

TOUCH DOWN TURN DOWN

A Drinking & Driving Safety Campaign for High Schools

C.A.R.E.S. CLUB FALL CAMPAIGN

(For FALL, WINTER, HOMECOMING SEASON)

DON'T DRINK. DON'T DRIVE. ARRIVE ALIVE.

OCTOBER 1 — DECEMBER 15

Sponsored by



CAMPAIGN REGISTRATION & ORDER FORM

- Our school will compete in the "Touch Down, Turn Down" Campaign
 Our school will participate in the "Touch Down, Turn Down", but will not compete for prizes

Name of High School _____

School Address: _____ City _____ Zip _____

School Telephone: _____

School Resource Officer/Sponsor: (should be individual assisting students with the campaign)

Name: _____

Telephone: _____

E-Mail: _____

Current Student Enrollment for the School: _____

Number of Students in your Club: _____

<u>Item</u>	<u>Maximum Per School</u>	<u>Quantity Ordered</u>
Survive the Drive Pledge Cards	500	_____
Football Arrive Alive Tip Card	500	_____
"Don't be a Party Crasher" Poster	5	_____
Touch Down Turn Down Pledge Banner	2	_____
TNHSO I Don't Flyers: (Donated by the TN Highway Safety Office)	100	_____
Foam Football with a Safety Message (Provided by the Collegiate Life Investment Foundation)	100	_____

Campaign Sponsor Agreement:

By returning this form, I agree to abide by the rules of the "Touch Down Turn Down" campaign and submit the final campaign report.

_____ Sponsor/SRO Signature

Complete this form online at clifcares.org or email to clifcares@clif2012.org by 5:00 PM on October 1st.



CAMPAIGN OVERVIEW

Touch Down Turn Down is a peer-to-peer campaign in Tennessee to establish safe driving and passenger safety behaviors among teens and youth during the high-risk fall and winter weather months. According to statistics, the months between October and December are the most dangerous for young drivers on the road. Increased driving time, later curfews, cruising, driving with too many passengers, distractions, speeding, and alcohol are the key factors in teen crashes during spring and summer. Events such as football homecomings, fall festivals, and holiday parties also create increased risks for crashes during this period. The Touch Down Turn Down campaign focuses on addressing drinking and driving as the specific behavior for this campaign and promotes teens working together in peer-to-peer environment to influence safer teen driving behaviors and reduce risks.

Campaign Objectives

For the **C.A.R.E.S** Club or other safety club to develop and lead peer-to-peer programs and activities that focus on:

- Drinking and driving and preventing this high-risk behavior among young drivers through education of current state laws
- Increasing seat belt use and preventing risky behaviors such as alcohol use, drowsy driving, and excessive speeding common during campaign months.
- Promoting safe driving and responsible celebrations during homecoming, school breaks, and other holiday celebrations

Campaign Goal

To prevent drinking and driving and other risky behaviors among teens and to promote teens seat belt usage, awareness of state teen driving laws, and making responsible choices while attending homecoming celebrations, school breaks, and other holiday celebrations.

Campaign Components for Non-Competing Schools

Schools that want to participate in the campaign but not compete for prizes do not have to complete all of the campaign components outlined below. Non-competing schools may pick one or more of the components to complete based on their schools' needs and resources.

Non-competing schools **are required** to complete the final campaign survey to document activity and how campaign materials were used. This is a requirement of the **C.A.R.E.S** grants.

Campaign Components for Competing Schools

*Schools that wish to compete for prizes must complete the **three** components listed below in order to be eligible for prizes. The **campaign project** will be given the most weight during the judging.*

1. **Campaign Project.** Develop a campaign project for your student body that focuses on the prevention of alcohol usage, other risky driving and passenger behaviors associated with drinking and driving, and/or promotes teens making safe and responsible choices while attending homecoming celebrations, school breaks, and other holiday celebrations. The project must be seen, heard and/or participated in by a majority of the students at your school. Please be sure to incorporate the **Touch Down Turn Down** Campaign theme and artwork. Ideas may include, but aren't limited to, a school assembly, campaign weekly activities, safety pledges, a fun event that brings attention to the issue and promotes teens changing behaviors, a video developed and shown at school, etc.

The Campaign Project will be judged on:

- a) **Content** - Effectiveness of the message for the target audience and use of the theme
- b) **Community** - Percentage of student body reached (saw, heard, participated in the project)
- c) **Creativity** - Creativity shown in developing, implementing, and promoting the project

The Campaign Project should be well documented - including photos, videos, samples of materials created for the project, and/or other documentation that helps the judging panel understand the project. Copies of media coverage, flyers, project invitations, etc. may be included with the documentation.

