



U R The Key To A Safe Ride Contract Activity

Difficulty Level:

Easy

Implementation Timeframe:

Red Ribbon Week (October 23-31)

Overview:

Informed Families' Safe Homes Smart Parties campaign encourages safe driving and drug prevention during Spring celebrations, including Prom, Spring Break and Graduation. The contest will ask students and their parents to sign a contract promising to drive safely.

Purpose:

To create public awareness and accountability - and to remind students about the importance of safe driving.



Implementation of the UR The Key To A Safe Ride Contract Activity:

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host this campaign.

Step 2: Publicize the campaign on social media, student newspaper and morning announcements. Hang infographic posters at the school.

Step 3: Distribute student/parent contracts. Find a local business to donate a reward and do a random drawing for a prize for participants.

Step 4. Ask them to post their support for safe driving on social media using #URTheKeyToASafeRide

Step 5: Track your outreach

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? Yes/no
2. Estimate the number of contracts that were signed as a result of this campaign.
3. Estimate the number of total interactions that may have resulted in person or on social media. Ex: conversations in the lunchroom, morning announcements, re-tweets, and replies from other students or advocates.
- 4.

Contact:

Christine Stilwell

Program Director

Informed Families

cstilwell@informedfamilies.org