

S4SD Final Report
Anchor Bay High
School



STRIVE 4 A SAFER DRIVE ▲



Campaign Overview

- Slogan: “Take our advice, be careful on snow and ice!”
- The mission of Anchor Bay HOSA is to educate students on safe winter and nighttime driving, with an emphasis on seatbelt safety.
- Throughout our campaign we organized 9 main events:
 1. Take Our Advice Lunchtime Event
 2. Coffee and Contemplation
 3. I-94 and I-69 MDOT Signs
 4. Road Signs
 5. Informational Posters
 6. Lunchtime Trivia
 7. Elementary School Seatbelt Presentations
 8. Fun Fact Friday
 9. Wellness Newsletter



Event 1: Take Our Advice Lunchtime Event



• On March 2, 2022, Anchor Bay HOSA held an educational and engaging lunch time event that promoted safe winter and nighttime driving. As well as seatbelt safety. Students were able to participate in events such as:

- Riding the seatbelt simulator
- Riding tricycles on “snow” and “ice”
- Using the nighttime impaired/distracted driving simulator
- Signing a pledge to drive safely
- Interacting with Click It The Cricket and learn how to buckle properly



Take Our Advice
Lunchtime Event Pictures



Take Our Advice
Lunchtime Event Pictures

Event 2: Coffee and Contemplation



- Anchor Bay HOSA hosted a morning event (March 14, 2022) to promote safe driving, especially after Day Lights Saving Time since crashes increase by 6%. We had cup sleeves made with driving statistics on them. Students were given complementary drinks only after being educated about the fact on their sleeve.



Coffee and
Contemplation Pictures

Event 3: I-94 and I-69 MDOT Signs



- By reaching out to Andrea McCabe, Anchor Bay HOSA was able to have our slogan and advice on the MDOT signs on:

- I-94 West at Water Street
- I-94 East at Cotton, south of the 23-mile exit
- I-69 East at Wadhams Road
- Having signs here allowed for huge community engagement and education.

