



zero *teen* Fatalities
START-UP GUIDE

ZeroTeenFatalities.com

#NVTeenDrivers

Teens are dying on Nevada's roads.

Car crashes are killing the youth of America—including your friends and peers—at an alarming rate. It's the number one cause of death for teens in our country. Many of these crashes, injuries and deaths are preventable.

Here's where you come in—you can make a change that will stop these tragedies and save lives. With your actions, talents, resources and voice, you can reach out to your peers to promote safe teen driving.

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

What can you do to save lives?

A great way to promote teen driving safety is to start a Zero Teen Fatalities project at your school.

SOUND INTERESTING?

Read on for more facts, stats and ways to start, document and evaluate a project. This Start-up Guide offers ideas and tips on how to work with media and raise funds. So, get into the drivers seat. Start to make the road a safer place for you and your friends.

About Zero Teen Fatalities

Zero Teen Fatalities educates young drivers about the importance of being safe behind the wheel. Our goal is to empower teens to spread the word among their peers about the consequences of unsafe driving behaviors and in turn, save lives.



Get Involved

Zero Teen Fatalities uses a combination of school and classroom presentations, assemblies, administrator/educator meetings, parent presentations, driver's education classes and other venues and events to spread awareness about teen driving issues. The program hosts a variety of challenges and activities to encourage teens to develop and spread traffic safety messages to their classmates, friends and family members.

You can also compete against high schools, advisors and other teens. Your school earns points for every student registered and for spreading traffic safety messages to classmates, friends and family via projects or social media. Registered students will also have the opportunity to participate in challenges to earn points throughout the school year.

In April, top schools, advisors and students will be invited to attend a special recognition weekend that includes an invitation-only Driver's Edge event, where they will be recognized for their outstanding work.

Since the inception of this program in 2006, Nevada has consistently reduced the number of teen roadway fatalities. Educating teen drivers now means we don't have to change bad behavior later, and more importantly, it saves lives. How many people should die on Nevada roads? ZERO.

Sponsored by the Nevada Office of Traffic Safety in partnership with the Nevada Department of Transportation.

ZeroTeenFatalities.com

Zero Teen Fatalities FAQ'S

Q: Who can register for Zero Teen Fatalities?

A: Nevada residents who are current high school and college students between the ages of 15-20, their parents, teachers and school administrators, as well as other interested adults who wish to serve as advisors, are all welcome!

Q: How do I and/or others register?

A: Students, parents and advisors can all register online at ZeroTeenFatalities.com. It is quick and easy!

Q: My school is small. Is there even a chance we'll win?

A: Yes! School size is factored in to the point total. Small schools can win big.

Q: What are the rules?

A: Program rules are outlined in this document and available online at ZeroTeenFatalities.com

Steps to Starting Zero Teen Fatalities at Your School

Getting a Zero Teen Fatalities program started at your high school is simple and we'll help you every step of the way.

>> 1. Pick the team:

- a. Pick your ZtF team. You want at least 10 to 12 students. These students will be responsible for spreading safe driving messages, coordinating and holding activities and participating in ZtF hosted events and activities. The team can be an existing school group or a new group.
- b. Find a teacher and/or school leader who can advise the ZtF program. The advisor serves as faculty support, collects and returns safe driving assessments, keeps us updated on what your team is doing and will be our main contact.
- c. Contact us when you have your team and advisor and are ready to start your program. You'll be placed in touch with a Regional Program Coordinator who will help guide you through the next steps.
- d. Home schooled? No problem. All Nevada students 15 to 20 years of age are eligible.

2. Download the full Start-up Guide and find out what your friends know:

- a. Download free tools, resources and educational items at ZeroTeenFatalities.com. These items can be used to remind students at your school about safe driving.
- b. You'll also receive a calendar full of project and event ideas.

3. Spread the word, coordinate projects and earn points toward incentives:

- a. Use the activity calendar and plan out activities for the entire year. For activity ideas, check out our website and see what other schools are doing.
- b. Make sure you let us know what you're doing by completing the online activity form (also available for download) found at ZeroFatalities.com/GetInvolved. Post updates through social media by tagging **@ZeroTeenFatalities** on Facebook or **@NVTeenDriver** on Twitter or Instagram.

