

Trunk Junk: winter driving safety campaign

During late November and early December of 2016 Children's Hospital of Wisconsin partnered with State Farm to conduct a "Trunk Junk" campaign. This campaign helped teens to clean out their trunks and back seats, replace and check safety equipment, and review winter driving tips.

Participating High Schools:

- Arrowhead
- Badger
- John Edwards
- Lancaster
- Logan
- Neenah
- Oshkosh North
- Oshkosh West
- Palmyra-Eagle
- St. Croix Central
- Washington HS of IT
- Winneconne

Number of students reached: 649

Number of adults reached: 74

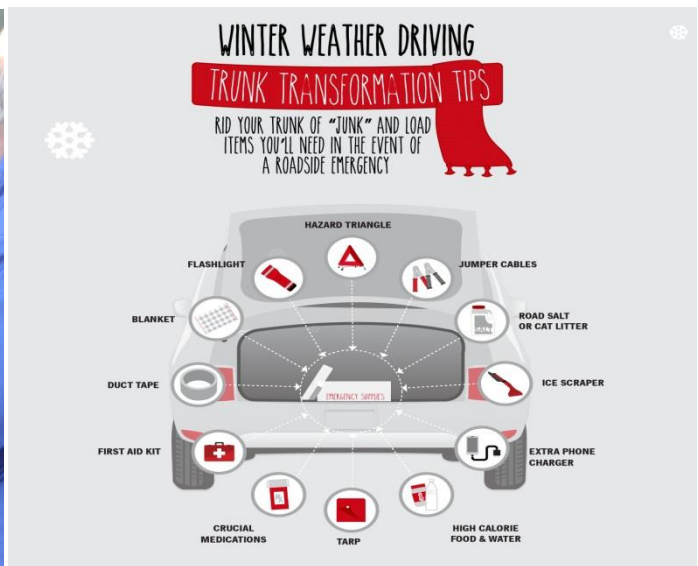
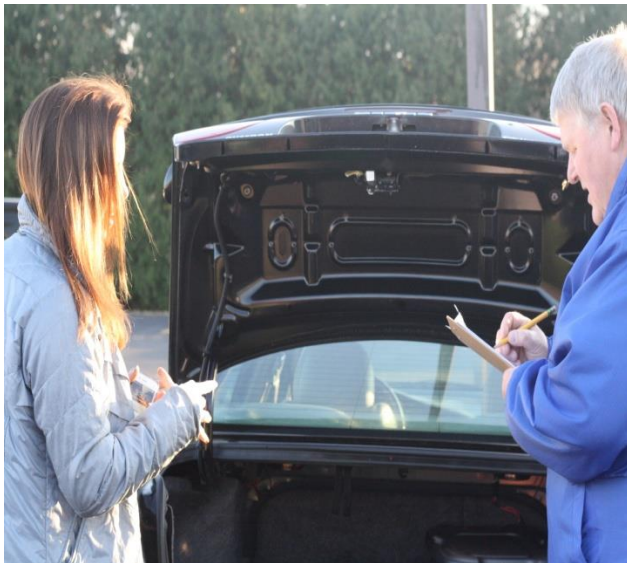
Number of infographics, posters and table tents distributed: 1500*

Number of Winter Driving Tips sheets distributed: 1000*

Number of supplies distributed (i.e., flashlights, ice scrapers, blankets, first aid kits, jumper cables): 5000*

\$10 gift cards distributed: 100*

(* = numbers are estimates)



Trunk Junk in the Media

- <http://www.wxow.com/story/33847833/2016/12/Thursday/logan-high-school-students-host-trunk-junk-event-for-winter-driving-awareness>
- <http://www.news8000.com/news/-Trunk-Junk-event-teaches-students-to-prepare-for-winter-driving/42678776>
- <http://www.newrichmond-news.com/news/education/4170311-scc-fccla-hosts-trunk-junk-event>
- <http://www.wearegreenbay.com/news/local-news/oshkosh-students-prepare-for-slippery-winter-driving#.WEXCJeFHAb0.email>

