

North Star Traffic Safety Month

One Month of Exploration, Education, and Empowerment

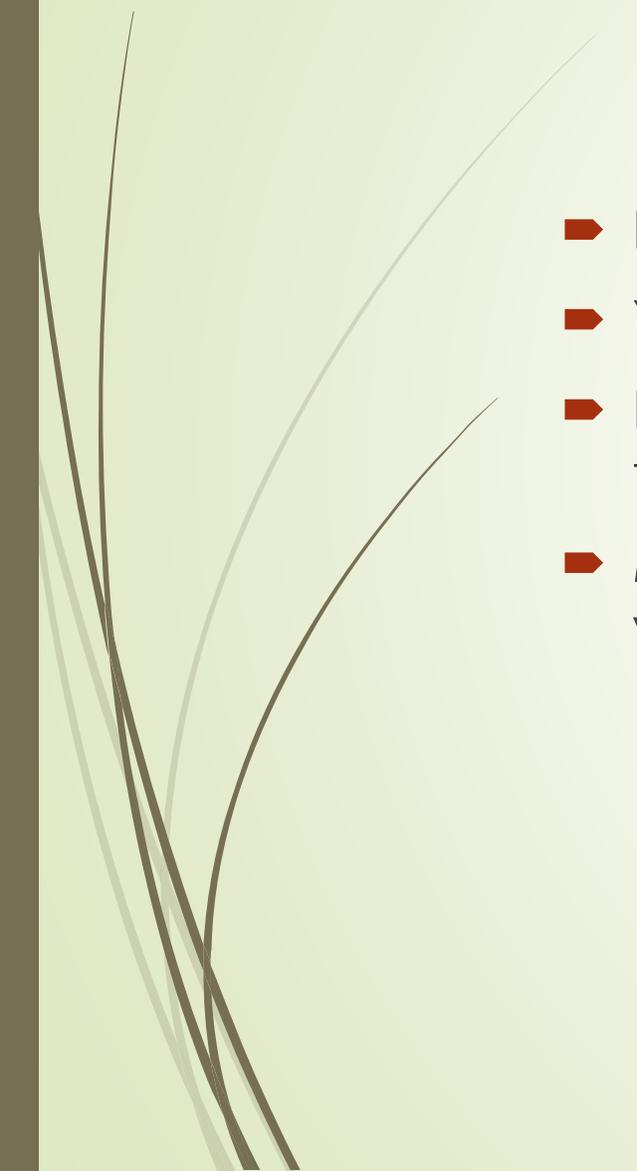


North Star Facts:

- ▶ Consolidated School with students from 6 communities along the Hi-Line
- ▶ 179 students in grades K-12
- ▶ North Star FCCLA has 12 members
- ▶ Many students & staff travel over 75 miles to and from school each day
- ▶ Observed important habits like seatbelt use were not always followed
- ▶ Needed a project to address use of seatbelts, impaired, distracted and drowsy driving for:
 - ▶ Elementary Students
 - ▶ Our Peers
 - ▶ Adults in our Communities



Identify Concerns



- Lack of seatbelt use by drivers in our communities
- Younger students being a distraction to bus drivers
- Bad habits being formed by young drivers as they help out on the farms and ranches where rules of the road are not always followed
- Most drivers in our area drive between 35,000 and 40,000 miles a year just to get to school, work and “town” for basic necessities.

Our Goal

- Over the course of one month, we will educate the children, our peers and community members about the importance of safe driving habits by creating a project that addressed multiple aspects of traffic safety including passenger safety, seatbelt use, impaired, distracted and drowsy driving.



Form a Plan

- ▶ North Star FCCLA will designate Mid-January through Mid-February as Traffic Safety Month. Each week will have a different theme and/or activity designed to educate our community about the importance of safe driving habits.
- ▶ Weeks 1-5 North Star Middle and High School students will receive messages on their lockers to create awareness of traffic safety issues
- ▶ Week 3 – Elementary students will have 2 - 90 minute workshops to address issues brought up by their teachers and observations made by FCCLA members
- ▶ Week 4 – Middle and High School students will participate in an all school assembly where FCCLA members will educate groups of students by having them participate in activities to inform them about the statistics they have seen on their lockers.
- ▶ Weeks 4 & 5 – Members will be at basketball games with neighboring communities to ask the crowds to sign their banner about reasons to always buckle up. The program will have inserts to explain our project.
- ▶ Members will utilize social media to further inform the community and ask for support of their project.

