

C.A.R.E.S.

CHILDREN ADVOCATES for ROAD SAFETY & EDUCATION



**SAVING OUR TENNESSEE TEENS
ONE LIFE AT A TIME**

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INTRODUCTION

ABOUT C.A.R.E.S.

Children Advocates for Road Education and Safety (C.A.R.E.S.) was formed in 2015 by the Collegiate Life Investment Foundation (CLIF) to address the increasing and consistent number of teens killed on Tennessee's roadways. Starting as a pilot program at Houston High School in Memphis, Tennessee in conjunction with SADD (Students Against Destructive Decision) and funded by CLIF; it currently serves as Tennessee's only peer-to-peer traffic safety education and prevention program for teen driver safety.

C.A.R.E.S. Mission

C.A.R.E.S.' mission is to establish and assist teen-managed advocacy programs in high schools throughout Tennessee that focuses on traffic safety education, unsafe driving practices and emphasizes on preventive ways to decrease crashes, injuries, and fatalities amongst teen drivers. Through C.A.R.E.S. students work together, in C.A.R.E.S. Club, or other school-based clubs/organizations, in a peer-to-peer learning environment, in order to advocate for road education and safety amongst each other. Club members develop different ideas, strategies, and projects that address specific issues for young drivers in their schools and communities. Students will undergo key leadership training to better equip them to become life-long traffic safety advocates and future successors in the Tennessee workforce.



C.A.R.E.S. APPROACH

CONNECT – **C.A.R.E.S.** Club connects students from all walks of life to local transportation and community professionals to provide training programs to educate student members about safe road practices and how to advocate for safer roadways.

COMMUNICATE – **C.A.R.E.S.** Club provides an encouraging environment for student members to communicate openly about the issues surrounding teen driving, and actively engage in projects that address those concerns.

CHANGE – **C.A.R.E.S.** Club student members will invoke positive change in their schools, their communities, and the roadways; and influence of teen drivers through their leadership to change negative driving practices.



MEMBER SCHOOL SERVICES AND EXPECTATIONS

MEMBER SCHOOL SERVICES

C.A.R.E.S. Club membership is FREE and provides schools with the following benefits:

- Club set up
- Membership development
- Leadership training for members and faculty advisor
- Campaigns and programs
- Leadership retreats
- Resources and literature support

MEMBER SCHOOL EXPECTATIONS

- Establish a peer ran safe driving club for your school (or pre-existing student-led club)
- Hold regular club meetings
- Participant in quarterly **C.A.R.E.S.** Campaigns
- Attend annual **C.A.R.E.S.** annual training sessions (students and administrator)
- Report programs and activities to **C.A.R.E.S.** staff
- Recruit
- Survey and Document
- Communicate openly and often with **C.A.R.E.S.** staff

Trainings

C.A.R.E.S. provides annual training sessions for member school clubs to prepare students to lead and sponsor safe driving initiatives. The trainings include an overview of the teen driving problem in Tennessee, prevention strategies, leadership development, and an action-planning component to help students develop program ideas for the school year.

Campaigns and Programs

C.A.R.E.S. provides member schools with a variety of free safe driving campaigns. The campaigns are easy and fun and provide schools with a simple way to promote safety throughout the school year. Each campaign has a theme, but can be adapted to focus on your school's specific traffic safety problem areas. Although most campaigns are statewide competitions, schools looking for something simpler, may enter the campaign without completing all of the competition components.

Leadership Retreats

These free, annual Retreats for high and middle school students involve specialized sessions designed to motivate and train students to be safe driving advocates at the state and local level. The Retreats provide interested students with the opportunity to network with fellow advocates from other schools, learn best practices for peer-to-peer clubs, see new teen prevention programs in action, and obtain new ideas to help make their clubs a success.

Resources

C.A.R.E.S. has a variety of free resources to help member schools promote safe driving among teens. From costumed characters, to brochures, to banners, to DUI and concussion goggles, we provide or loan our schools with the items they need to support their peer-to-peer programs.

