

Action Guide



Global Youth Traffic Safety Month (GYTSM) is a campaign led by the National Organizations for Youth Safety. GYTSM was formed in partnership with the National Highway Traffic Safety Administration (NHTSA) to support the United Nations 2007 Global Road Safety Week.

The goal of this month-long campaign is to raise awareness about youth traffic safety issues and empower and engage youth to lead projects and programs addressing youth traffic safety during the times of increased risk—prom, graduation, and the summer driving season.

According to NHTSA statistics, May and July are two of the deadliest months for youth on the roads. NOYS believes the power and work of youth leading peer-to-peer education efforts can save lives and prevent injuries.



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NOYS
National Organizations for **Youth Safety**[®]



Letter from the CEO

Car crashes are the number one killer of teens in the United States and a leading cause of death in countries around the world. Youth-led campaigns like Global Youth Traffic Safety Month (GYTSM) promote safe teen driving through a peer-to-peer model. We believe you, as teens, are the drivers of change in your communities, and we want to equip and empower you to be the best change agents you can be.

On behalf of the NOYS coalition, you are invited to join us this May as we kick off a month of programs and educational endeavors to help save teen lives. This action guide features information and ideas on how to get involved in GYTSM, such as participating in our Twitter Chat on May 13 at 8:00 p.m. ET, or planning and implementing your own project to promote safe teen driving.

A map of GYTSM activities taking place across the country will be available on NOYS.org beginning April 15. Use this guide to generate ideas for creating your own GYTSM events, then visit our website to share your plans and view other activities being hosted by students and organizations as part of this global campaign to promote youth traffic safety during one of the deadliest months of the year.

Thank you for doing your part to make our roads safer for teens!



Anita B. Boles
Chief Executive Officer



Introduction

you can help make change

So here's the deal.

Teens – your friends – are dying in car crashes.

It's the number one cause of death for youth.

Many of these crashes...injuries...deaths....are preventable!

Here's where you come in.

You can make a change that will stop these tragedies and save lives.

Your voice can be the change.

With your actions, talents, resources, and voice, you can speak out and make NOYS to promote safe teen driving.

And here's how.

The fact that you're reading this right now is already a great place to start! It shows you care—about your friends and the other people sharing the road. When you're given the keys to drive, you're also handed the keys to your safety and the safety of others.

A great way to promote safety is to create a project in your community for Global Youth Traffic Safety Month. Held each May, this month gives you the chance to create change and educate those around you about teen traffic safety.

Sound interesting?

Read on for more facts and stats and ways to start, document, and evaluate a project. This Action Guide offers project ideas, tips on how to work with media, and ideas to raise funds.

Get into the driver seat.

Start now to make the roads a safer place for you and your friends.



NOYS Programs

Seat Belts Save

The National Organizations for Youth Safety (NOYS), with funding from the NHTSA, has developed Seat Belts Save, a national seat belt challenge to encourage greater seat belt use by teens across the country. The Seat Belts Save Challenge is a fun way to spread the word about a serious subject, plus \$1500 cash prizes will be awarded to the schools that demonstrate the highest seat belt use rate, the greatest increase in seat belt use, and the best education campaigns.

The Seat Belts Save Challenge is a four week campaign designed to educate teen drivers about the dangers of riding in a car without wearing a seat belt, and increase the number of teens who regularly wear a seat belt while driving or riding in a car. The Seat Belts Save Challenge is open to all high school students in the United States. Challenge activities can take place anytime between March 17 and May 25, 2015.

Schools that participate in the Seat Belt Saves Challenge and conduct an event or the majority of the Challenge in May as part of GYTSM will receive ten bonus points. Visit www.seatbeltssave.org for more information and to register your campaign.



NOYS Programs

Reality Check

Think of a Reality Check as a youth-led “meeting of the minds” on the issue of underage drinking and driving. It’s a time when people can get together, face today’s reality, ask the hard questions, talk openly about the problems of underage drinking and driving, learn from each other, commit to making a change, and then help others make changes, too.

The entire focus of a Reality Check is one thing: educating parents and teens about the dangers of underage drinking and driving — what is really happening in your community — so you can work together to stop it. It’s a time to get a real picture of what’s actually happening and how everyone is being affected; it’s a time to get a true Reality Check.

For many years, groups have held "town hall" meetings. These meetings are a great way to inform people about issues and then find solutions. Reality Checks seek to do just that: **Inform people and find solutions.** Like town hall meetings, Reality Checks are also a great way to get your message across to the public by getting the media, community leaders, parents, and other teens involved.

Reality Checks are meetings that make use of experts, parents, teen leaders, guest speakers, recent research and statistics, question and answer sessions, and real-life stories. They focus on preventing underage drinking and driving by raising awareness and support for the cause. They are real events, reaching real people about real issues. Issues covered include: the dangers of underage drinking, the impact of underage drinking on the community, the importance of parental involvement, the consequences of underage drinking and driving, and ways everyone can work together to stop the problem of underage drinking and driving.

We know that underage drinking and driving isn’t going to stop with just one person’s efforts. It will take an entire community — residents, leaders, parents, and teens working together. It will take everyone facing the real issues...parents, youth leaders, YOU!

It will take a Reality Check!



NOYS Programs

Teen Safe Driving Summit

Car crashes are the #1 killer of teens in the United States.

The Teen Safe Driving Summit is an opportunity to hear about current data and new research around teen driving, review innovative resources, get a first-hand glimpse at the impact that teens behind the wheel have on family and community, and listen to youth who are making NOYS to raise awareness of the dangers of unsafe behaviors while driving.

