MAKE AN IMPACT

IMPACT your friends and make real change at your high school.
Contents

Our Facts: ........................................................................................................................................... 1
Why Make an Impact? ........................................................................................................................... 2
What is Graduated Driver Licensing? ................................................................................................... 3
Make an Impact Planning Guide Section ............................................................................................ 4
   Action Planning Made Simple ........................................................................................................... 6
Sample Make an Impact Week ............................................................................................................ 7
   Sample Make an Impact Morning Announcements ......................................................................... 8
   Make an Impact Quiz ......................................................................................................................... 10
   Make an Impact Quiz Answers .......................................................................................................... 11
   Sample Letter to Teachers ................................................................................................................ 12
   Sample Assembly Agenda ................................................................................................................ 13
   Sample Media Advisory .................................................................................................................. 14
   Sample Post-Event Press Release ..................................................................................................... 15
Create Real Impact Entries to Use During Your Event .................................................................... 16
   2011 Create Real Impact Writing Winner: “Dear John”. ................................................................. 17
   2013 Create Real Impact Writing Winner: “The Onomatopoeia Message” ....................................... 18
Impact Teen Drivers Video and Audio Resources ............................................................................. 19
Lesson Plans for Teachers to Use .................................................................................................... 20
Activity Ideas ....................................................................................................................................... 21
   Make an Impact Caption Competition ............................................................................................ 21
   Caption Competition Sample Entry Sheet ...................................................................................... 22
   Chalk the Block ............................................................................................................................... 24
   Wii Work against Distracted Driving ............................................................................................... 25
   Seat Belt Race .................................................................................................................................. 26
   Catch Those Z’s ............................................................................................................................... 27
   Appreciating Local Law Enforcement .............................................................................................. 28
Acknowledgments .............................................................................................................................. 29
Our Facts:

Teens go from one of the safest modes of transportation – riding in a school bus – to the deadliest – driving in a motor vehicle – seemingly overnight. Motor vehicle collisions involving teen drivers not only kill an average of 11 teens each day, they also kill other drivers and pedestrians. Motor vehicle crashes are the number one killer of teens. More teens die in crashes than homicide and drug use – combined!

How you can make a difference:

We believe that peer-to-peer-led projects can help motivate teens to make smart choices that save lives. With numerous peer-to-peer organizations already working tirelessly to promote safe driving, Lead the Leaders was designed to support the efforts already being made. This evidence-based curriculum fosters creativity and motivation, providing the building blocks for student leaders to execute a successful advocacy project, whether it be a single event or an ongoing endeavor. You can make an impact in your school and community!

Contact Us:

Kelly Browning, Ph.D.
Impact Teen Drivers Executive Director
Phone: 916-733-7432 Email: info@impactteendrivers.org

Find Us Online:

www.impactteendrivers.org
www.whatdoyouconsiderlethal.com
www.facebook.com/impactteendrivers
www.twitter.com/impactdrivers
www.twitter.com/whatslethal
Why Make an Impact?

Traffic crashes are the #1 killer of teens in the United States. To keep more teens safe in the driver’s and passenger seat, Impact Teen Drivers encourages you to Make an Impact. We are asking you to show support by selecting a day or week during the school year to bring awareness and education to your school about this important reality. The third week of October is National Teen Driving Week, April is National Distracted Driving Awareness Month and May is National Youth Traffic Safety Month- all great choices to engage in safe driving events. Homecoming, prom, graduation, or a state designated traffic safety week, such as California’s Teen Safe Driving Week in April or Connecticut’s Teen Safe Driving Awareness Week in December, are also impactful times to engage your school. With so many options, you could make this a year-long endeavor with multiple events throughout the year!

In the United States, 1 in 4 crash fatalities involve someone 16 to 24 years old, nearly twice as high as other age groups (Insurance Institute for Highway Safety). Below are statistics from other national organizations that provide additional insight:

• Over half of teens involved in fatal crashes in the United States were not buckled up. Teenagers have the lowest seat belt use of any age group. (National Highway Traffic Safety Administration)
• Teenage motor vehicle crash deaths in 2011 occurred most frequently from 9 p.m. to 3 a.m. (Insurance Institute for Highway Safety)
• Nearly half of all U.S. high school students aged 16 years or older text or email while driving. (Centers for Disease Control)

Resources
The following resources are available to anyone who wants to begin the discussion of teen safe driving with teens, parents and communities:

• Impact Teen Drivers has two websites that provide resources, videos, and interactive activities as well as more information on how to bring presentations or training to your area.
  o Resources for parents, teachers, and teen leaders: http://impactteendrivers.org
  o Teen-oriented website: http://www.whatdoyouconsiderlethal.com/
• The National Safety Council's website contains information on Graduated Drivers Licensing and best practices for teen safe driving.
  o http://www.nsc.org/SAFETY_ROAD/TEENDRIVING/Pages/teen_driving.aspx
• Insurance Institute for Highway Safety has information on a wide range of traffic safety topics, including teenagers, seat belts, and distracted driving.
  o http://www.ihs.org/ihs/topics
• The Centers for Disease Control has teen driver statistics, articles, and links to other resources.
  o http://www.cdc.gov/motorvehiclesafety/teen_drivers/
What is Graduated Driver Licensing?

Graduated Driver Licensing (GDL) laws allow teens to safely gain driving experience while gradually gaining more driving privileges. Each state has some version of GDL. Most GDL programs have three stages: a learning stage with supervision, an intermediate stage with unsupervised driving under certain restrictions, and a full privilege stage where the driver now has a standard license. Cell phone, nighttime driving, and passenger restrictions are common elements.