4. Keep the program going:

- a. Plan activities for the entire school year.
- b. Hold regular meetings with your advisor and team.
- c. Follow **#ZeroTeenFatalities** on Facebook or **#NVTeenDrivers** on Twitter and Instagram. Invite others to do the same.
- d. Stay on the lookout for monthly newsletters. They are full of activity ideas, resources, current contests and challenges. The email will go to your advisor. If team members would also like to receive the newsletter, let your Regional Program Coordinator know.

Spread the word, coordinate projects and earn points.

Steps to Starting a Zero Teen Fatalities Project

Now you know why it's so important to create a project for Zero Teen Fatalities. Your efforts will educate your friends and help save lives.

- » 1. Identify what you will do:
- a. Do some brainstorming. Get as many ideas as you can.
2. Target your audience. Who do you want to reach?
- a. Find out more about your audience.
3. Gather some stats and facts from your community:
- a. Survey your community.
 - b. Talk with your ZtF Regional Representative or check your local law enforcement website.
4. Set your project goals:
- a. List what you want to accomplish.
5. Make an action plan to complete your project:
- a. What problems or issues will you address?
 - b. Who will be involved?
 - c. When will you do the project?
 - d. Where will the project take place?
 - e. How are you going to make this project happen?
 - f. Check out the Project Planning Worksheet in the resources section for a great way to get organized.
6. Plan a timeline. Figure out when you want to do what:
- a. Check out examples in the resources section.
7. Get other people involved to help you:
- a. Think about your friends, local leaders, teachers, adults, family—anyone you think would be great at helping you complete your project.
8. Develop ways to advertise your project:
- a. Think about TV interviews, newspaper articles, posters—any way you can get your message out.
9. Have fun!
10. Review what went well and what could be changed:
- a. Remember to have a way to evaluate and assess the effectiveness of your project.
11. Make sure to submit your project to ZtF for recognition using the online activity form (also available for download) found at ZeroFatalities.com/GetInvolved.
12. Earn points for yourself and for the school with the completion of each project. Points allow you and your school a chance at recognition and prizes given at the annual awards event held in springtime.
13. Assign a Zero Teen Fatalities replacement if this is your last project.

Don't forget to report to your ZTF regional rep after your initial brainstorm.






Post updates through social media by tagging @ZeroTeenFatalities on Facebook or @NVTeenDriver on Twitter or Instagram.

How to Spread the Word Though Promotion and Media Outreach

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 for every project to reach your peers.

Find ZtF on our social media channels and let us know what you're doing. Post with **#NVTeenDrivers** to earn even more points.

-  Twitter: twitter.com/NVTeenDriver
-  Facebook: facebook.com/ZeroTeenFatalities
-  Instagram: instagram.com/NVTeenDriver
-  YouTube: youtube.com/ZeroTeenFatalities
-  Email us: info@ZeroTeenFatalities.com

Media: Make sure to call local TV and radio stations. They just might want to do a live broadcast, or report on your teen safety campaign. Get your local newspaper involved, too. Invite them to come, and if they don't show up, take pictures yourself and submit them to the paper.

Helpful Hints for a Successful Project

1. Put things into your own words to make them more effective.
2. Car crashes are the number one cause of death and injury for teens.
3. 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.
4. Youth working on this issue can raise awareness and save their own lives and the lives of friends, family and others.
5. Safety is not an accident—it is a process of making good decisions. That's why we always use "crash" rather than "accident."
6. The great work that police, fire fighters, local leaders and others are doing to help teens stay safe is important—make sure teens are aware of this and continue to support them.
7. Every day new drivers are added to the roads and we must continue this campaign to keep all drivers and passengers safe on our roads.
8. A one-shot campaign will not completely solve the problem. However, it can make a difference. What you are doing is one step toward making a change.

What Does a Project Look Like?

PROJECT: Recruitment Madness

Point Value: One individual point for every student registered in the ZtF program. Two individual points for every parent registered in the ZtF program. One point for each student and two points for each parent toward the school's total.

What's the Point: This is where it all begins. Recruit as many students and parents as you can. This should be your very first project of the school year. The more the merrier (and more points too)!

Steps: Follow the steps in the "Starting a Project" section, and remember to do the following:

- » 1. Explain why ZtF is so important. Give real-life situations and share the statistics.
- 2. Explain how you (and now they) and your school can earn points that lead to great incentive awards.
- 3. This is an ongoing process. Never stop recruiting.