Support Services

The C.A.R.E.S. staff and regional trainers are here to support your club every step of the way. Our goal is to help make your club a success, so don't hesitate to call us for advice or assistance. From getting your club started to helping it grow, we are always available.

Goals and Expectations for C.A.R.E.S. Member Schools

Establish a peer-to-peer safe driving club for your school or incorporate safe driving initiatives into a pre-existing student-led club. Students are in charge of leading the club and completing the work, while sponsors/SROs advise the club and provide support, guidance, and structure.

Schedule annual C.A.R.E.S. training sessions to prepare student members to lead the club and improve their knowledgeable about highway safety and teen drivers.

Participate in C.A.R.E.S. safety campaigns. The campaigns are an easy way to promote safe driving in your school year-round and they come complete with all the free materials you need. Each campaign is flexible and you can select at which level your school would like to participate – the competition level or the participation level.

Report your safe driving activities and programs to C.A.R.E.S.. As a grant-funded organization, we are required to document the activity of our member schools in order to continue receiving the funds for campaigns and other services we provide. Your reports help ensure the continued funding for C.A.R.E.S.. We also love to get photos of all your wonderful activities.

Hold regular club meetings. Meetings help keep the club organized and the students motivated. Use this time to action-plan for C.A.R.E.S. campaigns or to brainstorm new prevention ideas for your school.

Stay active. A comprehensive, year-round effort will keep your club's safety messages on student's minds, and help prevent unsafe driving behaviors and attitudes. Staying active doesn't have to be overwhelming. If you balance simple activities with larger efforts your club will be successful.

Recruit for success. Promote membership in your club throughout the school year so that you have a good mix of all grade levels. Your goal is to have continuity for your club and to have experienced members to replace graduating seniors. Club sign up days and presentations to the freshman class are great ways to get new members. These students are looking for ways to get involved and, once hooked, you could have them for four years.

Survey your club members and students to get their feedback on the traffic safety problems in your school and community. For example, if your school has a problem with student who are speeding, add prevention messages on speeding to the C.A.R.E.S. campaigns you participate in. Just contact C.A.R.E.S. or come up with your own ideas to address your top problem areas.

Stay in touch with C.A.R.E.S. staff. We want to know how your club is doing, what we can do to help. Don't hesitate to call for assistance or to invite us to a program you have planned. We want to help and we love to be invited to your activities. We are also open to suggestions and ideas for improving the C.A.R.E.S. program and its services to our members.

PROGRAM FOCUS AREAS

Seat Belts

Increase awareness about the benefits of seat belts and increase seat belt use among youth and teens.

Speeding

Increase awareness about the dangers of speeding and reduce speeding among teen drivers

Underage Drinking/Impaired Driving

Increase awareness about Tennessee's Zero Tolerance Law and reduce underage drinking and impaired driving

Distracted Driving

Increase awareness about the dangers of distracted driving and reduce distracted driving among teen drivers

Defensive Driving

Educate teens about driving defensively and acquiring the skills needed for crash avoidance and off-road recovery

Virginia's Teen Driving Law

Increase awareness about Virginia's laws and reduce the number of teens who break these laws



Passenger Safety

Encourage all youth and teens to respect the driver and follow all laws and safety precautions for being safe in a vehicle.