GDL was not created to “take the fun out of driving.” States created these programs in order to reduce the number of crashes, injuries, and fatalities of teen drivers. GDL has been shown to have reduced crash rates by up to 50% (National Highway Traffic Safety Administration). Educating your school about the GDL laws in your state and why they are so important can help save lives!

Why GDL?

- **Why are there nighttime restrictions?**
  - Driving at night is inherently more dangerous than driving during the day due to limited visibility, increased risk of drowsiness, and higher rate of impaired drivers on the roads.
  - Teenage motor vehicle crash deaths in 2011 occurred most frequently from 9 p.m. to 3 a.m. (Insurance Institute for Highway Safety)
  - Restrictions allow teens to gain experience driving during the day before allowing them to drive in the more dangerous situation of night.

- **Why are there passenger restrictions?**
  - Each teen passenger increases the risk of a teen driver crash, with three or more passengers quadrupling the risk. (National Safety Council)
  - In 2011, 59 percent of the deaths of teenage passengers in passenger vehicles occurred in vehicles driven by another teenager. (Insurance Institute for Highway Safety)
  - Restrictions protect new teen drivers from distractions in the form of friends and peers and protect the friends and peers from a driver who is at the highest crash risk.

Resources

- Governors Highway Safety Association has cell phone laws and Graduated Driver Licensing provisions for each state.
- Impact Teen Drivers has “GDL Made Simple” videos for some states that provide an entertaining quick look at state-specific GDL laws. Check if your state is listed.
  - [http://impactteendrivers.org/resources/videos](http://impactteendrivers.org/resources/videos)
The goal of this guide is to impact teens to make the decision to drive safely. A teen leadership group, student government, community service club, or safety club can take this on as a project independently or can establish a Make an Impact committee made up from a variety of student groups and invite parents, school administrators, a school counselor, community members, faculty, or the school resource officer to join.

On page 7, there is an action planning form titled “Action Planning Made Simple.” It is a helpful organizational tool that provides the group with the “road map” to what will be accomplished and how it will happen.

Be sure to document the event so you can determine things that went well, things that need improvement, and overall success of the event (i.e. number of attendees, number of pledges signed, differences between before and after knowledge polls of the student body, etc.).

### A General Planning Guide

- Select a date or dates.
- Get permission and cooperation from your principal and school administration. Explain what you are planning to do and be sure to follow all the rules she/he gives you for conducting this program.
- Decide what activities, awareness campaigns, presentations, etc. will be a part of this event.
  - Further descriptions of possible activities can be found on pages 21-27
  - You are not limited to the ones in this handbook - get creative!
- Give committee work assignments.
- If using personal story, RU Lethal, PSA, or Create Real Impact winner videos, choose which ones and where/how they will be shown. Audio PSAs are also available.
  - See page 16 for where to find the Create Real Impact winning entries
  - See page 19 for what video and audio are available and where to find them
- Invite local law enforcement and first responders to participate or attend.
- Talk to teachers about including lesson plans centered on safe driving during your event.
  - See page 20 for more information about available lesson plans
- Create posters, flyers, school newsletter PSA’s, and daily announcement PSA’s. Call your local media and invite them to attend as well. Templates are included in this guidebook.
- Ask local vendors to donate prizes to be given out to students during the event. Sample letter included.
- At least one week prior to the event, hang posters and flyers in prominent places on campus. Distribute the flyer, with details on the event, to each faculty and administrator.
- Do a walk-through of the event.
- Consider creating a social media presence for your unique Make an Impact events and ask all students to join, like, and follow you or use your group’s already established social media sites. Be sure to share with us! We want to share your success!
  - Facebook: [www.facebook.com/impactteendrivers](http://www.facebook.com/impactteendrivers)
  - Twitter: @whatslethal and @impactdrivers
  - Email: info@impactteendrivers.org
Action Planning Made Simple

**Goal** (what is the issue or problem you want to address):

**Objective** (what are you going to do to address it):

**Potential Challenges** (such as permission from administrators, teachers, school calendar/testing, resources, etc.):

**Barriers Resolved?**

<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHO</th>
<th>WHEN</th>
<th>HOW</th>
<th>RESULTS</th>
<th>COMPLETE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tasks</td>
<td>Responsible Person(s)</td>
<td>Timeframe</td>
<td>Materials/Resources Needed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sample Make an Impact Week

**Monday**
- Hand out Traffic Safety Awareness Quizzes in Homeroom Classes.
- During morning announcements: Inform school of your Make an Impact activities and why you’re doing this. Announce any contests that you may be doing and the prizes associated with winning that contest, i.e. door/classroom decorating, poster, Traffic Safety Awareness Quiz (included below; give 2 facts that are on the quiz). If you are holding an assembly event at the end of the week, announce the rule that you must be present at the assembly to win- this will ensure a large turn- out.
- Open information table during all lunch periods. Include iCommit cards for a pledge drive and information for students who want to participate in whichever activities going on during Tuesday through Thursday.

**Tues-Thurs**
- Make announcements each morning about your event/s; if doing Traffic Quiz, give 2-3 facts found on the Traffic Safety Awareness quiz sheet on each day (included below).
- Take photos of events that happen.
- Open information table during all lunch periods. Continue to encourage students to sign the iCommit pledge.

**Thursday**
- Traffic Safety Awareness Quizzes must be turned in before school is dismissed. Choose the best time for your school and designate where to turn it in (home room is what the following samples and Make an Impact quiz instructions use but the front office before a designated time, at lunch to the information table, or to the student government classroom would also work well).