Media/Promotion: Be sure to use your social media outlets as well, this is always a great way to promote your project to your peers. Post with **#NVTeenDrivers** to earn extra points.

PROJECT: #NVTeenDrivers

Point Value: One individual point for every Tweet, Instagram or Facebook post and one point for every Tweet, Instagram or Facebook post toward the school's total.

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, etc. campaign that will send out important safe driving messages to teens. 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 others can use.

Steps: Follow the steps in the previous "Starting a Project" section and remember to do the following:

- » 1. Decide what messages you want to send. Get a group together and be creative in your messaging and outreach whether it's through video, graphics or text. Here are some examples:
 - a. Car crashes are the number cause of teen deaths. Drive smart tonight.
 - b. Don't become a statistic. Drive smart. Drive safe.
 - c. Keep your eyes on the road and buckle up.
 - d. Stick to your tunes! Your life is more important. Keep your eyes on the road and designate your passenger to be the D.J.
 - e. Graduation's coming. Be there to get your diploma. Drive safe always.
- 2. 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 involved.
- 3. Use the ZtF hashtag **#NVTeenDrivers** to join the conversation promoting safe teen driving and earn points.
- 4. Don't repeat the same message over and over. We don't want to "spam" our friends and family.

5. Invite friends to follow your social media campaign.
6. Encourage re-tweets/posts. Who knows, it might end up online or on a famous TV show.
7. Have your planning team send all messaging out through their social media channels.

Media/Promotion: Create something that you can hand out to your friends and peers at school—be sure to include **#NVTeenDrivers**. Ask your school to include a short message in the announcements. Create a tweet/post calendar sheet of your messages. Make sure to include information on how to contact you to get involved.

Working with Others: Talk to your computer or art teachers about your campaign. Ask if he/she could help design your fliers or help create your videos.

