

Reaching the Teen Community Through CTSOs

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Crossroads Project Goals

- To improve teen traffic safety in Wisconsin through student directed awareness and education activities
- Focus on areas that are the greatest risks to new drivers:
 - Distracted Driving
 - Seat Belt Use
 - Speeding
 - Impaired Driving
 - Passengers

Lincoln High School FBLA/FCCLA “Think Before You Drink” Project

- Learned about Crossroads Project at a leadership conference
- Partnered with CTSO members to develop project and wrote grant
- Funded through \$1000 Collaborative Traffic Safety Grant, offered through Children’s Hospital of Wisconsin Community Health
- Collaborated with Deena Liska, Motor Vehicle Safety Coordinator
- Partnered with many safety and emergency personnel, student organizations, school administration and school board, and members of the media

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