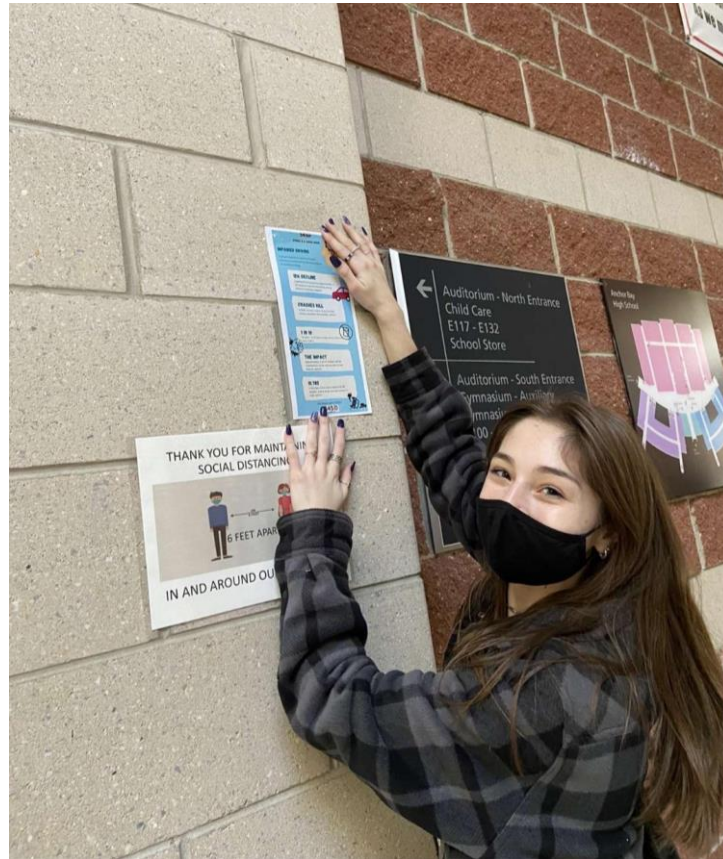
Event 4: Road Signs



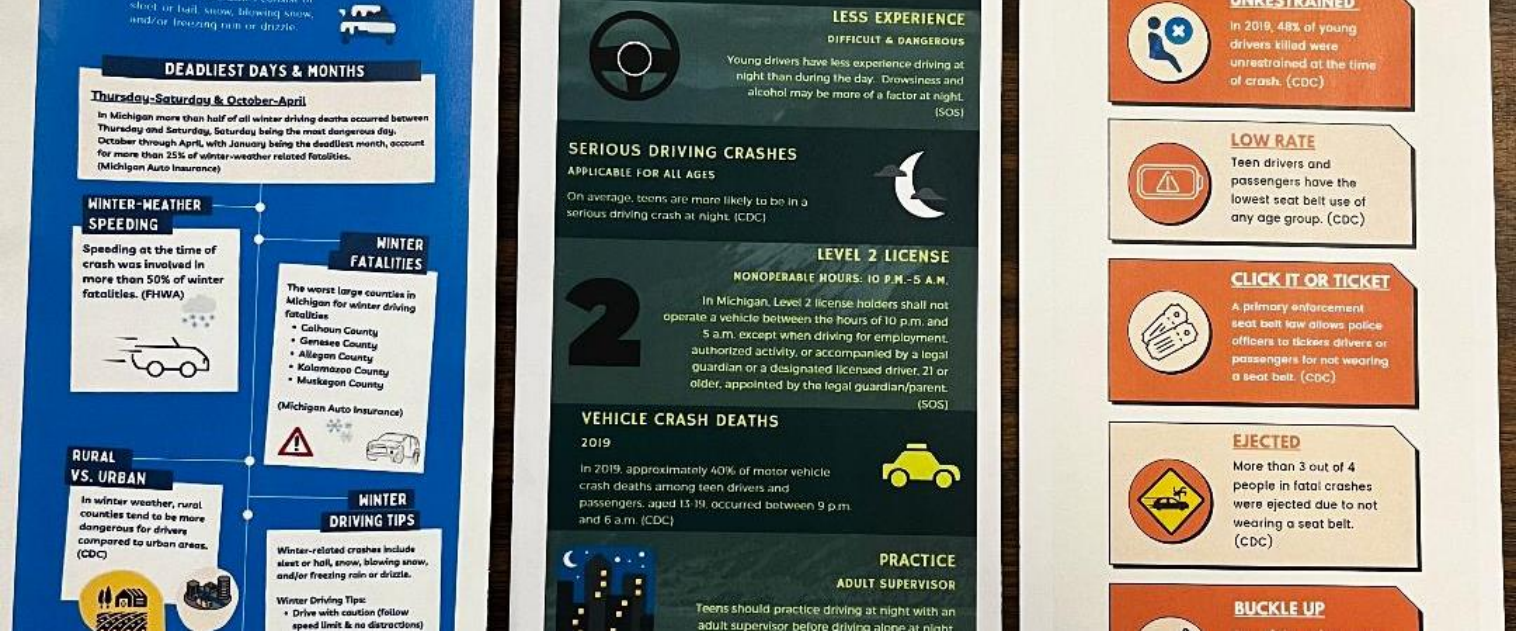
• Anchor Bay HOSA created road signs and put them up around our community. The signs promoted S4SD and Ford Driving Skills. We placed these signs at:

- US Farathane, 2133 Petit St Port Huron, MI 48060.
- HomeGoods, 26303 Bay Vista Drive Chesterfield, MI 48047
- Bad Brads, 35611 Green St New Baltimore, MI 48047
- Walgreens, 51200 Washington St New Baltimore MI, 48047
- Texas Road House, 27050 23 mile Rd Chesterfield, MI 48051
- Biggby, 36540 Green St New Baltimore, MI 48047
- Personal homes on main roads.
- On Dixie Highway in Ira Township
- In front of all Anchor Bay Schools

Event 5: Informational Posters



- With help from Anchor Bay's SADD club, Anchor Bay HOSA posted informational posters across our school with facts and tips on safe winter and night driving. These posters have been posted across the school since early January and are still posted.



