

Teen-to-Teen Safe Driving Campaign

2020-2021 School Year Entry Form

Purpose of the Contest: To engage youth in leading and participating in a student-led campaign promoting distracted driving awareness that produces measurable results by using positive messages to help teens make safe driving decisions.

Eligibility: Open to all high schools in **California** who submit this form by **January 13, 2021**.

Campaign Kick-off Date: **January 20, 2021**.

Prizes: Safety Center will send checks to each of the winning schools with Safe Driving Campaigns by **May 1, 2021**. Three first place winning schools will receive \$750. Three second place winning schools will receive \$500. Three third place winning schools will receive \$250. **Additional prizes will be awarded to schools receiving Honorable Mentions for their campaign activities.**

Contest Deadlines: The Teen to Teen Safe Driving Campaign Entry Deadline is **January 13, 2021**. We recommend completing your campaign activities by your school's Spring Break so that you can have time to analyze results, reflect on your campaign, and submit all requirements by the Final Contest Submission Deadline on **April 14, 2021**.

Final Submission Requirements: In order to be eligible for the contest prizes, campaign leaders must submit a Teen to Teen Safe Driving Campaign Entry Form, an Action Plan with campaign results including Pre- and Post- surveys, and the Final Report to teensafedriver@safetycenter.org by 5:00 p.m. on **April 14, 2021**.

Judging: Prizes will be awarded at the sole discretion of the Safety Center Teen Safe Driving Campaign Awards Committee. Judging criteria includes, but is not limited to:

- How many teens hear the safe driving message and participate in activities
- Parent/guardian involvement, media, outreach, activities and community awareness.
- Survey results showing the campaign helped teens to make safe driving decisions.
- Print and social media exposure mentioning **Safety Center and The Allstate Foundation**.
- Campaign activities posted on the Teen Safe Driving Campaign's social media pages.

Submission of an entry to this contest gives sponsors the right to use ideas in whole or in part for educational material or promotional material on social media and websites.



School Information:

Student Leader(s): _____ Email: _____

Faculty Advisor(s): _____ Email: _____

School Name: _____ Phone Number: _____

Address: _____ Town/City: _____ Zip Code: _____

Number of Students at School: _____ Number of Students Leading Campaign: _____

The Contest Entry Deadline is January 13, 2021. Put Teen to Teen Safe Driving Campaign in the email subject line and send to teensafedriver@safetycenter.org.