Ideas for your program. Don’t Drive Stupid’s annual statewide program, “Don’t Drive Stupid, Let’s Make it a Zero Fatalities Year,” continues to be a success. Within the program, SBOs, GYC, Peer Leaders, FCCLA, etc., have encouraged their friends and classmates to drive safely and always buckle up. Their goal was to achieve Zero Fatalities at their school. Here are some ideas from what they did. ENJOY!
And the ideas keep comin’...

Wasatch High School invited Reggie Shaw to share his story. Reggie knows all too well the dangers of texting while driving. His message: “No text message is worth a life.”

Wayne High School held a DDS Pinewood Derby Race. Local businesses donated prizes for 1st, 2nd, 3rd, most creative, best paint job and best ad for Don’t Drive Stupid.

Canyon View High’s cheerleaders and band formed a human “DDS” during a football game as the announcer introduced the program.

Box Elder High School had a kissing booth. Those who pledged never to text and drive received a kiss. A Hersey’s kiss, that is. Ooh-la-la!

The students at Pine View High School sent a mass text: “PVHS says ‘Don’t Drive Stupid!’” They even won the Guinness World Record for largest mass text!

Remind your classmates, “Don’t Drive Stupid,” with a personalized poster. Just send us your pictures...it’s free!

Sky View High did a belly-flopping contest. Their message: “We may do some stupid things, but we don’t drive stupid!” They made it in the news for this creative effort!

Mock crash at Uintah High School. Contact your local health department or lora@zerofatalities.com if you’d like to do this.

Wayne High School painted a reminder on their school parking lot. FYI: If you want to do this activity, contact your local health department or lora@zerofatalities.com.
Incorporate the message in activities already planned.

Don’t be overwhelmed by thinking you need to plan an activity around a safe driving message. Get the message out at planned assembly, sporting events, etc. Here are some ideas:

- Kearns High planned an activity to make their school a haunted school on Halloween night, so they decided to add a safe driving message to their activity. As the students left the haunted school, students were surprised to find the Zero Fatalities crashed car outside the doors with the message “This is the real fear! Motor vehicle crashes are the #1 killer of teens. Don’t Drive Stupid!”
- Canyon View High School had a monthly newsletter called “StallStreet.” Where did they put this? In the bathroom stalls, of course. In each newsletter, they reminded students to always buckle up and Don’t Drive Stupid.
- During halftime at their basketball games, Cedar Hills High SBOs had students throw Frisbees through a steering wheel circle and shoot basketballs with the drunk goggles on. Crash statistics were read at various times during the game.
- Box Elder hung Don’t Drive Stupid banners at their football games. Looking for a banner? We have banners you can use. Email lora@zerofatalities.com for more info.

The little reminders make all the difference!

- Have a dance coming up? Remind them to “secure their date.” North Summit reminded all those going to Junior Prom to buckle up.
- Many schools used bulletin boards to get the safety message out.
- Everyone likes to eat, right? Well, Millard High School’s GYC made lunch tray signs to remind kids to buckle up and never text and drive.
- Holidays- Granite Peaks had a death day during the Halloween season and every 15 minutes, the grim reaper took a student out of the classroom. Announcements were made reminding teens that their #1 killer is car crashes.
- Millard High School encouraged everyone to buckle up for the Thanksgiving Weekend.
Adding a twist! Many students were doing the same activities but made it unique to their school.

Pledges
Whether it be a wall pledge or individual pledge cards, students everywhere pledged to always buckle up and never text and drive.

- During the holiday season, students at Grand County High received a badge when they pledged that said, “Be thankful you’re alive. Give the gift of life and Don’t Drive Stupid.”
- Candy bars were donated for students at Woods Cross High who pledged to buckle up.
- Make ‘em pledge everywhere i.e. sporting events, dances, etc.
- In honor of a student who died in a car crash, West High SBOs asked their classmates to pledge never to text and drive and to be a safe driver.

Seat belt checks.
Before or after school, remind teens to always buckle up.

- North Summit SBOs ticketed (fake tickets, of course) students who didn’t buckle up as they left the school parking lot.
- Millard High’s GYC, football and cheerleading teams check for kids wearing their seat belts at Millard High and the Middle and Elementary Schools in their area. They gave BUCKLE UP stickers and had a drawing for a signed football, soccer hoodies and Zero drinks.
- Wayne High School had a seat belt check as students arrived at school. Those who were wearing their seat belts received a prize, those who did not buckle up had to wear a duct-taped seat belt all day.
- IDEA! Give a SMARTIE to those who are buckled and a DUM DUM sucker to those who are not buckled.
Ways to make your program easy!

You have many resources at your fingertips. Use them.

- Zero Fatalities. We do assemblies, presentations and lunch-time activities!
- Your local health department
- School officers
- Groups or organizations in your school that could help you get the message out!

Hint: Lighten your load and have an organization or group in charge each month.

• Peer Leaders
• FCCLA - Altamont doubled up and won big! Altamont’s FCCLA worked with the DDS program in their school (BTW, they won the grand prize for the 1A Division in 2009) and they also qualified to represent Utah at the FCCLA national contest in Chicago for their texting and driving project.

• Athletic Teams
• School Newspaper/Newsroom
• Theater/Drama Department
• Art Department
• Choir Department
• Band/Marching Band
• Cheerleaders
• National Honors Society
• School Newsroom
• PTA

Plan ahead. Make a calendar and plan out your activities. Send me a copy of this calendar and I will send 5 more DDS t-shirts and 5 DDS drawstring backpacks.

September’s activity
____________________________________________
____________________________________________
____________________________________________

What’s going on in September?
- Back to School assembly
- Sporting Events
- Homecoming
- Green Ribbon Month - ask PTA for help

October’s activity
____________________________________________
____________________________________________
____________________________________________

What’s going on in October?
- Teen Driving Week Oct 14-20
- Sporting Events
- Halloween

November’s activity
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____________________________________________
____________________________________________

What’s going on in November?
- Any dances?
- Thanksgiving, holiday break
- Sporting events
- Performances
December’s activity

What’s going on in December?
- Any dances?
- Christmas, holiday break
- Sporting events
- Assemblies
- Service project

January’s activity

What’s going on in January?
- Any dances?
- Winter activities
- Sporting events
- Assemblies

February’s activity

What’s going on in February?
- Any dances?
- Valentine’s Day
- Sporting events
- Assemblies

March’s activity

What’s going on in March?
- Any dances?
- St Patrick’s Day
- Sporting events
- Assemblies
- Performances

April’s activity

What’s going on in April?
- Any dances?
- Spring Break, Easter holiday
- Sporting events
- Assemblies
- Performances

May’s activity

What’s going on in May?
- Safe Teen Driving Month
- Memorial Day
- 100 Deadly Days of Summer - Memorial Day to Labor Day, Most car fatalities occur
- Assemblies

Questions? Contact lora@zerofatalities.com