Informational Poster Pictures

Event 6: Lunch Time Trivia



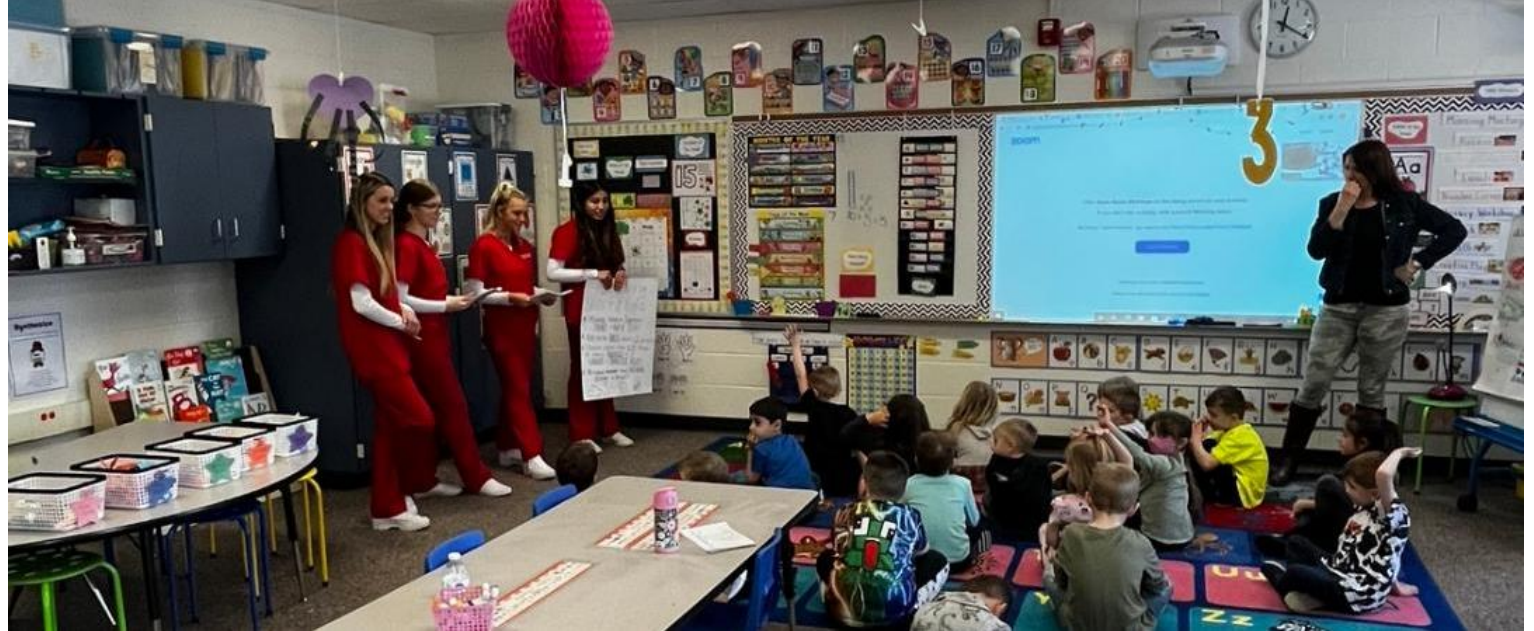
- Throughout March, Anchor Bay HOSA hosted lunch time trivia. Members would ask students questions based on tips and facts from our informational posters. If students answered the question correctly, they won a gift card. If students answered incorrectly HOSA members educated students on the correct answer.

