

## **DRIVE SOBER 100% Summary**

The mission of Georgetown District High School's DRIVE SOBER 100% program is to raise awareness of the dangers of driving distracted. 100% focus will prevent harmful injury or death caused by the act of driving recklessly. Georgetown is a rural isolated community where there is no public transit and many students drive. Our school has been touched with the car related deaths of several students. This topic is enormously important to our staff and student body.

To deliver our message we chose events that would impact our student body as well as get our message spread throughout the community.

Our first event in September was the "Students Choice Award" at the local weekly car show. We set up our display on September 17<sup>th</sup> at the show and spoke to entrants and spectators regarding our project and our plans to award a trophy to the vehicle selected teen favourite. Throughout the week we made announcements at our school and Christ the King, the other high school in town. We invited students to come out and vote for the vehicle that they liked the most at the car show. The show on the 24<sup>th</sup> had the best turnout of show vehicles ever. When the number surpassed 200, entrants had to be turned away due to lack of space. The trophy was awarded to Neil Mols who was a recent graduate from CTK.

During October we designed our logo. We used this logo on our colour handouts, t shirts and we made hundreds of buttons which incorporated our drive sober 100% logo and the Project Ignition logo. We had the local paper take our picture at the State Farm cheque presentation. The cheque was presented at a school spirit assembly and was attended by over 700 students. We made morning announcements which integrated our message and teen driving facts. We had a pledge wall and students were invited to sign one of our safe driving pledges. The winner, drawn at random received a Bluetooth headset which was awarded on October 26<sup>th</sup>, the day in which Ontario's new distracted driving laws came into effect.

November was huge for us. On the 19<sup>th</sup> we had "Teen Driving Safety Day". In the cafeteria from 10:00 until 2:00 we had an interactive driving simulator which took students through real life driving situations. Students were given a cell phone and script to text while driving. Project Ignition students acted as distractions. A display was set up by 2 local State Farm agents to answer questions regarding insurance. Halton Regional Police also had a display targeting distractions, drinking and the new driving laws. These officers set up a RIDE stop at the simulator and pulled over several students.. Halton Hills Fire Department did a extrication demonstration in our auto shop and used the Jaws of Life to dismantle a Volkswagen. They removed the doors, cut off the roof and

did a dash roll to show how they would remove an accident victim if they were pinned under the steering wheel. This event was a complete success and spread our message right through the entire school. We also created a DRIVE SOBER 100% car to carry our members in the local Santa Claus parade. Although we were not allowed to hand out buttons and flyers as planned, we were very well received by the community along the parade route.

We are now passing the message through flyers and buttons which are given to members of visiting sports teams.

## **DRIVE SOBER 100% Project Results**

### **Students Choice Award Car Show**

A record amount of entrants showed up to be involved in the event. An overflow area was created and vehicles still had to be turned away due to lack of space.

We handed out over 100 ballots to students from both schools. After tallying, the 1974 Chevrolet Longhorn belonging to Neil Mols had received 18 votes and was awarded the trophy.

### **Pledge Wall**

Students signed one of 5 pledges.

I pledge: "Not to distract the driver when I'm a passenger in a vehicle." "To wear a seat belt when in a vehicle." "Not to use my cell phone while driving." "Not to speed or encourage speeding when in a vehicle." "Not to drive or ride in a vehicle when the driver has been drinking or using drugs."

318 students signed the wall over a period of 2 lunches.

### **Teen Driving Safety Day**

Throughout the day, there were over 200 students driving the simulator.

When driving and texting students hit pedestrians, drove past school buses with lights on, drove through intersections into oncoming traffic and hit animals running onto the road. Very few students were able to complete a simulation drive without accident when texting or being distracted.

The Halton Regional Police display was very successful. The officers were very approachable and enjoyed the day. As well as discussing the law, they made an impact on students which helps to remove the walls between police and teens.

State Farm agents had to defend insurance premiums for teens and were kept very busy.

The fire department demonstration was well attended and students in the halls still talk about "the jaws".