2. **Call to Action Activities.** Complete a variety of educational activities and programs that increase knowledge about risky behaviors and alcohol usage as a passenger or driver and encourage students to make positive changes in these behaviors.
- **Banner Pledge Signings** - Organize pledge signing events for students throughout the campaign, during prom and graduation, to discourage unsafe celebrations and irresponsible driving during these high-risk times.
 - **Invite an Insurance Agent to Your School:** State Farm Insurance and the Allstate Foundation support the 2017 campaign and have numerous agents, employees and volunteers interested in participating in your activities and events. Please contact **C.A.R.E.S.** staff if you are interested in requesting their attendance at one of your events.
 - **Invite the Tennessee Highway Patrol Crime Prevention to your school:** The Shelby County Sheriff's Office is pleased to be able to offer 34 different Programs to the community. We target Programs for Pre-School children, Senior Citizens, Residential Communities and Business Communities. All Programs are "FREE" and we will go to churches, schools, community centers, private homes (Neighborhood Watch and Home Security Checks) and all organized meeting groups. We will do night and weekend Programs as necessary.
 - **Other activities** are to be determined by your club and may include announcements, hanging posters, handing out educational materials, holding a door decorating contest, designing and wearing safety t-shirts, etc.
3. **Seatbelt Checks.** Two seatbelt checks are required - one prior to kicking off the campaign and one at the conclusion in order to measure the campaign's impact on the prevention of all types of driving habits.
- The checks should be held at the entrance of your school parking lot as students arrive in the morning. The checks must be held in the **same location** and at the **same approximate time** for both the pre and post survey.
 - A minimum of 100 vehicles should be checked unless exempt due to school size or weather forces you to stop early. **Make sure to check approximately the same number of vehicles for the pre and post surveys** to allow for more accurate results. (Checking 100 in one check and 200 in another can skew the results.)
 - Make sure a teacher and the school resource officer or another law enforcement officer assists to help with traffic.

Winner Selection

- An independent judging panel will select the campaign winners. The Campaign Project will be the main component of this competition and will be given the highest weight during the judging process. It will be judged on content, percentage of student involvement, and creativity.
- The **pre and post seatbelt checks** will be included in the judging process and schools will be given points based on changes in the results from pre-campaign to post-campaign.
- The **call to action activities** will also be judged and each activity will add extra points to a school's overall score.
- To be eligible for prizes, participants must complete and report on their **campaign project, seatbelt checks, and call to action activities**.
- Announcement of Winners will be made on **December 20th**

Campaign Reporting Steps

Step 1: All participating schools (competing and non-competing) must complete the campaign final reports.

Step 2: In order to simplify reporting, all reports/results will be completed through Survey Monkey.

- Schools that are competing for prizes must complete all **three** reports.
- Schools that are not competing for prizes must complete the **final report** (the pre and post reports are optional based on whether the school completed this activity)

Pre- Seatbelt Check Results: <https://www.surveymonkey.com/r/TDTDPReCheck>

Post- Seatbelt Check Results: <https://www.surveymonkey.com/r/TDTDPOSTCHECK>

Seatbelt Final Report: <https://www.surveymonkey.com/r/TDTDFINALREPORT>

- Describe in detail the Campaign Project, if you completed this component, on the Survey Monkey Final Report form, including a detailed description and the number of students who actively saw, heard and/or participated in the Campaign Project.
- List all Call to Action Activities completed on the Survey Monkey Final Report form, including an overall estimate of the number of students reached by the activities.

Step 3: Submit your campaign pictures, videos, media coverage, etc.

- All schools (competing and non-competing) are encouraged to submit photos and other campaign visuals
- Competing schools are **highly encouraged** to submit detailed documentation of their Campaign Project to assist the judging panel in understanding and judging the activity. Photos, videos, sample materials, flyers, media coverage, etc. are helpful.

- **Options for submitting photos and other documentation:**

The photos and other documentation may be emailed to CLIFCARES@CLIF2012.ORG or mailed to CLIF CARES, P.O. Box 9960, Memphis, TN 38190.

If you wish to upload photos and videos to your club's Facebook page or to the C.A.R.E.S My Album page, **this must be indicated on the Final Report**. Judges will only look at items submitted with the report and items on the indicated social media pages. To upload to C.A.R.E.S. My Album Page:

My Album login information:

www.myalbum.com

username: clifcares@clif2012.org

password: clifcares2012

- **The final report, check reports, and any documentation are due by 5:00p.m. on December 15th.**

Campaign Winners & Prizes

Cash prizes are made possible by community donations and a grant from State Farm.

