



Drive for Life **Awareness Activity**

Difficulty Level:
Legendary

Implementation Timeframe:
August - May

Overview:

The *Drive for Life* (D4L) program started in 2010 in response to the loss of 7 student deaths in one school year at North Marion High School. The *Drive for Life* program involves doing a series of structured monthly campaigns that culminate into a weeklong event at the end of the school year.



Event Calendar:

- August – 3D's of Driving Education and Awareness (Drunk, Drugged, Distracted)
- September – Friday Night Done Right – No Alcohol, No Dope
- October – Red Ribbon Month – Theme: *Life Is Your Journey, Travel Drug Free*
- November & December – Don't Wreck the Holidays
- January – Battle of the Belts (County-Wide Campaign)
- February – Preparations for Drive for Life Week
- March – Drive for Life Week Campaign
- April – Prom Promise & Alcohol Awareness Month
- May – Safe Grad/Safe Prom

Ways students implement their safe driving messages each month:

- Bulletin boards in the hallway
- D4L and NMHS Social Media Channels
- Morning announcements/Loud Speaker PSAs
- Lunch time engagement tables
- "Cups on the Fence"
- Half time at school sporting events
- School assemblies
- Flyers
- Canvassing the student parking lot
- Campus-wide giveaways/raffles
- Themed dress up days on campus.

Drive for Life Week:

- Monday – Host a Traffic Safety Speaker
- Tuesday – Black Out Distractions
 - Students are encouraged to dress in all black as a way to raise awareness and “Black out” distractions.
- Wednesday – Lunchtime courtyard activities
 - Car Maintenance Booth
 - Impaired Driving Simulation
 - Safe Driving Booths
 - Funeral Processional (Hearse/Funeral Scene)
- Thursday – Line Up to Sign Up Day
 - Every student signs a banner to pledge to abstain from the 3D’s of Driving.

High-Level Implementation Strategy:

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host these campaigns each month.

Step 2: Use the D4L Event Calendar as a guide, or the materials within this project box for ideas on monthly campaigns. The goal is to host one traffic safety campaign each month and end the school year with a weeklong traffic safety campaign.

Step 3: Implement at least one project each month from August-May, and report back on each one using the respective project-reporting link.

Step 4: Host your *Drive for Life Week*

Reporting Criteria - Please visit this link to report back on your outreach efforts:

<https://www.floridasadd.org/project-reporting/>

1. Did you implement this project?
2. Please list the project activities you completed each month.
3. Did you host a *Drive 4 Life Week* at the end of your school year?
4. If so, please tell us what you did each day for your weeklong awareness.

For any questions regarding this project and its implementation:

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