



RYV 2013 Groups

Nine groups created media for Raise Your Voice 2013. A total of nine school groups participated in Raise Your Voice. They were:

- Communities Mobilizing for Change on Alcohol
- Eagle River High School Choir
- Eagle River Class of 2015
- East High School Student Government
- IB West High School
- Service High School DECA
- Togiak School Upward Bound
- Two Rivers Youth Center Keystone Club



Togiak School Upward Bound



"I think that this program is very important and impacts many students and people in the community and changes their thoughts and decisions on very real topics that most people face daily."

-Student

Raise Your Voice

Raise Your Voice Addresses teen traffic issues through student created media. By creating media with a prevention message, school-based organizations make a positive impact within their schools and communities. A total of 674 students viewed media created by nine Raise Your Voice groups. Students completed a short questionnaire before

and after viewing Raise your Voice media, allowing the groups to measure the efficacy of their media. **Of the 522 students that were asked, 81% responded that they would tell someone about the media that they saw.** This finding indicates that peer-to-peer messaging is an excellent way to kick off a safe driving word of mouth campaign among teens.



Eagle River High School Choir



Raise Your Voice media can be viewed at:
<http://alaskainjurypreventioncenter.org/teen-media>

All student groups found that their peers knowledge, behavioral intention, and attitudes about driving positively change. Some key findings from the pre and post surveys include:

- After viewing East Student Government's video, 83% of students responded that it is **always dangerous to text and drive**.
- Chugiak FCCLA found that 80% of teens believe that it is **never worth**

the risks of texting while driving to respond to a text message immediately.

- After watching Service High DECA's video about booster seat safety, **100% children felt that booster seats keep kids safe**, an increase of about 12%.
- 89% of students that saw Eagle River Choir's media responded that it is **always dangerous for others to text and drive**.
- CMCA found that 80% of teens that viewed their video **felt comfortable asking their passengers to wear their seatbelts and not distract them from driving**.
- 74% of students that viewed Eagle River Class of 2015's media believe that **texting while driving impacts themselves, their**

parents, friends, siblings, and school.

- Before viewing TRYC's media, 48% of students felt that responding to a text message immediately was never worth the risks of texting while driving. After viewing TRYC's video **97% felt that it was never worth the risks**.
- After watching Raise Your Voice media, 80% of students questioned by IB West High School felt that **it is important for teens to help prevent their peers from drinking and driving**.
- Before viewing Togiak's video, 49% of students felt that it is very dangerous to transport more than one passenger on an ATV. Afterwards, 63% **felt that it was very dangerous to transport more than one passenger on an ATV**.



East High School Student Government

Two Rivers

But it takes only 4 seconds to
cause an accident while texting
and driving.



pull over

IB West High School



Raise Your Voice
is sponsored by:



Anchorage School District
Educating All Students for Success in Life

AIPC
Alaska Injury Prevention Center

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