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



ZeroTeenFatalities.com/
GetInvolved



Cdc.gov/ncipc/
factsheets/teenmvh.htm

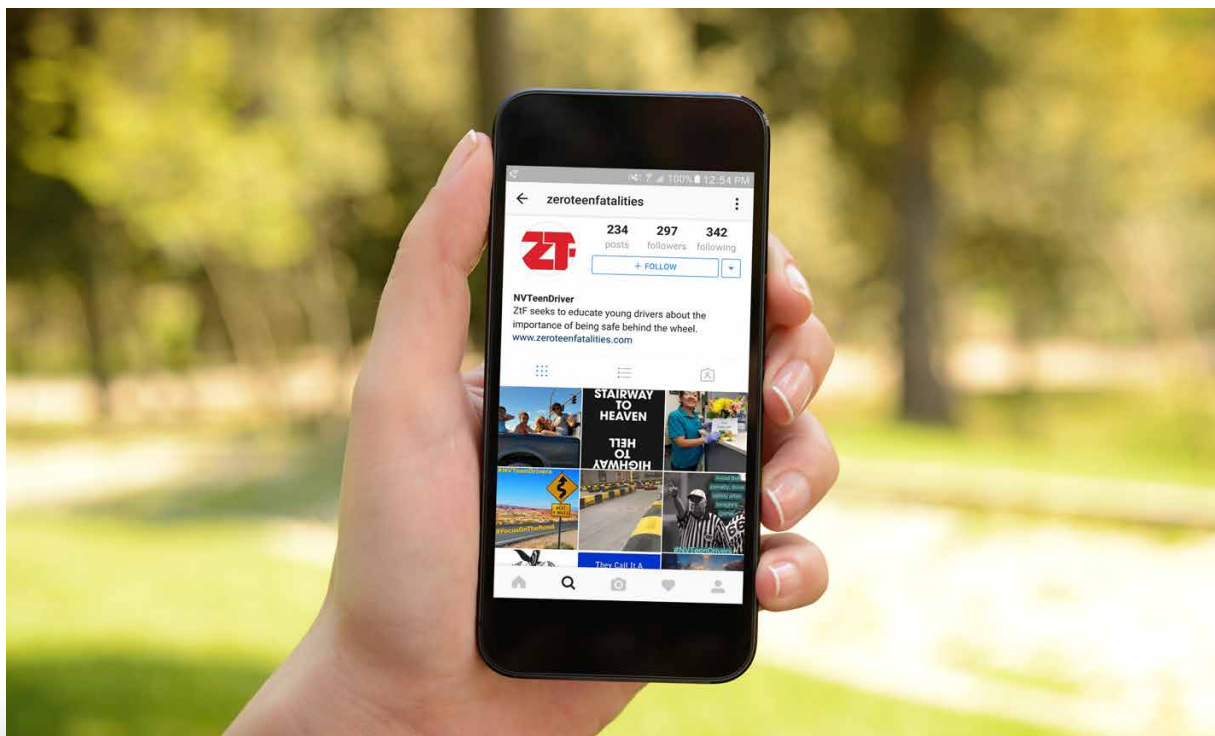


Distraction.gov



iii.org/media/hottopics/
insurance/teendrivers/

Safety Tips: Be sure to protect your privacy on social media by not providing personal information. Set your tweets or posts for times when your friends will see it while they are not on the road.



PROJECT: Interactive Traffic Safety Event

Point Value: 100 points for every participating student and 100 points for every student toward the school's total.

What's the Point: The Interactive Traffic Safety Event is an opportunity to empower teens to be advocates in their communities through the use of hands-on activities.

Steps: Follow the steps in the previous "Starting a Project" section and keep in mind the following activities or topics:

- | | |
|--------------------------------|---------------------|
| 1. Auto Maintenance | 7. Railroad Tracks |
| 2. Distractions | 8. Seat Belt Usage |
| 3. Impaired Driving | 9. Sharing the Road |
| 4. Inclement Weather | 10. Teen Passengers |
| 5. Motorcycle Safety | 11. Work Zones |
| 6. Pedestrian & Bicycle Safety | |

Media/Promotion: Make sure to call local TV and radio stations. They just might want to do a live broadcast or report on your teen safety campaign. Get your local newspaper involved, too. Invite them to come, and if they don't show up, take pictures yourself and submit them 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. Post with **#NVTeenDrivers** to earn even more points.

Working with Others: A great place to start is a local car dealership. This is a "win-win" for everyone. They have the space needed and it promotes their business as well.



PROJECT: Seat Belt Challenge

Point Value: 10 individual points for every participating student, plus 110 points toward the school's total.

What's the Point: The Seat Belt Challenge is a fun way to spread the word about a serious subject. It is a four-week campaign designed to educate teen drivers about the dangers of riding in a car without wearing a seat belt with a goal to increase the number of teens who regularly wear a seat belt while driving or riding in a car.

Steps: Follow the steps in the previous "Starting a Project" section, and remember the following:

- » 1. To participate in the ZtF Seat Belt Challenge, schools must adhere to these rules and deadlines.
Failure to follow the rules in their entirety may result in disqualification.
- 2. Complete and return the Seat Belt Challenge school registration form found at **ZeroTeenFatalities.com/GetInvolved:**
 - a. The form must be signed by an advisor and a school administrator.
- 3. Conduct unannounced seat belt checks:
 - a. The Seat Belt Challenge is designed to increase awareness and use of seat belts among high school students. The challenge involves two UNANNOUNCED checks of student seat belt use. Schools that announce the seat belt check in advance will be disqualified.
 - b. The first seat belt check should be conducted at the start of the campaign before any education efforts take place. Data collected will represent the student body's baseline for seat belt use.
 - c. The results of the second seat belt check will indicate the effectiveness of each school's education and outreach activities. The seat belt checks are mandatory and must be completed by the registered school group. Anyone who is riding in a vehicle that accesses the high school's campus (students, parents and faculty) should be checked.
 - d. Multiple seat belt survey forms may be needed by each team to record results.
- 4. Conduct an education campaign. The education campaign should begin within 72 hours after the first unannounced seat belt check and should be **ongoing for a two-week period**. The second unannounced seat belt check should take place 48 to 72 hours after the last day of the education campaign.
- 5. Submit results and report. The results of the two seat belt checks and a summary of the education campaign must be submitted.
- 6. The education campaign will be judged by how well it incorporates the elements outlined below. Each school is eligible to receive 110 points, which will be awarded in each category as indicated below:
 - a. Kick-Off Event - 25 points.
 - I. Was there a kick-off event (e.g., assembly, rally, information tent at a football game, etc.) after the first seat belt check?
 - II. How many and what percentage of the student body participated?
 - III. Did the school create and disseminate a seat belt pledge for students to sign to commit to wearing seat belts regularly? How many students signed the pledge?
 - IV. What other elements or activities were included in the kick-off event?
 - V. In order to receive the full 25 points, the school must provide documentation of the kick-off event, such as pictures, data about who attended, copies of the seat belt pledge form and/or information on the number of pledges.
 - b. Social Media Campaign - 10 points plus 15 potential bonus points.
 - I. Was social media used to promote or publicize the campaign?

