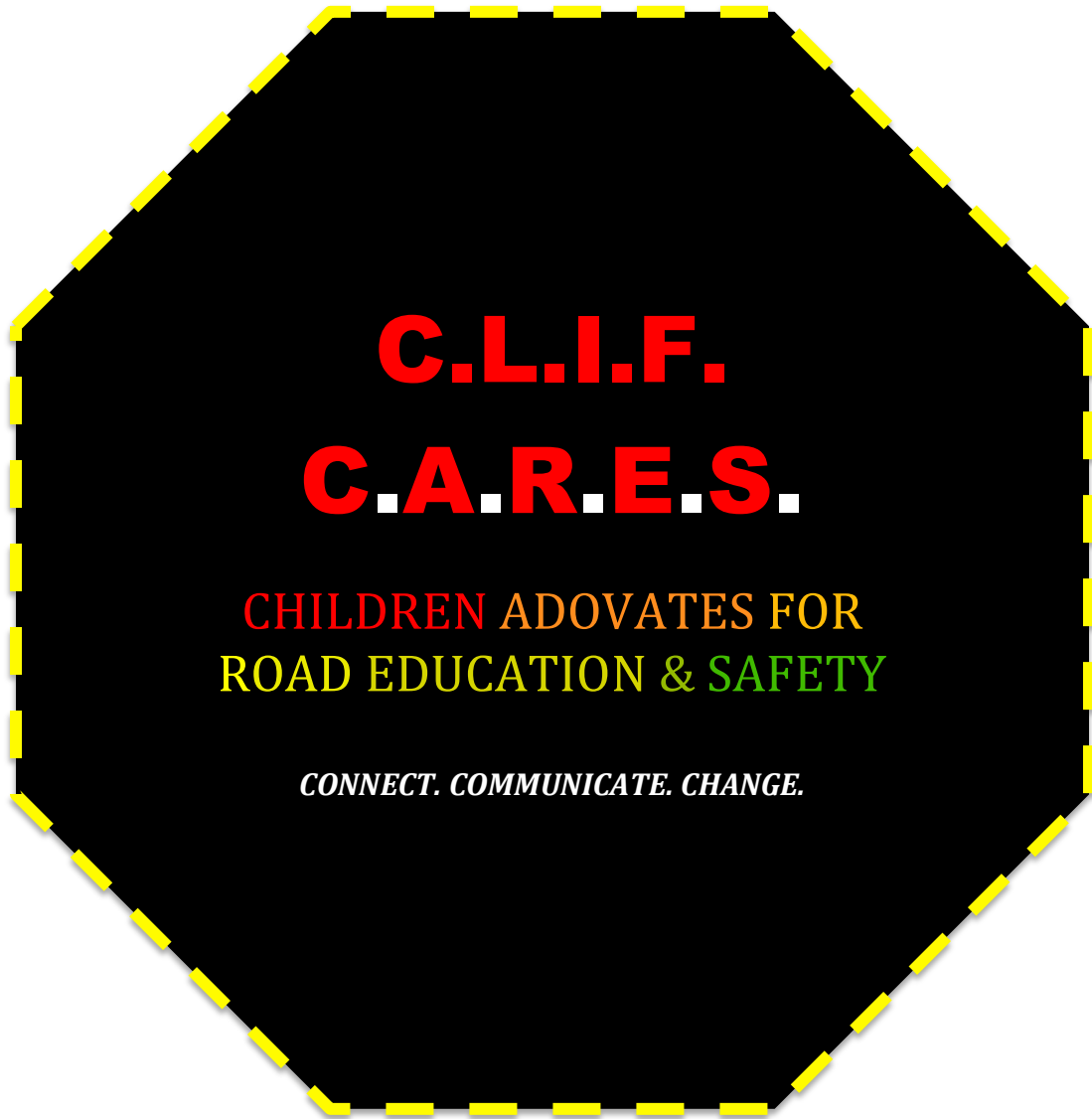


**TRAFFIC CRASHES ARE THE #1 KILLER OF TEENS IN
AMERICA...
IT'S TIME FOR A CHANGE!!!**



PROGRAM OVERVIEW

BE A HERO. SAVE A LIFE.

MISSION:

Our mission is to establish and assist teen-managed advocacy programs in high schools throughout the Mid-South that focuses on traffic safety education, unsafe driving practices and emphasizes on preventive ways to decrease crashes, injuries, and fatalities amongst teen drivers.

OBJECTIVE:

Through C.L.I.F. C.A.R.E.S., students work together, in C.A.R.E.S. Club, or other school-based clubs/organizations, in a peer-to-peer learning environment, in order to advocate for road education and safety amongst each other. Club members develop different ideas, strategies, and projects that address specific issues for young drivers in their schools and communities. Students will undergo key leadership training to better equip them to become life-long traffic safety advocates and future successors in the Mid-South workforce.