Participants also get to network with industry leaders that are working to address teen safe driving on the local, state, and national levels. Be a part of this nationwide effort to work with your peers to support safe driving efforts and help save the lives on the roads! Youth teams from around the country will be selected through an application process to attend the 2015 Teen Safe Driving Summit and lead year-long efforts in their communities.

Teen Safe Driving Summit Dates:

- Friday, October 16 - Peer mentors arrive
- Saturday, October 17 - Youth teams arrive / Icebreakers - get to know you
- Sunday, October 18 - Youth teams training day and hands-on lab
- Monday, October 19 - Teen Safe Driving Summit
- Tuesday, October 20 - All youth travel home

*NOYS will accept applications for Peer Mentors in March/April 2015 and Youth Team applications in May/June 2015.



Key Points

here are some things to say

When working on a project, try to keep the following facts and phrases in mind.

Put them into your own words to make them more effective.

- ✘ Car crashes are the number one cause of death and injury for teens.
- ✘ When teens are given the privilege to drive, they're also given the responsibility to be safe and keep their passengers and others sharing the road safe.
- ✘ **YOUth** working on this issue can raise awareness and save your own life and the lives of friends...family...and others.
- ✘ Safety is not an accident; it is a process of good decisions.
- ✘ The great work that police, fire fighters, local leaders, and others are doing to help teens stay safe is supported by teens that care, and teens are aware that this work is done to keep us safe.
- ✘ Every day new drivers are added to the roads and we must continue this campaign to keep all drivers and passengers safe on the roads.
- ✘ A one-shot campaign will not create change. It will raise awareness. What you are doing is one piece of a process of change.



Stats & Facts

get to know the numbers

Are You a #TrafficSafeYouth?

Each year, 2,524 youth age 16-19 - the equivalent of 5 plane-loads of teens - die in U.S. road crashes.

58% of teens involved in traffic crashes are distracted. *Put down the phone. Limit your number of passengers. Turn down the music. Eyes on the road, hands on the wheel.*

66% of teen passengers who die in crashes are not wearing seatbelts. *Buckle up. Every ride. No exceptions.*

25% of teens drive under the influence of marijuana, alcohol or R/X. *Impaired driving is deadly. Drive and ride unimpaired every time. No exceptions.*

55% of all crashes where a driver fell asleep involve drivers 25 and under. Combining sleepiness with driver inexperience is deadly. *Learn the signs of sleepiness.*

10% of teen deaths in crashes are bicyclists. *Ride defensively. Eyes on the road. Wear a helmet. Take extra care at night.*

5% of teen deaths are pedestrians. *Walk defensively. Eyes on the road, ears listening to your surroundings. Take extra care at night.*

26% of the deaths in large fatal truck crashes are those between the ages of 16 and 25. *Take steps to drive safely around trucks - stay out of the truck's blind spots, keep a safe distance, remember that trucks make wide turns and don't cut off a truck.*

Summer is the deadliest season for youth on the roads. *Use caution and follow traffic safety rules during this fun, but potentially dangerous time of year.*

Car crashes are the #1 killer of teens. *Don't be a statistic. Be a #TrafficSafeYouth.*

Compared to the rest of the year, teen drivers report doing the following more often during the summer months (some of which is directly correlated to an increased crash risk):

- ✗ 65% drive more often
- ✗ 52% have teen passengers present more often.
- ✗ 50% drive in the dark more often.
- ✗ 41% drive for extended periods of time more often.
- ✗ 20% speed more often.

SOURCES

Using Naturalistic Data to Assess Teen Driver Crashes, AAA Foundation for Traffic Safety, 2015, NHTSA, IIHS



Starting a Project

do something to stop this crisis

Follow these easy steps to get something started.

- X Identify what you will do.**
 - Do some brainstorming. Get as many ideas as you can.
- X Target your audience. Who do you want to reach?**
 - Find out more about your audience.
- X Gather some stats and facts from your community**
 - Survey your community (find this in the *resources section*).
- X Set your project goals. What do you want to accomplish?**
- X Plan a time line. Figure out when you want to do what.**
 - Check out examples in the *resources section*.
- X Make an action plan to complete your project.**
 - What: What problems or issues will you address?
 - Who: Who will be involved?
 - When: When will you do the project?
 - Where: Where will the project take place?
 - How: How are you going to make this project happen?
 - Check out the Project Planning Worksheet in the *resources section* for a great way to get organized!
- X Get other people involved to help you.**
 - Think about your friends, local leaders, teachers, adults, family – anyone you think would be great at helping you complete your project.
 - Rally a group of people together, and get them excited about what you want to accomplish.
- X Use the media to advertise your project.**
 - Think about TV interviews, newspaper articles, press releases, public service announcements, banners, posters – any way you can get your message out.
- X Have fun!**
- X Review what went well and what could be changed. Remember to have a way to evaluate and assess the effectiveness of your project.**
- X Make sure to submit your project to NOYS for recognition!** [Click here](#) to tell us about your project!



Project Ideas

think beyond the usual

Project: Service With a Message

Now you know why it's so important to create a project for Global Youth Traffic Safety Month. Your efforts will educate your friends and help save lives!

Use the project steps in the previous section to make these project ideas come alive!

What's the Point: Get your important teen traffic safety message out with this easy and effective project. You'll create a flyer with a traffic safety message, and hand it out at a drive-through during lunch hour.