**Friday**
- Make announcement about your assembly event and what they can expect. Talk about any special guests, any give-aways or prizes, and the importance of safe driving.
- Announce the time for the assembly.
- Open information table during all lunch periods. Continue to have students sign the iCommit pledge. Start to create a banner of all the pledges to display the next week. Make sure to take a picture and post it on your social media and share it with Impact Teen Drivers social media or email it to us at the contact information on page 5.

**Special note:** If the week you choose for your Make an Impact event is during the Create Real Impact contest, make sure to promote entering the contest during morning announcements, at lunch time activities, and at any presentations or assemblies you choose to do! Your school could win educational grant money and you could too!

If you wish to make your own quiz, go ahead! Consider including state-specific statistics about teen driving or facts about your state’s graduated driver licensing and cell phone laws.
Sample Make an Impact Morning Announcements

**Monday**  
This week is dedicated to sharing information and facts with you about the importance of teen safe driving. Traffic crashes are the #1 killer of teens in the United States with almost 4000 teens dying every year. We are going to take a stand against teens getting hurt or killed. This week is a Make an Impact! Please look for the [group’s social media] and [join, like, follow, etc.]. Each morning, safety-related facts will be given with morning announcements. These facts will prepare you for the Make an Impact Quiz. On Friday we will randomly select [a winner/# winners] from the correctly completed Quizzes. The [winner/winners] will receive [prize].

The “Make an Impact” facts for today are:
- The leading killer of teenagers is car crashes.
- Across America, 11 teenagers die every day in traffic crashes.
- Teens are less likely to wear seat belts than any other age group, which is a major cause of teen vehicular death.

*If you are having any other sort of contest, announce it here. If you are having an assembly or other major event, announce it here.*

**Tuesday**  
During this Make an Impact week, we are shining a light of awareness on teen safe driving topics. Impact Teen Drivers’ Create Real Impact contest is open and we could win our school grant money! The contest focuses on creating solutions to distracted and reckless driving. Students who enter are also in the running to win money! Visit createrealimpact.com to learn more and enter. Please [join, like, follow, etc.] the [group’s social media]! The Make an Impact facts for today are:

- 3 additional passengers in the car quadruples the risk of a teen driver crashing.
- 21 percent of the distracted drivers ages 15-19 who caused a fatal crash were distracted by the use of cell phones.
- Two-thirds of teen passengers who died in car crashes were in a car driven by a teen driver.

**Wednesday**  
Our Make an Impact week is half-way through! Visit whatstlethal.com and spin the “wheel of death” to see how different distractions increase your risk of a collision. Make sure to stop by the information table to sign the iCommit pledge. The Make an Impact facts for today are:

- Brain function dedicated to driving is decreased by almost 40% when using a cell phone behind the wheel!
- At any given moment during the day across America, approximately 660,000 drivers are using cell phones or electronic devices while driving.
- Wearing a seat belt reduces the risk of fatal injury by up to 75% depending on the vehicle and other factors.

**Thursday**  
During this Make an Impact week, we are taking a stand against the #1 killer of teens- distracted and reckless driving. Don’t forget to check out the Create Real Impact Contest where you and our school can win money! If you are creative in writing, art, music, or video you should definitely enter your anti-distracted driving
message. Visit createrealimpact.com. Stop by the information table today and sign the iCommit pledge. The Make an Impact facts for today are:

- Sleep-related crashes are most common in young people. One study found that 55 percent of fall-asleep crashes involved people 25-years-old or younger.
- Two thirds of teens killed in fatal crashes were not wearing seat belts.
- Texting takes your eyes off the road for 3-5 seconds, long enough to drive 100 yards on the freeway without looking at the road!

**Friday**

Today there will be a Make an Impact assembly program at (time). We will have special guests in the school throughout the day for this event. Please join us in the auditorium at (time) for a special presentation and the announcement of the prize winners. Turn your Make an Impact quiz into your homeroom teacher after this announcement.

**Following Monday**

The Make an Impact Committee wants to thank the entire student body for their participation in Make an Impact activities last week. Your attentiveness throughout this very important program is to be commended. Make an Impact was brought to you by (these student organizations). To join these groups, please contact (presidents/leaders/teacher advisor names here for each group). If you took pictures at any Make an Impact event, please share them on the [group’s social media] Thanks again for participating!

**Following Thursday or Friday**

Even though Make an Impact is over, we want to remind you to enter the Create Real Impact contest! Please enter your writing, art, music, or video focused on solutions to reckless and distracted driving. Our school could win an educational grant. You could be entered to win one of multiple grants and you would be helping to save lives! The deadline for this contest is [date here]. Visit createrealimpact.com to read the rules and enter your creative traffic safety message.
Make an Impact Quiz

(Please circle your answer)

1. The leading killer of teenagers is:
   A. Suicide  
   B. Drug related  
   C. Auto crashes

2. How many teens die every day in car collisions?
   A. 6  
   B. 11  
   C. 15

3. Who is least likely to wear seatbelts?
   A. Adults  
   B. Senior Citizens  
   C. Teenagers

4. Three passengers in the car __________ the risk of a crash in a car driven by a teen.
   A. Doubles  
   B. Triples  
   C. Quadruples

5. What percent of distracted teen drivers who caused fatal collisions were using a cell phone?
   A. 11%  
   B. 21%  
   C. 31%

6. Texting takes your eyes off the road for 3-5 seconds. On the freeway, how many yards are you traveling over that time?
   A. 100  
   B. 50  
   C. 200

