



EMPOWER. ENGAGE. MOBILIZE. CHANGE.

MOBILIZATION GUIDE

NATIONAL TEEN DRIVER SAFETY WEEK 2021

A photograph of a young woman with dark hair, smiling and looking towards the camera while driving a car. The image is overlaid with a semi-transparent purple filter. The car's interior, including the steering wheel and dashboard, is visible.

Programs designed to mobilize teen traffic safety initiatives in your school & community

SO I WANT TO GET INVOLVED WITH SADD...



NOW WHAT?

SADD works to empower teens, engage parents, mobilize communities, & change lives around the issues of traffic safety, substance abuse, & personal health & safety. We do this through a vibrant network of school & community based programs. So, how do you get involved?



1 Head to **SADD.org**

On the SADD Website, you'll find the basics of SADD. Our history. What we do. All of our programs and materials are located in the SADD Portal, our one-stop-shop for all things SADD. Visit [SADD.org/states](https://www.sadd.org/states) to connect with your State Coordinator for assistance and resources to help you get started.

2 Get Your Team Together

Gather together a group of caring students who want to make a change. This is your chapter. Find a caring adult. This is your advisor. Make sure you get permission from your school or organization administration, as every chapter is required to be affiliated with a school or community group.

3 Register in the SADD Portal

Every chapter is asked to be registered in the SADD Portal. When you're getting started, register your chapter on the SADD website. Visit [SADD.org](https://www.sadd.org), click resources, and register your chapter. List your members and advisors and make sure you submit those through the system.

4 Get Busy

In the portal, you'll find tons of resources and materials to help your chapter make change. SADD hosts numerous contests and events that offer free prizes and funds to support your chapter. You'll find more information in the Chapter Manual too.

5 Contact & Report Back

We LOVE to celebrate the great work you're doing. Check-in with your State Coordinator. You can find contact information for your coordinator here or by clicking on the "State" icon in the banner on the SADD Website.

PASSPORT TO SAFE DRIVING

SADD and The National Road Safety Foundation have teamed up to bring you the #DrivingSkills101 Passport to Safe Driving Toolkit. This resource contains valuable information and tips to help teen drivers and their parents/guardians learn proper driver safety.

[Click here for the full toolkit!](#)



PSA CHALLENGE

2022 THEME: Marijuana Impaired Driving, DEADLINE: 1/31/22, GRAND PRIZE: \$2,500

CHALLENGE OPENS OCTOBER 18TH, 2021

For details, visit SADD.org/ContestsAndScholarships

WEED OUT



IMPAIRED DRIVING

#DRIVINGSKILLS101 PSA CHALLENGE



Calling all teen drivers: this opportunity is for YOU! SADD, in partnership with The National Road Safety Foundation (NRSF), wants to hear how you Weed Out Impaired Driving. You may be wondering, what can I do? The answer is easy. Read the directions below, create your video, and send in your entry!

More states have passed laws to legalize marijuana and you may be unsure of the safety of marijuana use and driving. No level of marijuana use is acceptable for young drivers, even in states where it is legal. It is illegal and unsafe for teens to drive high, just like it is illegal and unsafe to drink and drive. Driving under the influence of marijuana is impaired driving.

What do you think teens and their parents need to know about marijuana and driving? How can we prevent teens from using marijuana and driving, especially in states where marijuana is legal. We want to hear from you on how we navigate this challenge.

To participate in #DrivingSkills101, submit a video telling us your idea for a PSA on marijuana-impaired driving. This is a simple video illustrating your ideas and/or the key facts we should highlight to prevent teens from using marijuana and driving.

ENTRY DEADLINE: JANUARY 31, 2022

HOW TO ENTER

Create a two-minute or less video telling us your idea for a PSA on the dangers of marijuana-impaired driving. NOTE: Your video is NOT the actual PSA, just your idea. Upload your video to YouTube and complete the online application [found here](#). Applications received without the video will be disqualified.

ELIGIBILITY

- High School students ages 14-19 are eligible to participate.
- You and/or everyone on your team must be registered SADD members in the SADD Portal.
- All submissions must be videos.
- More than one team or individual may apply from a school, but a student may only be on one team or submit one individual entry.
- All entries must be original, youth-created, and content-appropriate.
- Remember, SADD and NRSF do not permit distracted driving. If you are taping the PSA in your car make sure the car isn't moving.