Steps: Follow the steps in the "Starting a Project" section, and remember these things, too:

- ✘ Decide what message you want to send. Your message could focus on drowsy driving, impaired driving, distracted driving, or another traffic-related issue.
- ✘ Get the poster made. Make it look fun with graphics and get creative, but also make sure it highlights your teen traffic safety messages.
- ✘ Talk to the owner of the drive-through. Introduce yourself and what group you're representing and say that you're doing a project for Global Youth Traffic Safety Month. Show them the flyer, and ask if it would be OK to hand the flyer out during a lunch hour. Ask what day would be best and agree on implementation and safety plans.
- ✘ Ask the restaurant owner if you can also pass out return coupons for the restaurant.
- ✘ Make copies of the flyer, show up at the drive-through, and hand them out. Give each car two flyers: one to keep for themselves, and one to challenge them to give to a special teen in their lives. This will help you get your message out!
- ✘ Ask the restaurant owner if you can create tray liners with traffic safety messages that will be used during your educational campaign.

Media/Promotion/Social Media: Make sure to call local TV and radio stations. They just might want to do a live broadcast, or report on your drive-through campaign. Work with the owner of the drive-through to contact the education reporters at the stations. Get your local newspaper involved too. Invite them to come, and if they don't show up, take a picture yourself and submit it to the paper. Be sure to use your social media outlets as well, this is always a great way to promote your project to your peers.

Working with Others: Make sure to get other students involved to help you pass out the flyers. Why not also ask the manager if some employees can help you? You could even ask your mayor, police officers, or other town representatives to help you pass out the information.

Safety Tips:

- ✘ Make sure you stand in a safe spot and wear safety-colored clothing so that drivers see you.



Project: #CUALIVE

What's the Point: Social media is a great tool to use in your safety message outreach. For this project, you'll work to create a Facebook/Twitter/Instagram/Snapchat, etc. campaign that will send out important teen safe driving messages every Friday and Saturday night during Global Youth Traffic Safety Month (GYTSM) in May. Be creative — create a documentary, or videos in the form of a game show, talk show, commercial, etc.! Make sure to include a pledge wall on your Facebook page, and some links to great resources they can use.

Steps: Follow the steps in the previous “Starting a Project” section and remember these things, too:

- ✘ Decide what messages you want to send. Get a group together, and be creative in your messaging and outreach. Here are some examples:
 - Car crashes are the number cause of teen deaths. Drive smart tonight.
 - Don't become a statistic. Drive smart. Drive safe.
 - Keep your eyes on the road and buckle up.
 - Stick to your tunes! Your life is more important. Keep your eyes on the road designate your passenger as the DJ.
 - Graduation's coming! Be there to get your diploma. Drive safe tonight.
- ✘ Optional: set up a special account on Facebook and give it a title that is clearly about youth traffic safety. Make it something catchy! Sign up for an email address that you'll use just for this site. This will help to protect your privacy, and it will be a great way that others can contact you to get invited onto your site.
- ✘ Use the GYTSM hashtag #TrafficSafeYouth to join the national conversation promoting safe teen driving.
- ✘ Invite friends to follow your social media campaign and actively retweet and share your posts.
- ✘ Have your planning group send all messaging out through their social media channels.
- ✘ Post your messages every Friday and Saturday night in May.

Media/Promotion: Create something that you can hand out to your friends and other students at school—be sure to include your hashtag. Ask your administration to include a short message on the announcements; create a tweet sheet of your messages. Make sure to include how they can contact you to get access to the group.

Working with Others: Talk to your computer teachers about your campaign. Ask if he/she could help design your fliers or help create your videos. Contact the local TV station, they may be interested in helping with your videos. Reach out to local businesses to help advertise your campaign.

Resources:

- ✘ NOYS is hosting a twitter chat for GYTSM on May 13 at 8:00 p.m. ET. Check NOYS.org for more details!

Check out the statistics on these sites. You can use the stats in your messages.

- ✘ www.distraction.gov
- ✘ www.cdc.gov/ncipc/factsheets/teenmvh.htm
- ✘ www.iii.org/media/hottopics/insurance/teendrivers/

Safety Tips:

- ✘ Be sure to protect your privacy on your Facebook page by not providing personal information.
- ✘ Set your tweet to post at a time when your friends will see it while they are not on the road.



Project: Bike-Friendly Community Assessment

What's the Point: This lesson is designed for use by high school students to work with parents and community and business leaders to determine if their communities are bicycle friendly. Teens will work with adults to identify bicycle friendly routes rather than the everyday or faster route that may be more dangerous. The lesson can be incorporated into a variety of courses, including: Public Speaking, Health, and Civics.

Objectives:

- ✘ Students will learn to identify safe bicycling routes for themselves, peers, and younger children in their communities.
- ✘ Students will learn about communities in other states and countries that are bicycle friendly.
- ✘ Students will be able to talk with adults about what makes a community bicycle friendly and help identify ways to make the community safer for some of the most vulnerable road users in their communities.
- ✘ Students will examine the benefits of a bicycle friendly community.

Interest Grabber: Conduct an informal survey of bicyclist behaviors in your community. Observe how and where other teens ride bicycles. Consider creating a survey to ask younger teens about their bicycling habits. Ask for middle school volunteers to help with the community assessment.

