

High School Traffic Safety Programs

The WTSC – State Farm Project

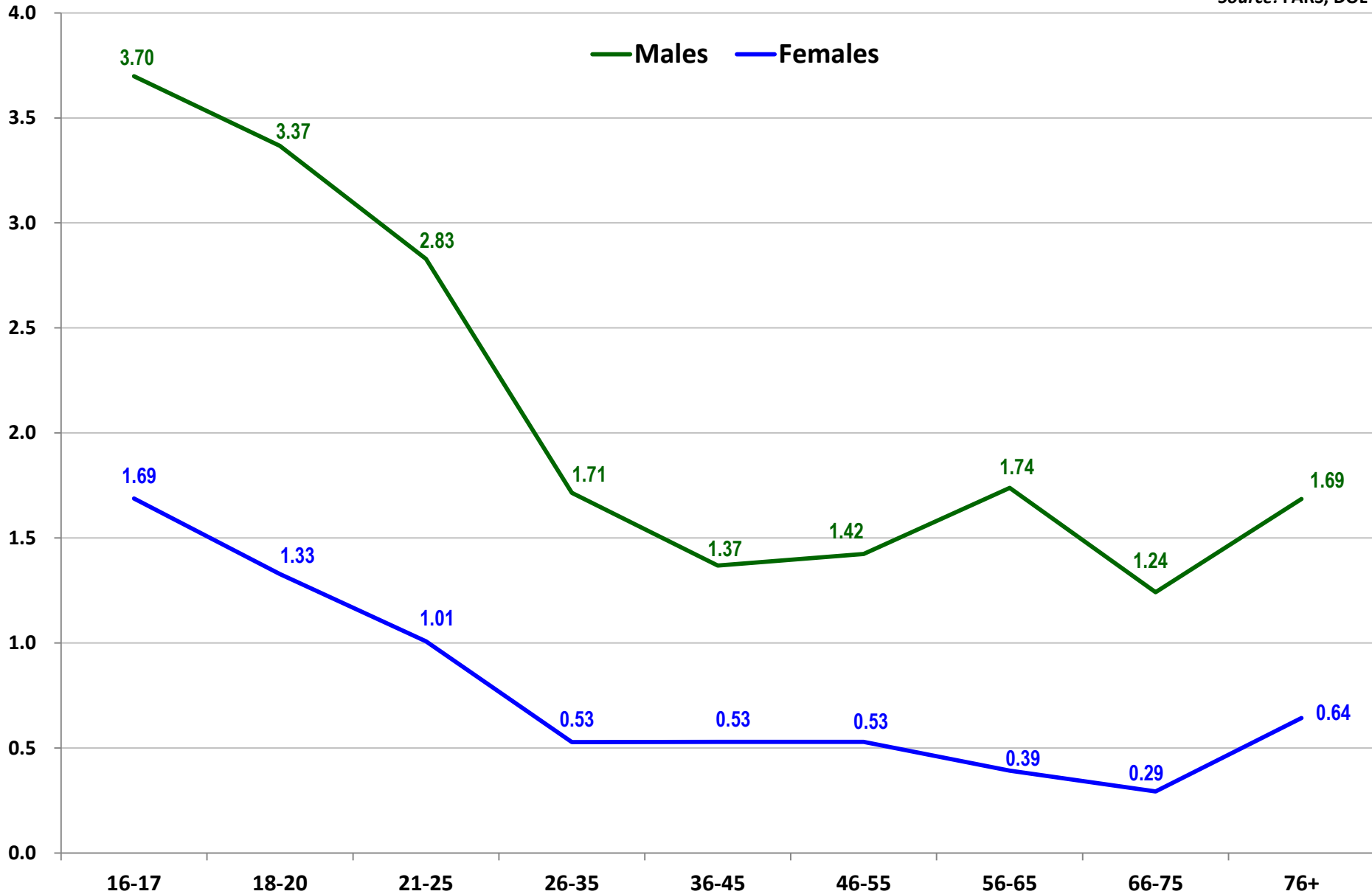
July 10, 2013

Washington Driver Fatal-Crash Involvement Rates, 2009-2011

By Gender and Age, All Drivers

Per 10,000 licensed drivers in age and gender group

Source: FARS, DOL

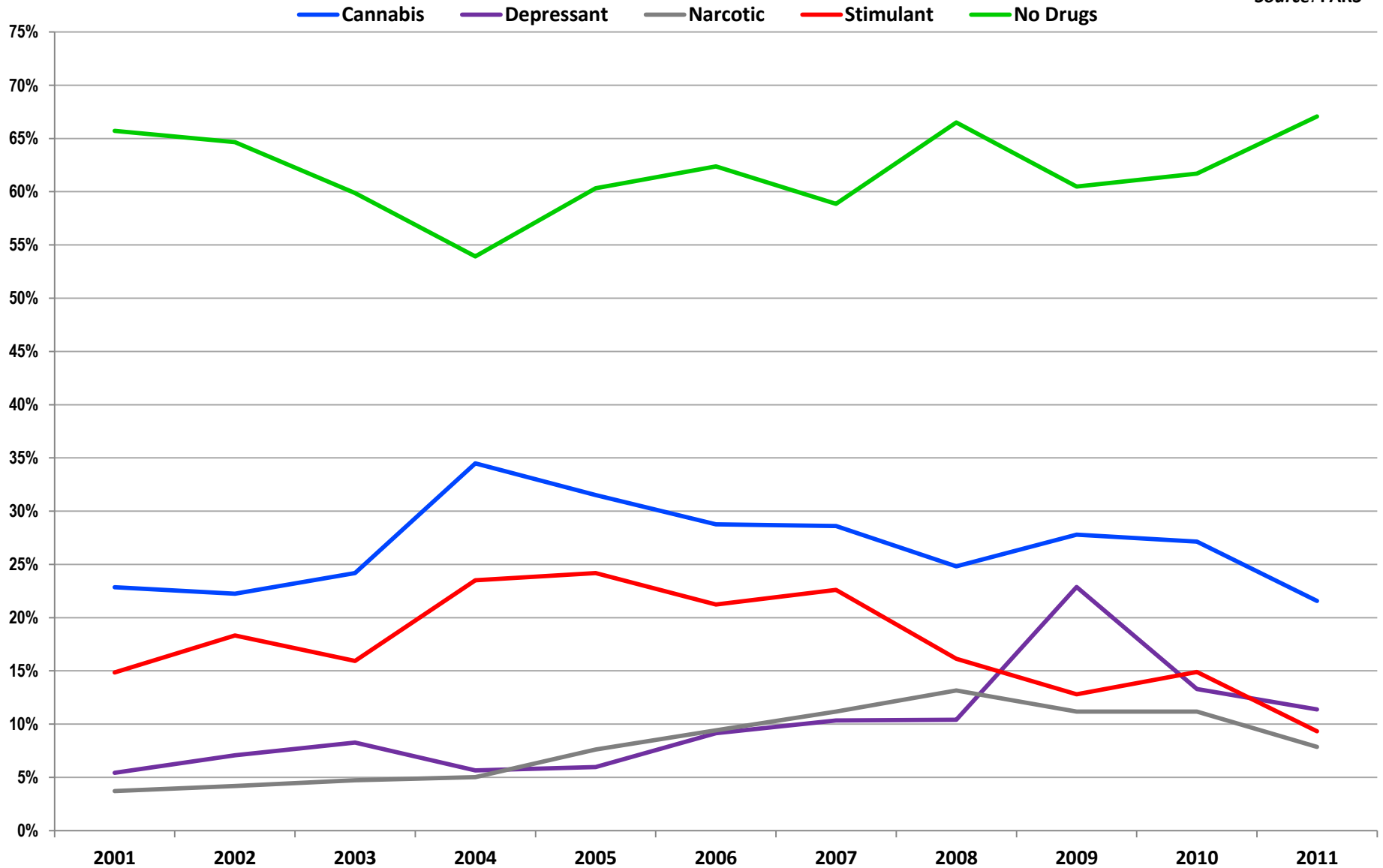


Driver Drug Involvement in Washington Fatal Crashes, 2001-2011*

