



Menu of Teen Traffic Safety Campaigns and Projects

While geared toward schools, these activities can be adapted to be used anywhere in your community!

Participate in Crossroads National Teen Driver Safety Week Campaign	Runs in October; Focus area varies; Sign up to receive a free kit from Crossroads
Participate in Crossroads Trunk Junk Campaign	Runs in November/December; Focus is winter driving safety; Sign up to receive a free kit from Crossroads
Participate in Crossroads Distracted Driving Awareness Campaign	Runs in April; Uses resources from Impact Teen Drivers ; Sign up to receive a free kit from Crossroads
Choose your own focus area and design a campaign to implement at your school	Click here for our Teen Driving Summit Toolkit that can help you design a campaign
Sign up for the AAA PROMise Program	Free kit available before prom season; visit AAA PROMise website to order a kit
Host a parent session focused on supervised driving practice or graduated driver licensing	Crossroads leads parent sessions about supervised driving practice (email us for more info), or lead your own session!
Submit a proposal for your school organization to conduct a traffic safety project	Grab your group (FCCLA, FFA, FBLA, HOSA, DECA, SkillsUSA, etc.) and learn more here under “CTSO Projects”
Enter a national contest focused on teen traffic safety	Watch for opportunities (like those listed here) and those advertised on the home page of our website
Hold a safety fair at school or in the community	Organize a safety fair which includes teen traffic safety information and activities
Conduct a seat belt check at school	Observe seat belt use as students enter or leave the school parking lot (try the Seatbelt Survey app for your phone!)
Distribute materials at sporting events, theater productions, concerts, etc.	Share a traffic safety message with the crowd before, during or after the event, print a message on the tickets/programs
Set up an informational table or an activity related to teen traffic safety during lunch hour	Activity ideas and supplies available from Crossroads; browse some options here under “Other Campaign Ideas”
Incorporate teen traffic safety into a lesson in Health or Physical Education class	Crossroads has educational materials, our state and national partners have resources , contact us for recommendations
Hand out messaging materials at school	Hand out items like keychains, lanyards, locker magnets, etc. with teen traffic safety messages on them
Organize a contest to design teen traffic safety posters, have students vote for a winner	Hang the winning poster (or top 3 posters) around the school
Organize a contest to design t-shirts with a teen traffic safety message, vote for a winner	Get the winning t-shirt printed and hand them out to students
Partner with local businesses	Ask the businesses to display teen traffic safety messages or ask for donations, like gift cards, to use at safety events
Sign pledges and hang them in a high-visibility area	Distribute teen traffic safety pledges or parent-teen driving agreements (example here)
Host a “Congratulations!” breakfast for new drivers	Invite new drivers for a donut before school to congratulate and encourage them

Only have a little time and a couple of people to help? Check out our list of “Quick Wins”!