Teaching Steps:

- ✘ As a class, research the statistics related to bicycle crashes. Use the sources listed on the NOYS website (NOYS.org) for statistics.
- ✘ As a class, research communities in other states and countries that are bicycle friendly. Find the 10 most bikeable cities in the U.S. Record their characteristics to compare them against those of your community.
- ✘ Talk with younger teens to determine where they regularly ride their bicycles.
- ✘ Create a list of locations to see if the routes are bicycle friendly.
- ✘ Use NHTSA's Bike Friendly Community Assessment for Teens and walk the route with the middle school volunteers. Record your answers to the questions.
- ✘ After you've reviewed the answers, ride the routes. See if you notice anything different when you are riding. Remember to wear a helmet!
- ✘ Use the NHTSA assessment, if needed, to suggest improvements to make roadways more bicycle friendly to teens. Present the recommendations to the appropriate agencies, for example: schools, community associations, the Board of Education, Police departments, and local government.
- ✘ In the short term, use the NHTSA assessment to develop alternative routes, if necessary, for younger teens. Share the routes with local schools, parents, and parent groups.

Media/Promotion: Create something that you can hand out to your friends and other students at school. Make a small bicycle helmet cutout and write a catchy bicycle safety phrase on it. Be sure to include how they can contact you to get access to the group.

Resources:

- ✘ NOYS.org

Safety Tips:

- ✘ Always wear a helmet when riding your bicycle and encourage others to do so as well.



Project: Drugged Driving

What's the Point: This project is designed to be used by high school students to help educate their peers about the dangers of drugged driving and the effects of different drugs, both legal and illegal, on your driving behaviors.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Use AAA's Roadwise Rx website - <http://exchange.aaa.com/safety/roadwiserx/>
- ✘ Have students go on the site and enter the medications that they take on a regular basis.
- ✘ Have them write down the potential side effects and how those medications could change their behaviors behind the wheel.
- ✘ Make a morning announcement at school about the project. Choose a class (computer, art, English, science, etc.). Ask the teacher if you can announce the project in each of his/her classes.
- ✘ Use social media to promote awareness of drugged driving. Tweet or post stats and facts using the resources below.

Media/Promotion: Create something that you can hand out to your friends and other students at school to promote your project. You can use the stats and facts found on the flyers listed in the resource section below. Promote your project through your social media channels and come up with a catchy hashtag for everyone to use.

Working with Others: A great place to start with this project is the computer or art teacher at your school. Ask them if there is a time that you can use the computer lab for your event. They could help you design a promo flyer and work on the wording for your school announcement.

Resources:

- ✘ NOYS.org
- ✘ Use the Roadwise Rx flyer found here to have available at your event. <http://exchange.aaa.com/wp-content/uploads/2014/12/RoadwiseRx-Infographic-2014.pdf>
- ✘ Use this Medication and Driving Fact Sheet in your outreach to peers. <http://exchange.aaa.com/wp-content/uploads/2014/12/Prescription-and-Over-the-Counter-Impaired-Driving-Fact-Sheet.pdf>.

Safety Tips and Recommendations:

- ✘ Be sure to talk with your parents about your daily medications prior to driving.
- ✘ Talk with your principal or administration prior to beginning your project.



Project: Poster Design Contest

What's the Point: This contest uses your creativity and that of your peers to raise your voice for safe teen driving. Host a poster design contest in school and include the GYTSM logo as part of the rules!

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Give your contest a title that is clearly about safe teen driving (no distractions, no speeding, limit your passengers, etc.). Make it something catchy and be creative!
- ✘ Come up with some type of prize for the winning poster.
- ✘ Work with your team to create rules, regulations, and judging criteria. Ask teachers and advisors to be judges as well as members of your team. Or, have the posters hung throughout the school and have them voted on by peers.
- ✘ Make a morning announcement at school about the contest. Choose a class (art, English, science, etc.) and ask the teacher if you can announce the contest in each of his/her classes.
- ✘ Hang up your posters as they are turned in.
- ✘ Invite your peers to sign a pledge to be safe behind the wheel.

Media/Promotion: Create something that you can hand out to your friends and other students at school to promote your contest. Also promote your contest through your social media channels and come up with a catchy hashtag for everyone to use.

Working with Others: A great place to start with this project is the computer or art teacher at your school. Ask them if they could help you design a promo flyer and work on the wording for your school announcement. It would also be a good idea to talk to some local businesses that could potentially sponsor the winning prize (Starbucks gift card, Target gift card, etc.)

Resources:

- ✘ NOYS.org

Safety Tips and Recommendations:

- ✘ Be sure to ask your advisor and/or teacher prior to starting any contest.
- ✘ Talk with your principal or administration prior to beginning as well.



Project: Wear Your Safety Message

What's the Point: This project allows you and your peers to use your creativity to raise your voices about safe teen driving. Host a t-shirt design contest in school and include the GYTSM logo as part of the rules!

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Give your contest a title that is clearly about safe teen driving (no distractions, no speeding, limit your passengers, etc.). Make it something catchy and be creative!
- ✘ Come up with some type of prize for the winning t-shirt design.
- ✘ Work with your team to create rules, regulations, and judging criteria. Ask teachers and advisors to be judges as well as members of your team. Or, have the t-shirt designs hung throughout the school and have them voted on by peers.
- ✘ Make a morning announcement at school about the contest. Choose a class (art, English, science, etc.) and ask the teacher if you can announce the contest in each of his/her classes.
- ✘ Hang up the designs in a designated area as they are turned in.
- ✘ Invite your peers to sign a pledge to be safe behind the wheel.

