safer-drive/article_ab0cdbd6-7c59-11eb-b03c-b3910dfc5dd3.html

Anchor Bay students 'Strive for a Safer Drive'

Campaign focuses on impaired driving, seat belt use

By Katelyn Larese klarese@medianewsgroup.com

Mar 3, 2021



A pre-test of seat belt use at Anchor Bay High School showed one in five drivers and one in eight front-seat passenger not wear a seat belt. Photo courtesy of JENNIFER DIXON

"It's been declared you shouldn't drive impaired."

That's the message being promoted by Anchor Bay High School's HOSA - Future Health Professionals club as part of this year's "Strive for a Safer Drive" campaign. For the third straight year, the group of nearly 50 students has been selected to participate in the peer-led

https://www.voicenews.com/life/anchor-bay-students-strive-for-a-safer-drive/article_ab0cdbd6-7c59-11eb-b03c-b3910dfc5dd3.html?fbclid=IwAR3q7j3... 1/4

Media Outreach

THE VOICE NEWSPAPER

- We were featured in our local area newspaper, The Voice, on March 3, 2021. The article described what we were doing as well as reasons why we were doing it, which helped us gain more publicity as well as spreading awareness for the campaign

LOCAL 4 NEWS

- On March 23, 2021, we were featured by Local 4 News. They displayed an article online under the Something Good! Segment as well as did an on-air feature for us.

Other activities

LANYARDS

- Lanyards with S4SD and Anchor Bay HOSA on them were purchased and were raffled off to community members that sent in a photo of one of the yards signs and posted them on Instagram and tagging our Instagram.



T-SHIRTS

- Navy blue T-shirt were purchased for members of the club participating in the S4SD campaign as well as to be raffled off in the same fashion as the lanyards. They had the S4SD logo as well as Anchor Bay HOSA and our campaign slogan on the back.

Student Survey

We sent out an informational sheet on different statistics of impaired driving to teachers at Anchor Bay High School to send out to their students. From there we asked students to complete a short, 3-question survey testing their understanding of the material. We received 291 responses with an average score of 100%.



Anchor Bay HOSA and S4SD

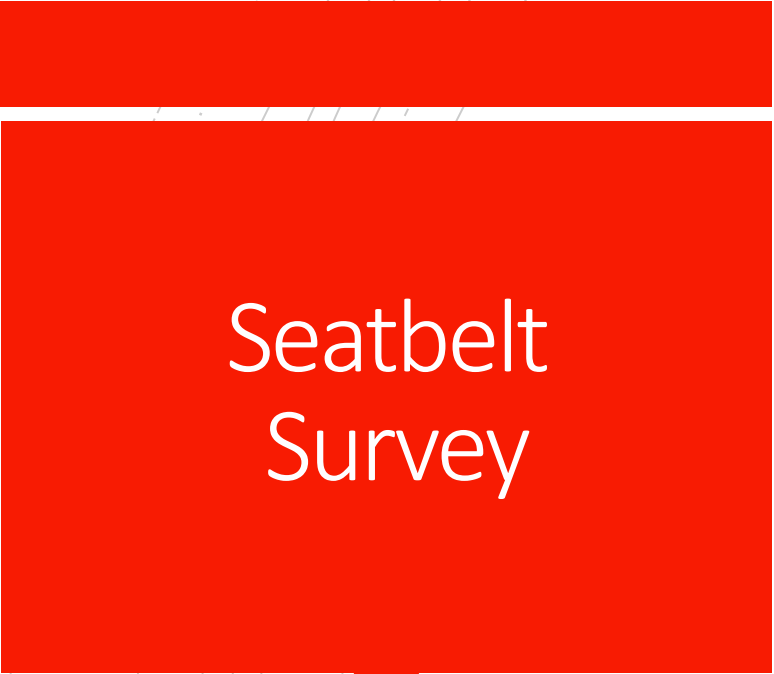
Anchor Bay High School HOSA club (Health Occupations Students of America) has teamed up with S4SD (Strive for a Safer Drive) to educate our school and community about safe driving. This year the club has been finding and creating new ways to educate on how to be a better driver. Nationwide, forty three percent of first-year drivers, and thirty seven percent of second-year drivers are involved in car crashes. This is due to inexperience, distracted driving, and underage alcohol/drug use. To help shed light to the community and our school, our HOSA Club did an experiment to test the amount of people wearing seatbelts. We sent our HOSA Club Members to count the amount of people not wearing seatbelts leaving the school parking lot. Nearly 40% of all people were not wearing seatbelts, this is just one of the scary statistics we are trying to fight against. Seatbelts are proven to save lives and every driver and passenger should wear one.

DUI stands for "driving under the influence" of alcohol or prescription, nonprescription, or illegal drugs and is the main cause of deaths and injuries on our roadways. Can you imagine, almost half of the number of people who were killed on 9/11 at the Twin Towers are killed every year just because of DUI crashes? That number does not even include other types of crashes. And the saddest thing is that none of those DUI crashes had to happen. That is a choice you don't have to make. Alcohol is involved in about 40% of all fatal car crashes and alcohol-related crashes in the U.S. cost about \$51 billion each year. Drivers with a blood alcohol content (BAC) of only 0.02 to 0.05 % are 7 times more likely to die in a crash than sober drivers. Low doses of marijuana also affect your concentration, perception, and delay your coordination and reaction time, which are skills needed to drive safely. Marijuana use can make it difficult for you to judge distance and react to signals and sounds while driving. After alcohol, marijuana is the most frequently found substance in car crashes with about 33% of DUI drivers are high on marijuana. Marijuana and alcohol combined can increase your BAC level three times which is dangerously affecting your driving ability. With the data showing that people who drive high on marijuana show the same lack of coordination as drunk drivers. Just remember it's been declared you shouldn't drive impaired.



Please complete our 3-question survey, copy & paste this link:
<https://forms.gle/d39abLKsbXGsUhd7A>

Follow us at:
Instagram: @s4sd_abhs
Tik Tok: @anchorbay_hosa



Seatbelt Survey

PRE-CAMPAIGN

- Prior to starting our campaign, we completed a seatbelt observation survey and concluded on average, that 16% of people in cars leaving our parking lot did not wear their seatbelts.

POST-CAMPAIGN

- As our campaign winded down, we completed the post-campaign seatbelt observation and found that that number had been reduced down to only 6% of people.

Summary

- In conclusion, our campaign received generally positive feedback from our community. We received special recognition from the Anchor Bay Board of Education on April 28th at their monthly meeting. We used social media and local media to reach a wider, more diverse base of people. We feel that we excelled in our education and community outreach especially in the face of a pandemic.