



## Distracted Driving Campaign April 2019

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.

### Participants:

- Stanley-Boyd School Dist.
- St. Croix Central HS
- Southwestern HS
- North FDL – Horace Mann
- Logan HS
- Muskego HS
- Pius XI Catholic HS
- Rhinelander HS
- Oshkosh North HS
- Palmyra-Eagle HS
- Florence HS
- Winneconne HS
- Dodge Land HS
- Badger HS
- Sussex Hamilton HS
- Preferred Driver Education
- New Direction Driving School
- Gundersen Health System
- Lancaster HS
- Dunn Right Driving School
- School Dist. of Gilmanton
- Kimberly HS

Number of people reached: Over 11,000\*

Number of materials distributed: 296 t-shirts, 65 poster packs, 975 cell phone sleeves, 110 gift cards, 220 fact sheets, 22 photo stations, 22 activity packs and 16 reusable banners

*\*based on data from 17 of 22 participants*



The logo features the word "Impact" in a large, white, serif font on a dark blue background. Below it, the words "Teen Drivers" are written in a smaller, white, sans-serif font. There are three horizontal yellow lines on either side of the word "Teen".