Act

➤ Elementary Students:

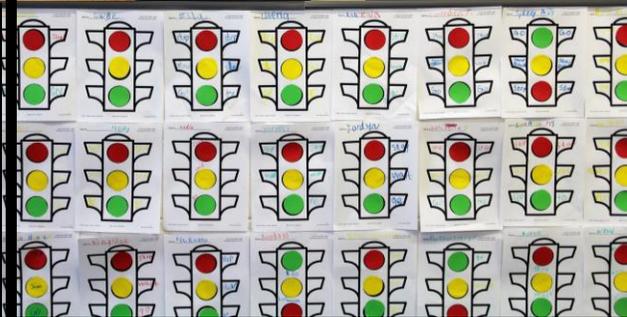
➤ **Grades K-3:**

- Primary Concern was passenger safety and personal awareness.
- Lessons focused on not being a distraction to drivers and being aware of surroundings as a pedestrian.
- Major components were a bus riding scenario, creating traffic lights and sharing the road with others – bike safety and awareness of personal safety when navigating traffic on the road.

➤ **Grades 4-6:**

- Primary Concern was Texting & Driving and seatbelt use
- Activities to illustrate how cognitive brain function is challenged when drivers take their eyes off the road

Lower Elementary



Students worked with FCCLA members on bus riding safety, meaning of traffic signs and why using seatbelts is essential.

Upper Elementary



Bumper stickers and challenges kept students busy and learning.

In all, 87 elementary students were reached.



Upper Elementary Students

Middle and High School

- ▶ Car Crashes are the leading cause of death among American teenagers
- ▶ Our peers need to understand the different components of traffic safety and learn to think of driving as a privilege and responsibility
- ▶ Changing habits takes time. Each week, for 5 weeks, every student 7-12 will have a post card placed in a clip on their locker with traffic statistics about a traffic safety concern. More information on the issues will be included in the daily school bulletin sent to each student.
- ▶ Week 4 – the 92 Middle and High School students gathered in the gym for an all school assembly where FCCLA members will provide education and challenges to illustrate the different traffic safety concerns that affect teen drivers.
- ▶ During the month, members created a Facebook page and Instagram to share pictures and messages. A video of our activities was created by a chapter member and loaded to YouTube.

Middle and High School Assembly





Middle and High School students worked together in 9 groups of 10 students to rotate through the stations to learn more and try each of the challenges. In the end, students signed the seatbelt banner and evaluated what they had learned.





Our Communities

- ▶ Adults in our communities drive an average of 35,000-40,000 miles each year to get to and from school, work and shop for necessities like groceries and medical appointments.
- ▶ Most of our students learn to drive from their parents and look to them as role models for driving habits.
- ▶ We have students who ride an hour or more each day to get to school or go to town for essentials with the adults in their lives.
- ▶ It is important for adults to model good driving habits to protect not only themselves, but also their children.
- ▶ We need to get our traffic safety message out to not only the adults in our communities, but those in neighboring communities as well.
- ▶ We will share our messages with adults at basketball games played against teams from Chinook, Ft. Benton and Chester Joplin Inverness at the end of our month of Traffic Safety at North Star. Messages will be shared through program inserts and PSA announcements during the games as well as educational materials available to share with fans coming to our games.

Adult Community



Table set up and manned at 3 home games.



In the end, over 500 signed our banner and received a window decal to remind them to always buckle up. We also had packets for the kids, clips and postcards they could take home.

Results

- ▶ We spoke to 179 students K-12 which is 100% of our student body.
- ▶ In the end 94% of our students signed the banner telling us why they will change their behaviors.
- ▶ We shared our message with adults and basketball fans from the North Star community as well as three of our neighboring communities which resulted in 500+ signatures on our banner.
- ▶ We wrote a news article which was published in the local paper and distributed to over 1,200 subscribers as well as our school newsletter which is sent to 750 patrons.
- ▶ We established a social media presence with a Facebook and Instagram account that carried pictures and traffic safety messages.
- ▶ A member filmed many of our events and put together a YouTube video which highlighted what we did and interviews with many who participated.
- ▶ In the end we estimate that over 2,000 people were touched by our efforts, which coming from a small chapter and a small community, we are very proud of.
- ▶ **A HUGE Thank You to MDT and Ford Driving Skills for the funding to make this project a reality!**