

AUGUST, 2021

S4SD NEWSLETTER

STRIVE FOR A SAFER DRIVE



National Night Out hosted by the Flint Township Police Department

Strive for a Safe Summer

This summer, Strive for a Safer Drive has kept busy educating the public on traffic safety, specifically teen driving. The program coordinator, Kayla Thomas-Wright, has represented S4SD at SEPLA (Schools Educators Police Liaison Association), National Night Out, Safety Day, and at various Michigan Driving School locations. The leading cause of death for U.S. teens is motor vehicle crashes, therefore, our goal is to promote S4SD in as many communities as possible before the application deadline. Applications are being accepted with a submission deadline of November 19, 2021. Michigan high schools are eligible to apply and up to 75 schools will be selected to participate in the 2021-2022 S4SD program.

IMPORTANT INFORMATION



Applications can be found online at michigan.gov/S4SD

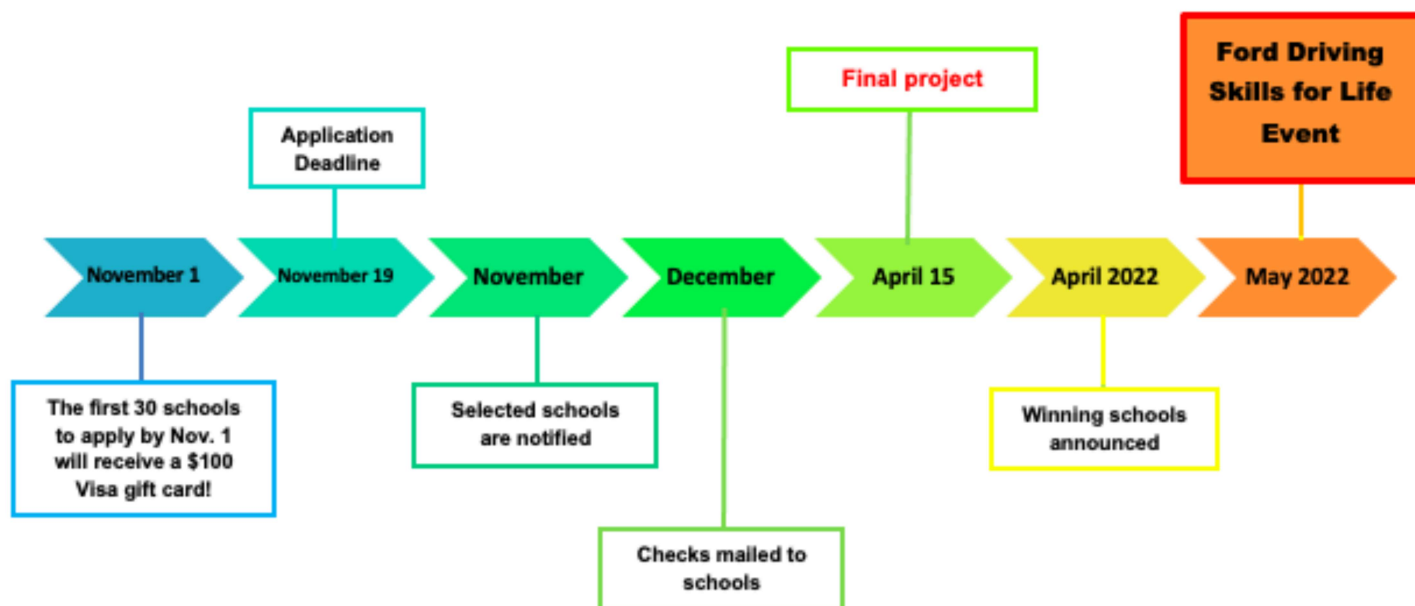


The first 30 schools to apply by November 1 will receive a \$100 Visa gift card



Submit your application by November 19 to strive4asafedriver@gmail.com

2021-2022 S4SD TIMELINE



LATEST TRAFFIC SAFETY TOPICS

S4SD is proud to announce four additional traffic safety topics. Students participating will have an opportunity to educate their peers, faculty, and staff, and community on one of nine traffic safety topics; speeding, seatbelt, pedestrian, bicyclist, and passenger safety, impaired, distracted, nighttime, and winter driving.

