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#ur the  
KEY

Student Activity  
**GUIDE**

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## Welcome & Overview

### UR the Key to Roadway Safety

#### Pilot Program

On behalf of SADD National and our partners at the National Highway Traffic Safety Administration (NHTSA), we thank you and your community for addressing the important issue of teen traffic safety. Car crashes continue to be the leading cause of death for teens in the United States. By joining together we can change this reality and make our roadways safer for all.

Each month, the Student Activity Guide outlines a youth-driven, interactive activity for SADD chapters. Each activity addresses an important issue area of teen traffic safety. It is our hope that this comprehensive approach will reduce injuries, save lives, and make our communities safer for all. By mobilizing the community, we are allowing teens to take the lead in keeping themselves and their friends safe.

I wish you all the best as you make positive change in your school and community!

Richard Birt  
President & CEO SADD, Inc.

## Thank You

### A Special Thank You to Our Friends & Supporters

SADD wishes to thank our friends and partners who have made this program possible:

- The National Highway Traffic Safety Administration (NHTSA)
- The National Sheriffs' Association (NSA)
- Florida SADD, Danielle Branciforte, State Coordinator
- Indiana SADD, Jamie Vickery, State Coordinator
- Illinois SADD, Robyn Block, State Coordinator
- Pennsylvania SADD, Felicity DeBacco-Erni, State Coordinator
- 2014-2015 SADD National Student of the Year, Madeline Seel

## September

### Think About It: Membership Drive

*Set Up Your Chapter for a Year of Success*

**Program Goal:** Prepare your SADD chapter and recruit members in order to successfully implement the school-based portion of the *U R the Key* program.

**Prevention Strategies:** Enhancement of protective factors; social competency skills; peer-to-peer communication; and parental engagement

**Program Outcomes:** A chapter with the capacity to implement programs in Student Activity Guide; Increased enrollment in the Parent Teen Matters quarterly newsletter

The beginning of the school year is a hectic time for students with busy schedules, new teachers, and friends new and old. This time of year is also a very important one for SADD chapters to make a favorable impression on the student body and plan for a successful year. **Think About It: The Power of Friendship** will help your chapter achieve both objectives. New students are entering the school for the first time and looking for ways to get involved, and returning students are looking forward to another fun-filled year of activities. If you are thinking of starting a new SADD chapter in your school, fall is the best time to introduce SADD and attract the students who may be looking for a positive and exciting extracurricular activity. If you already have a chapter, fall is the time to re-engage members, successfully recruit new students and get your chapter ready for the school year.

### Reviving Friendships

Use the steps below to start or re-energize your SADD chapter.

#### Step One: Gather Friends

At the beginning of the year, start with a core group of students that you believe will be strong supporters of SADD's message and positive lifestyle. For existing chapters, remember returning SADD students or chapter officers who were active the year before. Schedule a meeting with your advisor and these selected students.

**TIP:** A personal invitation always goes further than a poster or flier.

## Step Two: Hold a Welcome Back Activity

Plan a fun activity for the first time your entire chapter meets. You can get excited for the year to come while still talking about SADD business. Below are a few suggestions, but be creative!

- Bowling
- Meeting and a movie
- Potluck lunch
- Game night or afternoon

Don't forget to prepare an agenda for the business part of the meeting. You'll also want to kick off the gathering with an icebreaker to bring the group together. Talking about summer vacations are a nice way to start.

### Icebreaker Ideas

- **Summer Vacation Bingo:** Print several bingo cards with different summer activities in the squares. Participants will then try to find people who participated in each activity to sign the bingo squares. The first person to bingo wins!
- **Two Truths and a Lie:** Direct each person in the group to write down two truths and one lie about him or herself. Have each person share the three statements, and let the group guess which statement is the lie.
- **Personal Adjectives:** Ask members of the group to give two adjectives that describe them AND start with the first letter of their names. Have each person share the adjectives with the group.

## Step Three: Promote a Positive Image

SADD chapters sometimes struggle with the misconception that SADD students are trying to stop other students from having fun. Some people stereotype SADD students as being uptight, but quite often the opposite is true. SADD students know that being judgmental about their peers' behavior is a sure way to turn people off.

We strive to make middle and high school years more fun, enjoyable, and safe. It is important that you and your fellow members consciously discuss the image you are projecting to your school and community. Talk about your chapter's image at your first welcome back gathering.



Here are some tips for promoting a positive image:

- Think positive! Remember that if you spend more time building a fun, positive image, you won't need to fight a negative one.
- Always think about how chapter members and their behavior affect the group.
- Promote SADD's safe driving and no use messages, but remember that although this policy does not condone the use of alcohol and other drugs behind the wheel, it does not mean that you should exclude those who have ever done so. SADD is inclusive.
- Encourage all SADD members to sign their parents up for the *Parent Teen Matters* Newsletter. This can be done on the SADD National website.
- Use the term "responsible decision-making." Remind students that if they make safer decisions, they will be happier and healthier, as will their friends and family.
- Try to avoid using the words "can't" and "don't" when promoting your message.
- Work together with other groups and clubs on campus to help plan your events.
- Walk the walk- don't just talk the talk! The example of students having fun behind the wheel in a responsible way sends a powerful message. Practice what you preach.