By Top Five Categories and Year, Percent of Known Results among Drivers Tested

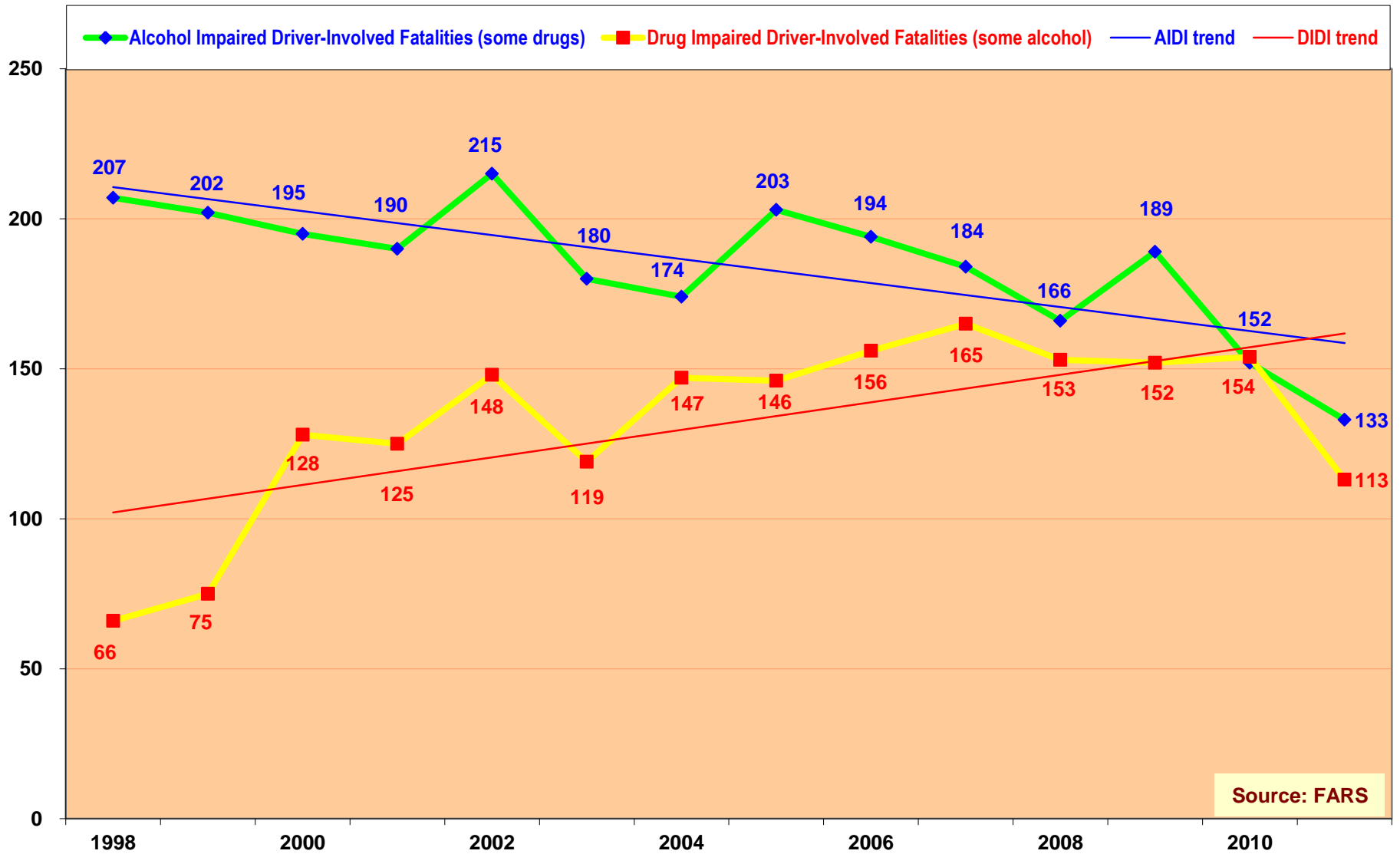
**2011 figures based on preliminary data as of 12/10/12*

Source: FARS



1998-2011 Washington Impaired Driving-Involved Fatalities

Alcohol-Impaired (includes some DIDI) v. Drug-Impaired (includes some AIDI)



Source: FARS

Promoting Teen Seat Belt Use --
