



## **Distracted Driving Awareness 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, activities and 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
- Impact Teen Drivers posters (6 styles per pack to choose from)
- Reusable banner (save it to use again next year)
- Cell phone sleeves (stash your phone in this sleeve while you drive)

#### **Rewards/Incentives:**

- \$10 gift cards
- T-shirts (Impact Teen Driver t-shirts that glow in the dark when exposed to light)

#### **Activities:**

- Photo station supplies
- 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/social media/email. Send the messages out to parents as well!
- Set up a photo station (perhaps during lunch period) where students can snap a pic. Post photos from the photo station to school social media accounts (and don't forget to tag Crossroads!) or print them out to post on a bulletin board or in a hallway at school.



- Hand out cell phone sleeves to students, asking them to use the sleeve to stash their phone when they are driving.
- Give gift cards and t-shirts to random students who take photos (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.).
- If possible, conduct distracted driving activities during lunch periods.

**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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