Risky Driving Behaviors

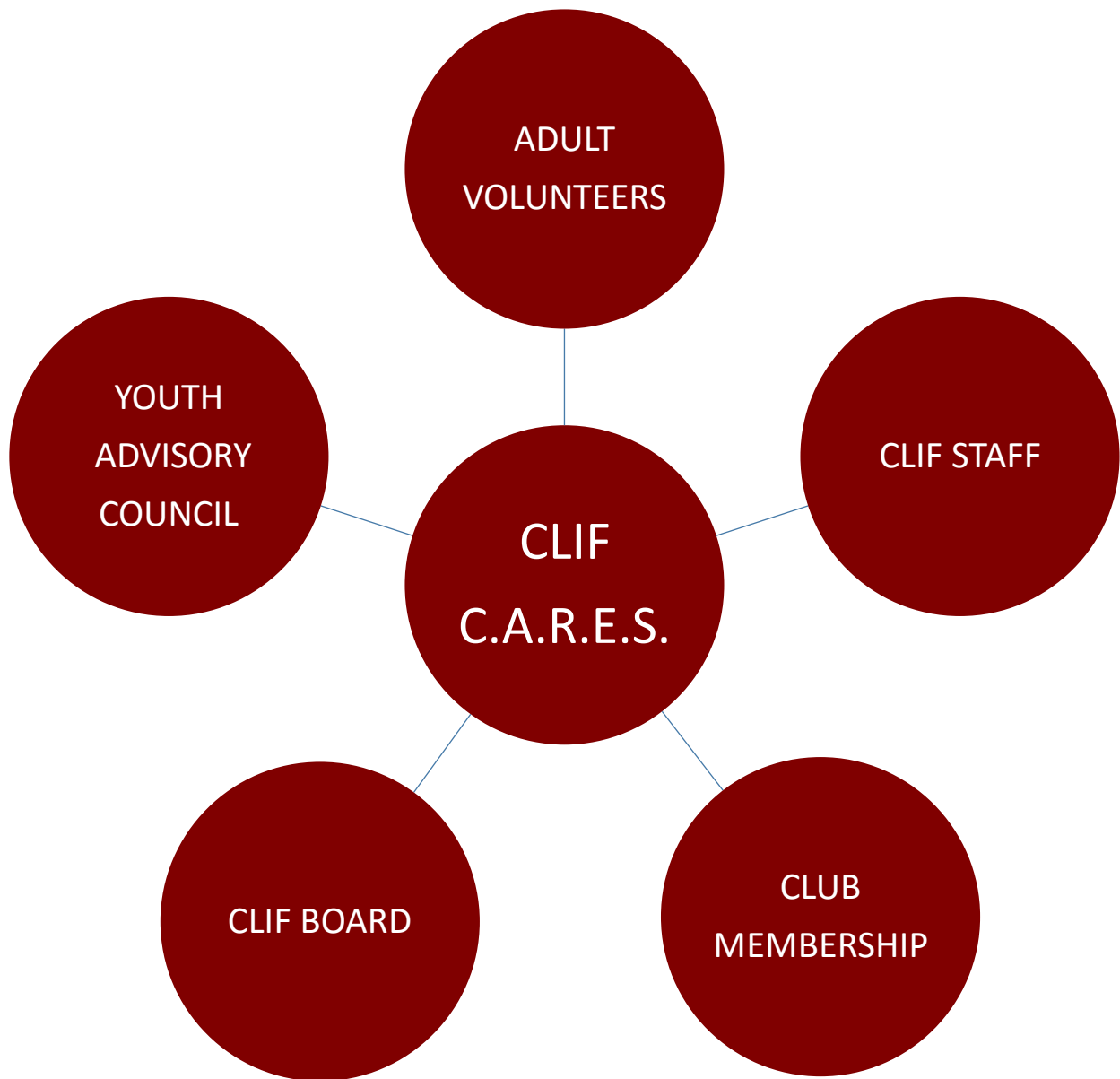
Increase awareness about risky driving behaviors and reduce these behaviors in teen drivers

