



michigan.gov/S4SD



Strive for a Safer Drive (S4SD) is a high school safe driving initiative. Up to 75 schools will be selected to receive \$1,000 to create a student led traffic safety awareness campaign. Campaign topics may include: speeding, seatbelt, pedestrian, bicyclist, and passenger safety, impaired, distracted, nighttime, and winter driving.

Guidelines and more information can be found at Michigan.gov/S4SD

PROGRAM TIMELINE

| Date | Event |
|-------------------|---|
| November 1, 2021 | The first 30 schools to apply by November 1 will receive a \$100 Visa gift card! |
| November 19, 2021 | Application deadline |
| November 2021 | Selected schools are notified and campaigns may begin |
| December 2021 | Checks will be mailed out |
| April 8, 2022 | Campaign activities end |
| April 15, 2022 | Final project due |
| April 2022 | Winning schools announced |
| May 2022 | Ford Driving Skills for Life hands-on event |





RIDE AND DRIVE EVENT

S4SD schools are eligible to attend a half day, advanced driver training program. Students will have the opportunity to drive vehicles on a closed course with professional instructors. Students will learn key skills and gain experience in areas that contribute to more than 60 percent of teen crashes, including:

- Hazard recognition
- Speed and space management
- Vehicle handling and
- Distracted and impaired driving



Stop the leading cause of teen deaths