7. Using safety belts can help reduce the risk of fatal injury by:
   A. 25%  
   B. 50%  
   C. 75%

8. One study found that __________ percent of fall-asleep crashes involved people 25-years-old or younger.
   A. 20%  
   B. 55%  
   C. 75%

9. Using a cell phone while driving decreases driving-related brain activity by what percent?
   A. 66%  
   B. 55%  
   C. 44%

10. Approximately __________ drivers are using cell phones or electronic devices while driving at any given moment.
    A. 660,000  
    B. 500,000  
    C. 1 million

NAME: ___________________________ GRADE: ______________

PLEASE PRINT: IF WE CAN’T READ IT, YOU CAN’T WIN

To be eligible for the grand prize, Quiz sheets must be completed during homeroom, given to the teacher, and delivered to (name, location) by (date, time). THANK YOU AND GOOD LUCK!
Make an Impact Quiz Answers

1. The leading killer of teenagers is:
   A. Suicide  
   B. Drug related  
   C. Auto crashes

2. How many teens die every day in car collisions?
   A. 6  
   B. 11  
   C. 15

3. Who is least likely to wear seatbelts?
   A. Adults  
   B. Senior Citizens  
   C. Teenagers

4. Three passengers in the car __________ the risk of a crash in a car driven by a teen.
   A. Doubles  
   B. Triples  
   C. Quadruples

5. What percent of distracted teen drivers who caused fatal collisions were using a cell phone?
   A. 11%  
   B. 21%  
   C. 31%

6. Texting takes your eyes off the road for 3-5 seconds. On the freeway, how many yards are you traveling over that time?
   A. 100  
   B. 50  
   C. 200

7. Using safety belts can help reduce the risk of fatal injury by:
   A. 25%  
   B. 50%  
   C. 75%

8. One study found that __________ percent of fall-asleep crashes involved people 25-years-old or younger.
   A. 20%  
   B. 55%  
   C. 75%

9. Using a cell phone while driving decreases driving-related brain activity by...?
   A. almost 40%  
   B. almost 50%  
   C. almost 30%

10. Approximately __________ drivers are using cell phones or electronic devices while driving at any given moment.
    A. 660,000  
    B. 500,000  
    C. 1 million
Sample Letter to Teachers

Make an Impact Week

Make an Impact is a program created to bring awareness of the importance of teaching our teens good driving skills right from the beginning. Statistics consistently show that novice drivers have more crashes and fatalities compared to other drivers, and the leading cause is a simple lack of experience and knowledge.

(School name) (school group) has planned activities for each day of the week, and will end with Make an Impact assembly on Friday. On that day we will hold a special event that will include (auditorium presentation, etc.) and we cordially invite you to bring your students to this important event.

To shine a light on teen safe driving issues, we invite you to select an approved lesson plan focusing on distracted driving in the context of your subject or spend 5-10 minutes discussing the importance of safe and focused driving. Lesson plan information and potential discussion questions are included with this letter. (Include a print out of page 20 for directions on how to access lesson plans and discussion questions). We will have a contest for the most original (poster, door decoration, room decoration, etc.), and your classroom’s project must include a teen safe driving message focused on distractions, recklessness such as speeding or not using seat belts, or graduated driver licensing laws. Projects will be judged (fill in day/time), and the classroom with the best overall (fill in project you selected) will receive (fill in prize, i.e. muffins and juice).

Each morning a Make an Impact committee member will be on the morning announcements reading information and facts relevant to this event, including facts that are the answers to the Make an Impact Quiz. When your homeroom completes the Make an Impact Quiz you need to send it to (name). The names of students who have all of the answers correct will be placed in a drawing for prizes.

On Friday please be at the auditorium (outside field, or wherever your event is going to be) no later than (fill in time). All contest winners will be announced and must be present to win.

If you have any questions, please contact (name and room number). Thank you for your cooperation!

Sincerely,

(Enter the name of advisor, title, chapter president/principal, or whoever is writing the letter)
# Make an Impact Assembly [date]

Modify it to meet your school’s need and interests.

*Time for each area depends on the amount of time you have; be aware that your guest speaker may wish to have a certain amount of time to talk and coordinate with them accordingly.*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>Superintendent of Schools or Principal</td>
</tr>
<tr>
<td>Introductions</td>
<td>Make an Impact committee leader or student government member</td>
</tr>
<tr>
<td>Create Real Impact writing entry</td>
<td>Student speaker</td>
</tr>
<tr>
<td>Guest speaker</td>
<td>Law enforcement officer, emergency room nurse, paramedic, Impact Teen Drivers speaker, or VIP</td>
</tr>
<tr>
<td>Quiz prize winner announcement</td>
<td>Superintendent of Schools or Principal</td>
</tr>
<tr>
<td>Create Real Impact writing entry (or show a Create Real Impact video)</td>
<td>Student speaker</td>
</tr>
<tr>
<td>Contest winner(s)</td>
<td>Faculty advisor of Make an Impact Committee</td>
</tr>
<tr>
<td>Create Real Impact contest reminder</td>
<td>Make an Impact committee member</td>
</tr>
<tr>
<td>Acknowledgments (thank VIPs for attending and those who contributed prizes to this Make an Impact week)</td>
<td>Make an Impact committee member</td>
</tr>
<tr>
<td>Closing remarks</td>
<td>Make an Impact committee leader or student government member</td>
</tr>
</tbody>
</table>
Sample Media Advisory

(School name and school club(s) title involved; for example America High School’s Student Government)

Presents

Make an Impact

CONTACT: ____________________________________________________________
(First name, last name and title)

PHONE: ____________________________________________________________

EMAIL: ____________________________________________________________

WHO: ____________________________________________________________
(list participants, assembly guests, etc.)

