



**C.A.R.E.S.**

CHILDREN ADVOCATES for  
ROAD SAFETY & EDUCATION



## C.A.R.E.S. CAMPAIGN REGISTRATION & ORDER FORM

Yes, our school will participate in the 2016 “WYD – Stop the MADNESS, Dnt Check the Txt” Campaign and compete for prizes

Yes, our school will participate in the 2016 “WYD – Stop the MADNESS, Dnt Check the Txt” Campaign, but will not compete for prizes

Name of School: \_\_\_\_\_

School Address: \_\_\_\_\_

School Telephone: \_\_\_\_\_

Current Enrollment for the School: \_\_\_\_\_ Number of Students in the Club: \_\_\_\_\_

Sponsor Name (should be individual assisting students with the campaign): \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Items	Max Per School	Quantity Ordered
<b>DD Tip Cards</b>	<b>1000</b>	_____
<b>DD Pledge Cards</b>	<b>1000</b>	_____
<b>Campaign Posters</b>	<b>5</b>	_____
<b>CLIF C.A.R.E.S. Banner</b>	<b>1</b>	_____

Campaign Sponsor Agreement

*By returning this form, I agree to abide by the rules of the “WYD – Stop the MADNESS” Campaign, adhere to all deadlines, and complete the final report.*

Sponsor Signature \_\_\_\_\_

# CAMPAIGN COMPONENTS

## General Overview

- The “wyd? – Stop the MADNESS, Dnt Check the Txt” Campaign runs from March 1<sup>st</sup> to April 1, 2016.
- The campaign is a competition between grades in participating C.A.R.E.S. schools to increase awareness amongst teens and adults about the dangers of phone usages while driving.
- The goal is to encourage teen drivers to pledge to a life-long commitment to safe driving habits by following the “Slam Dunk Tips.”
- The campaign is sponsored by CLIF C.A.R.E.S.

## Campaign Requirements for Competing School

During the campaign, participating schools (grades) must complete all four of the following components to be eligible for prizes.

1. **(2) Phone Checks.**
  - Check #1 must be held during the first week of the campaign. This will serve as the kick off for the school campaign and to survey the use of phones usage rate for the school. At least 100 vehicles must be surveyed and the checks cannot be announced to the student body or staff. Small schools with less than 100 vehicles will have adjusted vehicle requirements (based on school population).
  - Check # 2 must be held during the last week of the campaign. This will serve as a wrap up to the campaign and will be compared to the first week’s numbers to evaluate the effectiveness of the campaign amongst drivers.
2. **Home Sports Activities.** The “wyd? – Stop the MADNESS, Dnt Check the Txt” Campaign runs during March madness basketball season/ Home basketball and sports games are an excellent opportunity to remind students to put the phone down while driving. Many students drive to and from these games and often “cruise” around the parking lot and neighborhood afterwards. Ideas may include an informational safety booth where students can register to win prizes, safety announcements, half-time contest, or other unique ideas. This is a great opportunity to reach parents and the community also.
3. **Awareness Activities.** These activities should be held during the school day to promote Distracted Driving awareness among students and staff. Activities should occur throughout the campaign.
4. **Social Media Contests.** Students should engage throughout the campaign via social media. C.A.R.E.S. Club will provide hashtags and students will include school name and tag @ClifCares to ensure that the CLIF C.A.R.E.S. staff counts his/her picture in the final numbers for the school/grade. Lastly, students are encouraged to “like” CLIF and CLIF C.A.R.E.S. on Facebook and follow us on Twitter and Instagram.

## 2014 TENNESSEE TEEN DRIVING FACTS AND STATS

### Distracted Driving State Facts:

- 49% of adults say they have been passengers while drivers texted and drive.
- 78% of teen drivers say they have read a text while driving.
- 71% of teen drivers say they have sent a text while driving.
- 5 seconds is the average time a person takes their eyes off the road while driving. In that time, a car traveling 55 mph can travel the length of a football field.
- In 2013, 3,154 people were killed in motor vehicle crashes involving distracted drivers.
- As of December 2013, 153.3 billion text messages were sent in the US (includes PR, the Territories, and Guam) every month. **(CTIA)**
- 10% of drivers of all ages under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.
- Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes. **(NHTSA)**
- At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010. **(NOPUS)**
- Engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other portable devices increased the risk of getting into a crash by three times. **(VTTI)**
- Five seconds is the average time your eyes are off the road while texting. When traveling at 55mph, that's enough time to cover the length of a football field blindfolded. **(2009, VTTI)**
- Headset cell phone use is not substantially safer than hand-held use. **(VTTI)**.
- A quarter of teens respond to a text message once or more every time they drive. 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving. **(UMTRI)**

## DISTRACTED DRIVING SURVEY RULES

For this phase of the campaign, a team of students and sponsors will be posted in the school's parking lot to survey vehicles of students as they arrive at school. The first survey will be conducted during the first week of the campaign and the second during the last week of the campaign. Club members will survey each vehicle to see if the driver is on the phone when entering the parking lot and then record the results. These results will be included in the final report sent to your CLIF C.A.R.E.S. representative.