Event 7: Elementary School Seatbelt Presentations

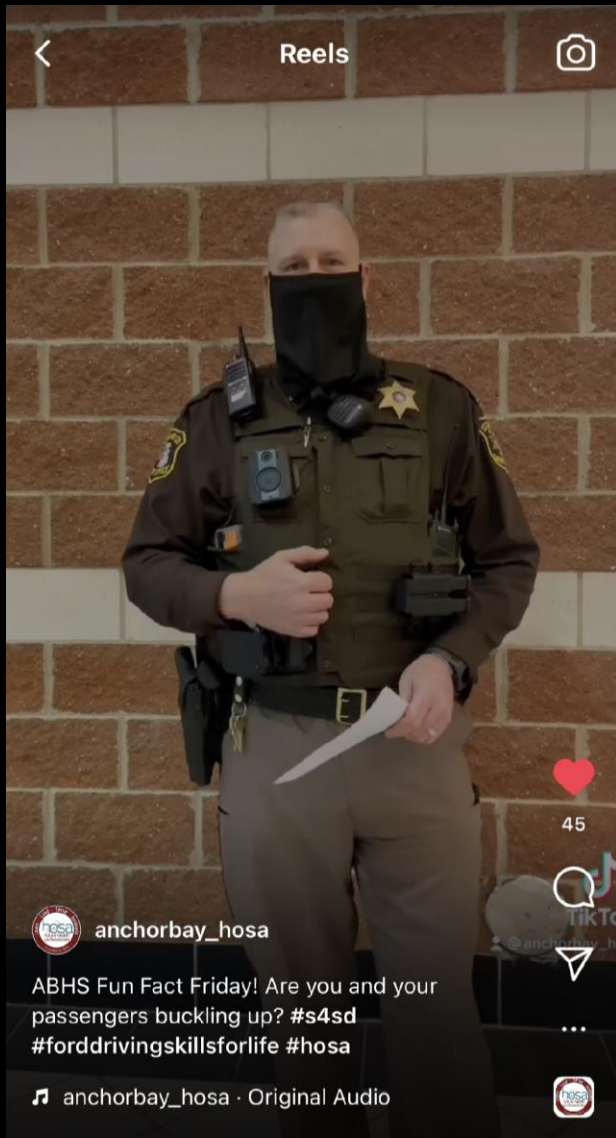


- Anchor Bay HOSA students traveled to elementary schools to educate young children about how to properly buckle their seatbelts and how to be a good passenger. To further engagement, HOSA members made artistic posters and passed out coloring books. To demonstrate how to buckle a seatbelt, Click It the Cricket provided an interactive demonstration to the children. Anchor Bay HOSA members educated at:

- Lighthouse Elementary, 51880 Washington St New Baltimore, MI 48047
- Great Oaks Elementary, 32900 24 Mile Rd Chesterfield Twp, MI 48047

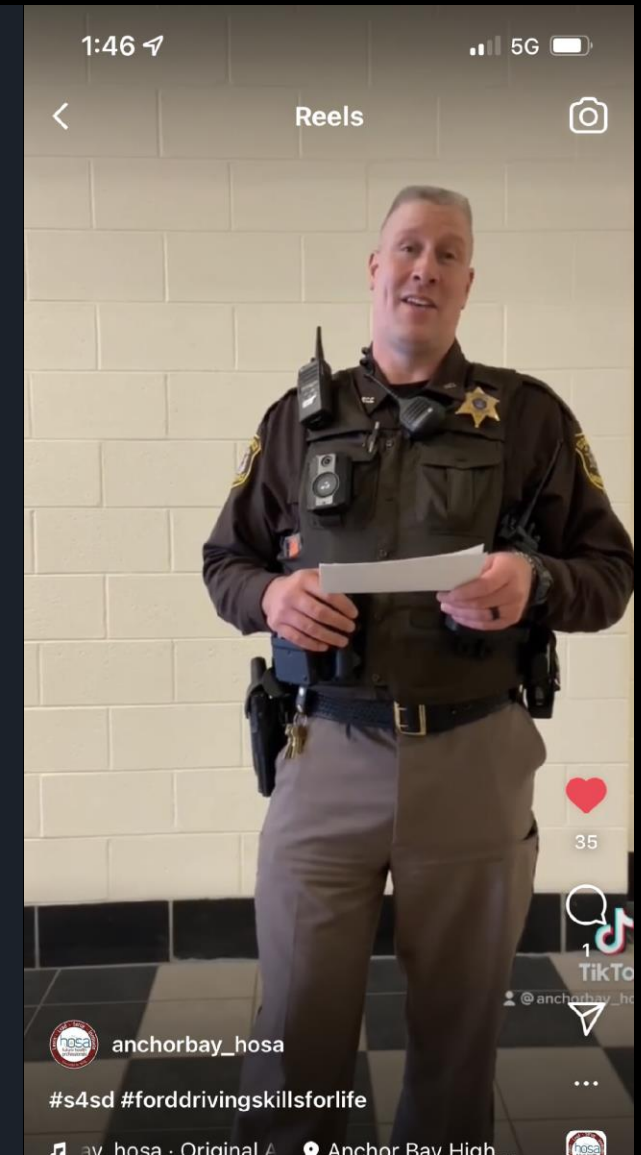


Elementary School Seatbelt Presentation Pictures



Event 8: Fun Fact Friday

- With help from Officer Ferguson, Anchor Bay HOSA filmed videos every Friday and posted them on our social media. These videos shared a winter and/or nighttime driving fact. These videos allowed for thousands of kids to hear these facts.
- Anchor Bay HOSA also shared fun facts on Friday over the announcements at the end of the day. In doing so every student at Anchor Bay High School heard an important winter and/or nighttime driving fact right before they left to drive home.



