



Trunk Junk 2017

Children's Hospital of Wisconsin again partnered with State Farm to conduct a "Trunk Junk" campaign. Through in-person and social media activities, we helped teens clean out their trunks and back seats, replace and check safety equipment, and review winter driving tips.

Participating High Schools:

- Oshkosh North HS
- Neenah HS
- Lancaster HS
- Winneconne HS
- Badger HS
- Arrowhead HS
- Logan HS
- St. Croix Central HS
- John Edwards HS
- Menasha HS
- Wausau East HS
- Appleton North HS
- Berlin HS
- Hamilton HS
- Elkhorn Area HS
- New Berlin West HS
- Glenwood City HS

Number of students reached: Approximately 4600

Number of materials distributed: 850 mini flashlights, 660 ice scrapers, 34 fleece blankets, 425 tire gauges, 34 sets of jumper cables, 30 first aid kits, 850 winter driving tip sheets, 376 posters, 680 infographics, 260 table tents, and 70 gift cards

We love this fun AND educational Facebook post! What a great way to describe Winneconne High School's event, share pics and also educate others by posting safety tips.

Great work, Winneconne!

[Winneconne Community School District](#) added [7 new photos](#).

December 20, 2017 at 9:22am ·

Over 30 WHS students participated in the annual Trunk Junk event sponsored by State Farm, Cross Roads, and Children's Hospital of Wisconsin this December. School Board member Margaret Baltus, Dean of Students Kathy Cady and several students helped with the event. Every student participating cleaned out their vehicle, checked for winter readiness, and took home a tire pressure gauge, a flashlight and a scraper. Students could win prizes for having items they would need in the car for winter driving. \$50 worth of gift cards were given away, jumper cable kits, fleece blankets and first aid kits were some of the fabulous prizes students won. An inflatable toucan took the prize for oddest item found in a vehicle.

With winter weather quickly approaching, help yourself and your driving aged child be ready for winter with some of the tips shared with students at school:

- check for current road conditions before you leave
- clear all snow and ice from windows, lights, and mirrors before you drive
- slow down and give extra room for stopping
- don't use cruise control as tapping the brake to turn it off can cause you to lose control of your vehicle
- make sure your tires are in good winter driving shape
- be sure to have what you need in your trunk like: jumper cables, ice scraper, winter boots and winter clothing, snow shovel, bottle of wiper fluid, sand or kitty litter for traction, phone charger, flashlight, first aid kit, tools and a blanket