The Click it And Ticket Project



The mirror image of Click it or Ticket:

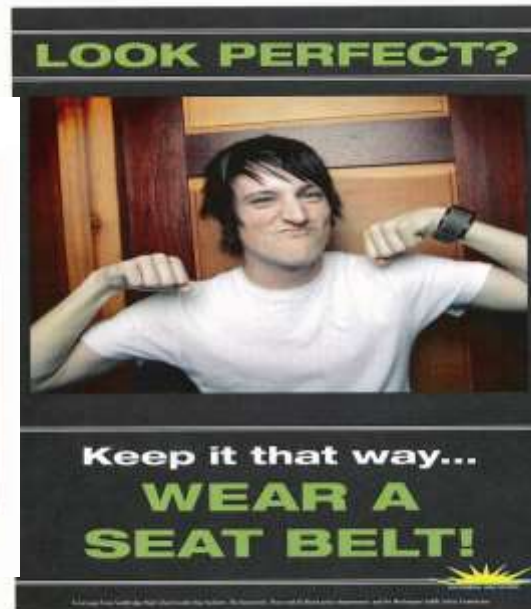
- Rewards seat belt use
- Same themes: tickets, law enforcement (subliminal messages)
- Goals:
 - Improve teen seat belt use
 - Adopt a fun, memorable teen traffic safety project
 - Promote other traffic safety issues
 - Reach a wider (community) audience