WHEN: ____________________________________________________________

WHERE: ___________________________________________________________
(school address and phone number)

PROGRAM:

Motor vehicle crashes are the leading cause of death for teens in the U.S. Each year, more than 4,000 teens (ages 13-20) are killed in car crashes. Every day, 11 teens die on our roadways. [If your county or school has experienced a local traffic tragedy, you might mention it here.]

We at [your school’s name] want to put a stop to teen crashes by educating ourselves and our peers about the importance of making good driving decisions. These include following the GDL Laws, signing behavioral contracts with our parents, and sharing the dangers of distracted and reckless driving with others.

During [date(s) of event here], we will shine a light on topics relevant to teen safe driving. The main event will be held on [date here] at [time here] in the [location- i.e. gym, auditorium, theater, football field, etc.]. At that time we will have presentations by [list if anyone is presenting such as Impact Teen Drivers, a local law enforcement group such a police department, etc.], announce traffic safety project winners, and the students will share insights and relevant information. Featured speakers will be [list names of special guest presenters, students who are speaking, teacher/advisor, the principal or superintendent, etc.].

This project has been spearheaded by [name of coalition or student group] utilizing Impact Teen Drivers resources and materials. To learn more about Impact Teen Drivers, visit www.impactteendrivers.org
Sample Post-Event Press Release

For Release on (date) Contact: (first and last name) (the day after the main Make an Impact event) Phone: (number)

(School Name) Holds Make an Impact Week [If in honor of any specific traffic safety week/month or special event such a prom, add “in honor of (week/month/special event)”]

Students at (School Name) are no different from those in any other school; they all look forward to getting their driver’s license. They go from one of the safest modes of transportation – riding in a school bus – to the deadliest – driving in a motor vehicle – seemingly overnight. Motor vehicle crashes involving teen drivers not only kill an average of 11 teens each day, they also kill passengers, other drivers, and pedestrians. Car crashes are the number one killer of teens. More teens die in collisions than homicide and drug use - combined! Turning over the keys to young drivers should be done with care and responsibility; and educating others about teen safe driving principles can help protect our teens.

(School Name)'s [Name of coalition or student group] created a week-long event featuring awareness activities and educational materials with the goal of:

- Reducing the number of teens killed or injured in crashes.
- Instilling a lifetime of safe driving attitudes and behaviors among young drivers.
- Making our community’s roads safer for all.

[Talk about the specific traffic safety week/month or special event here. Example- The National Highway Traffic Safety Administration (NHTSA) has identified April as National Distracted Driving Awareness Month. Many law enforcement agencies, safety advocates, and others working to make our roads safer increase awareness and education outreach efforts on this important topic during this month and (School name)’s (Name of coalition or student group] joined these efforts through peer-to-peer action in our own community.]

(School’s Name) Make an Impact activities include (list all that you are doing or the most important events). (Name of head adult advisor) and [his/her] students from (name student organization(s)) worked in cooperation with (list committee members other than students) to create this important student traffic safety awareness campaign. Principal (name) said, “[Get quote].” Local sponsors include (list any local contributors of prizes or materials.)

The week culminated in (describe your biggest event, such as an assembly) on (date) and was attended by (how many students). (Get teacher or student quote about the success of the event and add here).
Create Real Impact Entries to Use During Your Event

This page contains information on how to access Create Real Impact writing, video, music, and art entries. The writing and video entries can be used in the assembly by student speakers or in other events you plan. The art entries can be used as desktop backgrounds in the school library or computer lab (with permission from school administrators and the librarian or computer lab monitor) or printed and posted as fliers. The music entries can be used as a part of morning announcements, played at lunchtime over your sound system, or included in the assembly as music to play while people walk into and out of the assembly area.

On the following two pages, two winning Create Real Impact writing entries are included.

Where to Find Create Real Impact Entries

Entries from the latest contest period can be found on the front page of www.createrealimpact.com.

Entries from previous contest periods can be found at http://impactteendrivers.org/get-involved/create-real-impact-contest.
Dear John,

I know that what happened was not my fault, but that doesn’t mean that I can’t help feeling responsible. I knew that you always loved to drive fast, push your car to the limit. I knew that you easily found distractions in the car: you always had music ADD and had to change the song on your iPod or the radio station before the song was even over. Your Facebook updates while driving were always the funniest things on my wall; and all your friends, including me, loved late night cruising with the music blaring and our singing just as loud.

If only I had known to say something then, perhaps you would still be here today. If I had only known how dangerous it was and how many teens die from silly stuff like that, I would have gladly said something to you about it. The worst part in all of this is that in order for me to realize how dangerous it is to drive tired or distracted is that you had to give your life to show it.

I remember that we always had those annoying assemblies at school right before a dance where they told us that reckless and distracted driving was the number one killer of teens in America. I never really took those things seriously. What’s worse is that you didn’t either. I don’t know how they can make those assemblies catch our attention when they show us fake stuff that is just like any other horror movie and we know isn’t real.

That night you were tired and I knew that that you shouldn’t have gone out in the first place, but I said nothing. I knew that you wouldn’t get home till 3 AM, that you would be tired. But I said nothing. So even though it’s not my fault, I will always live with the guilt of knowing that there was something that I could have done. That maybe you didn’t have to become just another statistic, one of the thousands of teens who die every year in car accidents.