### **Santa Claus Parade**

Our car was painted silver, with red flames, sported the Smartrisk logo and was decorated with pine boughs and ribbon for Christmas. We had hoped to hand out flyers and buttons; however the parade organizers don't allow crowd contact due to an accident several years ago. Our members rode in the car behind the school float and school band. Our school received the community spirit award.

Our DRIVE SOBER 100% project raised awareness of teen driving issues to students in both high schools in Georgetown. We had a large community presence and our message was viewed by thousands in the community. Members were engaged in school and community events, a first time for most of us. We had our message in local papers, school newsletters and will be in the yearbook. We will remain together as a Smartrisk team and carry on the important work of keeping teens safe.

### **DRIVE SOBER 100% Learning Objectives**

#### **Grade 11 and 12 Journalism:**

Objective- The Journalism application will be in the form of a semester-long project where a team attends all events, recording and interviewing participants. This Journalism project will also provide a unique look at the reaction of students and community members over the course of the program.

Results- Journalism students photographed participants and members at all events. They also interviewed police and fire officials. Journalism students added this information to our school newsletter and will be doing an article on our Drive Sober 100% project in our school yearbook.

#### **Grade 10, 11 and 12 Communications Technology:**

Objective-Grade 10 students will be invited to design a logo for our Drive Sober 100% project. Grade 11 and 12 students will be asked to create a video from the footage that has been captured at each event.

Results- Our logo was designed and incorporated onto t shirts and buttons. The senior students created the project video.

#### **Grade 11 and 12 Transportation Technology**

Objective- The integration with the Transportation Technology classes will allow students to debate the recently legislated ban on cell phone use while driving. It will force them to look at the realities of driving while distracted, as well as contemplate whether other activities i.e. (loud music, boisterous friends and strong emotions) would have the same effect.

Results- Auto students interviewed local police officers and compiled information regarding Ontario's new distracted driving laws. They also watched a power point on legal and unlawful vehicle modifications. These students also researched teen driving statistics regarding distractions and prepared the two vehicles which were used in the project, a Volkswagen for the extrication demonstration and a Taurus for the parade.

### **DRIVE SOBER 100% Key Learning**

#### **What worked –**

Everything!!!! We engaged our school population and brought to light an important and timely topic.

We had a large presence in the community and involved organizations which had no previous ties to the school.

We strengthened our bond with local emergency services by having the police and fire departments come into the school on a casual basis.

The winner of the car show trophy was a recent graduate of Christ the King high school. There is a natural rivalry between the two schools. The car show brought driving issues for the students of both schools together at a community event with a common goal.

We involved different areas in the school. Georgetown District High School is a large school with a much diversified academic population. Our technical department is the largest department in the school. We also have large, music, drama, and athletic departments. Many of our students never cross paths (academic and essential learners). This project brought these students together working as a team to create our campaign. It also brought a new personal respect for the team members; most of the students involved with this project

have never been involved in any extracurricular activities. These students are non-traditional leaders and were drawn into a frontline leadership role.

### **What would we change –**

We would have a larger group. The burden was immense on everyone involved. We picked up members as the year progressed.

As this was the first time Canadian schools were involved in Project Ignition, we got off to a late start. It was difficult to confirm commitments from local agencies on short notice. When we compete again, we will begin planning much earlier.

We would arrange a standard time to meet that was agreeable to everyone. Getting together was difficult.

*Thank you to State Farm Insurance for the financing to allow us to deal with this topic in a fun and professional manner!*

### **DRIVE SOBER 100% Team Members**

**Bryan Robinson:** Teacher advisor of Project Ignition.

**Chelsea Franela:** Grade 12 student. Original Smartrisk member. Helped at car show, teen driving safety day and is in charge of video production. Organized button making and poster campaigns.

**Samantha Payne:** Grade 11 student. Participated in car show, pledge wall, teen driving safety day and rode in parade car.

**Justin Beeso:** Grade 11 student. Participated in car show, pledge wall, teen driving safety day and rode in parade car.

**Jessica McGuin:** Grade 11 student. Helped with pledge wall, teen driving safety day and rode in parade car.

**Connor Gunn:** Grade 11 student. Helped with pledge wall, teen driving safety day and rode in parade car.

**Todd Newman:** Grade 11 student. Helped with pledge wall and teen driving safety day.