Event 9: Wellness Newsletter

- The Anchor Bay school district sends out a newsletter to all students, staff, and parents every quarter. Anchor Bay HOSA was featured in the February Wellness Newsletter. We were able to educate the entire Anchor Bay community and beyond with this newsletter, which is well over 7,800 families plus 100s of teachers and staff.



Winter Safety Tips

ABHS HOSA Students Compete in the Strive For a Safer Drive

Anchor Bay HOSA is competing in the Strive for a Safer Drive competition for the fourth straight year! Strive For a Safer Drive, or S4SD, is a peer-led, safe driving initiative. It's aimed to reduce serious traffic crashes, injuries, and fatalities among teens.

It is presented by Ford Driving Skills for Life (DSFL) and the Michigan Office of Highway Safety Planning (OHSP). Students from all over the state compete for \$1,000 prizes.



Keep an eye out for DOT signs around Macomb and St. Clair Counties with a safe driving message from Anchor Bay High School HOSA Students. "Take our advice, be careful on snow and ice!"



Take Our Advice, Be Careful on the Snow and Ice!

Winter Driving Facts From Medical Education 3/HOSA/Strive for a Safer Drive

<h3>The Deadliest Month</h3>  <p>In Michigan, January is the deadliest month to drive, accounting for more than 25% of winter-weather related deaths. (Michigan Auto Insurance)</p>	<h3>Speeding</h3>  <p>Speeding at the time of the crash was involved in more than 50% of winter fatalities. (FHWA)</p>
<h3>Rural vs. Urban</h3>  <p>In winter weather, rural counties tend to be more dangerous for drivers compared to urban areas. (CDC)</p>	<h3>Seatbelts</h3>  <p>More than 3 out of 4 people in fatal crashes were ejected due to not wearing a seatbelt.</p>

Donations



- With help from McLaren Macomb, Anchor Bay HOSA was able to borrow their nighttime impaired/distracted driving simulator.
- With help from Sgt Tom Terry Shiawassee with the County Sheriff's Office, Anchor Bay HOSA was able to borrow their seatbelt simulator.
- With these organizations aiding us, Anchor Bay HOSA was enabled to further demonstrate the dangers of poor winter and nighttime driving.

S4SD/Ford Driving Skills Spirit Wear



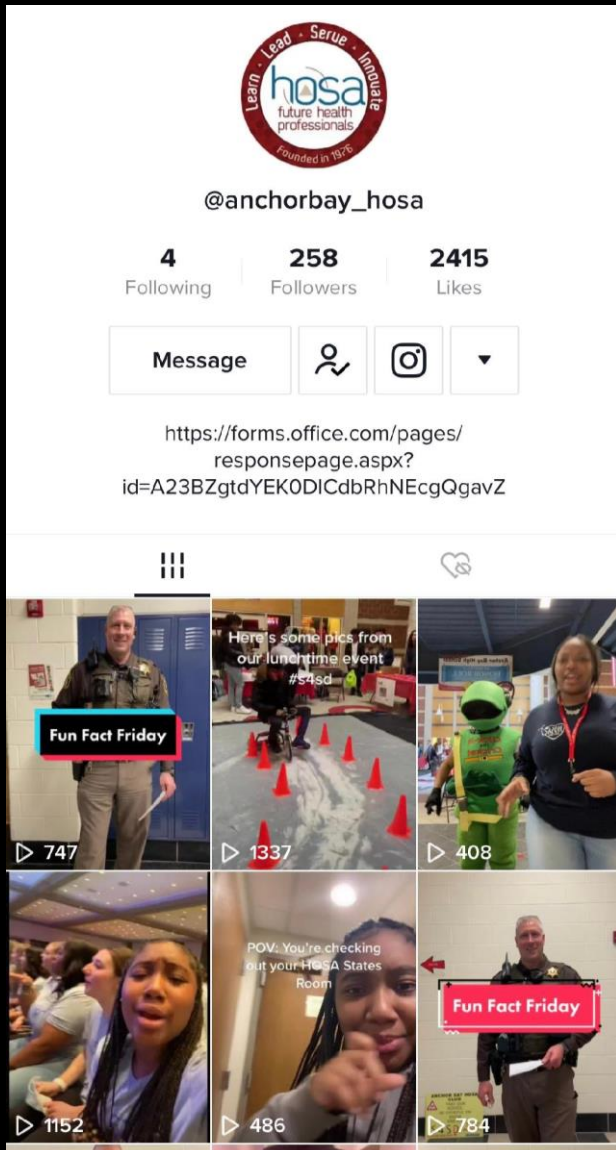
• Campaign spirit wear and objects were passed out at our Take Our Advice Lunchtime Event, Coffee and Contemplation Event, and our Lunch Time Trivia Event. We passed out:

