

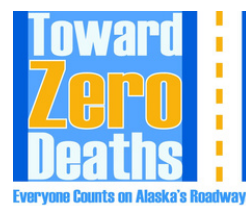


Teen Driver Safety Toolkit

Spring 2023 Edition



Thank you for participating in the teen driving safety campaign sponsored by Center for Safe Alaskans, with funding from the Alaska Highway Safety Office.



This toolkit includes:

- Campaign guidelines for your 2023 Teen Driver Safety Spring Campaign
- School announcement ideas
- Social media engagement tools
- How to make your campaign successful at your school!

www.safealaskans.org | info@safealaskans.org

As a thank you gift for participating, your student organization will receive **\$300** after the campaign that can be used for a celebration, such as a pizza party or other reward for students involved.

To qualify you must:

- **Sign agreement with Safe Alaskans before you get started so we can reward you afterwards!**
- Implement your 2023 Teen Driver Safety Spring Campaign by completing three or more activities (either listed in this toolkit or other pre-approved activities)
 - Activities should be different; for example, a week of announcements counts as one activity.
 - **You must focus your campaign on safe seat belt use. One activity must also be sharing the 2023 Teen Driving Survey with your peers. You can do this in school, on social media, or both.**
 - Keep track of how many folks are shown videos or other media in school and how many see it on social media for your report.
- Complete the campaign school report that describes the activities you did and their impact, including how many folks were reached in your campaign, both in school and on social media.
- Submit at least one image from the campaign, along with media releases if applicable



How to Report:

After the campaign, report on your activities by clicking the link below. Be sure to tell us what you liked best and how you made your 2022 Teen Driver Safety Spring Campaign a great one:

<http://safealaskans.org/our-work/programs-initiatives/transportation-safety/teen-driving-campaign-report/>

Campaign Guidelines



Safe Driving Facts to Share

Is your school sharing in-person or virtual morning announcements? Ask your announcer(s) to share some of the teen driving statistics, safety facts, or talking points about safe seatbelt usage below to raise awareness and encourage your fellow classmates to buckle up and drive safer. They can also ask students to share seat belt selfies from their parked car using hashtags **#buckleup**, **#teendriver**, and **#safealaskans**. Feel free to use these as inspiration and mix and match what might work best with your peers!

- Among teen drivers and passengers 16–19 years of age who were killed in car crashes in 2020, 56% were not wearing a seat belt at the time of the crash. (1)
- 43.1% of U.S. high school students did not always wear a seat belt when riding in a car driven by someone else in 2019. (1)
- Data from annual studies where researchers observe people's seat belt use in cars indicate that seat belt use in the front seat among teens and young adults (16–24 years of age) is consistently lower than seat belt use among adults (25 years of age and older). (1)
- Twenty-three percent of adolescents who do not always wear a seat belt report riding in car driven by a drinker—nearly three times more than the 12% of adolescents who always wear a seat belt. (3)
- Not only is buckling up the law, it's also one of the easiest and most effective actions in reducing the chances of death and injury in a crash. (4)

Safe Driving Facts to Share

- Primary seat belt laws allow police officers to stop and ticket someone for not buckling up. On average, in both rural and urban communities, primary seat belt laws result in higher rates of seat belt use and fewer crash deaths than secondary seat belt laws. Secondary laws allow officers to give tickets only if they have pulled drivers over for another reason. Seat belt laws are most effective when they cover occupants in all seats of the vehicle. Seat belt laws are primary. They cover drivers, as well as passengers aged 16 and older in all seats. (2)
- Regular seat belt use is significantly less likely among Alaska adults and adolescents who report recent drinking and driving. Regular seat belt use is also significantly less likely among Alaska adolescents who report driving under the influence of marijuana and riding in a car driven by someone who has been drinking alcohol. (3)
- Friends' feelings about risky behaviors also influence adolescent seat belt use. Adolescents who report their friends generally disapprove of the adolescents engaging in risky behaviors such as drinking alcohol, using marijuana, smoking cigarettes, and misusing pain medication are significantly more likely to always wear seat belts compared to adolescents whose friends approve of such risk-taking behaviors. Be a good example for your friends and they will be more likely to buckle up if you do! (3)
- Tragically, seat belt use is lowest among teen drivers. In fact, the majority of teenagers involved in fatal crashes are unbuckled. In 2020, 52% of teen drivers who died were unbuckled. Even more troubling, when the teen driver involved in the fatal crash was unbuckled, nine out of 10 of the passengers who died were also unbuckled. (4)