### Rules:

1. Two phone checks (including surveys) must be held at the school to be eligible to enter the contest.
  - First week of campaign
  - Last week of campaign
2. Phone checks cannot be announced to student body. No banners, posters, or other promotional items can be displayed at or near the phone check location to alert drivers that the check is taking place.
3. Club members must check the outlined amount of vehicles in order to completely fill out at least two of the enclosed phone check survey forms. No cars can be skipped. Each car must be checked.
4. You will be counting vehicles the phone usage of the driver, not individual passengers. In order to circle Y (yes) on the survey, the phone must be in the hand or direct contact of the individual driver. If the phone is in use, and is mounted on the dash board, this will also constitute as a Y (yes).
5. Drivers cannot put their phone away/down as they see the student/sponsor at the phone check. If the driver is seen on his/her phone while pulling into the parking lot, it counts as a Y (yes) for the survey.
6. Schedule an adequate amount of students to work at each set phone check location (should be a checker at each possible entrance of the school). This will help to cut down on traffic backups and will prevent cheating once the driver recognizes that checks are being done. Please request help from school resource officers and/or local police to help ensure the checks are ran safely.
7. At the end of the weekly phone check, calculate the results and record them for the final report. CLIF C.A.R.E.S. reserves the right to request these items, if needed. Please keep all copies of your records.

**\*\*\*If you have a question about the Distracted Driving Survey Rules or how to conduct a survey, please call C.A.R.E.S. at 901-493-2478 or email a staff member.**



## School Announcements and DD Statistics

Please use the following suggestions or create your own school announcements about the “WYD? – Stop the MADNESS, Distracted Driving Campaign.”

Sample School Announcements:

1. Hi, this is \_\_\_\_\_ and I am with the school’s \_\_\_\_\_ Club. We need your help to win a high school Distracted Driving challenge and some neat prizes for our school. Your participation does count and all you have to do is put your phone down every time you get in a car and pledge to always drive distraction-free. The campaign is called “WYD? Stop the MADNESS, Check the TEXT” and it is a Distracted Driving challenge between each grade within our school and throughout the city. The school and grade with the highest percentage of student drivers driving hands-free, the most signed texting and driving pledges, and the most creative Distracted Driving activities will win the challenge. If we win, we could receive a free grand finale party or other celebration activities for our school/grade. So please start putting your phone down every time you operate a vehicle and encourage others to. Please sign out pledge to never text and drive that we will be passing around. The competition is being sponsored by Collegiate Life Investment Foundation (CLIF). We will be checking to see if you are putting your phone away while driving, so please Dnt Check the Txt!
2. The CARES Club wants you to start getting in the habit of putting your phone away every time you get in a vehicle. Please sign our Distracted Driving school-wide pledge and the Dnt Check the Txt pledge card!
3. The CARES Club wants everyone to make it to and from school safe this year. Please remember to never use your cell phone while operating a vehicle, and encourage your friends, family, and parents to do the same. Remember, It’s Just Not Worth It.
4. Please show your \_\_\_\_\_ (insert school mascot here) pride, and say no to texting and driving on every ride!

# Campaign Social Media Sheet

Copy these messages to post to Twitter & Facebook during the Campaign

Use **#DntChcktheTxt** OR **#wydSTM**

- The #DntChcktheTxt Campaign kicks off today!! Remember to NEVER talk or text while driving. #DntChcktheTxt #wydSTM
- #ThrowBack Thursdays (tweet about a distracted driving story from Tennessee) #DntChcktheTxt #wydSTM **(For Thursdays Only)**
- Dnt Check the Text, #ItsJustNotWorthIt #CLIFCares
- 49% of adults say they have been passengers while drivers were texting and driving #DntChcktheTxt #wydSTM
- Share your pictures of DD checks with this hashtag: #DntChcktheTxt #wydSTM
- Did you know it is illegal to text while driving in the state of Tennessee? #DntChcktheTxt #wydSTM
- The weekend is over! Challenge your friends and family to put down the phone while driving. #DntChcktheTxt #wydSTM **(For Mondays Only)**
- Retweet if you are NOT driving! #DntChcktheTxt #wydSTM
- Happy Saturday!! Enjoy the day and don't text and drive, b/c it's just not worth #DntChcktheTxt #wydSTM**(For Saturdays Only)**
- April is Distracted Driving Awareness Month! Make someone aware of the dangers of distracted driving today. #DntChcktheTxt #wydSTM
- It's better to arrive alive than to not arrive at all. #DntChcktheTxt #wydSTM
- Back to school tomorrow! Encourage your friends and family to follow the law and put the phone down while driving. #DntChcktheTxt #wydSTM **(For Sundays Only)**