- The 1st Place School/Club will receive \$300 and a congratulations banner.
- The 2nd Place School/Club will receive \$200 and a congratulations banner.
- The 3rd Place School/Club will receive \$100 and a congratulations banner.

★ The **media sponsor** for the Touch Down Turn Down campaign, will work with **C.A.R.E.S.** staff to recognize the overall high school winner in a special way. Throughout the campaign this partnership will also include PSAs and weekly interviews highlighting participating schools' programs and activities.

(Continued)

Campaign Dates and Deadlines

Entry Form Deadline	September 15th at 5 p.m.
Campaign Kick-off	October 1th (Schools may select when to conduct the campaign project and activities. Schols may also start the campaign early if approved.)
Campaign Ends	December 15 th at 5 p.m.
Reporting Deadline	December 18th at 5 p.m. (final report, pre/post reports and all documentation)
Winner Announcement	December 20th

Competition Guidelines

- All campaign rules and deadlines must be strictly followed by competing schools. **C.A.R.E.S.** reserves the right to disqualify a school for failure to follow the rules, guidelines and/or deadlines. **C.A.R.E.S.** also reserves the right to request original copies of any ideas as needed. Please keep copies of all forms documenting your results.
- The faculty sponsor overseeing the campaign must approve the activities and sign the final report.

Campaign Contacts

For questions or assistance with the “**TOUCH DOWN TURN DOWN**” Campaign, contact campaign coordinator: **Larissa Redmond Thompson - 901-493-2478** or Clifcares@clif2012.org.



TEEN DRIVING FACTS & STATISTICS

In Tennessee, from 2012 to 2016:

- 493 fatality crashes involved a teen driver ages 13-19
- 926,391 total state motor vehicle crashes
- 210,916 total state motor vehicle crashes from teens drivers ages 15-20
- 33,852 Alcohol related total state motor vehicle crashes
- 108,096 Distracted Driving related total state motor vehicle crashes

The Risky Behaviors that lead to an increase in crashes for teens within the state:

Distracted Driving – Distracted driving isn't just texting while driving. It also includes talking on a cell phone, eating and drinking, being distracted by passengers, listening to loud music, adjusting the radio, and more. According to AAA Traffic Safety Foundation, 6 out of 10 teen involved crashes involve distractions. *In Tennessee, all cell phone use by teens while driving is illegal.*

Alcohol Use – Despite a state Zero Tolerance Law, fatal crashes involved a teens who drank and drove in Tennessee increase over the past 10 years (2007 – 2016). *Tennessee's Zero Tolerance Law makes consuming alcohol or driving under the influence of any amount of alcohol a serious criminal offense for teens under the age of 21. (T.C.A. 55-10-701)*

Speeding – Excessive speed is a factor in 1 of every 3 fatal crashes nationwide involving a teen driver, according to the National Highway Traffic Safety Administration (NHTSA).

Running off the Road/Overcorrecting – Run-off-the-road crashes are often fatal for teens and are attributed to many factors including inattention, fatigue, and speed. Overcorrecting is often a response to running-off-the-road and is caused when motorists panic and “jerk” the steering wheel to get the vehicle back on the roadway. Running-off-the-road is a factor in over 60% of teen driver fatalities in Tennessee based on 2016 statistics.

Increased Driving / Joy Riding / Cruising – Teen drivers average more driving hours each week during the summer and winter breaks than during the school year, according to a study by Students Against Destructive Decisions (SADD). Many of these hours are spent driving or “cruising/joy riding” with no set destination, which often leads to risky behaviors and an increase in the probability of a crash.

Passenger Overload –Young passengers increase the risk of a teen driver having a fatal crash by at least 44%, according to the National Safety Council. Extra passengers, including friends and young siblings, are a distraction to teen drivers and the more passengers the higher the crash risk. *Tennessee has a Graduated Driver Licensing Law which restricts teen passengers during the first full year of driving.*

Drowsy Driving – With vacations, school break trips, and late nights, 24% of teen drivers are more likely to drive when tired or sleepy during the summer and breaks, compared to 9% of teen drivers during the school year, according to SADD. Teens should get plenty of rest before a long trip and never get behind the wheel when drowsy.

High School Campaign Activity Ideas

Use the following ideas for the **Touch Down Turn Down** campaign and feel free to come up with your own ideas as well. By making the educational activities creative and fun, you will capture the attention of your peers and impress upon them the importance of safe driving and passenger safety.