I cannot end this letter just like any other by saying something like Sincerely, Goodbye, I love you, or I miss you. Those are how to close a letter to someone who will get to read it, but you can’t so I’ll end with:

I’m Sorry . . .
Tweet Tweet.
The birds were getting in their daily dose of singing on a hot summer day. I was driving to my friend’s house in Arizona from California. Today was one of those days where I just didn’t have a care in the world; other than the fact that the class cutie Aaron asked for my number in math class the other day. As I drove I felt a vibration in my pocket coming from my phone. I usually never use my phone while driving, but the thought that it might be Aaron changed my mind.

Thump tank.
Gasp. My phone drops into the bottomless pit under my seat. After five minutes of arm contortions, I find my phone and pull it up as fast as I could. What I didn’t realize was that I was on the verge of running a red light. Luckily I was able to pound my foot on the break and stop just in time. I look to make sure there isn’t a police officer close by. I grab my phone and open the text that I was waiting for. It was from Aaron and it said “hey.” Oh my gosh!

Honk Honk!
I forgot I was driving at the moment, good thing I was only at a red light, I think to myself. I get on the freeway and I drive, and drive, and drive. This is one of those freeways that look the same for many miles containing the same rocky mountains with blue-sky landscapes.

Yawn. I turn on the radio to keep me focused. “Dance with me. On the clouds. In the sky. Just dance with me,” I sing. I start tapping my feet forgetting I have to press the gas pedal as well as brake. I turn off the radio.

Buzz Buzz.
I figure since this is an open road, and there are only like three cars in the distance, this gives me a chance to look at my texts and reply. I take out my phone and there's a text from Aaron asking if I was okay. I text back “yes, I’m just driving, I’ll...” Skreeeech. I hear loud shrieks of tires in the distance. I look up. Gasp.

CRASH, BOOM, BANG!

Beep, Beep, Beep.
I wake up to the sound of my heart monitor beeping. All I could remember was that I was sending a text that was supposed to end with TTYL. The text could have waited. Now I’m in the hospital, hurt yes, but not as hurt as the family that was taking their kids to Disneyland. This family is missing their eight-year-old son because I needed to look at a text message; a text that didn’t have to be viewed. Now it is I who has to live with the guilt and shame of what I have done.

You know, there are ways to prevent such incidents. When you drive, watch the road at all times. If you drop something, let it be, or if you absolutely need it, pull over somewhere safe to get it. If you know you will get tempted to text someone, keep your phone somewhere you know you can’t reach, like the glove department while driving. Driving while distracted is not safe for you or for anybody else on the road. Do you think you can wait?
Impact Teen Drivers Video and Audio Resources

Impact Teen Drivers have many video and audio resources you can utilize in a multitude of ways:

- Use during a presentation or assembly
- Play during morning announcements
  - If your school has video announcements, show a video. If your school only has standard announcements over the school audio system, choose an audio PSA.
- Have teachers share one during homeroom or zero period
- Play some during lunch
- Play some before a school game or during halftime
- Whatever unique ideas you create!

Videos

The videos are located at http://impactteendrivers.org/resources/videos

- Classroom video: 10 minute video that is the heart of our 10 Step What Do You Consider Lethal presentation
- Personal Stories: These feature the true story of a teen who lost his/her life and the friends and family left behind. Each is about 5 minutes long.
  - Amanda: a compassionate young woman who crashed texting and driving.
  - Annie: a student who loved riding horses who was speeding at night.
  - Donovan: a football player and leader who lost his life as a passenger in a collision.
  - Hunter: a 14 year old boy who loved the outdoors and was a passenger in the car of a 17 year old driver
  - Ibrahim: a freshman skater who was not wearing a seatbelt and died in a roll-over collision
  - Joel: a bright student and athlete who was a passenger in speed-related collision
  - Michael (in Spanish): a young man who loved music and lost his life grabbing a bite to eat
  - Trevor: a kick-boxer and car-lover who died in a high speed crash
- RU Lethal Webisodes: These are quirky, funny, and short videos focused on a variety of distractions and reckless decisions. They range from 3-7 minutes each.
- GDL Made Simple: Lays out state GDL laws in an eye-catching way. Check if your state is listed.
- Awkward Parents: Funny one minute videos featuring “awkward parents” trying to communicate with their teens

Public Service Announcements (PSAs)

The PSAs are located at http://impactteendrivers.org/resources/psa

- Video PSAs: Celebrity videos including Ashton Kutcher, Whitney Port, and Mark Salling as well as short PSAs focused on the consequences of distracted driving
- Audio PSAs: Based on personal stories, there are three in English and one in Spanish
Lesson Plans for Teachers to Use

Math, physics, English, driver’s education, art, health... Really, any teacher can and should address the important topic of teen traffic safety in their classroom. Impact Teen Drivers has 7 lesson plans that are based on common core standards and were approved by the California Department of Education. Additionally, our website has lesson plans from other reputable sources that incorporate safe driving messages that teachers can use.

Ask your school administrators and show them that the lesson plans are legitimate educational tools based on common core standards and impress upon them the importance of a multi-faceted approach to bringing traffic safety messages to teens.

Once you have approval, ask teachers to include a lesson plan on that day, during that week, or have them pledge to use one during the school year (included in the sample letter to teachers). Another option is to have them set aside 10-20 minutes in class to watch one of our short videos and/or talk about discussion questions.