You must submit the online entry form along with the YouTube link to your video to be entered to win. All winners' submissions will be recognized at the 2022 SADD National Conference in New Orleans.

NOTE: NRSF and SADD will not be responsible for any technical, computer, network, typographical, human, or other error, malfunction, or problem in connection with the contest.

SADD does not permit distracted driving. Please do not record your video submission in a moving vehicle.

JUDGING

A panel of SADD and NRSF representatives will judge the entries. Videos will be judged solely on your idea and enthusiasm, not the video quality. The winner will be chosen from the top ten submissions.

VIDEO SUBMISSION TIPS

- Have a quiet place to tape the video without distractions.
- Speak slowly and clearly on the video.
- Record your video with your camera horizontal, not upright.
- Review your video before submitting it to make sure it works.

Here are some additional questions to answer when thinking about your idea.

- Who is your target audience?
- How do you plan to get your school and community involved in your PSA?
- How do you plan on sharing this PSA with your school and community?
- Why is this contest important to you?
- How do you plan on getting your message across?

PRIZES!

- One lucky chapter will win an additional \$2,500 and the opportunity to have your PSA idea professionally produced by an Emmy-winning producer and broadcast on over 150 TV stations nationwide.
- The top ten chapter finalists will each win \$250.



QUESTIONS?

Contact Elizabeth Vermette at evermette@sadd.org



**Many thanks to the National Road Safety Foundation
for sponsoring this contest for SADD members!**

ENTRY DEADLINE: JANUARY 31, 2022

WEED OUT



IMPAIRED DRIVING

#DRIVINGSKILLS101 PSA CHALLENGE

FACTS ABOUT

MARIJUANA-IMPAIRED DRIVING

While laboratory studies of people with THC in their bloodstream do not support significant impairment on single tasks, such as memory, addition, or subtraction, there may be more significant impact on multitasking and handling unexpected events (which are critical components of safe driving):

- Marijuana use impairs cognitive abilities necessary for safe driving, including reaction time, road lane-tracking ability, and attention maintenance.
- Marijuana can slow reaction time and the ability to make decisions.
- Marijuana can impair coordination, distort perception, and lead to memory loss and difficulty with problem-solving.
- Marijuana use can have long-term effects for teens and young adults on brain development. Neurodevelopment continues until at least the early or mid-20s, and marijuana use impacts how connections are formed within the brain.
- In 2017, 49% of drivers ages 14-18 who currently use marijuana engaged in driving after using marijuana.
- Too many teens and their parents don't know the facts about marijuana and driving.
 - In a 2017 SADD/Liberty Mutual Survey, 33% of teens and 27% of their parents surveyed thought it was legal to drive under the influence of marijuana in states where marijuana is legal to use.
 - While the SADD/Liberty Mutual survey found that 93 percent of parents think driving under the influence of alcohol is dangerous, only 76 percent feel that driving under the influence of marijuana is dangerous.
- In a 2020 article in the Journal of American Medical Association, researchers found that almost half (48.8%) of teen drivers who currently use marijuana reported driving after using marijuana (DAUM). They also found that the prevalence of DAUM (12.7%) was more than double the prevalence of drinking and driving (5.0%), perhaps reflecting teens' perception that DAUM is less dangerous and more acceptable than driving after using alcohol.

SOURCES:

