



Distracted Driving Campaign April 2018

Children's Hospital of Wisconsin again partnered with State Farm and WisDOT to bring awareness to distracted driving. April is Distracted Driving Awareness Month, providing the perfect opportunity to promote communication about this topic. Through a week of messaging, posters, and various product giveaways we help teens learn the importance of 1) focusing solely on driving every time they are driving a vehicle and 2) speaking up as a passenger.

Participating High Schools:

- Winneconne HS
- Oshkosh West HS
- Arrowhead HS
- Oshkosh North HS
- Alma HS
- Appleton North HS
- Sussex Hamilton HS
- St. Croix Central HS
- Badger HS
- Port Edwards HS
- Berlin HS
- Slinger HS
- Bay City Christian
- Lancaster HS
- Neenah HS
- Omro HS
- Elkhorn Area HS

Number of people reached: Over 12,000*

Number of materials distributed: 487 t-shirts, 61 poster packs, 1100 cell phone sleeves, 102 gift cards, 16 reusable banners, and 2800 pledge cards

**based on data from 13 out of 17 participating schools*

We love to hear about and see pictures of how your school implements our campaigns! Keep us in the loop by tagging us on Facebook (@CrossroadsTeenDriving) and Twitter (@KnowCrossroads)!