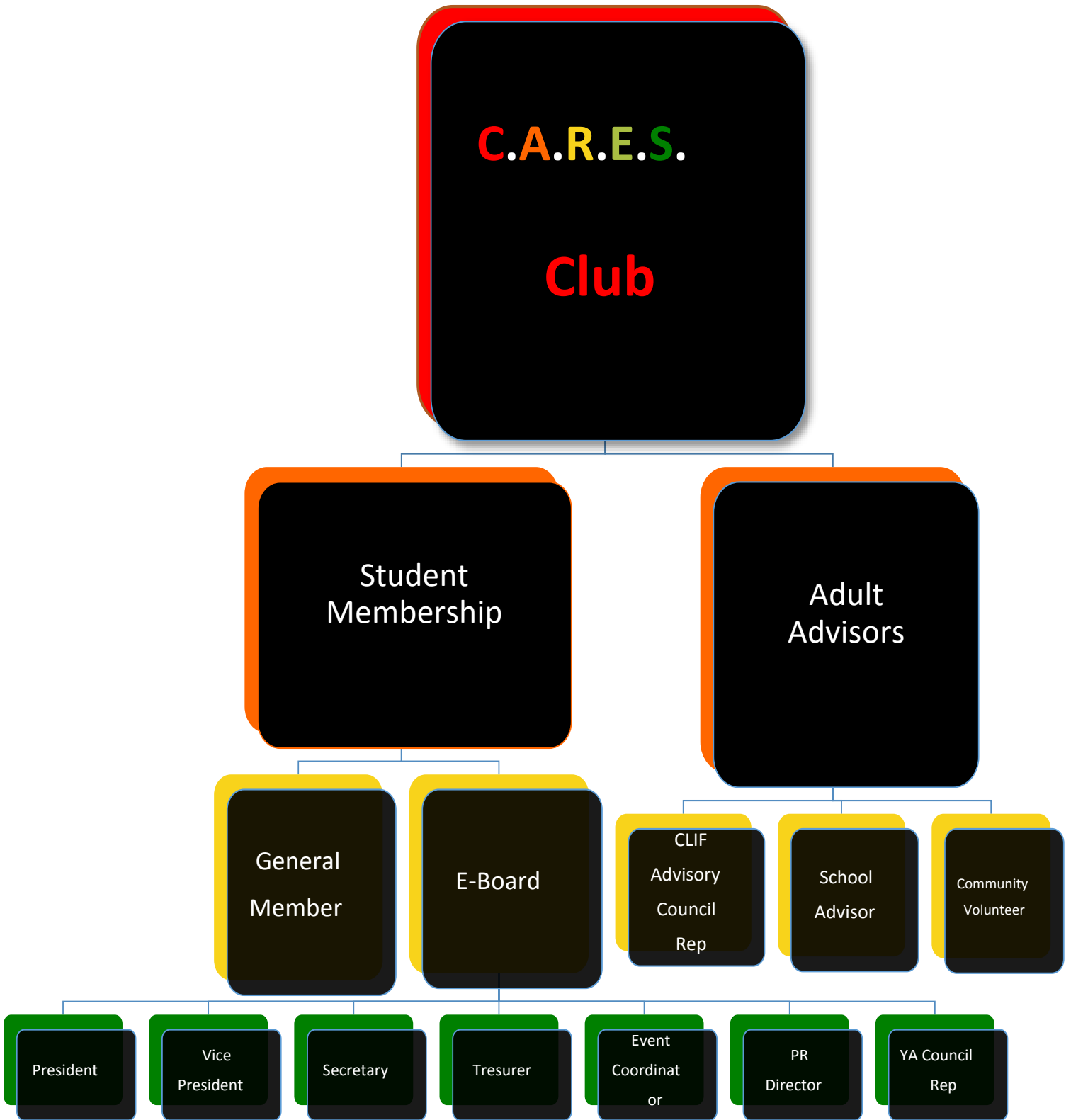
Driving Attitudes

Help change the attitudes of youth and teens and impact a generation of young drivers who are better informed about and committed to practicing safe driving habits and attitudes.