- LI LI, M. S. (2020, DECEMBER 23). ANALYSIS OF US TEEN DRIVING AFTER USING MARIJUANA, 2017. JAMA NETWORK OPEN. [HTTPS://JAMANETWORK.COM/JOURNALS/JAMANETWORKOPEN/FULLARTICLE/2774456](https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2774456).
- [HTTPS://INJURY.RESEARCH.CHOP.EDU/BLOG/POSTS/DISCUSSING-IMPACT-MARIJUANA-DRIVING](https://injury.research.chop.edu/blog/posts/discussing-impact-marijuana-driving)
- WEED OUT THE CONFUSION: ONE-THIRD OF TEENS THINK DRIVING UNDER THE INFLUENCE OF MARIJUANA IS LEGAL IN STATES WHERE RECREATIONAL USE BY ADULTS IS PERMITTED. LMG. (N.D.). [HTTPS://WWW.LIBERTYMUTUALGROUP.COM/ABOUT-LM/NEWS/ARTICLES/WEED-OUT-CONFUSION-ONE-THIRD-TEENS-THINK-DRIVING-UNDER-INFLUENCE-MARIJUANA-LEGAL-STATES-WHERE-RECREATIONAL-USE-ADULTS-PERMITTED](https://www.libertymutualgroup.com/about-lm/news/articles/weed-out-confusion-one-third-teens-think-driving-under-influence-marijuana-legal-states-where-recreational-use-adults-permitted).
- LI L, HU G, SCHWEBEL DC, ZHU M. ANALYSIS OF US TEEN DRIVING AFTER USING MARIJUANA, 2017. JAMA NETW OPEN. 2020;3(12):E2030473. DOI:10.1001/JAMANETWORKOPEN.2020.30473



ROCK THE BELT



FACT!

**Wearing seat belts can reduce risk of fatal injury in a crash by 45% - NHTSA
Yet, in 2019, 43% of high school passengers did not always buckle up - CDC**

QUICK CLICK CHALLENGE

Host a fun team relay competition to encourage seat belt use in all seats of the vehicle on every ride and see how quick you can click it!

SEAT BELT SURVEY

See how safe your community is by taking a seat belt survey. Take note of all drivers entering and exiting your test area and how many are belted!

SEAT BELT SELFIES

In a PARKED car, take a selfie with your seatbelt on, share on your personal or organizational social media accounts using **#RockTheBelt**.

CHALK THE WALK SEAT BELT FASTEN SHOW DECORATING CONTEST

...AND MORE

Part of being an advocate for youth health and safety is being a good role model. Help encourage seat belt use with SADD's #RockTheBelt. Through awareness and positive influence, we will encourage seat belt use to save lives!

Activities are perfect for students, individuals, and organizations dedicated to health and safety.



@SADDNation

NOTE: Students, talk to your parents/guardians about social media and ensure you and your family are comfortable sharing your photo online. Thank you.

VIEW THE TOOLKIT!



INCREASING COMPLIANCE OF GDL

In partnership with NHTSA, we're pleased to share a new SADD program called Increasing Compliance of GDL Laws through Education and Outreach. This program uses peer-to-peer based prevention strategies to engage students, parents, law enforcement, and schools about the importance of following graduated driver licensing laws (GDL). These systems only work if they are being used by parents and teens and enforced by police. For this reason, there is a toolkit available for SADD students and advisors, parents, law enforcement, and school administrators.





SADD + STATE FARM®

TEAMING UP TO TACKLE TEEN TRAFFIC FATALITIES THROUGH PARENT EDUCATION

**Parent #RoadTripTip
Video Series**

**Parent Pit Stops
Video Series**

**VIEW THE PLAYLIST ON
FACEBOOK!**



These video series were created in partnership by SADD and State Farm® to engage parents across the country with the information they need to keep their new driver safe, while showing the commitment of State Farm® to the health and safety of young people.





END DISTRACTED DRIVING AND DISTRACTED LIVING

THROUGH PEER-TO-PEER EDUCATION

LAUNCH TLLM

GET STARTED
WITH THE
PLEDGE



A pledge event has two goals:

1. Educate your community on the dangers of distracted driving and consequences of distracted living
2. Inspire folks to take the pledge to never drive distracted

I, _____,
PLEDGE TO NEVER TEXT, POST, STREAM, OR ENGAGE
IN ANY FORM OF DIGITAL DISTRACTION BEHIND THE
WHEEL. I TAKE THIS PLEDGE TO SAVE LIVES,
PREVENT TRAGIC CRASHES, AND MAKE THE ROADS
SAFE FOR EVERYONE. I PLEDGE TO STEP OUT FROM
BEHIND MY SCREEN AND LIVE MORE EVERY DAY.

TEXTLESS
LIVES MORE

START TODAY!