## Campaign Activity Ideas

- Tem up with other school prevention clubs to combine efforts and reach more students.
- Write down license plate numbers for students/faculty who are practicing safe driving habits and enter them into a drawing for a prize.
- Sponsor a dance or pep rally encouraging traffic safety.
- Conduct Distracted Driving pledge signings, before or after school, and enter students in a drawing to win prizes.
- Place “wyd? – Stop the Madness” decals on student/faculty cars.
- Design a “Dnt Check the Txt” wall/bulletin board to highlight statistics and fatalities caused by cell phones usages while driving.
- Ask local radio stations and newspapers to promote your school’s participation in the “wyd? – Stop the Madness, Dnt Check the Txt” Campaign.
- Create a hash tag just for your school for the Campaign. Ex. #wydHouston #DntCheckTxtMustangs
- Tape traffic safety messages on small basketballs to throughout during pep rally or basketball games.
- Work with the journalism department to write a newsletter or articles surrounding traffic safety and Distracted driving.
- Insert a tip card or flyer in staff message boxes.
- Place a Distracted Driving reminder on the school’s marquee. Include the hashtags you created for your school’s campaign.
- Find students or staff/teachers who have survived or participated in distracted driving crashes and have them make announcements each morning. Include their stories in the media, school/club newsletters, etc.
- Make videos about the importance of traffic safety and Distracted Driving awareness and show them at school wide programs or before class in homeroom.
- Ask teachers to write “Dnt Check the Txt” on their white/chalk board during campaign.
- Design posters that remind students to buckle up. Display them in the school high traffic areas.
- Send a text message, a tweet, or Facebook message to students over the weekend to remind them to never drive Distracted.
- Contact the local police department or sheriff’s office to request a Distracted Driving enforcement patrol near the school as students and faculty arrive in the morning/depart in afternoon. The enforcement period should be held after the pre-DD check and after the campaign activities commence. This will provide reinforcement to the messages conveyed during the campaign.

## Campaign Reporting

In order to make reporting as simple as possible, all results will be completed through Survey Monkey. The following tops will help you prepare for completing the questions on the three surveys: 1) Pre-DD Check Result during week 1, 2) Post-DD Check Results during week 3 or 4, and Final Campaign Report once the Campaign is over.

### Survey Name and Date Due:

- 2016 WYD Pre- DD Check Results: <https://www.surveymonkey.com/r/GXF5D7D>  
✓ Due: By March 11<sup>th</sup>
- 2016 WYD Post- DD Check Results: <https://www.surveymonkey.com/r/GNYZW5R>  
✓ Due: By march 28<sup>th</sup>
- 2016 WYD Final Campaign Report: <https://www.surveymonkey.com/r/GGXDJ2Z>  
✓ Due: By April 8<sup>th</sup>

### Pre & Post – DD Check Survey Questions:

1. Name of school:
2. Date DD Checks were conducted:
3. Total # of vehicles with drivers using the phone while driving into/around the school:
4. Total # of vehicles with the driver not engaging in any distracting phone activity while driving or the phone not in hand:
5. Total # of vehicles with the phone mounted on the dashboard and is actively in use:
6. Total # of vehicles surveyed:
7. Percentage NOT driving distracted:

### Final Report Questions:

1. Name of School:
2. List all activities, programs, messages, social media campaigns, etc. completed throughout the campaign. Be very detailed in your response. EVERYTHING you do can be listed here:
3. What digital/social media was used to connect with the audience during the campaign? (Ex: Facebook, Twitter, Instagram, Newsletters, Videos, etc.)
4. How are you submitting photos and videos? (Ex: email, social media, Storify, Flickr)
5. Estimate the number of students the campaign reached in the school and the community:
  - A. # of students who heard or saw campaign message
  - B. # of Students who participated or attended a campaign activity, presentation, event, etc.
6. How many students activity helped in leading, planning, and working the campaign events?