MANAGEMENT

CLUB STRUCTURE





E-Board Positions

Each **C.A.R.E.S.** Club chapter will be responsible for electing an E-Board for that chapter, and it should be governed according to Robert's Rules of Order. A leadership training section will be provided for students to have the opportunity to learn Robert's Rule of Order, in addition to having adult staff assistance with initial elections. It is recommended that Club Chapter E-Board for its first year of origin be elected by SEPTEMBER 15th. Following, E-Board should be elected no later than APRIL 1 of the previous academic year; to be inducted for the upcoming academic year. This allows time for transition, to ensure that information isn't "lost" with graduating seniors, and allows time for newly elected E-Board members to meet with assigned CLIF Staff, School Administrator, and Adult Volunteers, prior to the Fall semester.

There are six positions that must be filled at all times for each chapter of **C.A.R.E.S.** Club, these positions and their corresponding responsibilities are:

► **President**

- The president is ultimately responsible for ensuring the Club functions properly. Each club sport president should delegate responsibility among officers and club members.
- Follow rules and regulations in the Club and inform all Club members of policies and procedures.
- Be present at required meetings.
- Inform all Club members of the contents of the Club handbook.
- Act as liaison between the Club team and CLIF Staff, School Administrator, and Adult Volunteers.
- Oversee the treasurer to ensure the club is staying within its budget
- Ensure Club is meeting membership requirements.
- Check the Club's mailbox once per week.
- Conduct officer elections at least once per year or as necessary to fill vacant positions.
- Familiarize the next president and officers with Club policies and procedures
- Ensure the Club members and programming aligns with the mission and vision of C.A.R.E.S. Club and CLIF.

► **Vice President**

- Acts in place of the president when necessary.
- Oversees committee chairpersons and the work of the committee.
- Often heads special projects such as Safety Campaign arrangements, publicity/promotion campaigns, etc.

► **Secretary**

- Prepare executive board meeting agendas with the assistance of the president.
- Record and distribute the minutes of all executive board and membership meetings.
- Maintain accurate records for member participation in club activities (See Appendix for form)

- Service hours and administrative hours contributed by each member (See Appendix for form)
- Keep and maintain the chapter's handbook.
- Handle all chapter correspondence.

➤ **Treasurer**

- Manages and records all financial transactions of the Club chapter.
- Keeps detailed records of the chapter's financial transactions.
- Working with other members of the E-Board, establishes the annual budget for the organization (See Appendix for form).
- Reports the financial status of the Club to the membership.
- Reports the financial status of the Club to assigned CLIF staff.
- Ultimately responsible for preparing and submitting any necessary financial reports to the CLIF, such as Annual Budget Requests and Annual Year-End Financial Report.
- Adhere to all financial policies in the C.A.R.E.S. Club handbook.
- Attend applicable CLIF Leadership Workshop Series training on budgeting

➤ **Event/Program Coordinator**

- Brainstorm and develop ideas for events or programming to further the mission, vision, and purpose of C.A.R.E.S. Club.
- Develop event/programming proposals that are to be submitted to the President, voted on by the general body, and submitted and approved by assigned CLIF Staff and School Administrator.
- Work with Vice President to develop special committees to delegate responsibility for proposed programming and events.
- Develop specific timeline for planning and completion of events/programs, and work with various e-board leaders and committees to execute the plan.
- Event/Programming form should be submitted to President for approval to take to a vote to general body. In a timely fashion in accordance with the Event/Programming Form and C.A.R.E.S. Handbook (See Appendix for form).

➤ **PR Director**

- Motivate members through his or her enthusiastic attitude toward C.A.R.E.S. Club.
- Produce the chapter newsletter on a monthly basis throughout the school year and once during summer months (See Appendix for format).
- Post announcements for chapter meetings throughout campus.
- Coordinate press releases, feature articles, advertising and brochures relating to the chapter.
- Promote recruitment and retention with presentations, brochures, fliers and other tactics.

➤ **Youth Advisor Council Representative**

- Serve as a liaison between school Chapter and other chapter representative across the regions once a quarter.
- Communicate any issues, concerns, or ideas from chapter to council.
- Engage in active legislative discussion with Youth and Adult Advisor Council regarding traffic safety laws in the area.