EMAIL [INFO@TEXTLESS
LIVEMORE.ORG](mailto:INFO@TEXTLESSLIVEMORE.ORG)

40 WAYS TO LIVE MORE FOR SADD'S 40TH BIRTHDAY

PHYSICAL WELLNESS

1. Take a break from working at your desk to check your tech neck.
2. Learn a TikTok dance with your friends.
3. Cook a nourishing meal for your family using a recipe you've never tried before.
4. Create a household step challenge in your home; the person with the most steps gets to choose a chore for the person with the least!
5. Try out a new sport or activity as a family, like frisbee, skateboarding, or badminton.
6. Visit a local farm or farmers market to pick up some delicious seasonal produce.

EMOTIONAL WELLNESS

7. In a notebook or journal, write down three things you are grateful for today.
8. Participate in the TextLess Live More monthly GetLiving Initiative with your family.
9. Take the Enneagram Test with your friends or family and compare personality types. Discuss how this affects your relationships.
10. Make a collaborative mood playlist with friends, listen to it together, and discuss.
11. Write a surprise love note to a friend or family member.
12. Find a quiet space, set a timer for 5 minutes, and practice the art of doing nothing and calming your mind.

ENVIRONMENTAL WELLNESS

13. Take a 5-minute break to step outside and soak up the sun.
14. Grab a couple of pairs of gloves and a friend or two and go for a walk in your neighborhood to enjoy some sunshine and collect any litter you see on the ground.
15. Volunteer with nearby State and National Parks.
16. Plan an excursion with your family to a favorite local place that makes you feel connected to nature. Rotate with who gets to choose the destination throughout the summer!
17. Incorporate a daily walk around your neighborhood into your everyday routine.
18. Invite your friends over to decorate reusable water bottles and commit to always using it instead of buying plastic bottles! Make it a challenge - hold each other accountable if you don't see your friends with their bottle!

SPIRITUAL WELLNESS

19. Try a 5-minute meditation, either on your own or with one of many amazing free guides.
20. Read a passage from your spiritual text of choice aloud after dinner with your family. Discuss why it is meaningful to you.
21. Enjoy a free online yoga class with friends. Bonus points if you do it outside!
22. Pause and think of 5 things you are grateful for.
23. Find a meaningful quote that inspires, calms, and resonates with you, and repeat it whenever you feel overwhelmed.
24. Take a moment to acknowledge and appreciate the sunset or sunrise.

SOCIAL WELLNESS

25. Share a screen-free meal with your family and friends.
26. Set up a game night, either virtually or in person.
27. Plan a phone-free picnic or BBQ for members of your community to connect and enjoy some quality time together.
28. Next time you are texting back and forth with a friend, call them instead and have a real conversation.
29. Play the phone game when you go out to eat - everybody puts their phone at the center of the table for the entire meal and whoever grabs it first has to pay!
30. Have lunch with or sit with someone you don't normally hang out with.

INTELLECTUAL WELLNESS

31. Leave your phone and computer in another room while you read or listen to a book.
32. Pick a topic that interests your entire family and listen to a podcast about it together. Discuss your thoughts over dinner.
33. Create a quiet, productive study space with as few devices as possible, and set a timer for 25 minutes of uninterrupted work, followed by a 5 minute break. This is called the Pomodoro Technique.
34. Commit to learning one new word or fact every day. At the end of each day, share what you've learned with your friends and family and invite them to join you. You'll be surprised at the different things people discover during the day!
35. Do something outside of your comfort zone, whether that's exploring a new area of town, going to a museum, or just striking up a conversation with someone you don't know very well who maybe doesn't look like you or who runs in a different circle than you.

DIGITAL WELLNESS

36. Become a TextLess Live More Trainer using our virtual certification program.
37. Have a Screen Time Contest with your friends! Whoever can most drastically reduce their screen time in a week gets to pick a weekend activity or meal. Your phone tracks your screen time so bust out those receipts!
38. Host a Netflix watch party to watch The Social Dilemma with your SADD chapter. Discuss as a group!
39. Start to notice when you find yourself aimlessly scrolling on your phone. The first step is recognizing your habits -- then you can start changing them!
40. Go phone-free for the entire day once a month. Surprise yourself. Take a break from constant communication. Focus on yourself. Live in the moment. Live more.