- Keychain wristbands
- Pens/Pencils
- Erasers
- S4SD/Ford Driving Skills Logo Tattoos
- Gift Cards

Local Media Involvement

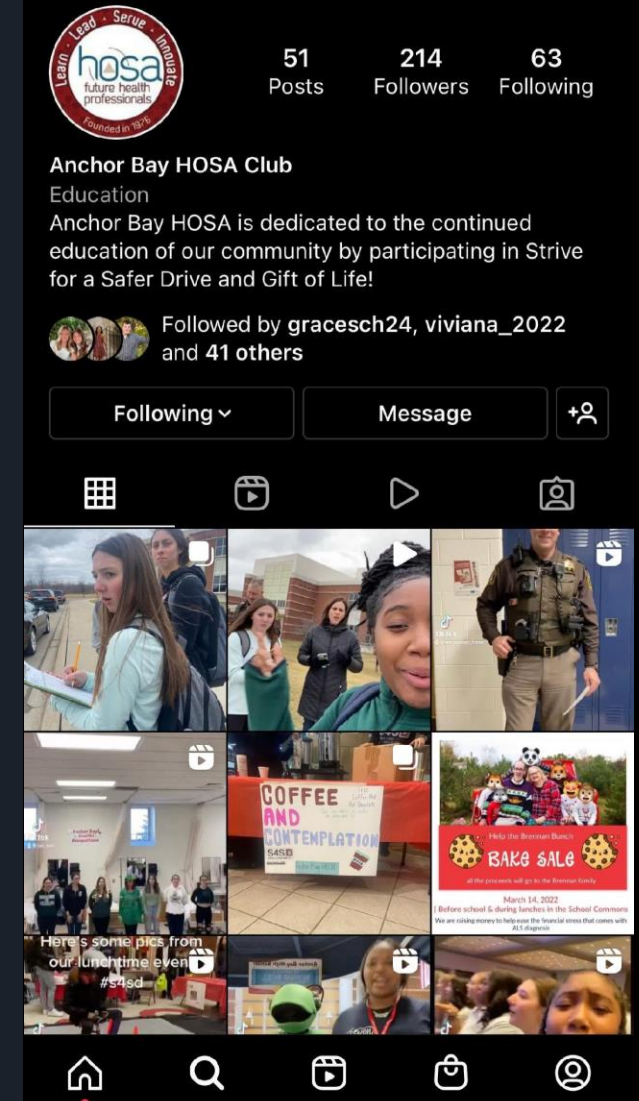
- The Voice published an article on Anchor Bay's S4SD campaign. They furthered our safe driving message to "take our advice, be careful on snow and ice". Jeff Payne, Robert Williams, and Nicole Tuttle wrote two articles on our campaign and further educated the community.





Social Media Involvement

- Anchor Bay HOSA was extremely active on three forms of social media: TikTok, Facebook, and Instagram. With a group of HOSA members dedicated solely to social media management, Anchor Bay HOSA educated over 200,000+ people. Our social media posts promoted engaging videos mixed with informational tips and statistics. Our social media handles are:
 - ←TikTok: anchorbay_hosa
 - Facebook: Anchor Bay School District
 - Instagram: anchorbay_hosa →



Pre/Post Test Results- Questions

OVERALL 67%

OVERALL: 73%

- 501 Anchor Bay High School students took the pre-test, scoring overall a 67%.
- 560 Anchor Bay High School students took the post-test, scoring overall 73%.
- Due to our extensive, school-wide education, we had a 6% increase from pre-test to post-test.
- To insure as many students as possible took the pre/post tests, we handed out the QR codes to all 4th hour teachers and had students take the test in their 4th hour class.