GOALS AND TARGET AREAS:

- Distracted Driving
- Underage Drinking
- Impaired Driving
- Seatbelt Usages
- Unsafe Driving Practices
- Tennessee Teen Driving Laws

APPROACH:

- CONNECT – C.A.R.E.S. Club connects students from all walks of life to local transportation and community professionals to provide training programs to educate student members about safe road practices and how to advocate for safer roadways.
- COMMUNICATE – C.A.R.E.S. Club provides an encouraging environment for student members to communicate openly about the issues surrounding teen driving, and actively engage in projects that address those concerns.
- CHANGE – C.A.R.E.S. Club student members will invoke positive change in their schools, their communities, and the roadways.

POTENTIAL PARTNERS:

- **Local High Schools**
- **Local Church Youth Groups**
- **Shelby County Sheriff's Department**
- **iHeart Media**
- **Local Insurance Groups**
- **Tennessee Department of Transportation**
- **Tennessee Govt of Highway Safety**

○ **Reduce Tenn Crashes Program**

TARGETS & STATS:

- Car crashes are the number 1 killer of teens in America¹
- Tennessee is 10th in car crash fatalities in America.
- Crashes involving teens cost society \$26 billion each year ²
- Driver distractions were indicted for 16% of all drivers involved in fatal crashes for people under the age of 20³
- Of fatal crashes among 15 to 19 years old drivers involving distractions, 21% were identified as using cellphones⁴
- With no adult passengers, the risk of 16 or 17 year-old drivers being killed in a car crash increases 44%⁵

PROGRAM SPECIFIC:

Club Membership

Membership in C.A.R.E.S. Club is open to all high schools in the Mid-South. Membership is free and schools may join as a C.A.R.E.S. Club or as an entity of another school service organization.

High schools that join C.A.R.E.S. Club are eligible to receive free materials for safety projects, activities, and events. These materials can include, but are not limited to: safety tip cards and poster, incentive prizes, promotional items, and more. In addition, membership includes free training and planning sessions by C.L.I.F. staff. The trainings are intended to assist Club members with getting started and maintaining their specific prevention programs. The majority of the program will be technology driven; we are taking the problem and making it the solution.

Youth Advisory Council

The Youth Advisory Council is made up of student leader ambassadors who are committed to saving the lives of their peer drivers. The Council will consist of a group of student ambassadors (selected from each individual club), who have been selected or wish to have a leadership role in C.L.I.F. C.A.R.E.S. within their schools or community. The Council will meet quarterly with the Adult Advisory Council to brainstorm ideas and projects for the C.A.R.E.S. Program.

Adult Volunteers

As adult volunteers, members will make up the Advisory Council. The Council will be made up of community members and leaders who have an interest in teen traffic safety, and can provide genuine insight into the issues addressed about the program. The Advisory Council would meet quarterly, in alignment with the Youth Advisory Council to provide assist in support of the C.A.R.E.S. Program.

Activities/Projects

- After-school Club meetings once a week

¹ Insurance Institute for Highway Safety 2012 Teen Fatality Facts

² National Safety Council

³ National Highway Traffic Safety Administration

⁴ Insurance Institute for Highway Safety

⁵ "Teen Driver Risk in Relation to Age and Number of Passengers."

- Provide: Membership Manual
- Newsletter
- Youth Advisory Council Summer Retreat
- Leadership Training
- Safety Campaigns
 - Including 2 simulator events a year
- Implementation of the C.L.I.F. C.A.R.E.S. Program will follow a three step plan.
- 1. Communicate and contact all of the intended high schools in the area and obtain confirmation from 10 - 20 high schools to participate in the program. This step will be done between the months of Dec 2014 - Feb 2015.
- 2. Step two would be for C.L.I.F. staff to connect with the students at the school in a general assembly and school visit and to share the story of the foundation and introduce the program as an option for returning student in 2015. This step will be done between the months of March - May 2015.
- 3. Step 3 involves actual promotion and connection with community leaders to get the community, parents, and staff at the school informed about the program and committed to its implementation. This will include press releases, media appearances, partnership meetings, school advisor meetings, and advisory board committee meetings. This step will be complete with the implementation of the program at Aug 2015.
- We will use a host of all types of media. As a non-profit, we will be sending out email correspondence and flyers to our community partners, community leaders, and elected officials.
- Public Relations Media will also play a part. Through press releases and printed flyers, etc we will inform the news media, radio sponsors, newspaper affiliated in the area of the program and the details. We will also print and post flyers throughout the participating schools and communities.
- Social Media will be the biggest form of media used for the project. The reason being, is because social media has become one of the most contributing factors in distracted and impaired driving, and it is apart of the Program's objective to use the problem (cell phones, social media, etc) to form a solution. By getting teens involved with the program through social media and other mobile uses, it will help to gain their interest, keep their involvement, and help spread the word to more teens about road safety.