Safe Driving Facts to Share

- The Human Collision: Imagine running as fast as you can - into a wall. You'd expect to get pretty banged up. Do you think you could stop yourself if the wall suddenly appeared when you were two feet away from it? This is exactly the situation you face when the front of your car hits something at only 15 miles an hour. The car stops in the first tenth of a second, but you keep on at the same rate you were going in the car until something stops you such as the steering wheel, dashboard or windshield. At 30 mph you hit "the wall" four times as hard as you would at 15 mph. Or to put it another way, with the same impact you would feel as if you fell three stories. A properly worn seat belt keeps that second collision - the human collision - from happening. (5)
- What's Your Reason for Not Wearing One?
 - "I won't be in a crash: I'm a good driver." Your good driving record will certainly help you avoid crashes. But even if you're a good driver, a bad driver may still hit you.
 - "I'm afraid the belt will trap me in the car." Statistically, the best place to be during a crash is in your car. If you're thrown out of the car, you're 25 times more likely to die. And if you need to get out of the car in a hurry - as in a crash involving fire or submergence - you can get out a lot faster if you have not been knocked unconscious inside your car.
 - "They're uncomfortable." Actually, modern seat belts can be made so comfortable that you may wonder if they really work. Most of them give when you move - a device locks them in place only when the car stops suddenly. You can put a little bit of slack in most belts simply by pulling on the shoulder strap. Others come with comfort clips, which hold the belt in a slightly slackened position. If the belt won't fit around you, you can get a belt extender at most car dealerships.
 - "I don't need a belt - I've got an airbag." Lucky you! An air bag increases the effectiveness of a seat belt by 40 percent. But air bags were never meant to be used in place of seat belts. (5)



Safe Driving Facts Sources

The stats, facts, and talking points on the previous pages come from the following sources. They may have additional stats you can share!

1. Teen Drivers and Passengers: Get the Facts

https://www.cdc.gov/transportationsafety/teen_drivers/teendrivers_factsheet.html

2. Buckle Up: Restraint Use ALASKA

https://www.cdc.gov/transportationsafety/pdf/seatbelts/2020/CDC-Restraint-Use-Fact-Sheets_Alaska.pdf

3. Alaska 2019 Injury Facts: Injury & Deaths Related to Falls among Older Adults and Transportation Incidents among All Alaska Residents

<https://health.alaska.gov/dph/Chronic/Documents/InjuryPrevention/documents/2019AKInjuryFacts.pdf>

4. NHTSA Teen Driving <https://www.nhtsa.gov/road-safety/teen-driving>

5. Proper Seat Belt Use

<https://www.nhtsa.gov/sites/nhtsa.gov/files/seatbeltuse.pdf>

Photos, Videos, and Social Media

Themes and Messaging Ideas

Themes

Your campaign must focus on seat belt use, but you may also include multiple safe driving themes.

Reminder - you must also show at least one impaired driving-centered video. Video options are shown on page 7. You can also create your own video PSA if you'd like and share that but get approval from Center for Safe Alaskans first.