## October

### Rock the Belt

*In Every Vehicle, In Every Seat, Every Time*

**Program Goal:** Increase participants' knowledge on the importance of wearing a seat belt each time they enter a vehicle

**Prevention Strategies:** Decrease risk factors; occupant protection; enhancement of social competency skills, peer-to-peer communication and social-norming messaging; review of local seat belt policy; enforcement engagement

**Program Outcomes:** Implementation of the Rock the Belt core program

Rock the Belt is a SADD National core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts in every vehicle, in every seat, every time. Chapters are strongly encouraged, but not required, to hold their activities in October during National Teen Driver Safety Weeks.

Here's a glimpse of what's in the activity guide:

- **Quick-Click Challenge**, a fast-paced team competition to see who can click it in the least amount of time
- **Seat Belt Survey**, an assessment that measures seat belt use
- **Chalk the Walk**, seat belt reminders crafted in sidewalk chalk
- **Seat Belt Fasten Show**, a fashion show highlighting fun duct tape seat belts
- **Living Seat Belt**, a human chain around city hall to spread awareness and capture media attention
- And more!

Your SADD chapter advisor will have the latest Rock the Belt activity guide.

## November

### Traffic Safety Fair

#### *Bring Together Community Traffic Safety Resources*

**Program Goal:** Provide students with hands-on learning opportunities that highlight the dangers of alcohol-related impaired driving in preparation for NHTSA's Drive Sober Get Pulled Over crackdown

**Prevention Strategies:** Enhancement of protective factors; social competency skills; peer-to-peer communication and inclusion messaging; increased enforcement

**Program Outcomes:** A deeper understanding of the dangers of alcohol impairment; knowledge that law enforcement is trained to spot impairment on the roadways

Your community is packed with resources that often go unnoticed as student groups look to tackle the issues of youth traffic safety. A Traffic Safety Fair is a fun and simple way to highlight the best of your community and educate teens, parents, and other community members about ways they can make roadways safer. Some good times to hold a fair include during a lunch period, before or after school or on a Saturday. Try to connect your traffic safety fair to other special school or community. Ask community groups to set-up booths with various activities and information. Below are some suggested groups to include:

- Local Sheriff's Office
- Highway Patrol or State Police
- Local School District
- First Responders
- Local Hospital
- State SADD and Local SADD Chapter
- Local Insurance Agents
- Local Car Dealerships

Depending on your event, we encourage you to use the evaluation tools included in the appendix. Remember to track of the number of people who attend your event.

## December

### Social Hosting Holiday Greeting

#### *Address Impaired Driving from the Source*

**Program Goal:** Provide students with creative means to remind parents and other adults that providing alcohol to minors is illegal, unsafe, and can have serious consequences

**Prevention Strategies:** Enhancement of protective factors; social competency skills; peer-to-peer communication and inclusion messaging; increased enforcement

**Program Outcomes:** Distribution of holiday cards throughout the community with a positive message aimed to discourage underage drinking and impaired driving

The holidays are a special time of year! Many families have traditions that have been passed down from generation to generation. Some of these traditions include alcohol; however, there are good health, social, and legal reasons why teens should not consume alcohol. Yet, many parents and other caring adults often provide their teens with alcohol, especially during the holiday season.

Your site manager will provide you with a selection of holiday cards that contain a “no- use” message geared towards parents and other adults in your community. Construct a plan to distribute those cards. Think of moments where parents are accessible during the holiday season. This could include:

- Community festivals and special events
- Holiday concerts and other school events
- Gift wrapping stations and mall locations
- Department or grocery stores and other shopping centers

Always remember to attain permission from the proper administration at the location you will be distributing the holiday cards. Encourage your local sheriff’s department to join students while distributing the information. Law enforcement involvement will show the severity of violating social hosting ordinances.

## January

### Is it Worth the Risk?

#### *Address Impaired Driving from the Source*

**Program Goal:** Use drama to hold a parent and community-based education event that highlights the dangers of underage drinking and impaired driving

**Prevention Strategies:** Enhancement of protective factors; social competency skills; peer-to-peer communication and inclusion messaging; increased parental and community engagement; policy enforcement and education

**Program Outcomes:** Overall increased knowledge about the dangers of underage drinking and impaired driving; increased public profile of underage drinking and impaired driving; collaboration of community members, law enforcement, and other professionals to share information and resources about impaired driving

Alcohol impaired driving can cause emotional distress to teens and their family, but it can also have a devastating impact on a teen's future including, but not limited to, the following consequences.

- Death and injury
- Possible criminal record
- Fines
- Loss of driver's license
- Inflated insurance pricing
- Diminished employment options
- Denial of college admission and scholarships
- Financial consequences for parents

*Is it Worth the Risk?* is an activity that uses a combination of youth-drama and a community panel to highlight the serious consequences of underage drinking.

Follow the steps below to plan a weeks worth of activities and a community-wide event.