- Organize pledge signing events for students throughout the campaign, to discourage unsafe celebrations and irresponsible driving during these high-risk times. Have the pledge banner available for students to sign.
- Request the “DON'T DRINK. DON'T DRIVE. ARRIVE ALIVE.” stencil from **C.A.R.E.S.** to write the message on sidewalks, parking lots or other visible areas.
- Ask fastfood restaurants to donate coupons to your club. Hand them out in the school parking lot when you see people driving responsibly!
- If your school has a “Don't be a Party Crasher” banner, display it in a highly visible area or display it with a wrecked car display in front of the school.
- Design safety messages for student lockers and/or make table tent cards for the school cafeteria
- Hold a car wash to raise funds for your club and incorporate the message “help us help others wash away bad driving habits.”
- Email students or give them notes reminding them to buckle up and not text and drive
- Ask teachers to write safety messages on their chalkboards or dry erase boards
- Pick a day for students to wear flip-flops to school in support of changing habits behind the wheel. Use the slogan “flip-flop your driving habits.”
- Design a school bulletin board with the slogan “Don't Drink. Son't Drive. Arrive Alive.”
- Hot/Cold weather causes the air inside car tires to expand/shrink, which can lead to a blowout. Create a “tire check” station at school to help students check the air in their tires
- Work with your local fast-food establishments to share the message that food is a distraction behind the wheel. Ask if, for a specific day or week, they would be willing to staple food bags with a safe driving message from your school.
- Include safe driving and passenger safety tips and information in your school newsletter
- Place a creative don't text and drive or buckle up message on your school marquee
- Ask your local media to promote the campaign and include information for parents and teens on how to prevent young driver crashes during the high-risk period
- Create a Facebook, Twitter and/or other social media account to promote the campaign and its messages
- Place reminders to “Don;t Text. Don't Drive. Arrive Alive.” on student vehicles
- Make safety announcements during morning and afternoon announcements
- Set up an traffic safety display at a sporting event
- Organize a parade or walk to raise awareness about one or more of the top five causative factors in fatal crashes involving teen drivers
- Be creative, have fun, and come up with your own ideas!

HIGH SCHOOL ANNOUNCEMENTS

- Use these PSA's to make announcements during school, at sporting events, and other school events.
- Ask radio stations to record the PSA's and air on the radio.
- Post /Tweet the messages on social media

Remember to start each school announcement with: Hi, this is _____ with the _____ club.

- **(Warm Weather)** The C.A.R.E.S. club wants you to know that spring and summer can be a dangerous time for teen drivers. Did you know that the 101 days from Memorial Day weekend through Labor Day are the deadliest days on the road? No school, late nights and the freedom of "cruising" with friends contribute to risky driving behaviors that lead to crashes. Eliminate distractions, buckle up, stay alert, and drive alcohol- and drug-free. Avoid being a statistic! Please remember to drive safely and Arrive Alive!
- **(Warm Weather)** School's almost out and warm weather has arrived. To help you survive this most deadly time for teen drivers – remember your checklist to Arrive Alive: Always buckle up – check. Drive the speed limit – check. Obey the midnight curfew law – check. Avoid "cruising" and piling the car full of friends – check. No texting or cell phone use while driving – check. You don't want to be a statistic, please drive safely.
- **(Drowsy Driving)** YAWN! You're running late to meet your friends for party, but you didn't get much sleep last night. You think you can make it. Think again. Drowsy driving is dangerous too! Get plenty of sleep and avoid driving when you are tired and feeling drowsy.
- **(Distracted Driving)** Distracted driving isn't just using your cell phone while you're driving. It also includes eating and drinking, grooming, adjusting the radio, joking around with passengers and more! When you're behind the wheel, make driving your first priority so everyone Arrives Alive!
- **(Distracted Driving)** Do whatever it takes to resist texting or using a cell phone while driving. It's not only illegal for teens, but it can be deadly. Sending or looking at that one text isn't worth losing your life or hurting someone else. So, throw it in the back, turn it off, or download an app that lets your friends know you are driving and will call or text them later!
- **(Running off the road)** Running off the road can be scary, but remember that you are in control. Stay calm, breath and don't overreact or jerk the steering wheel. Running off the road doesn't have to result in a crash if you know the proper technique to recover! To recover safely: stay calm, keep steering straight, and slow down gradually. The key is to gradually and slowly drive back onto the roadway to avoid losing control and overcorrecting.
- **(Speeding)** Think speeding is cool? Think speeding will impress your friends? The reality is, speeding can stop you DEAD in your tracks. No one is impressed by that. Almost 50% of all fatal teen driver crashes in Virginia are caused by speeding.
- **(Zero Tolerance)** Tennessee's Zero Tolerance Law makes it illegal for anyone under the age of 21 to purchase, possess, or consume alcohol. The C.A.R.E.S. club wants you to Arrive Alive. Say NO to that drink!
- **(Memorial Day)** Teen related crashes, injuries and fatalities begin to spike in May and continue increasing throughout the summer. Kick the summer off to a good start! Celebrate Memorial Day by buckling up and driving responsibly!
- **(Prom)** Prom is almost here and your friends at C.A.R.E.S encourage you to show off your school pride this year. Make a pledge with your friends and classmates to celebrate alcohol- and substance-free. Our goal is zero crashes, zero fatalities, and all our classmates safely back at school on Monday.
- **(Graduation)** Hey, all you senior [INSERT SCHOOL MASCOT]'s! Graduation is coming up sooner than you think! C.A.R.E.S. encourages you to make this the best night of your life. Make these memories last a lifetime. Keep your graduation celebration alcohol- and substance-free and make sure you Arrive Alive after the party.
- **(Graduation)** C.A.R.E.S wants to congratulate all of this year's graduating seniors. We want to see all of you at the class reunion, so remember to drive safely and celebrate without drugs and alcohol.
- **(Summer)** Keep the fun alive this summer by buckling up and driving safely. By watching your speed, obeying curfews, limiting passengers, and celebrating responsibly, you'll be sure to Arrive Alive back at school in (August/September).