To build your campaigns, consider using these example themes in addition to talking about seatbelt use:

- Impaired driving, including alcohol and marijuana
- Distracted driving, including texting and driving, grooming, chatting with friends
- Driving without adequate sleep
- Watch out for pedestrians

Other Messaging Ideas/Taglines

- Groom before you zoom: don't drive while shaving, applying make-up, or otherwise grooming. This is a type of distracted driving.
- Watch out for each other / driving is a responsibility: remind students that pedestrians have the right of way
- Celebrate responsibly: messaging around impaired driving and distracted driving during graduation and prom
- NHTSA Rules for the Road:

<https://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week/rules-road>



Share Videos

Teen Driving Survey

As you design your campaign, you must share the 2023 Teen Driving Survey with your peers. This survey lets your peers rate a series of impaired driving videos with an opportunity to share experiences on impaired driving. Please use the link below to take the survey and share it with others:

<https://safealaskans.org/teen-driver-survey/>

In addition to getting your peers to buckle up, watch and help us share some of our videos about safe driving! These videos can be a useful place to find facts and statistics, too.

Other Safe Driving Videos

- [Youth Matter Grant Safe Roads - Pedestrian and Driver Safety](#)
- [Youth Matter Grant Safe Roads - Safe Roads](#)
- [Youth Matter Grant Safe Roads - Texting and Driving](#)
- [DOT Alaska Highway Safety Office - Teen Driver Phone Down](#)



Don't forget to check out everything available on our YouTube Channel:

www.youtube.com/channel/UC...

Photos, Videos, and Social Media



Photos and Videos

Submit a photo or video promoting seat belt use from your Teen Driver Safety Campaign with media releases (included in this document) for all people in photo when you submit your report. We are excited to see what you come up with and might be able to use your photos in future promotions!

Social Media



Please use the two hashtags **#teendriversafetyweek** and **#imasafealaskan** on Instagram, Facebook, and TikTok. Don't forget to follow us on our Facebook, Instagram, and our upcoming TikTok account!

Not sure what to share? NHTSA has some example posts [here](#) and other resources [here](#) but feel free to be creative!

Follow
-US-



facebook.com/safealaskans



instagram.com/safealaskans



[@SafeAlaskans](https://tiktok.com/@SafeAlaskans)

Photos, Videos, and Social Media

Example Social Media Ideas:

- Share the impaired driving videos on social media and ask folks to respond with their thoughts
- GO Live on Facebook or Instagram during a safe driving event or game (if you have media releases signed)
- Use the "add yours" Instagram story feature and have students add photos that show how they plan to drive safely during graduation.
- Make an Instagram Reel or TikTok about driving impaired using a popular format such as:
 - Set it to a trending song
 - Create it in the "things that just make sense" format
 - Put a finger down if you do these things safe driving video
 - Explore other current trends for inspiration

Resources for more examples:

- Teen Safe Driving Coalition: <https://flteensafedriver.org/2022-teen-driver-safety-week-resource-hub/>
- National Safety Council Distracted Driving Awareness Month social media resources: <https://www.nsc.org/pages/ddam/ddam-materials>

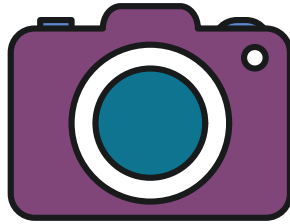
Other Activity Ideas For a Successful Campaign

- Create posters or banners to hang or use chalk to write safe driving stats and tips on school sidewalks.
- Set up a chalk or whiteboard where students can write down how they feel when their friends speed or text and drive with them in the passenger seat or how they can protect their friends when driving. Share the results with us and with your school. Encourage youth to share other ideas on social media using the hashtags on the previous page.
- Ask students to pledge to buckle up while driving and to share the pledge on social media. At the end of the week, report to your school and to us how many folks pledged.
- Host a special Teen Driver Safety Week Zoom call, then post your group "Zoom" pic on Instagram or Facebook using our special hashtags.
- Create a meme or write a funny jingle to sing on your school announcements.
- Door decorating contest around seat belt use.
- To illustrate stopping distance, mark on a main hallway of your school the distance it takes your car to stop at specific speeds. This could be duplicated more permanently on the pavement of the student parking lot with paint. Distance in yards:
 - 15 mph — 7 yards
 - 20 mph — 12 yards
 - 75 mph — the length of a football field, goal post to goal post

