

# Teen Driver Safety

DISTRACTION-FREE DRIVING  
FALL 2024 CAMPAIGN TOOLKIT

CENTER FOR SAFE ALASKANS



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This program is sponsored by Center for Safe Alaskans, with funding from the Alaska Highway Safety Office.



[www.safealaskans.org](http://www.safealaskans.org) | [info@safealaskans.org](mailto:info@safealaskans.org)

# PROGRAM INFORMATION

## About:

Teen Safe Driving Week is a week to draw attention to teen driving safety. This year it falls on October 20 – 26. We're seeking schools, clubs and other youth-oriented organizations who wish to organize youth-led campaigns in their community.

This year's campaigns will highlight mindful driving, which includes staying free of distractions.

## What we offer participants:

We provide basic messaging and pre-produced media in this toolkit.

We'd also like to help you celebrate the team's success at the end of the campaign. We will provide pizza and drinks for the first 10 teams that agree to participate and who complete 3 activities. **Note:** This is only available for the team that conducts the campaign, not the entire school.

## Why it's important:

41.2% of Alaska students report texting or emailing while driving during the past 30 days.

(Among students who drove, [2023 Alaska Youth Risk Behavior Survey](#))

Dialing a phone number while driving increases teens' risks of crashing by 6X. Texting while driving increases the risk by 23X.

([National Highway Traffic Safety Administration](#))

Motor vehicle crashes are a leading cause of death for U.S. teens ages 15-18 years old.

([National Highway Traffic Safety Administration](#))

# CAMPAIGN ROADMAP

## Campaign goals and requirements

The goal for Teen Safe Driving Week (October 20 – 26) is to promote safe driving among teens. For Fall 2024, the Center for Safe Alaskans is encouraging Alaska teens to focus on preventing distracted driving for their campaigns.

Date	Task
Before you begin	Let the Center for Safe Alaskans know that your team plans to participate in the campaign, and would like to earn the pizza party reward after the campaign ends. Contact Evy Hail at <a href="mailto:ehail@safealaskans.org">ehail@safealaskans.org</a> .
Through October 18	Plan your 2024 Teen Safe Driving Week Campaign using pages 4-10 of this toolkit.
October 20-26	Implement your campaign! The Campaign Activities section (see page 5) highlights activities you can do for your campaign. <b>Complete at least 3 activities</b> to promote focused driving in your community.
November 1	Complete <a href="#">this survey</a> to share: <ul style="list-style-type: none"><li>• Campaign metrics.</li><li>• At least one image from the campaign. Any student whose image is featured in the campaign must provide a signed media release to the Center for Safe Alaskans (see page 11 for media release).</li></ul>
Nov 4 -22	Schedule your pizza party! Contact Evy Hail at <a href="mailto:ehail@safealaskans.org">ehail@safealaskans.org</a>

## Tracking campaign and metrics

As you plan your activities, consider how you will measure the number of times teens see/hear each message. At the end of your campaign you'll report your results in a survey provided by the Center for Safe Alaskans.

Date	Activity (3 minimum)	Reach (# of times teens were reached)
October 20	Example: School-wide morning announcement	1037 students

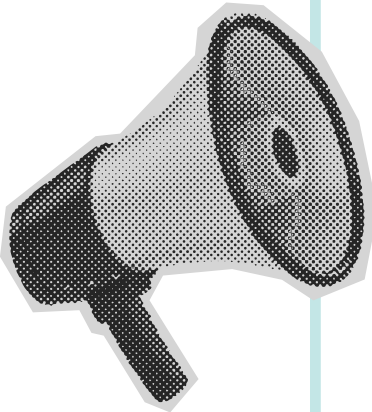
### Tip for tracking campaign reach

- If you're sharing posters or school announcements, your reach can be your school's population count.
- For social media posts, this could include views, likes, comments, and shares/retweets.
- If you're distributing window clings (page 6), you may track the number of clings distributed. You may also opt to track the number of students adopting the window cling (observed in the school parking lot, as an example).

# CAMPAIGN ACTIVITIES

## Activity option: School announcement

Here is a draft announcement for a high school to encourage focused driving. Make it your own!



Good morning, [school mascot]!

We have a special announcement today for Teen Safe Driving Week.

While most Alaska teens do NOT text when they drive, some do. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed.

