



## FLORIDA SADD Chapter Activity Guide

December 2014

- Tree of Life Campaign
- Gift of a Lifetime
- Drive Sober or Get Pulled Over (December 10-31)
- World AIDS Day (December 1)
- International Volunteer Day (December 5)
- National Holiday Lifesavers Weekend (December 19-22)
- Greetings to Military
- Florida SADD Update

### Tree of Life Campaign

Since the tree is a symbol of life, the Tree of Life activity focuses on the positive message of living a life free of the hazards and heartache of involvement with alcohol and other drugs. The activity can also be combined with a candlelight vigil to remember those who have died or have been injured in an alcohol-related crash and to remember others you wish to have a safe holiday season.

Ideally, a live tree, strung with white lights, would be used to signify life. A local florist or garden center may allow your SADD chapter to borrow one for this activity. If a live tree is not available, you could create a paper maché tree, a wall tree, or one of your own designs.

Choose a prominent place to display your tree, like the school foyer, library or cafeteria. A live tree outside on your school grounds would also work well. Many SADD chapters have done their Tree of Life and Candlelight Vigil in an outside area in their community, or a more public place like the local mall.

Be sure to display a large sign identifying yourself and your activity. To decorate your tree, you may choose to use the card shown here; there is space to include a message. You could also choose to use a candle or a star which may also be personalized. The gift of a lifetime activity may be used as a fundraiser by asked for a small donation for each card or item hung on the tree.

Do lots of publicity for your event. Invite the local media to visit the activity and to take pictures. Invite the mayor, school board members and other local officials to participate. Ask local elementary school students to make cards to bring to hang on the tree.

The Tree of Life and Candlelight Vigil are great ways to bring the issue of impaired driving to the forefront during one of the most dangerous times of the year. Remember: Every 33 minutes someone in this country dies in an alcohol-related crash. We must do everything possible to stop these senseless tragedies.

## Gift of a Lifetime

Holidays are a time for giving and a time to tell the people close to us how much they mean to us. SADD encourages everyone to give the greatest gift of all - a commitment to be safe and drug-free during the holidays. With the SADD Gift of a Lifetime card, shown here, individuals can make promises to each other to celebrate safely and avoid tragedy during the holidays. Through the message of the Gift of a Lifetime card, teenagers promise to party substance-free during the winter and New Year's holidays. They also make a commitment to their friends and loved ones that they will not endanger their lives by riding with impaired drivers.

Parents and family members who are of legal drinking age promise not to drive while under the influence and not to ride with impaired drivers.

SADD strongly suggests that your chapter create visible symbols of this commitment – pins decorated with gold braid or other holiday colored cord. Whoever gives the gift also promises to wear the matching pin. In this way, each demonstrates a pledge to keep the season happy by using the power of caring and good judgment during holiday celebrations.

To make your own cards, feel free to photocopy the Gift of a Lifetime card pictured. If you decide to design your own card, please do not change the message. This card reflects SADD's commitment to a "no use" message to teens regarding alcohol and other drugs.

If your card is printed the same size as shown, it will fit into a Baronial #53/4 envelope, which is 43/8 x 53/4.

Dear \_\_\_\_\_ ,

This gift is a symbol of my respect for you and represents our promise to each other.

I will wear my pin to show my commitment to you that I will not endanger my life during this holiday season by drinking or doing drugs or by riding with anyone who is under the influence of alcohol or drugs.

Please wear yours as a promise that you will not endanger your life during this holiday season by drinking or doing drugs or by riding with anyone who is under the influence of alcohol or drugs.

Let's keep our promise alive...

SADD - Working to end death and injury due to impaired driving, underage drinking or drug use.

## Drive Sober or Get Pulled Over (December 10-31)

The holiday season is particularly dangerous, as we sometimes take risks that we wouldn't otherwise do. The National Highway Traffic Safety Administration (NHTSA) has campaign materials that can assist you in educating teens about the risks associated with driving while impaired. And SADD National has a terrific SADD and The Law campaign that can easily be adapted to fit with the NHTSA Drive Sober or Get Pulled Over initiatives.

### Websites:

- <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Holiday+Season>
- <http://www.sadd.org/campaign/mobilizes.htm>

## World AIDS Day (December 1)

There are more than 42 million people currently living with HIV worldwide, with 5 million new cases being reported each year. Half of the new infections occur in young people with a majority of transmissions -- more than 70 percent -- occurring through heterosexual sex.

AIDS, which has already claimed more than 28 million lives, is set to reverse a half-century of efforts in the developing world, where the epidemic is hitting hardest. In these countries, which account for 95 percent of the global total, poverty, conflict, poor health systems and limited resources for prevention and care fuel the spread of the virus.