Encourage the creative arts teachers (art, graphic design, clay, woodworking, music, drama, etc.) to utilize the general education lesson plans or incorporate safe driving messages into one of their own lesson plans. Don't forget to tell them about the Create Real Impact contest! They could make it an assignment or extra credit to enter and maybe win your school an educational grant. Direct them to visit the website www.createrealimpact.com

Lesson plans are located at http://impactteendrivers.org/resources/lesson-plans/lesson-plan-for-multiple-subjects

Impact Teen Drivers Lesson Plan Subjects
- Driver’s education
- History
- English
- Physics
- General education/any subject
- Health
- Drama

Other Lesson Plan Subjects
- Science (Centers for Disease Control)
- General education/any subject (Discovery Channel)
- Physics (Insurance Institute of Highway Safety)

Discussion Questions are located in the “Impact Your School” handbook located at http://impactteendrivers.org/resources/lesson-plans/impact-your-school
Activity Ideas

The following pages include activities' descriptions. But remember to be creative! If you have an idea or a twist on one of these ideas, use it! Do what you think will be most engaging to students at your school.

Make an Impact Caption Competition

We’ve all had that moment when we wanted to say something about the driver’s speed, lack of a seat-belt, or being distracted by a cell phone. But something holds us back.

Use these dangerous driving scenarios to run a caption competition. The best entries should be something someone could really say which would stop the reckless behavior. This might be something funny, or clever, or just plain effective. Post the competition in some way as to get the most attention. This might be a notice board, in a classroom newsletter, etc.

Work with your school administration to award prizes for the best entries and make sure they approve of the competition and advertising it.

Be clear about what the rules are (including being appropriate with no foul language) when the contest is beginning and ending, and what the prizes are for winning entries. Be creative on how to use the winning phrases to gather attention for your campaign or future events. Here are some suggestions to help you start thinking:

- The winning catchphrase might be incorporated into future Make an Impact school morning announcements
- Announce the winner at a school wide event. Provide the winner with a certificate including the picture and their caption.
- If your school has a broadcast class, have the group produce a video PSA with the scenario and the catchy caption.
- Get creative!

Take a few pictures of different scenarios and have a “speech bubble” (not while actually driving!) for all contestants to choose from. For example:

**Scene 1**
The driver is reading/writing text messages while driving. He is not watching the road. The passenger is looking at the driver (neutral facial expression so captions can be anything from funny to serious).

**Scene 2**
The driver is not wearing a seatbelt. The passenger is looking at the driver (again neutral expression so captions can be diverse).

**Scene 3**
Three friends are piling into a car with a driver who has not passed the provisional licensing restrictions. A friend is passing by looking at what is going on (again neutral expression so captions can be diverse).
Caption Competition Sample Entry Sheet

The below entry sheet has three entry forms.

Make an Impact Caption Competition

Name:

Student ID:

Scenario:

Caption:

Make an Impact Caption Competition

Name:

Student ID:

Scenario:

Caption:

Make an Impact Caption Competition

Name:

Student ID:

Scenario:

Caption:
Call for Decorated Doors

This event can be a door decorating contest or just an awareness project where the doors of your school are decorated to educate students on the dangers of distracted driving.

- Present the idea of a door-decorating project contest to the school administration.

- Make sure that you get permission to do the project before you start planning. Pick a time period. Do you want it to last a day, a couple of days, or a week?

- Do a survey of students before to see how much they know about distracted driving.

- Decide on how you want to organize the door decorating. Do you want an entire class to work on one door? An entire homeroom? Just a group of students?

- If you decide to make this a contest:
  - Create some rules: here are some samples.
    - The decorations should focus on promoting safe driving practices (GDL) or putting a stop to distracted driving.
    - The decorations should be limited to the area of the door.
    - The door should feature at least three statistics related to GDL or distracted driving.
    - The door should have a catchy theme or slogan.
    - Use creativity and have fun!
  - Make sure to have a prize. Ask a local business to donate something students in your school would want to win or ask the Booster Club to donate a school sweatshirt.
  - Ask people to be judges. You might want to ask your principal, other teachers, a business owner, or some students. You could also ask local police officers, city officials, and local TV and radio personalities to help judge.
  - Promote your project with some great posters placed on several doors in the school building. To be really creative, you could bring in an old door to the school, paint it to promote the project, and place it in the cafeteria.

- Take pictures of the doors to post on your social media and to share with us on Impact Teen Drivers via social media or email. See page ## for our contact information.

- After the door decorating is finished, do another survey to see how much the students in your school have learned about distracted driving.
Chalk the Block

Getting the word out about the dangers of distracted driving will be easy when you create some buzz by writing stats and other info with sidewalk chalk on school sidewalks.

- **Get permission** from your principal before you do the project. Explain why you want to write with chalk!

- Get together a group of friends, and explain to them the dangers of distracted driving and the purpose of the project. Ask them to help you draw and write with the chalk.

- Buy some sidewalk chalk.

- Before or after school one day, stay and write some distracted driving statistics and other slogans, information, pictures, etc. on the sidewalks and parking lots of your school. Students will then be able to see your work when they come to school.

- Get some extra sidewalk chalk to hand out to students at your school. With the chalk, they can write their own messages in their own neighborhoods to prevent distracted driving, if it's safe to do so.

- After you do your "chalking", ask students what they have learned about distracted driving.

- Another chalk option: Chalk Pledge
  
  - Find a large spot of sidewalk where you can write a short pledge. Have everyone who comes to school sign below the pledge to show their support for putting an end to distracted driving. Take a picture of everyone near the pledge.
  
  - Take pictures of the chalk pledge and share with us on Impact Teen Drivers via social media or email. See page ## for our contact information.

- Ask the student newspaper to write a story and include pictures of the Chalk the Block event.
Wii Work against Distracted Driving

Here’s a project where you can have some fun showing how important it is to drive focused. You’ll use MarioKart Wii and distractions to show what it is like to drive while distracted.