How the project works:

- Teens drive onto school campus buckled up:
 - They are given a “ticket”
 - They cash in the ticket for candy
 - The ticket enrolls them in a drawing
 - The drawing prize: \$124 debit card.
- Teens promote the project at the school
 - They develop posters
 - They ask teachers to play ed videos
 - They make announcements on school PA system
 - They chat it up

Projects get great media coverage:

- T.V., radio & print news stories
- Front page, top of the fold in the *Tri City Herald*
- Student PIOs on radio & T.V.
- Posters in the school
- Principal announcements
- Student chatter



TICKET TO SAFETY



Seat belt use survey results:

- **Intervention Site: Southridge H.S.** (Kennewick)
 - Oct. 81% March 96.6% (+15.6%)
- **Control Sites:**
 - Kamiakin High School: (Kennewick)
 - Oct. 89.9% (NTSBE) March 86.3% (-3.6%)
 - Moses Lake High School:
 - Oct. 83.6% (NTSBE) March 79.5% (-4.1%)

\$500

Earn

High School Distracted Driving Grant Project

Here's the Deal:

State Farm Insurance and the Washington Traffic Safety Commission have teamed up to provide teens with an opportunity to tackle the distracted driving problem and obtain a \$500 no-strings-attached grant for a school group, such as chess leading, basketball, debate club, choir, DeCA, etc.

Here's How:

Working with a school advisor or teacher, a group of teens can take five Action Steps (from the list on the right) to promote awareness about the dangers of distracted driving.

3 Easy Steps:

Step One: Along with your Advisor, write an Action Steps letter (see sample on page 1) explaining the five Action Steps you will complete. Submit this to WTSC for approval. Mail to: WTSC, Joana VanDyk, P.O. Box 40244, Olympia, WA 98504-0244, or FAX to 360-866-5469 or email to jvandyk@wtsc.wa.gov.

Step Two: Once your plan has been approved, do your five Action Steps. Take photos.

Step Three: Submit a second letter to WTSC from your Advisor stating what activities you did, include photos and samples. A signed A-R form (sample follows) must accompany the letter. Mail this to WTSC (same address). Your Advisor will be mailed a check for \$500.



Earn \$500 for your club or team.

Action Steps - choose five from this list.

1. Develop a brochure or flyer that describes the dangers of distracted driving. Working with your fellow students, hand out 100 of these brochures to other students and community members. Make it personal, with photos of your fellow students and their opinions about distracted driving.
2. Develop a poster about the dangers of distracted driving. Put up 20 posters in your high school.
3. Develop a commitment poster for parents - have at least 100 students sign the poster where they make a commitment to not talk on the cell phone or send text messages while driving.
4. Write an article about the dangers of distracted driving. Submit it to your school newsletter and your community newspaper.
5. Write a press release about your efforts to engage your fellow students in the battle against distracted driving and send it to your local newspaper.
6. Develop two large banners. The first one says "Distracted Driving Kills." The second one says "Don't Text and Drive" and hold these banners in a high-visibility location where passing motorists can see them for a minimum of one hour.
7. Develop a PowerPoint presentation about the dangers of distracted driving and discuss it publicly meeting with fellow students and parents when you give the presentation and encourage a public discussion of the issue.
8. Create a video about the dangers of texting and driving and post it on YouTube.
9. Write a song or poem about distracted driving and present it to your class.
10. Build a memory wall with photos from young people who have been hurt or killed in vehicle collisions. Include information about the importance of not driving while talking on a cell phone or texting.
11. Work with your fellow students and teachers to develop an anti-distracted driving program for the entire school. Bring in a guest speaker.
12. Work with your sponsor or invite them to sponsor a speeding contest involving your fellow students about traffic safety and distracted driving.
13. Develop a script for a TV or radio commercial on distracted driving and contact your local TV or radio station and ask them if they'll help you get it produced and on the air.
14. Develop a script for an educational video on distracted driving.
15. Conduct a survey of at least 50 students from your school about their opinions about distracted driving. Compile the results into a report.

Who Can Apply:

Organizations with non-profit or no-profit (501(C)(3) tax status), schools and local government agencies. All organizations need to have a state-issued vendor number (that's already done) and a filled out A-R form. Joana VanDyk will email you the form, which are very simple to fill out - when you send her your completed letter (jvandyk@wtsc.wa.gov).

Began Feb. 2012
46 high schools

2012-2013 school year:
51 high schools



Organized by the Washington Traffic Safety Commission and call for help at www.wa.gov or State Farm Insurance.