- II. What type(s) of social media was used? How often were the pages updated? How many people were reached?
 - III. Were the results of the initial survey used in the social media campaign? Attach copies of Tweets, along with Facebook, Instagram or Pinterest posts with the dates on which they were published.
 - IV. Fifteen bonus points are available to schools that like or follow the ZtF social media pages and tag, follow or share their social media activities with the ZtF social media pages.
 - V. Schools that like, follow or post to all of the ZtF social media pages will automatically receive five points.
 - VI. In order to receive the 15 bonus points, schools must attach copies of the likes, tags and shares to their respective program reports.
- c. Promotion - 20 points.
- I. Does the campaign include morning announcements, videos, public service announcements, banners, signs or articles in the school newspaper?
 - II. Does the campaign include outreach to local news media that promotes the program or spreads the message about the importance of wearing seat belts?
 - III. Is data from the seat belt survey or crash data from your state's Seat Belt Challenge fact sheet included in any of the materials?
 - IV. To receive 20 points, the school must attach copies and pictures of promotional activities to their report.
- d. Community Outreach - 20 points.
- I. Does the education campaign use police, emergency personnel, firefighters, parents and businesses frequented by teens to help spread the message?
 - II. To receive the full 20 points, the school must include pictures, examples and contact information of community partners.
- e. Innovative Activities - 10 points plus 10 potential bonus points.
- I. Does the education campaign include an innovative or unique activity?
 - II. Did students reach out to non-traditional partners to help spread the message?
 - III. Ten bonus points are available to schools that use creative ways to share information with parents about teens and seat belt use, and included parents in the challenge. To receive 10 points, the school must include documentation of those activities.
- f. Timing - 10 potential bonus points.
- I. Schools that participate in the Seat Belt Challenge and conduct an event or the majority of the Challenge in mid-October as part of "National Teen Safe Driver" week, or May as part of "Global Youth Safety Month" will receive 10 bonus points.
7. A report form, a seat belt check survey form and a sample report can be found at ZeroTeenFatalities.com/GetInvolved. The final report must also include the actual seat belt check forms. **Schools that do not include the seat belt check forms will be disqualified.**

Media/Promotion: Make sure to call local TV and radio stations. They just might want to do a live broadcast or report on your teen safety campaign. Get your local newspaper involved, too. Invite them to come, and if they don't show up, take pictures yourself and submit them 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. Post with **#NVTeenDrivers** to earn even more points!

PROJECT: Service with a Message

Point Value: 25 points for every participating student and 25 points for every student toward the school's total.

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 during a specific time, such as lunch hour.

Steps: Follow the steps in the "Starting a Project" section, and remember to do the following:

- » 1. Decide what message you want to send. Your message could focus on drowsy driving, impaired driving, distracted driving or another traffic-related issue.
2. Design a flyer. Make it look fun with graphics and get creative, but also make sure it highlights your teen traffic safety messages.
3. Talk to the school administration. Introduce yourself and the group you're representing and say that you're doing a project for Zero Teen Fatalities. Show them the flyer and ask if it would be OK to hand out during a specific period of time like at lunch, ask what day would be best and agree on implementation methods.
4. Ask the administration if you can also pass out candy or other treats to help garner attention.
5. Make copies of the flyer, show up at the designated location and hand them out. Give each student a flyer.
6. In addition, ask the administration if you can hang up posters with traffic safety messages that will be used during your educational campaign.

Media/Promotion: Make sure to call local TV and radio stations. They just might want to do a live broadcast or report on your teen safety campaign. Get your local newspaper involved, too. Invite them to come, and if they don't show up, take pictures yourself and submit them 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. Post with **#NVTeenDrivers** to earn even more points!

Working with Others: Make sure to get other students involved to help you pass out the flyers. You could even ask your school police officers to help you pass out the information.



