



## High School Ideas to Promote Safe Driving & Passenger Safety during the Holidays

### Campaign Social Media Focus:

Encourage students to post pictures on social media enjoying the holidays with family and friends and use **#TisTheSeasonToStayAlive**. In addition to posting the pictures and hashtag, ask students to share safe celebration/ safe driving messages to help remind their peers throughout winter break to keep the holidays alive by celebrating safely and responsibly.

### Activity Ideas:

- Make holiday safe driving and passenger safety announcements. Remind students the goal is to see everyone safely back at school after the holidays.
- Organize a pledge-signing event using the pledge banner or design a pledge wall to encourage friends and loved ones to “Steer into the New Year - Buckle Up & Drive Safely.”
- Pass out the “Drive Safely” Phone Stand & Screen Cleaner Combo Key Chain to students who sign the pledge banner.
- On a cold day, remove ice from a friend’s car and leave a tip card on his/her windshield.
- Make a yard sign using the campaign message and post it in your yard.
- Host an ugly sweater contest with safe driving messages on the sweaters.
- Organize a White Out (a day when everyone wears white) during a home sports game, to encourage support for driving safely, buckling up, and celebrating without drugs and/or alcohol during the holidays.
- Make winter driving tip cards and hand them out in the school parking lot as the students leave for the holidays. Attach a candy cane or other candy to show that being safe is sweet.
- Make posters to place on cars in the parking lot as a reminder for students to drive safely and responsibly during the holidays.
- Organize a holiday locker design contest using the campaign theme. Ask businesses to donate prizes for the winners and give each participant a “Drive Safely” Phone Stand & Screen Cleaner Combo Key Chain.
- Dress up in a holiday or traffic safety themed costume and give a school-wide presentation
  - ✓ Discuss celebrating safely without alcohol and/or drugs and making good decisions.
  - ✓ Discuss the winter driving tips for driving safely in snow and ice.
- Have a holiday safe driving and passenger safety poster contest or T-shirt contest.
- Decorate the school bulletin board with holiday safe driving and passenger safety messages.
- Put a new holiday safe celebration tip or safe driving tip on the school marquee daily (you can also ask local businesses to do this on their marquee boards!).
- Participate in the local holiday parade. Use the campaign theme for your floats, signs, banners, etc.
- Emphasize to students they can celebrate substance free and still have fun. Remind everyone to buckle up and slow down during the holidays as speed is the top factor in teen crashes! Also, remember – Virginia has a Zero Tolerance Law. If you drink and you are under the age of 21 – You lose!
- Be creative, have fun, and come up with your own ideas.

**IMPORTANT FOLLOW UP** – Remember to thank students for driving responsibly, buckling up, and “Steering Safely into the New Year” when they return from winter break! School announcements, social media messages, signs, etc. are all good ways to celebrate everyone arriving safely back to school in 2019!