Media/Promotion: Create something that you can hand out to your friends and other students at school to promote your contest. Also promote your contest through your social media channels and come up with a catchy hashtag for everyone to use.

Working with Others: A great place to start with this project is the computer or art teacher at your school. Ask them if they could help you design a promo flyer and work on the wording for your school announcement. It also would be a good idea to talk to some local businesses that could potentially sponsor the winning prize (Starbucks gift card, Target gift card, etc.)

Resources:

- ✘ NOYS.org
- ✘ Check out these other sites related to teen traffic safety. You may want to include these as links on your own site: www.distraction.gov, www.teendriving.com/, www.rmiia.org/Auto/Teens/Teen_Driving_Statistics.htm, www.safeteendriving.org/
- ✘ Use the t-shirt design template found in the resources section of this guide.

Safety Tips and Recommendations:

- ✘ Be sure to ask your advisor and/or teacher prior to starting any contest.
- ✘ Talk with your principal or administration prior to beginning as well.



Project: Special Delivery

What's the Point: Work with elementary teachers to have their students write letters to older students (and their siblings) about being safe when driving.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Meet face-to-face with some elementary teachers and explain your project. Ask them if they have time in their schedule to have their students write letters asking older students to be safe while driving.
- ✘ The main point should be that younger students look up to the older students and they need good role models.
- ✘ Let the teacher know that car crashes are the number one cause of death for teens, and these crashes can happen more during graduation and prom season. Share some of the statistics from this Action Guide with them. They could use the statistics to introduce the project to their class.
- ✘ Make sure to pick up some cool paper, pencils, markers, crayons, stickers – whatever you think would be fun for writing a letter. If you can get a sponsor for your project, you could make kits with these things to give to each classroom that is participating.
- ✘ Once you get some elementary teachers excited about the project, ask their students to hand write the letter and include a drawing to make the letters more personal and meaningful.
- ✘ Ask the teacher to have the letters to you by a certain date.
- ✘ Ask your principal if you can put the letters in diplomas at graduation or pass them out as people leave the prom.

Media/Promotion: Reporters love to share stories of younger and older students working together. Make sure to send out a press release to all of the media outlets so they can cover your project. Thank the students for writing the letters by passing out candy or something else that they would enjoy. Ask your technology coordinator if they can post some of the letters on the school website right before prom and graduation.

Working with Others: Don't forget to ask your principal if you can pass out the letters at graduation and prom. You'll also want to make sure that you give the elementary teachers lots of time to have their students write the letters. See if you can get your English teacher involved with the project and have your class write some letters to distribute, too.

Resources:

- ✘ Use the statistics included in this Action Guide.
- ✘ If a teacher wants to use the project as a way to teach how to write a letter, they could use this site: http://www.education-world.com/a_lesson/lesson281.shtml

Safety Tips:

- ✘ The students writing the letters shouldn't put their name on them.



Project: PSA Outreach

What's the Point: Create Public Service Announcements (PSAs) with safety messages that can be emailed to the entire student body and used on radio stations.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ What message will your PSA promote? You could focus on any of the following topics: underage drinking and driving, drowsy driving, distracted driving, drugged driving, careless driving, speeding, seat belt use, traffic safety, and more!
- ✘ Work with a group of your friends to create the PSAs. Include current music and images and interesting messages. Keep them short (15, 30, or 60 seconds) and powerful. Make sure that you have the right to use any images, music, or information, and always credit your sources.
- ✘ Once you get the hang of it, create more podcasts.
- ✘ After you're finished creating, gather a list of email addresses of people to send the PSAs. Create a special email address to use for this project. It'll protect your privacy and be an easy way to contact others.
- ✘ Email the group the PSAs that you've created.
- ✘ Don't forget to email the PSAs to local radio stations. They can use them as public service announcements.

Media/Promotion: Contact your local radio station to get the email address of the person in charge of public service announcements. Explain your project and get them involved with what you are doing!

Working with Others: It would be awesome to interview an expert on your topic during your PSA. Ask local law enforcement, insurance agents, community leaders, teachers, and other important adults in your community if they would be able to give some advice and inspiration in your messages. Ask your computer teacher if they'd consider making it an assignment in class to have everyone make their own PSA for your project. You could have a competition and give out a prize! Who wouldn't want to win a free iPad?

Resources:

- ✘ Use the stats and key points that are included in this Action Guide for your message.
- ✘ Check out the public services announcements tool in the *resources section*.



Project: Catch Those Z's

What's the Point: This project allows you to sponsor an exciting poster contest on preventing drowsy driving.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ Create a fact sheet about drowsy driving that includes facts and stats.
- ✘ Pass out the fact sheet to students at 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.
- ✘ 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 submitted.
- ✘ Once students hand in posters, gather a panel of judges to help you decide who should win. Post the winner's poster around school and give them your great prize!

Media/Promotion: Cut out large Z's out of construction paper, and write the details of your project on them. Pass out the Z's at lunch or in the parking lot after school. You could put a message in your school's daily announcements or put flyers on the back of bathroom stalls!

Working with Others: Ask art and computer teachers at your school if they would consider giving this project as an assignment or for extra credit. Make sure to get a great panel of judges together—ask law enforcement, your principal, an art teacher, community leaders, and other important adults to be involved. Ask your town's mayor if the posters can be displayed in a prominent place in town.