PROJECT: Impaired Driving Awareness

Point Value: 25 points for every participating student and 25 for every student toward the school's total.

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

Steps: Follow the steps in the previous "Starting a Project" section, and remember to do the following:

- » 1. Use AAA's Roadwise Rx website—<http://exchange.aaa.com/safety/roadwiserox/>.
2. Have students visit the website where they can look at the affects of different medications commonly used by teens.
3. Have them write down the potential side effects and how those medications could change their behavior behind the wheel.
4. 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.
5. Use social media to promote awareness of impaired driving. Tweet or post stats and facts using the resources below. And always post with **#NVTeenDrivers** to earn extra points.

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 this project is with your computer or art teacher. Ask them if there is a time that you can use the computer lab for your event. They could help you design a promotional flyer and work on the wording for your school announcement.

Resources:

1. Use the Roadwise Rx flyer found here and have it available at your event. <http://exchange.aaa.com/wp-content/uploads/2014/12/RoadwiseRx-Infographic-2014.pdf>
2. 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:
**Remind others to talk with their parents about
their daily medications prior to driving.
Be sure to ask your advisor and/or teacher
prior to starting any contest.**

PROJECT: Design Contest

Point Value: 50 points for every participating student and 50 points for every student toward the school's total.

What's the Point: This contest uses your creativity and that of your peers to raise your voice for safe teen driving. Host a design contest for posters/t-shirts/postcards, etc. in school and include the ZtF logo as part of the rules.

Steps: Follow the steps in the previous "Starting a Project" section, and remember to do the following:

- >> 1. Give your contest a title that is clearly about safe teen driving (e.g., no distractions, no speeding, limit your passengers, etc.). Make it something catchy and be creative.
2. Come up with some type of prize for the winning poster/t-shirt/banner/postcard.
3. 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 designs hung throughout the school and have them voted on by peers.
4. Make a morning announcement at school about the contest. Choose a class (art, math, science, etc.) and ask the teacher if you can announce the contest in each of his/her classes.
5. Hang up the designs as they are turned in.
6. 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 peers 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 this project is with your computer or art teacher. Ask them if they could help you design a promotional flyer and work on the wording for your school announcement.

Resources:

1. ZeroTeenFatalities.com.
2. Use the statistics in this Start-up Guide.
3. Check out these other sites related to teen traffic safety. You may want to include these as links on your own site:
 - a. **distraction.gov**
 - b. **teendriving.com**
 - c. **rmiia.org/Auto/Teens/Teen_Driving_Statistics.htm**
 - d. **safeteendriving.org**

PROJECT: Special Delivery

Point Value: 25 points for every participating student and 25 for every student toward the school's total.

What's the Point: Work with elementary or middle school 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 to do the following:

- 1. Meet face-to-face with some elementary/middle school 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.
2. The main point should be that younger students look up to the older students and they need good role models.
3. Let the teachers know that car crashes are the number one cause of death among teens, and these crashes can happen more during graduation and prom season. Share some of the statistics from this Start-up Guide with them. They could use the statistics to introduce the project to their class.
4. Make sure to pick up some cool paper, pencils, markers, crayons or 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.
5. Once you get some elementary/middle school teachers excited about the project, ask their students to hand-write the letters and include a drawing to make the letters more personal and meaningful.
6. Ask the teachers to get the letters to you by a certain date.
7. Deliver letters to your peers.

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 school administrator if you can pass out the letters at graduation and prom. You'll also want to make sure that you give the elementary/middle school 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:

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

Safety Tip: For privacy, students writing the letters shouldn't put their names on them.

PROJECT: PSA Outreach

Point Value: 100 points for every participating student and 100 points for every student toward the school's total.

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

Steps: Follow the steps in the previous "Starting a Project" section, and remember the following:

- » 1. What message will your PSA promote? You could focus on any of the following topics:
 - a. Underage drinking and driving / impaired driving
 - b. Drowsy driving
 - c. Distracted driving
 - d. Careless driving
 - e. Aggressive driving / speeding
 - f. Seat belt use
 - g. Traffic safety and more
- 2. 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 at the most) and powerful. Make sure that you have the right to use any images, music or information, and always credit your sources.
- 3. Once you get the hang of it, create more PSAs.
- 4. 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.
- 5. Upload the PSAs to the ZtF YouTube channel via your Regional Program Coordinator.
- 6. Share the PSAs on social media. Be sure to post with **#NVTeenDrivers** to earn even more points!

