



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 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.

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

Campaign materials:

- Messages about distracted driving to be read over announcements, displayed on announcement boards, sent out in a newsletter, etc.
- 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)
- Sunglasses (Eyes Up, Phone Down message)
- \$10 gift cards

Activities:

- Distracted driving survey before or after school
- Packet of student activities related to distracted driving

Conducting the Campaign

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



- Hand out cell phone sleeves to students, asking them to use the sleeve to stash their phone when they are driving.
- Hand out sunglasses to students, asking them to remember to focus ONLY on driving when they are the drivers, and to speak up when they are passengers of a driver making poor choices behind the wheel!
- Give away gift cards (e.g., hold a lottery, use them as rewards for students who volunteer to help with the campaign, etc.).
- If possible, conduct distracted driving activities during lunch periods or before/after school.

Please post about your campaign on social media using @KnowCrossroads (Twitter) or tagging @CrossroadsTeenDriving (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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