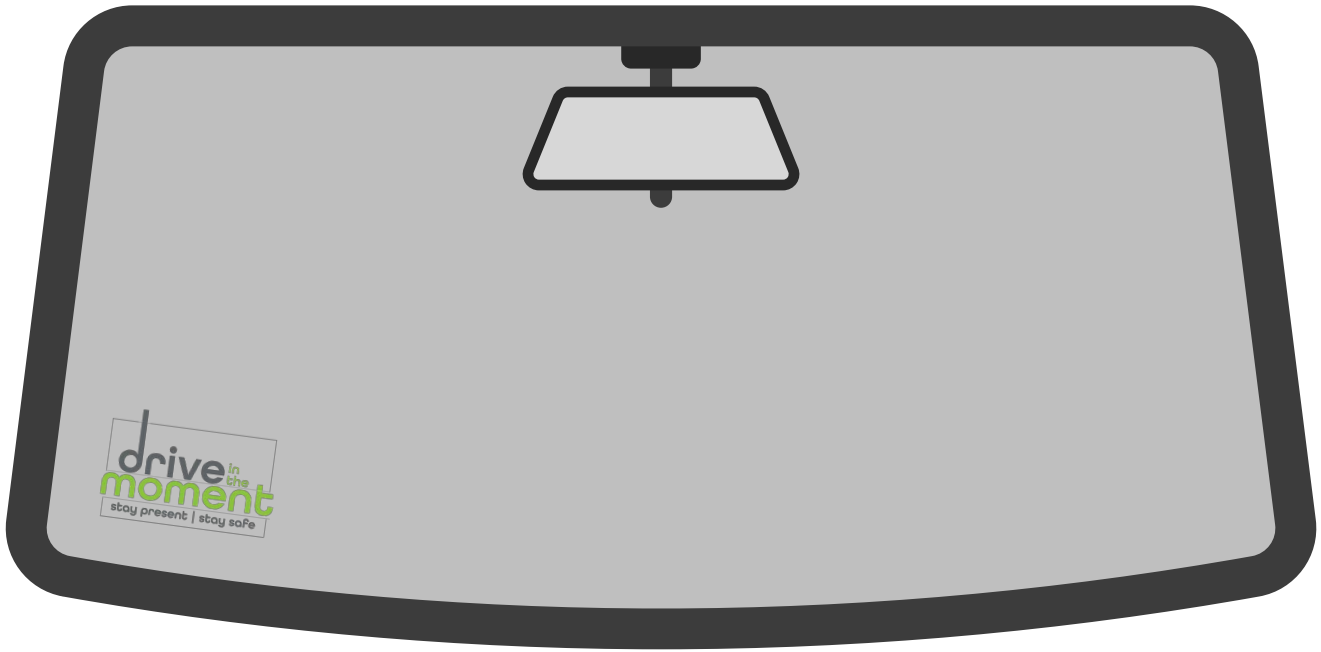
Your friends and family are counting on you to be safe.

So we're challenging you all to "drive in the moment." That means:

- Put your phone away and out of reach while driving. It can wait.
- Adjust music and climate controls before you start moving.
- Keep conversation with passengers to a minimum.

Have a great day, and drive safely [school mascot]!

## Activity option: Drive in the Moment Campaign



The Center for Safe Alaskans offers window clings you may share with students in your school. These are a reminder to stay “in the moment” and be mindful while driving. Please reach out if you would like to use these in your campaign.

Mindfulness (i.e., being focused on the task at hand) helps reduce distracted driving by increasing attention and awareness, and helping drivers manage emotions.

(Feldman, Greeson, Renna, & Robbins-Monteith, 2011; Koppel et al., 2019; Stephens et al., 2018)



# Activity options: Digital content

Sample text to share in your social media posts:

- I always leave my phone in my backpack in the backseat when driving. Don't drive distracted. #JustDriveAK #teendriversafetyweek
- A few seconds can make a big difference. Save the texts for your destination. #JustDriveAK #teendriversafetyweek

Please use the two hashtags **#teendriversafetyweek** and **#justdriveak** on Instagram, Facebook and TikTok. Tag the Center for Safe Alaskans if you wish, and don't forget to follow us!



[instagram.com/safealaskans](https://www.instagram.com/safealaskans)



[facebook.com/safealaskans](https://www.facebook.com/safealaskans)



[Click here to download static social media images similar to this sample on the left.](#)