Resources:

Check out these sites for more information on drowsy driving:

- ✘ <http://drowsydriving.org/>
- ✘ http://www.nhtsa.dot.gov/people/injury/drowsy_driving1/Drowsy.html
- ✘ <https://www.aaafoundation.org/faqs-drowsy-driving>



Project: Appreciating a Role at Roll Call

What's the Point: You and your friends get the opportunity to attend a roll call of local law enforcement to thank them for their service to your community and their role in youth traffic safety.

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.

Steps: Follow the steps in the previous "Starting a Project" section, and remember these things, too:

- ✘ 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. 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 a group of friends together to go to the roll call. Prepare something to give to the officers, like certificates or a snack for their shift. Always include a personal, handwritten note of appreciation with what you give.
- ✘ Go to the roll call, and 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.

Media/Promotion: This is a great project to put in the newspaper during Global Youth Traffic Safety Month. Highlight the fact that local law enforcement plays a big role in preventing teen crashes, and make sure to get a great picture to put with your article.

Working with Others: See if a local grocery store will donate snacks so that you can make a snack pack for the officers to show appreciation. Be sure to recognize any sponsor that you get. A thank you card from the mayor or another elected official would be a nice addition to your treats!

Resources:

- ✘ Check out your local phone book to find contact information for local law enforcement agencies. They probably also have a website with more information.
- ✘ If your school has a resource officer, he or she can help you make contact with your local agency.
- ✘ There is a certificate template in the resources section of this guide. You can find a downloadable version on the NOYS website at NOYS.org.



Evaluation Ideas

measure the success of your project

X Service With a Message

One week before your drive-through campaign, record the number of drivers and passengers, observing the area of traffic safety your project is addressing (i.e. seatbelt use, cell phone use, etc.). Then a week after your project, return and record those same stats to compare and evaluate for impact.

X #CUALIVE

Measure how many messages are posted/retweeted/shared. At the end of the campaign, post a message requesting a response, asking if they felt they got the message from your campaign.

X Bike-Friendly Community Assessment

The activities and follow-up can be evaluated using a teacher-created rubric. Student participation in the lesson and discussions can also be evaluated using a teacher-created rubric.

X Drugged Driving

Before you begin your project, take a survey to see what your peers know about drugged driving. What drugs/medications do they believe affect their driving behaviors? After your project, complete the same survey and compare responses. Did your outreach make a difference?

X Poster Design Contest

Before you begin your design contest, take a survey in the lunchroom to see what your peers know about the topic that you have chosen to focus on for the poster contest. After the contest concludes, take the same survey and compare the answers. Did you make a difference in their thinking and behaviors behind the wheel?

X Wear Your Safety Message

Before you begin your t-shirt design contest, take a survey in the lunchroom to see what your peers know about the topic that you have chosen to focus on for your project. After your contest, take the same survey and compare the answers. Did you make a difference in their thinking and behaviors behind the wheel?

X Special Delivery

Ask the teachers that implemented the letter writing in their classrooms to distribute pre- and post-quizzes about traffic safety topics to measure how involvement increased knowledge.

X PSA Outreach

Gather a group of peers and adults/teachers and ask them questions that are specific to your PSAs. Have them watch the PSAs and then ask the same questions. What did they learn from your PSAs that they didn't know prior to watching?

X Catch Those Z's

Distribute a pre- and post-questionnaire to measure improved knowledge about risks of drowsy driving.



Proclamations

*get it proclaimed that May is
Global Youth Traffic Safety Month!*

Endorsements from government officials, community leaders, law enforcement officers, and local celebrities are a great way to encourage greater media coverage. Your city, county, or state can declare a proclamation.

Proclamation Tips

- ✘ Contact your local officials (mayor, governor, education and health professionals).
- ✘ Make sure you get the right name and address of where to send your proclamation request.
- ✘ Send your letter requesting a proclamation or their support for your project.
- ✘ Make a follow-up call in a week to find out if you need to give any more information.
- ✘ Always send a thank-you note.
- ✘ Display your proclamation with pride!

Check out the *resources section* to see a sample proclamation.



Media Outreach

get the word out

Once you get your project set and ready to go, you want others to know about it, right?

- ✘ SOCIAL MEDIA! Use your social media outlets in every project to reach your peers.
 - ✘ Find NOYS on our social media channels and let us know what you're doing!
 - ✘ Twitter: twitter.com/NOYSnews
 - ✘ Facebook: facebook.com/NationalOrganizationsforYouthSafety
 - ✘ Instagram: instagram.com/noysnews
- ✘ Use your design skills to create a poster board to put up in the entrance of your school or at a local fair.
- ✘ A banner hanging in the hallway, on a fence, or on the side of a building can really draw attention.
- ✘ Write a press release that can be sent out to radio stations, TV stations, and newspapers. Check out the example in the *resources section*.
- ✘ Put together a public service announcement (PSA) that can be heard over local radio stations. Check out the example in the *resources section*.
- ✘ Ask your mayor and/or your governor to sign a proclamation. Check out an example in the *resources section*.
- ✘ Use the *Media Worksheet* to help you get your thoughts together.



Fundraising

raise the cash you'll need to do the project

Sometimes you'll need money to make your project successful. Here are some ideas to raise some cash.

- Ask members of the community to donate, and give them a clear understanding of what they are supporting.
- See if you can get a grant from an organization or agency.
- Do some fundraising (ideas follow).