- Pick a date and time to have your event. It could be during lunch time or after-school. You could hold the event before a school game or as a special stand-alone traffic safety evening.
- Pick a place to have the event. You’ll want a room big enough to have one large screen per Wii so you can project the game for everyone to see. You may want two or three games going at the same time. See if you can borrow some Wiis.
- Once you have the date, time and place picked out, make some flyers to pass out at school. Use bright colors and a simple message to promote your project.

The night of your project, make sure to have:

- Lots of comfortable seats for people to use.
- Two or three Wii games going on large screens.
- Food.
- Music that will get everyone excited.
- A sheet with distracted information and stats that people can take home.
- A door prize. Give people who participate a raffle ticket. A great prize idea would be a Wii game or a gift certificate to a local game and movie store!

Different types of distraction scenarios:

- Have contestants text (phone in one hand, Wii controller in the other).
- Have contestants answer trivia questions (use state capitals, simple math questions, well-known sports or pop culture questions).
- Have contestants open a water bottle (water bottle in one hand, water bottle in the other).
- Have contestants dial their phone and hold a conversation while playing.
- Any other distracting ideas you may have!
Seat Belt Race

This activity could be held at lunch, before a game, or in conjunction with other events. Invite local law enforcement to attend (ask if you may use their patrol car for this activity) or get permission from your administrators to have a car driven onto campus by your advisor.

This seat belt relay is a fun way to talk about the importance of always buckling up when in a vehicle. Have posters of seat belt facts and statistics around the activity area.

Get a prize for this event! See the relay race and the individual race for ideas on prizes.

**Relay race:** Have groups of 4 students compete as a team. Time each group. Write each time on a whiteboard or poster paper. The fastest time wins!

- Have the car doors open and a team member standing at each open door.
- Have one student leader be the timer and one student leader be the referee, starting the team off with a “on your marks, get set, go!”
- The team jumps in the car and buckles their seat belts
- The referee tells the timer to stop the stopwatch when everyone is buckled.
- The time is written down.
- At the end of the lunch period, activity time, etc., the winning team gets a prize! Ask a local business or the booster club to donate four prizes, one for each participant on the winning team.

**Individual race:** Have groups of 4 students compete. The winner of each race wins a prize!

- Have the car doors open and a competitor standing at each open door.
- Have one student leader start off the race with a “on your marks, get set, go!”
  - Referee options
    - Four judges: one for each seat belt competitor
    - One judge: ask competitors to raise both arms above their heads to signal they are finished
- Give the winner a prize! The prize could be small (like a piece of candy) or a raffle ticket for a bigger prize.
  - If doing a raffle, have one prize donated for this event.
Catch Those Z’s

Hold an engaging poster contest on the topic of preventing drowsy driving.

- Create a fact sheet about drowsy driving that includes some stats and information.
- Pass out the fact sheet to students at your school, and explain to them the importance of driving only after you’ve had enough sleep.
- Find a sponsor for your project, and ask them to provide a prize for your contest. Pick out something that would really motivate the students at your school. Movie tickets, gift certificates, etc. are relevant to all students.

Make some rules for your contest. Here are some suggestions:

- The poster should have a message related to preventing drowsy driving.
- Include some statistics if appropriate.
- Have a catchy slogan or title.
- Use graphics well.
- Be creative!
- 
- Set a deadline for when posters should be given to you.

Once students hand in posters, gather a panel of judges to help you decide who should win. Post copies of the winner’s poster around school and give them your great prize!
Appreciating Local Law Enforcement

Your student group, club, or committee attends a roll call of local law enforcement to thank them for their service to your community and their role in youth traffic safety.

• Contact your local law enforcement agency to see if it is OK for you to come with a group of people to one of their roll calls.
  - What is a roll call? It's a time when all of the officers that are working on the next shift meet to talk about important information.

• Ask your contact at the local law enforcement what the best time would be for you to come, and ask them to keep your plan a surprise.

• Get together with your group, club, or committee to go to the roll call. Prepare something to give to the officers, like certificate, a snack for their shift, or coffee for their break room. Always include a personal, handwritten note with what you give.

• Get together with your group, club, or committee to go to the roll call. Really let the officers know how much you appreciate them and support their efforts to enforce youth traffic safety laws. They will be surprised! Keep your message short and sincere, and give out your treats.

• You may want to go to more than one law enforcement agency.

• If attending a roll call isn't possible, invite representatives from various law enforcement and first responder agencies to come to your school for an appreciation day. Make sure to provide lunch or snacks to the representatives and give them thank you notes or a posters signed by students and teachers.
Acknowledgments
Impact Teen Drivers’ Make an Impact handbook was made possible with support from the California Teen Safe Driving Coalition.

About the California Teen Safe Driving Coalition
California Teen Safe Driving Coalition (CATSDC) is a coalition of concerned organizations and individuals who are committed to improving California’s culture of teen safe driving. We will do this by reducing the number of teens killed and injured in crashes in California while instilling a lifetime of safe driving attitudes and behaviors among young drivers. This Make an Impact program is one of several initiatives that the CATSDC is engaged in.

Our Supporters:
The Allstate Foundation has joined with the National Safety Council (NSC) to zero in on the teen driving epidemic by forming coalitions in 10 states to address the issue. The 10 coalitions have a common goal: To establish a culture of safe teen driving based on proven principles of Graduated Driver Licensing (GDL).

www.impactteendrivers.com / www.nsc.org/cateensafedriving