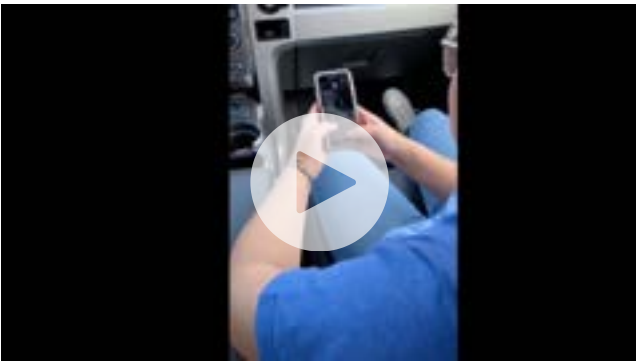


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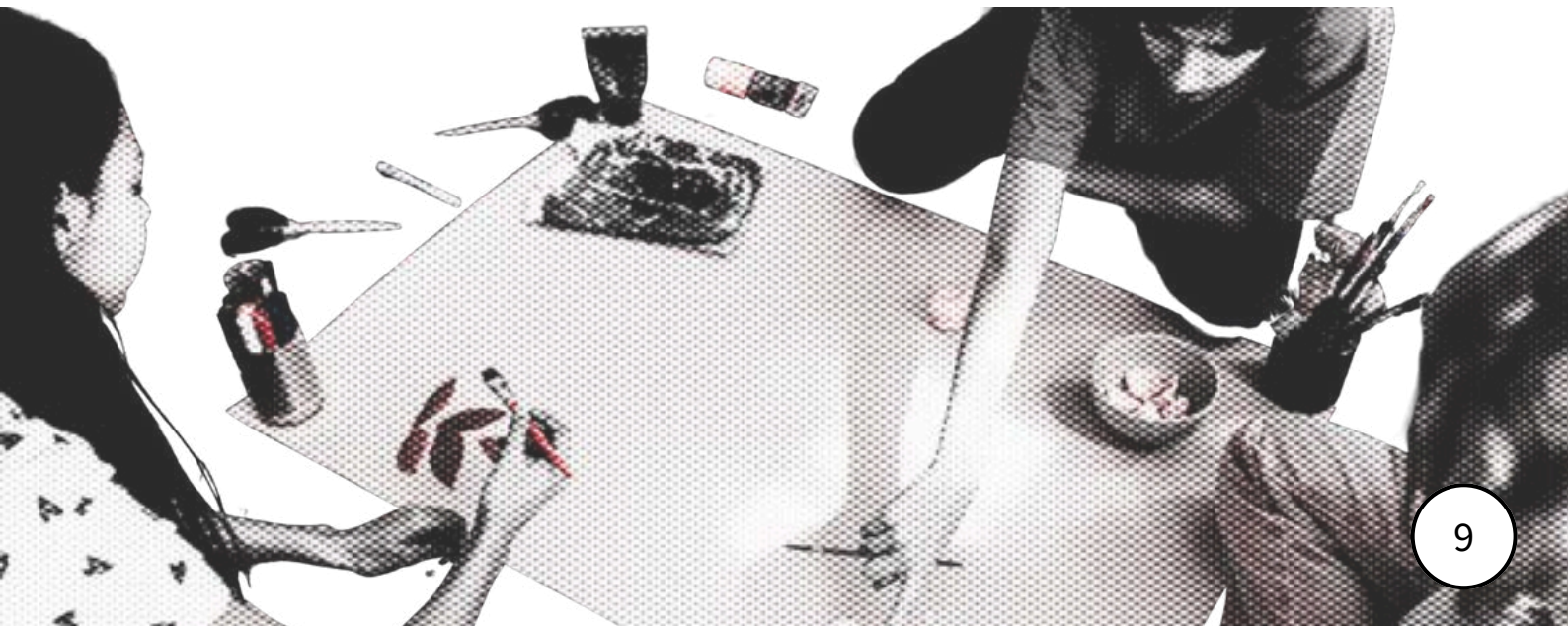


[Click here to see a video you can use.](#)

## Additional activity options: Get creative

Students may wish to adapt campaign messaging to connect with their peers in creative ways:

- 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 not use their phone 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.
- Create a meme or write a funny jingle to sing on your school announcements.
- Have classroom door decorating contests around avoiding distracted driving.
- Distracted game: illustrate how being distracted affects how well we can do tasks.
- 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
- 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.
- 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.



## Distracted driving facts

- Distracted driving is doing another activity that takes the driver's attention away from driving. Distracted driving can increase the chance of a motor vehicle crash.
- There are three main types of distraction (texting involves all three!):
  - Visual: taking your eyes off the road
  - Manual: taking your hands off the wheel
  - Cognitive: taking your mind off driving
- Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed.
- Vision is the most important way drivers get the information they need to drive safely. Yet drivers using cell phones have a tendency to “look at” but not “see” objects. Estimates indicate drivers using hands-free cell phones look at but fail to see up to 50% of the information in their driving environment.
- Dialing a phone number while driving increases teens' risks of crashing by 6X. Texting while driving increases the risk by 23X. ([National Highway Traffic Safety Administration](#))

## Additional resources

The National Highway Traffic Safety Administration (NHTSA) is an excellent resource for safe driving messaging.

- [NHTSA Teen Driver Safety Social Media Playbook](#)
- [NHTSA Teen Driving Page](#)
- [NHTSA Teen Driving Image Library](#)

Students Against Destructive Decisions (SADD) is a student-led national program. SADD's work has included safe driving initiatives, such as a “Rock the Belt” campaign.

- [Students Against Destructive Decisions \(SADD\)](#)
- [SADD Rock the Belt Tool Kit](#)

The National Road Safety Coalition highlights safe driving.

- [The National Road Safety Coalition: Passport to Safe Driving](#)
- [The National Road Safety Coalition: Free Traffic Safety Resources](#)

The Florida Teen Driving Coalition's Florida-specific campaigns can serve as inspiration for Alaska-led programs.

- [Florida Teen Driving Coalition](#)

# 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.

# Thank you.

We appreciate your participation  
in this campaign!