Upon submitting an application, students will include a proposal based on their chosen traffic safety topic. It is important to focus on one main topic although students may include information from various topics. In addition to the proposal, students will submit an anticipated budget. The budget is to include all expenses purchased from the \$1,000 grant. Students can find a **sample campaign proposal**, **expense tracking form**, and **expenditure guidelines** on the S4SD website.

Application and Information

- S4SD Newsletter
- S4SD Webinar 2019-2020
- S4SD Informational Brochure
- Participation Requirements
- S4SD Application
- Sample Campaign Proposal

Contact Us

- S4SD Twitter
- S4SD Facebook
- S4SD Staff
- Media Room
- About The Sponsors

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

Past Campaigns

- 2021 Results
- 2020 Results
- 2019 Results
- 2018 Results
- 2017 Results

S4SD IN ACTION!



**SEPLA Conference with 90
School Resource Officers
(RSO's)**



**National Night Out hosted by
the Flint Township Police
Department**



Michigan Driving School at Lakeview High School



Michigan Driving School at the Roseville, MI location



OHSP, S4SD, and of course, Sparky take on Safety Day at MSP Headquarters



TIA's engineering department in support of Safety Day

Well Done is Better Than Well Said

- Benjamin Franklin

APPLY TODAY FOR STRIVE FOR A SAFER DRIVE!



Application

Strive for a Safer Drive (S4SD) is a high school safe driving Initiative. \$1,000 is being offered to high schools to create a student-led traffic safety campaign.

Applications are due by **November 19, 2021**. Participation requirements, campaign examples, resources for a successful campaign, and purchasing guidelines can be found at [Michigan.gov/s4sd](https://michigan.gov/s4sd). Funding will be issued to high schools in December.

High school teams will document their campaign and submit a final project for judging. Cash prizes will be awarded to the top five schools. All participating schools are invited to attend the Ride and Drive Event in the spring.

Contact: 248-334-4971 or Strive4aSaferDrive@gmail.com

School:	County:
Principal:	Principal Email:
Advisor:	Advisor Email:
Advisor Office Phone:	Advisor Cell Phone:
Student Lead:	Student Lead Email:
Mailing Address:	
City:	Zip:
School-wide Enrollment:	Club Affiliation (SADD, SLS, DECA, NHS):
How did you hear about S4SD?	

Attach additional pages with the following information:

- Campaign Outline
 - Detail the campaign & activities you plan to develop (1 main topic but can educate on numerous)
 - Estimated budget details listing expenditures up to \$1,000
 - Describe how you plan to evaluate the success of your campaign (Pre/Post-Test & Observational Survey)

Approval to use school S4SD student photos and videos on S4SD website, social media, and promotional materials: ☐ Yes ☐ No

Advisor Signature: Date:

Completed applications should be mailed to: Transportation Improvement Association, Attn: S4SD, 100 E. Big Beaver Road, Suite 910, Troy, MI 48083 or
Emailed to: Strive4aSaferDrive@gmail.com



All Michigan high schools are eligible to apply for S4SD!

Participation requirements are as followed

- **Student-led**
- **Advisor overseeing the program**
- **Identify one campaign topic, goal/slogan, and evaluation system (Administration of Pre & Post-Test)**
- **Use funds for only S4SD campaign-related activities and items (complete expense form)**
- **Submit the application, proposal, and expense tracking form by **November 19, 2021****

Applications can be emailed to strive4asaferdrive@gmail.com

OR

Mailed to 100 E. Big Beaver Rd., Suite 910, Troy, MI 48083