Contests/Raffles:

- ✗ A-thons (bowl, skate, think, bike, walk, run, etc.)
- ✗ Car raffle
- ✗ Jellybean jar guess
- ✗ Frisbee contest
- ✗ Dance contest
- ✗ Chess tournament
- ✗ Drawings
- ✗ Dance marathon



Sales:

- ✗ Used books
- ✗ Flowers
- ✗ Valentines
- ✗ Stuffed animals
- ✗ Balloons
- ✗ Coupon books
- ✗ Bumper stickers
- ✗ Flea market
- ✗ Hats and class t-shirts
- ✗ Clothing
- ✗ Candles
- ✗ Posters

Miscellaneous Events:

- ✗ Teacher auction
- ✗ Treasure hunt
- ✗ Dance
- ✗ Faculty talent show
- ✗ Bingo night
- ✗ Dunk tank
- ✗ Greased pig catch
- ✗ Singing grams
- ✗ Carnival
- ✗ Recycling drive
- ✗ Fashion show
- ✗ Pie throw
- ✗ Concerts
- ✗ Face painting
- ✗ Car wash
- ✗ Casino night
- ✗ Care packages for finals week
- ✗ Pool party



Awards & Recognition

everyone likes a pat on the back

After you complete your project, you'll want to make sure that you thank those who helped you succeed!

Thanking others shows them that you appreciate them, and it will also help you recruit others for projects in the future.

Here are some ideas to help you thank those who helped you during your project:

- ✘ Send a thank-you card. Make sure that you handwrite the card – it's more personal than an email or a phone call.
- ✘ Get everyone a small gift who helped. Candy is a great way to do this. You can put messages that relate to the candy. For example: "Your help was worth 100 Grand" or "I had a sweet time because you helped".
- ✘ Give a prize to those who helped. Have everyone put their name into a hat, and draw out a name for a great prize, such as movie tickets, an iPod, or a gift card. See if you can get a business to donate the prize, and make sure to recognize them for their support.
- ✘ Publicize the fact that people helped. Write an article, and put it in your school announcements and local newspaper. You could also see if the local radio and TV stations would run a thank you ad for you.
- ✘ Give each person that helped a certificate. The GYTSM Action Guide provides a great "Certificate of Participation". Print these on nice paper, and hold an awards ceremony.



Go For It!

make the change you want to see happen

You know your community needs someone to bring awareness to teen traffic safety.

You know your friends would really benefit from a project that would keep them safer.

You know you have some great ideas, and that **YOU**th can make those great ideas happen.

You know that action must happen to stop the crisis of teens dying each year from traffic crashes.

And you're just that someone to take action and create change.

For more help, check out NOYS.org.



Resources

tools you'll need for a project

X Sample Community Needs Assessment - page 28

So you want to create a project, but you're not really that sure about what your community needs, right? Use a survey like this one to get a good idea of what you should do to help.

X Project Planning Worksheet - pages 29-30

There's lots of stuff going on in your mind as you think about and plan a project. Use this worksheet to help you organize your thoughts and plans so you don't forget anything!

X Sample Press Release - page 31

When you figure out what you're going to do, you definitely want others to know about it. A press release is a great way to do that, and make sure you send one to all of the local newspapers, TV stations, and radio stations. Check this one out for some ideas.

X Sample PSAs - page 32

Radio stations play PSAs regularly to promote community events. Why wouldn't you want one played about your project and message? Get a group of friends together, and have some fun creating your digital message. For ideas on what to say, check this one out.

X Sample Proclamation - page 33

Having a government official proclaim the importance of your project is a really sweet thing. And proclamations aren't hard to write. Use this one to help you write your own.

X Media Worksheet - page 34

You'll want to make sure you have a clear message when communicating with the media. This worksheet will help you get all of your thoughts together so you can promote your project.

X Certificate of Participation - page 35

Everyone loves to feel appreciated! Print these certificates on nice paper and present them to everyone that participated in your project.

**More resources can be found at
NOYS.org. Check us out!**



Community Needs Assessment

We're working on planning a project to raise awareness about youth traffic safety during Global Youth Traffic Safety Month. We appreciate your input and ideas, as they will help us create an effective project.

What role(s) do you have in our community? (Check all that apply.)

School administrator Parent Business leader
 School leader Community leader Active citizen
 Student Government official Teacher
 Clergy Other: _____

What traffic safety issues need attention in our community? Circle one response per area, and let us know about any ideas or concerns that you have.

	Needs Attention	Fine	Don't Know	Concern(s)
Drowsy Driving	Yes	No	DK	_____
Seat Belt Use	Yes	No	DK	_____
Distracted Driving	Yes	No	DK	_____
Impaired Driving	Yes	No	DK	_____
Careless Driving	Yes	No	DK	_____
Traffic Safety Laws	Yes	No	DK	_____

What is the best way local youth can work to promote traffic safety in our community?

If you have any information about an organization we can partner with, please list it below:

Organization: _____

Contact Name: _____

Email: _____ Phone Number: _____

For more information, contact:



Project Planning Worksheet

1. Project Focus:

2. Project Goals:

3. Project Objectives:



Project Planning Worksheet Continued

4. Project Details:

Description:

Date(s):

Time(s):

Location(s):

4. Potential Obstacles:

5. Resources Available:

6. Work Groups Needed (publicity, entertainment, fundraising, etc.):



Sample Press Release

NEWS RELEASE FOR IMMEDIATE RELEASE

[Local Contact]

[Your Name]

[Your e-mail address]

Global Youth Traffic Safety Month

May 2015

[Your city, state (insert date of distribution)] – May 2015, the youth of [your city and organization] will join thousands of youth and organizations across the United States during the annual month of focus on youth traffic safety, Global Youth Traffic Safety Month.

