

## **“Don’t Drive Stupid” Idea Starters to Promote Teen Driver Safety**

- Include teen driver safety messages in your daily “announcements” [http://www.nj.gov/oag/hts/downloads/HS\\_Morning\\_Ann.pdf](http://www.nj.gov/oag/hts/downloads/HS_Morning_Ann.pdf) and at school assemblies and sporting events to create a buzz about the dangers of driving “stupid.”
- Have students create and produce a 15- or 30-second public service announcement (PSA) that can be aired on school-based television, radio stations and websites, or as part of morning announcements. Use the enclosed fact sheet and sample announcements as a foundation for creating the scripts. Hold a contest for the best PSA, unveil the winner at an “Academy Awards”-style assembly and give prizes supplied by local merchants (i.e., gift cards for food, gas, movies, cell phone minutes) to the winners.
- “Don’t Drive Stupid” posters (20” x 30”) and indoor/outdoor banners (72” x 40”) are available at no cost from the Division for display at school sporting events and other activities, as well as in classrooms, hallways, cafeterias, and main entryways.
- Place a public service ad in your school newspaper by using the “Don’t Drive Stupid” artwork. Consider personalizing the ads by including comments from students discussing how they’ve made safety behind the wheel cool.
- Encourage students to further publicize the campaign in your school’s newspaper through articles quoting local law enforcement officials, students and teachers. Check out the “NJ Young Driver” report on the Division website [www.nj.gov/oag/hts/downloads/NJ-Young-Drivers-2007.pdf](http://www.nj.gov/oag/hts/downloads/NJ-Young-Drivers-2007.pdf) for specific data about teen driver crashes in the communities served by your school.
- Conduct a seat belt observational survey in your school parking lot to assess belt usage by students, teachers and parents. Report on the results via your school newspaper, websites and e-blasts. Include information about the lifesaving value of seat belts and the requirement that all teens holding a Graduated Driver License (GDL), along with their passengers, buckle-up.

- Have student newspaper “journalists” develop Q& A columns and op-ed pieces supporting safe teen driving for the school newspaper, as well as for publication in the weekly newspaper serving your community.
- Encourage student council representatives, Key Club members and student athletes to become peer counselors for teen driver safety. Incorporate teen driver safety into student activities and service learning projects.
- Encourage coaches, club advisors and administrators to join in the initiative by including a safe driving requirement in their student code of conduct (i.e., “I will drive safely and in compliance with New Jersey’s Graduated Driver License and traffic safety laws when traveling to and from school and all school-related events”) and consequences for failing to abide by this code.
- Use the “Facts About Teen Driving” one-pager [http://www.nj.gov/oag/hts/downloads/Teen\\_Driving\\_Fact\\_Sheet.pdf](http://www.nj.gov/oag/hts/downloads/Teen_Driving_Fact_Sheet.pdf) to initiate teen-lead discussions in driver education, health and physical education classes focusing on teen driver safety as a public health risk. (Remember, it’s the number killer of teens!)
- Check out the National Organization for Youth Safety (NOYS) website for idea starters, free downloads, contests and more: [www.noys.org](http://www.noys.org) .
- Invite students to create a bumper sticker with a simple safe driving message and hold a contest for the best message/design. Work with a local printer to reproduce the winner for distribution to students, parents and teachers as well as through local driving schools.
- Encourage students in music classes or drama clubs to create music videos and skits designed to promote safe driving and the consequences of “driving stupid.” Present these at an assembly that’s tied to prom and graduation season. In-classroom discussions can follow the assembly, providing a forum for dialogue on the messages conveyed through the presentations.
- Include a link on the school website to [www.ugotbrains.com](http://www.ugotbrains.com), a site developed exclusively for teens to promote the dangers of driving stupid. Promote the site through the student newspaper; radio and TV station; driver education and health and PE classes; e-blasts; and parent meetings.