



Distracted Driving Campaign

Children's Hospital of Wisconsin is again partnering 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 are helping teens learn the importance of 1) focusing solely on driving every time they are driving a vehicle and 2) speaking up as a passenger. We are using posters and t-shirts from Impact Teen Drivers; learn more about them at <http://www.impactteendrivers.org/>.

Participating schools will receive a free kit of materials to use for the campaign

Messaging materials:

- 5 messages about distracted driving to be read over announcements or displayed on announcement boards for a week
- packs of Impact Teen Drivers posters (6 styles per pack to choose from)
- 1 reusable banner (Save it to use again next year!)
- cell phone sleeves

Rewards/Incentives:

- \$10 gift cards
- T-shirts (black Impact Teen Driver t-shirts that glow in the dark when exposed to light and gray Crossroads t-shirts that can be written on with the fabric markers provided)

Activities:

- Pledge cards
- Ideas for activities you can set up related to distracted driving

Conducting the Campaign

Step one: Plan a week (or at least one day) dedicated to the distracted driving campaign

- Figure out a week that works best for your school; if you don't have a whole week available, pick one day to dedicate to this important topic!
- Designate staff members and/or student volunteers to help with the campaign.

Step two: Promote and conduct the distracted driving campaign

- Hang the provided banner inside or outside of your school in a high-visibility area to spread the message. This banner is reusable, so save it for next year!
- Hang the provided posters around the school.
- Each day, deliver a message about distracted driving (provided to you) to the students via announcements/announcement boards.
- Set up a table (perhaps during lunch period) where students can sign pledges that they won't drive distracted and that they will speak up when they are in the car with a distracted driver.



- Hand out cell phone sleeves to students, asking them to use them to stash their phone when they are driving.
- Give gift cards and t-shirts to random students who sign pledges (e.g., every 10 students), or develop another method to give out these items (e.g., a lottery, students who volunteer to help with the campaign, etc.). The students who receive the gray Crossroads t-shirts can write on them with the fabric markers provided. Have the students fill in something that they do and want to continue doing, which is a reason for them not to drive distracted. (For example, "I don't drive distracted, but I do play baseball, or love music, or want to go to X University...)
- Hang student pledge cards in a high-visibility area (e.g., cafeteria wall, hallway, library)
- If possible, conduct distracted driving activities during lunch period.

Please post about your campaign on social media using @KnowCrossroads (Twitter) or tagging Crossroads Teen Driving (Facebook)!

Complete the event

After the event any leftover supplies may be used by the school for continued teen driver safety activities.

- **Complete the SurveyMonkey emailed out**

HAVE FUN!

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