Youth and organizations across the nation will host and participate in events and projects to increase awareness about youth traffic safety. Locally [your organization's name] describe your project, including the details about date, time, and location.]

Global Youth Traffic Safety Month addresses the number one cause of death for youth in our nation. Every year, over 6,000 youth die in traffic related crashes. Many of these crashes are caused by avoidable behavior. Youth can take specific actions to be safer as drivers and passengers. Global Youth Traffic Safety Month is also a time to celebrate and promote those who work to help keep youth safe on the roads. Youth will be participating in activities to thank and support those working so hard to protect them.

"[Insert your quote here about the event]," says [your name, title] of [name of your organization]. "These preventable tragedies must be stopped; and they can be. Working together, we can increase awareness among youth and communities about steps we can take to improve traffic safety and reduce the loss of more youth's lives to traffic crashes."

National Organizations for Youth Safety (NOYS), a nonprofit coalition of youth-led and youth-serving national organizations that focus on traffic safety and other youth safety issues, organized Global Youth Traffic Safety Month. For more information, go to NOYS.org.

Steps youth can take to be safe on the roads include:

- Wear a seat belt – EVERY RIDE, EVERY TIME
- Drive at or below the speed limit
- Limit the number of passengers in their car
- Pull over if they need to make a call or text a friend
- Avoid drowsy driving by getting enough rest
- NEVER get in a car with ANYONE who has been drinking alcohol

For more information about Global Youth Traffic Safety Month visit NOYS.org or call [your organization and phone number.]

[Insert a description here about your organization.]



Sample Public Service Announcements

:15 seconds In-School Read (Prom)

Hey, listen up [INSERT SCHOOL MASCOT]'s! The prom is coming up sooner than you think! [INSERT ORGANIZATION NAME] encourages you to make this the best night of your life. Make these memories last a lifetime. Keep your prom celebration alcohol- and substance-free.

:15 seconds In-School Read (Prom)

This year's prom is shaping up to be the most exciting time of the year. Your friends at [INSERT ORGANIZATION NAME] encourage you to show off your school pride. Celebrate our prom alcohol- and substance-free, to make sure we are all here for our graduation celebration.

:15 seconds In-School Read (Holidays/ Breaks)

We here at [INSERT ORGANIZATION NAME] are sure you're looking forward to the upcoming break as much as we are. We encourage you to enjoy [INSERT HOLIDAY/EVENT] by celebrating alcohol- and substance-free. This way, we'll have something to look forward to when we return - seeing our friends alive and safe.

:15 seconds In-School Read (Graduation)

[INSERT ORGANIZATION NAME] wants to congratulate all of this year's graduating seniors. We encourage you to celebrate alcohol- and substance-free so we'll be able to see you at our class reunion.

Seat Belts Save

Public Service Announcement :30 second version (Prom Season)

Can you believe it? You and your friends are finally on your way to the prom. You've found the perfect dress, and you want to show up looking great. So you decide not to buckle up. But what about not showing up at all? Riding unbuckled could mess up a lot more than just your dress. Get you and your friends there safely. Enjoy the prom. Buckle up.

This message brought to you by [INSERT ORGANIZATION NAME].

Seat Belts Save

Public Service Announcement :15 second version

You say that seat belts make your clothes wrinkled? That they feel too tight? That they're a pain to wear? So how do you feel about windshield glass cutting your face? Now THAT is a pain. Buckle up.

This message brought to you by [INSERT ORGANIZATION NAME]



Sample Proclamation

WHEREAS, [your state/city/region] recognizes youth traffic safety as a vital concern for the youth of [your state/city/region]; and

WHEREAS, [your state/city/region] recognizes our youth are an asset we cannot afford to lose to needless crashes;

WHEREAS, each person, including parents, educators, law enforcement, elected leaders, community leaders, and youth themselves must play a part in protecting our youth and educating them and their families about youth traffic safety;

WHEREAS, the month of May is an opportune time to increase awareness concerning youth traffic safety as the prom season, graduations, and summer vacation months are a time of particular concern;

WHEREAS, with the resources of National Organizations for Youth Safety and [your national organization], we can help increase awareness about youth traffic safety in [your state/city/region];

NOW, THEREFORE, I [name of governor, mayor, or elected official], [title of] [name of your state/city/region], do hereby proclaim May, [Name of your state/city/region] Youth Traffic Safety Month, and I commit this observance to the people of your [state/city/region].

Signature



Media Worksheet

What media support will we use for the project?

- Press Releases
- PSAs
- Proclamations
- Posters
- Banners
- Letters of Support

- Press Kit
- Pictures
- Articles
- Fact Sheet/Flyer
- Brochure
- Other _____

Notes:

Who can help us?

Radio Station/TV Station

Telephone:

Address:

News Director:

Phone:

Assignment Editor:

Phone:

Newspaper

Telephone:

Address:

Reporter:

Phone:

Education Editor:

Phone:



Certificate of Participation

Check out NOYS.org to download a .pdf or .doc version of this certificate.




Global Youth
Traffic Safety Month®

Certificate of Participation

Presented To

_____ [Recipient Name]

*Thank you for your participation in Global Youth Traffic Safety Month and
your dedication to promoting safe teen driving!*

_____ [Name, Title]
_____ [Name, Title]