Media/Promotion: Contact your local TV or radio stations to get the email address of the person in charge of PSAs. 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 for your messages. Ask your computer teacher if he/she would 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!

Resources:

1. Use the stats and key points that are included in this Start-up Guide for your message.
2. Check out the public services announcements tool in the resources section.

PROJECT: No Nodding

Point Value: 100 points for every participating student and 100 points for every student toward the school's total.

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 to do the following:

- 1. Create a fact sheet about drowsy driving that includes facts and stats. The sheet can double as a way to invite peers to create their own poster.
2. Pass out the fact sheet to students at school and explain to them the importance of driving only after you've had enough sleep.
3. Make some rules for your contest. Here are some suggestions:
 - a. The poster should have a message related to preventing drowsy driving.
 - b. Include some statistics if appropriate.
 - c. Have a catchy slogan or title and use graphics.
 - d. Be creative.
4. Set a deadline for when posters should be submitted.
5. Once students hand in posters, gather a panel of judges to help you decide who should win.
6. Post the winner's poster around school and give them your great prize, possibly donated from a local company.

Media/Promotion: Cut 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 your art and computer teachers 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 school administrator, a teacher, community leaders and other important adults to be involved. Be sure to send a thank you note to all of the judges after the contest.

Resources:

1. Check out these sites for more information on drowsy driving:
 - a. drowsydriving.org
 - b. nhtsa.dot.gov/people/injury/drowsy_driving1/Drowsy.html
 - c. aaafoundation.org/faqs-drowsy-driving

PROJECT: A Briefing with Local Law Enforcement

Point Value: 50 points for every participating student and 50 points for every student toward the school's total.

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

What is a Briefing: Enforcement is one of the four "E's" of traffic safety. You and your team will have the opportunity to attend a "briefing" with local law enforcement. During this time, you will be able to see what local law enforcement is doing to keep you safe on our roads. Your team can expect to see a presentation about Zero Teen Fatalities, get a tour of the police station, walk around patrol cars and ask officers/troopers any questions.

Steps: Follow the steps in the previous "Starting a Project" section, and remember to do the following:

- 1. Your ZtF Regional Representative will help you get in touch with a local law enforcement agency.
- 2. Once you have a group of students, coordinate with your ZtF Regional Representative and the law enforcement agency to find a date and time that is appropriate for everyone's schedules.
- 3. It will be up to your team to provide safe transportation to the police department.
- 4. Please allow up to two hours to complete this activity.

Media/Promotion: This is a great project to put in your high school newspaper or TV network. Highlight the fact that local law enforcement plays a big role in preventing teen crashes, and make sure to get great pictures to help tell the story.

Working with Others: Keep in mind that you will be touring an active police station. Please respect the directions of the officers or troopers that are leading the briefing.

Resources:

- 1. ZeroTeenFatalities.com.
- 2. Use the statistics in this Start-up Guide to help strengthen the message you promote.
- 3. Check out these other sites related to teen traffic safety:
 - a. **distraction.gov**
 - b. **teendriving.com**
 - c. **rmiia.org/Auto/Teens/**

PROJECT: A Project of Your Own

Point Value: Points will be dependent on the level of student involvement for the project.

What's the Point: You're a teen, and that means you know what will succeed in educating and encouraging your peers to drive safely. Don't let your ideas go to waste. Stand behind your idea and make it happen—all in the effort of saving lives.

Steps: Follow the steps in the previous "Starting a Project" section, and remember the following:

- >> 1. Outline your idea.
- 2. Contact your ZtF Regional Representative at info@ZeroTeenFatalities.com to:
 - a. Get approval on your project.
 - b. Assign a point value to your project.

Media/Promotion: Be sure to post your project updates on social media. This is always a great way to promote your project to your peers. Use #NVTeenDrivers to earn extra points.

Consider facilitating an Every 15 Minutes program. Check to see if this program is available to your school at EveryFifteenMinutes.org.

NOTES:

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 **youth can make those great ideas happen.**

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

**You're just that someone to
take action and create change.**

Join the cause at ZeroTeenFatalities.com.



zero *teen* Fatalities

ZeroTeenFatalities.com

#NVTeenDrivers



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