Other Activity Ideas For a Successful Campaign

- Distracted game: illustrate how being distracted affects how well we can do tasks.
 - Example: Using a stopwatch see how long it takes a student to sort a deck of cards into 4 piles by suit (hearts, spades, diamonds & clubs). Have another student do the same thing while also asking them to add up numbers in their head. Compare the two times to show that focusing on more than one task reduces the ability to make decisions.
- Graduation is almost here! Ask for parent / older sibling volunteers to be valets for graduation and graduation parties for you and your friends so you can get where you're going distraction-free. Give them a gift or somehow acknowledge these volunteer valets in school ahead of time.
- Host a safe driving quiz or create a safe driving TikTok or Instagram filter quiz and encourage students to post their result using a specific hashtag.

Media Release



Center for Safe Alaskans needs permission to use a person's photograph or video likeness in various media projects. Please read the following, then date and sign where indicated. Thank you!

For and in consideration of the opportunity and privilege of appearing in or participating in one or more photographs, I hereby consent to the use and editing thereof and release Center for Safe Alaskans and its employees and assignees from any claims resulting from such use and editing in media, and use, sale, editing and release to the newspapers, radio and television stations; and use on the Internet.

Event/Activity: Teen Driving Safety Campaign

Printed Name of Participant: _____

Signature of Participant: _____

Dated: _____

The above consent and release is hereby ratified and approved.

Printed Name of Parent/Legal Guardian: _____

Signature of Parent/Legal Guardian: _____

Dated: _____

*Parent or legal guardian signature is required if the participant is under 19 years of age.

Activity Plan Blank Template

Before you get started, planning out your activities may help. An example Activity plan template you can use is below. The next page includes an example to help you fill it out. [**Click here to download a copy of the template.**](#)

[illegible]

Activity Plan Example

This is an example from a past year. Please note that you need to focus on seat belt use (in addition to other themes), as well as share an impaired driving video on social media (see pages 6-7) as you plan for your activities.

Activity	Goal	How to do activity	Supplies or steps needed before
Sharing drinking and driving video on monitors each morning	Decrease students who drink and drive during graduation celebrations	Front office will add videos to the list for the week	Send Center for Safe Alaskans videos to principal for approval ahead of time
Safe Driving door decorating	Decrease students who drink and drive during graduation celebrations	Get grade 12 teachers and their students to decorate their door with pictures or words that show how and why they will drive sober during graduation	Get supplies: Paper and scissors Paint and markers Tape and glue Let teachers know about contest two weeks ahead
Challenge students to create a TikTok showing why driving sober "just makes sense" (using popular TikTok format) and show top 5 during Friday assembly. Have them submit to Cool Teacher and use a school hashtag when posting	Decrease students who drink and drive during graduation celebrations	Share on video screen during Friday assembly and social media; share link to vote; best 5 entries win a gift card at Friday assembly	Let students know about the challenge on morning announcement Find example

Quick Look Campaign Timeline

Week Before Campaign

- Let your peers or team know what Teen Driver Safety Week is about
- Gather Materials
- Plan which images/videos you want to share on social media
- Pick out your favorite facts and statistics to share
- Plan announcements or other activities – use the activity guide to prepare or draw inspiration from!
- If making a video or using pictures with students or peers, help them fill out a media release form (included in toolkit)

Week of Campaign

- Execute your campaign using the activity guide
- Keep track of how many students you reach out to
- Keep a list of which announcements and media items you use
- Over the week, post on social media using the messaging you use with your peers or fellow students

Week After Campaign

- Collect media releases if needed
- Fill out the Spring Teen Driver Safety Week form (link in toolkit on page 1)
- Submit pictures, announcements, videos, TikToks, and any other media that you'd like to share with us
- Give us an estimation of how many students or peers you reached so we can see the awesome work you did