### Web Resources:

- <http://www.unaids.org/>
- <http://www.worldaidsday.org/>
- <http://www.nat.org.uk/>
- <http://www.worldaidscampaign.org>

## International Volunteer Day (December 5)

The United Nations General Assembly designates December 5 as an annual celebration of voluntary action by people, communities and governments of the world.

SADD chapters can do all sorts of volunteer activities around this time of year. Here are just a few ideas:

- Raise money or toys for a **Toys for Tots** campaign to give to a local charity
- Work at a local food bank sorting and packing food
- Raise money or food to give to your local food bank
- Work with a local environmental organization helping pick up trash in your community
- Raise money to give to a needy family around the holiday season
- Send a holiday card or letter to someone in the military

- Visit your local Veteran’s Hospital or nursing home

Have your students come up with other ideas to help benefit your school or community

**Web Resources:** Sending letters to our enlisted men and women

- <http://www.amillionthanks.org/>
- <http://anysoldier.com/>
- <http://www.letterstosoldiers.org/>

## National Holiday Lifesavers Weekend (December 19-22)

The weekend immediately prior to the Christmas holiday is designated as "National Holiday Lifesaver Weekend." This time period was chosen because, traditionally, the holiday season is a time of increased travel and alcohol consumption. To ensure motorists reach their destinations safely, state and provincial police and highway patrols are encouraged to maximize deployment on problem roads during times when they know collisions are most likely to occur.

To save more lives and reach the goal of reducing impaired driving-related deaths, we must continue to generate a greater national urgency to stop death and injury on our nation’s highways and byways. To accomplish this we need to change the way American people view impaired driving. We need everyone’s help. Impaired driving is not just a problem for law enforcement, courts or victims. It affects the entire community. When impaired drivers take to the road, they not only put themselves at risk, they also put the public’s safety in jeopardy. In addition to the physical and emotional damage they inflict as a result of their careless behavior, they place a huge financial burden on the community.

December 19-22 is National Holiday Lifesavers Weekend. During this weekend, law enforcement agencies will stage a three-day crackdown on impaired drivers through the use of sobriety checkpoints and saturation patrols.

We’re asking SADD chapters to join with others across the country in this effort on Friday, December 19th, and encourage drivers to drive with their headlights on throughout the day. This effort will recognize those who have been killed or injured by impaired drivers and remind the public that alcohol and drug-related crashes are preventable.

How can SADD chapters participate in National Holiday Lifesavers Weekend?

- Ask the mayor or governing board to proclaim December 19-22 National Holiday Lifesavers Weekend.
- Develop a flyer about the weekend, highlighting Lights on for Life Day (see website below), and ask delivery services such as pizza shops, restaurants, florists, etc., to distribute these flyers with their deliveries.
- Ask bus companies, subways, cab companies and others to hang posters in their vehicles and office areas about Lights on for Life Day.

- Contact local businesses and corporations and ask them to invite their employees to participate. It is an easy, no cost way for them to support traffic safety initiatives.
- Contact all city and town employees, such as the police department, the fire department and others, and urge them to participate.
- Place notices in the mailboxes of all the staff at your local schools requesting that they also participate.
- Work with your local media outlets to raise the awareness of the general populace about the deadly consequences of impaired driving. And don't forget the financial consequences.
- Ask your local school bus company to turn their lights on to and from school.
- Also ask to hang posters in each bus so that students will know the significance of Lights on for Life Day.
- Before school ends on Thursday and again on Friday remind everyone of the day and request that they turn on their headlights.
- Contact your local law enforcement agency and offer to work with them on the sobriety checkpoints.
- Ask residents to turn on their porch lights, holiday lights and floodlights to send messages throughout the neighborhood against impaired driving.

**Websites:**

- <http://www.theiacp.org/About/Awards/NationalHolidayLifesaverWeekend/tabid/356/Default.aspx>
- <http://www.sadd.org/campaign/lights.htm>

## Greetings to Military

If you're like me, you know at least person who has dedicated themselves to serving us by joining one of the branches of military. It's a life that I could not do, and I am extremely grateful to all of the men and women who have taken up arms in protection of all of us.

My military friends/family members who are stationed overseas, or even stateside, tell me that they love to get emails and/or packages letting them know that what they are doing is appreciated. Below are several websites that can help you reach out and thank our service men/women for taking on the ultimate sacrifice on YOUR behalf.

**Websites:**

- [Instructions on Sending Mail to Service members](#) - Straight from the U.S. Postal Service
- [Adopt a Platoon](#) - Support the troops through gifts and sponsored mail.
- [A Million Thanks](#) - Collects emails and letters of appreciation for our armed forces.
- [Any Soldier](#) - Sponsor care packages to service members in Iraq.