Committee Chairs

The committee chair is responsible for the coordination of all its committee activities. They're maybe several committee chairs over various committees during the academic year, depending on the discretion of the Vice President and how he/she sees fit to develop them. Committees are developed to delegate responsibility of a specific project or program, in order to ensure its success and completion. Upon receipt of the committee appointment, he or she should prepare to manage committee activities by:

- Reviewing the purpose and responsibilities of the committee with the vice-president upon appointment.
- Asking for clarification and further direction, if needed.
- Detailing the committee's responsibilities.
- Orienting committee members to the purpose of the committee and its goals for the year.

- Conducting at least two committee meetings monthly, or as needed.
- Discussing progress, outline activities for the coming months, and delegate tasks.
- Considering recommendations made for future programs.
- Completing monthly reports for vice-president.
- Evaluating committee progress periodically and in its entirety at the conclusion of the project.

THE PROBLEM TREE

The Problem Tree is a visual representation of problem solving within an organization. The Problem Tree helps groups establish a problem, along with its causes and effects. Once you have selected the problem, you may then identify the effects of the problem. Finally, you will need to determine the causes of the problem, which might require some additional work. After identifying all three elements of The Problem Tree, you can then work to eliminate the causes of the problem.

You might not know the problem, cause or effect at the onset. It is encouraged to ask questions of your peers, do research, study potential problems, listen to others and really study what is happening in your community.

PROBLEM:

In Tennessee in 2012, 45% of fatal motor vehicle crashes were caused because of excessive speed

EFFECTS:

Speeding tickets
Injury from speed-related motor vehicle crashes
Death from speed-related motor vehicle crashes

CAUSES:

In a rush to get to a destination
Don't think they will get caught by the police or parents
Don't think it is dangerous to speed
Not experienced with driving

HOW TO IDENTIFY PROBLEM AREAS IN YOUR SCHOOL AND COMMUNITY

- Hold focus groups
 - 30 to 45 minutes
 - 8 to 12 participants
 - Diverse group (race, ethnicity, gender, sexuality)
 - Do ask open-ended questions
 - Do not ask leading questions
- Conduct surveys
 - No more than 10 questions
 - Ask questions that are easy to understand
 - Give participants options to choose from or use a scale method
 - Conduct in person, online, or over the phone

TOOLS

ACTION PLANNING

What is an action plan?

An action plan is a document that lists what steps must be taken in order to achieve a specific goal.

How can an action plan help?

The purpose of an action plan is to clarify what resources are required to reach the goal, formulate a timeline for when specific tasks need to be completed and determine what resources are required.

Questions to ask when developing an action plan:

- ▶ What is the mission of your organization?
- ▶ What are the steps you must take to reach your mission? ▶
What goals are most important to your mission?
- ▶ What resources are needed to achieve your goals?
- ▶ What challenges will prevent you from achieving your goals?
- ▶ How will you document and measure your progress?

Developing a budget

One of the earliest steps in working on a project is developing a budget. This gives you a guideline of what you are able to accomplish with the money and resources that you have.

Items to consider when developing a budget

- Facility fees
- Rental fees
- Speaker or presenter fees
- Travel expenses
- Food and beverages
- Printed materials
- Promotional items
- Decorations

Chart expenses

After you have decided what you need for your project, call various vendors and get quotes on pricing. This will give you an idea of what to expect for a certain item, and allow you to better determine your budget.

For example, you might need to rent a golf cart for a DUI simulation activity. Call at least 2 area golf cart rental locations, and get prices. If both say rentals are \$100, then you should expect to spend \$100 on a golf cart. Mark this in your chart. If you don't think you will be able to spend \$100 on a golf cart rental, make a note beside the price to search for donations. Then call your local police department to see if they could volunteer their golf cart for your activity.

Many businesses might be willing to donate to your organization, so make sure you seek donations. However, do not rely solely on donations, as you might have to spend money from your budget. Make sure you chart your budget and keep up with prices, donations and any other vital information.

