

Quit Forking Around - Put It Down

Awareness Activity

Difficulty Level:

Easy

Implementation Timeframe:

Any time (possibly during Distracted Driving Awareness Month in April)

Overview:

Forking a lawn can be quite an amusing activity. What's better than merely forking a lawn, you ask? Forking a lawn in an effort to raise awareness and save lives! This project uses forks and a highly trafficked area at your school or community center to raise awareness on distracted driving.



Purpose:

To raise awareness on the consequences of distracted driving and send a message to put down your distractions.

How to Implement:

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

Step 2: Purchase approximately 500 Forks, and a pack of file folder labels (you can get these from an office supply store). Total cost for all supplies: \$15-\$20

Step 3: Use the labels you purchased to print off a few distracted driving facts to affix to the fork's handle. Here are some examples, feel free to create your own!

- Anything that takes your eyes off the road, hands off the wheel, mind off of driving = distraction!
- You're 8X more likely to be involved in a crash when you are driving distracted.
- Each day in the US approx. 9 people are killed and more than 1K people are injured by DD crashes.

Step 4: Fork the lawn! Place your message (using the forks) to spell out "Put It Down" on a well-trafficked area of your school or community center. You can be creative with this!

After your “Put It Down” message has been up for a week, you can change the message to display the number of teens that have been killed and/or seriously injured in a distracted driving crash.

Step 5: Add a sign in front of your lawn art to name the campaign. It can say “Quit Forking Around”, or “The number of teens who we’re victims of distracted driving last year”. Just be sure to tie in “Quit Forking Around & Put It Down” into your messaging.

Step 6: Be sure to inform your audience! You can use the school’s morning announcements, make a bulletin board, or display a poster board next to your forked lawn to educate on the risks of driving distracted.

Step 7: Use social media to give your message more reach! Get clever and invent your own hashtags that relate to this activity! Be sure to mention #FLTeenSafeDriver, #Drive2N2, #QuitForkingAround #PutItDown.

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 total interactions that may have resulted in person or on social media. Ex: conversations in the lunchroom, morning announcements, retweets, replies from other students or advocates.

Contact:

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