- [Army and Air Force Exchange Services](#) - Purchase gift certificates for active and hospitalized service members.
- [Blue Star Mothers](#) - Organizes postcards to troops and care packages, and is currently petitioning Congress for reduced air fares for service members.
- [Cell Phones for Soldiers](#) - Donate your old cell phones, which pay for calling cards for our troops.
- [Commissary Gift Certificates](#) - Give the gift of groceries -- buy or donate gift certificates
- [Dogs On Deployment](#) - Foster caring pets of Soldiers who are deployed
- [K9s For Warriors](#) - Trained dogs working with Soldiers suffering from PTSD
- [Letters to Soldiers](#)
- [Operation Give](#) - Donate toys to be given to the children of Iraq.
- [Operation Gratitude](#) - Contribute to care packages sent to our service members.
- [Operation Homefront Hugs](#) - Contribute to care packages, or adopt a service member.
- [Operation Troop Aid](#) - Provide care packages for our deployed U.S. Service members.
- [Operation USO Care Package](#) - Sponsor a care package for \$25.
- [Red Cross](#) - Holiday Mail for Heroes

## Florida SADD Update

Florida SADD is funded by a grant from the Florida Department of Transportation's Safety Office, and our fiscal year runs from October 1 - September 30 each year. We are lucky enough to have been funded by them for the past decade, at least, and I'm grateful for their continued support.

As with all of us, Florida SADD has had to tighten our belts over these past several years of economic downturn, and in 2010 we lost the funding for a full staff, office space, and the purchase of promotional materials. Since then, I've been a single person office and have been doing my best to run a state-wide program on minimal funding.

Our new fiscal year resulted in less money being funded than last year, so be prepared for an extra lean year from this office. However, I'm hopeful that next year, starting October 2014, we will have more funding and I promise to maximize whatever we have with YOU in mind.

### **FDOT's Safety Office Comes Through for Us**

SADD National Conference: This past year, FDOT's Safety Office really demonstrated their commitment to Florida SADD by co-sponsoring the SADD National Conference in Orlando. They paid for many of the promotional items and programming for the conference, and also paid the way for a group of Florida SADD students and advisors to attend the conference. I cannot tell you how much I appreciate them for doing that, and am so proud to be a part of their teen safe driving programming.

- SADD National Conference Photo Album - <https://plus.google.com/photos/112449973813460617081/albums/5895297401483608337>

Drive to Save Lives Tour: They also sponsored the Drive to Save Lives Tour, featuring the wonderful Cara Filler, and together we went to ten high schools across the state. Cara's presentation captivated audiences of up to 1,500 at each school and by the end of the week I was calling her the Pied Piper because everywhere we went, she had a big crowd of teens all wanting a hug, a word, or photo with Cara. It was a true blessing to see

how she touched the lives of teens and adults alike, and I highly recommend that you book her to come to your school.

- Drive to Save Lives Photo Album - <https://plus.google.com/photos/112449973813460617081/albums/5928729914279162721>

**Florida Teen Safe Driving Coalition (FTSDC):** FDOT's Safety Office also funds the FTSDC, of which I am the lead. This year we hosted a teen Leadership Academy that was incredibly satisfying on so many levels: the teens, adults, presenters, and coalition members had a wonderful opportunity to team together to become teen safe driving prevention specialists, and we were also featured on the local TV news. Always a good thing!

- Leadership Academy Photo Album - <https://plus.google.com/photos/112449973813460617081/albums/5907558003680262033>

### State Farm Provides Amazing Support to Florida SADD

So as to be able to provide you with some funds, I applied for a State Farm grant and they awarded me \$45,000! That money is being divided into \$250 mini grants that will be mailed directly to Florida SADD advisors so that they can fund teen safe driving programs that are specific to them. Visit their excellent websites at [Celebrate My Drive](#) and [Teen Driver Safety](#).

### Florida SADD Advisor, Chapter, Campaign of the year for 2012.13

Thanks to her State Farm mini grant, Maureen Witkowski from Royal Palm Beach High School was able to fund her chapter's brilliant NTID campaign (No Texting I'm Driving). She engaged the participation of a teacher at her school to write a rap song using her lyrics; then she filmed a video using her SADD students; finally she and her students created boxes that she got donated to her from Office Depot, and gave them out to the students at her school. She and her students attended the SADD National conference where they did a workshop on their project, and gave out the boxes to attendees. Her NTID campaign got lots of local press, and resulted in her getting the 2012.13 Florida SADD Advisor, Chapter and Campaign of the year award! A hearty congratulation to Ms. Witkowski and her RPBHS SADD students for their excellence!



Maureen Witkowski receives award



Jose Soto giving Danielle the "Big" check



Principal Neer with Cara & Danielle at Monarch HS



Florida SADD and FDOT group at SADD National Conference