TOUCH DOWN TURN DOWN TWEET SHEET



Copy these tweets to your social media during TDTD CAMPAIGN!

Use **#TDTD** **#DNTDRINKNDRV**

Week One

Remember to buckle up and put away the distractions so you can #TDTD

55 fatal crashes involved a teen who drank and drove in the past 10 years. Don't drink and drive so you can #ArriveAlive

Limit your teen passengers this season to follow TN teen driving laws & decrease your speed #TDTD

During 2012- 2016, 210,916 car crashes involved a teen driver ages 15-20. #TDTD

Week Two

The summer months often result in late night driving for teens, which increases the chance of a fatal crash by 4 times. #ArriveAlive

Tennessee's has a Zero Tolerance Law for teens drinking and driving.

Headed out tonight? Remember to limit your distractions and follow the speed limit! #ArriveAlive #TDTD

Even vehicles that are moving at less than 40mph can cause serious injury or death. #TDTD

Week Three

Keep up the good work even beyond this week! #TDTD #DNTDRINKNDRV

Many teens spend their late nights cruising or "joy riding," which often leads to risky behaviors behind the wheel. Remember to #TDTD #DNTDRINKNDRV

Send your #TDTD photos to CARES's Facebook account! And follow them on Twitter to see more campaign photos: @CLIFCARES

Remember to put away the distractions and drive responsibly this weekend! #TDTD

Week Four

Hope you all had a safe and fun weekend! Don't forget to send in photos of your campaign activities! #ArriveAlive

3 out of 4 fatal crashes occur within 25 miles of home. No matter where you're at, take the right precautions to #TDTD

Don't forget that TN has passenger laws for teens in their first year of driving that restricts teens to only one passenger. #ArriveAlive

Stay safe and remember to #ArriveAlive this weekend!

Seat Belt Usage Survey Form

Week: _____ Seat Belt Check

Name of School: _____

Survey Date: _____ Survey Time: _____

Survey Location: _____

Number Vehicles Surveyed: _____ (must be at least 100 unless exempt due to school size)

Check here if you were not allowed to conduct seat belt checks by school administration

DIRECTIONS:

- For each box, circle Y or N.
- Circle Y if **ALL** occupants (drivers and passengers) are buckled up in the car.
- Circle N, if one or more occupants in the car **are not** wearing a seatbelt or if they are riding in the back of a pickup.

Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

Total Vehicles with all Passengers Belted _____ ÷ Total Vehicles surveyed _____ = _____% buckled up

Make enough copies of this form for both seat belt checks.

- You must check a minimum of 100 vehicles during each survey unless exempt due to school size.**
- Have enough students surveying so that the checks run smoothly and results are accurate.
- Be sure to check approximately the same number of vehicles during both checks.** Also hold both checks at the same location and approximately the same time so that final results are more accurate.

Submit this information on Survey Monkey under the forms for Pre-Seat Belt Check Results and Post-Seat Belt Check Results. Do not send copies of this form. Keep these forms in your files.

SRO/Sponsor Signature verifying results _____

I PLEDGE TO NEVER DRINK & DRIVE



DON'T DRINK. DON'T DRIVE. ARRIVE ALIVE.