C.A.R.E.S. SAMPLE BUDGET

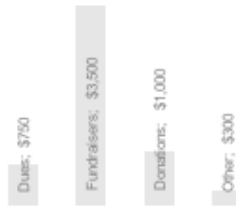
C.A.R.E.S. Club Budget

Cost of Trip: \$5,000
 Revenue: \$5,550
 Expenses: \$1,310

Amount still needed: **\$760**



Yearly Revenue	Amount
Dues	\$750
Fundraisers	\$3,500
Donations	\$1,000
Other	\$300



Yearly Expenses	Amount
Paper for flyers	\$1,000
Advertising	\$200
Decorations	\$90
Other	\$20



Planning a MEETING

For a club to be successful, you must meet regularly. This is the ideal time to discuss upcoming events and projects, along with working on team building activities.

- Decide the purpose and goal of the meeting. Choose which topic areas you will be covering.
- Create an agenda with the selected topic area and subjects for the meeting.
- Decide where and when the meeting will be held, and how long the meeting will last.
- Decide who will be invited to attend the meeting.
- Notify attendees of the meeting via the best communication method determined for your group.
- Print out agendas and any other necessary resources for meeting attendees.

C.A.R.E.S. Campaign Meeting		
Location: Cafeteria	Date: April 1	Time: 3:00pm to 4:00pm
Goal: Plan a mock crash for the entire school		
Attendees:		
Alex, John, Andrea, Joshua, Amber, Brittany, Tom, Corbin, Beth, Emma, Derek		
Notes:		
Alex ran the meeting with help from Andrea. Tom and Brittany volunteered to call salvage yard. Amber and Derek volunteered to ask for donations from local businesses. John and Beth will put up flyers across school. Joshua and Corbin will make announcements. Emma will start a social media campaign. The mock crash will take place in the school parking lot. It will be an all-day event on May 1. It will focus on the dangers of impaired and distracted driving.		
Action Items:		
Date:	Contact(s):	Action:
April 5	Tom, Brittany	Contacted salvage yard
April 7	Amber, Derek	Received donations from local businesses
April	John, Beth, Joshua, Corbin, Emma	Publicized mock crash

FUNDRAISER IDEAS

Fundraising can seem tedious, but think outside of the box to develop fun and creative money raising events for your prevention club. Below are some examples of unique fundraisers.

- Dodgeball or Kickball tournament
- Memorial Walk or Run
- Pep Rally
- Uniform Free Day Passes
- Trivia Night
- Silent Auction
- Sponsor my Grades
- Griz/Riverking Game
- Hot Dog Sale for Teachers
- Funny Photo Contest
- Consignment Sale
- Chili Cook Off
- Car Detailing
- 3 on 3 Tournament
- Bake Off Bake Sale



Incorporating traffic safety into your curriculum

As a sponsor, it can often be difficult to find time to compete in C.A.R.E.S. campaigns and also create a classroom lesson plan. As an SPONSOR, it can be even more difficult to find the time to connect with students.

We have compiled a safe driving lesson plan for art, business and personal finance, digital visualization, government and social studies, math, and physics. You can access the full lesson plan online at www.clifcares.org.

In addition, the C.A.R.E.S. staff has developed a few simple ideas for your curriculum.

- Work with the school's journalism class or newspaper to write an article or entire newspaper focusing on traffic safety.
- Work with teachers of math, science and sociology classes to have students conduct surveys and gather data about traffic safety.
- Work with physics teachers and have students do a class-wide or school-wide crash experiment.
- Work with a visual or digital media class to create a public service announcement addressing dangerous driving behaviors.
- Work with a statistics class to develop data about traffic safety, specifically motor vehicle crashes.
- Work with health classes to build an entire lesson plan around the effect a motor vehicle crash has on your body.

ADDITIONAL FORMS

CAMPAIGNS