#### **A Week's Worth of (Suggested) Activities**

##### **Monday:** Make Announcements

Choose from the list of PSA's in the media templates section of this kit and make an announcement to your entire school. (You can also be creative and write your own.) Announce the rest of the week's activities, including locations and times.

##### **Tuesday:** Perform a Promo

Give your group a chance to warm up! Do a short skit or promo during lunch or at a school assembly to promote your event. If that's not possible, record a promo

video and post it on social media! Remember to mention the day and time of the performance.

### **Wednesday:** Dress Rehearsal

Schedule a time to meet with everyone involved in your performance and rehearses! It is important to plan this rehearsal date ahead of time and to make sure you work to accommodate the schedules of the performers and panelists.

### **Thursday:** Performance Day

Today is the day you've been preparing for all week! Check to make sure that each committee is prepared. Put on your performance and give yourself a round of applause for your success and hard work!

### **Friday:** Share the Result

Announce the results of the previous evening's activities. Talk about highlights and encourage your school to ask, "Is it Worth the Risk?"

## **Committees**

When working on any project, it is helpful to divide the tasks into committees to divide the workload! If you have a small chapter, operate in steps instead. Below you will find important planning information for each of the suggested committees.

### **Panel Committee**

As early as possible, assemble a panel of professionals in your community to work with your SADD chapter. This panel will respond to the situations presented by the characters in the role-play skit.

Talk with your SADD advisor, school principal, school resource officer, or your local D.A.R.E. officer to find out the names and contact information for the professionals in your area who would be most likely to help in your efforts. Whenever possible, invite professionals who have had experience with underage drinking cases. Assemble a panel that includes as many of the following individuals as possible.

- Judge
- Prosecutor
- Criminal Defense Attorney
- Personal Injury Attorney
- Law Enforcement Officer
- Insurance Provider
- EMT
- Emergency Room Nurse or Physician

### **Making the Calls**

Your chapter advisor or other school administrators may have names of local professionals willing to help with your campaign. If you have trouble identifying help locally, look online to locate the phone number for your local district attorney's office.

You can also contact the American Bar Association (ABA) to find out the information for your local bar association. On their website ([www.abanet.org](http://www.abanet.org)), you will see a listing of different topics listed in the column on the left. Click on the link for “Related Legal Groups” and from there, click on “State and Local Bar Associations.” Once you are on the “State and Local Bar Associations” page, you will see a U.S. map. Click on your state to find a listing of phone numbers for assistance.

After collecting contact information, call to introduce yourself and the idea of your campaign. Your call may result in your having to leave a message or being told to call back, so have your own contact information handy. Ask for an estimated time frame for when you might hear back from someone, and be sure to follow up with another call if that time passes. Always be polite, but be persistent. Remember, your goal is to connect with someone who can help your SADD chapter create the best possible panel. Once you have explained the purpose of your call, this person may also be able to help you identify other professionals who would be strong participants on the panel.

### What to Say

“Hello, my name is \_\_\_\_\_. I am a student at \_\_\_\_\_ School and a member of the Students Against Destructive Decisions (SADD) chapter.”

“We are interested in establishing a working relationship with adult professionals in our community that are interested in preventing underage drinking and impaired driving. We’re currently part of a nationwide SADD program called **U R the Key**. We want to prevent underage drinking and also portray the real-life and legal risks involved with underage drinking and driving.”

“Would you be interested in being part of a panel that will come to speak to students?”

### Set Up a Meeting Time

If the contact person is interested in working with your SADD chapter, schedule a time to meet in person with your advisor or another school administrator. When you meet, bring along a copy of the *Role-Play – Information for Panelists* section of this kit, or you can email or fax it in advance. This document will provide the panelist with some background information and a copy of the script for the role-play. If you change the text of the script, be sure to substitute your final version in the handout. The information you provide at this meeting will help guide the panel participants in their response to the role-play.

The following are some questions you can discuss with panelists in preparation for your role-play.

- What are some situations you would like youth to know about that have consequences they might not think of every day or when they are in the moment?

- When it comes to underage alcohol and drug use, what is most important for youth to know, aside from the fact that it is against the law?
- Which issues do you most want to communicate with youth? What questions do you frequently answer for young people? Do you have an example or a case study that would be helpful to share with our group?

### **Important Tips**

- Work with your District Attorney to identify a criminal defense attorney who will approach this topic from a prevention perspective. While the effectiveness of the American judicial system is a worthy topic for a school assembly, this program is not the forum for relating how a young person can evade legal consequences of underage drinking and impaired driving.
- Give panelists recommendations on how to speak most effectively to teens so their messages will be heard.
- Ask them what efforts are currently underway to prevent underage drinking.
- Let them know when you plan to begin your campaign efforts and that you are planning to involve local media outlets.
- Leave the meeting with an agreement to work together, and find out the best way to communicate moving forward.

### **Performance and Media Committee**

This committee will be responsible for drafting the final version of the role-play script and assigning roles for the characters. You will find a copy of the role-play in the appendix. Feel free to make changes to the model script to better address particular circumstances in your community. This committee should confer with the panel committee to schedule a rehearsal and to coordinate the actual performance. This committee will also solicit positive media for the event.

Organizing an event like this may seem like an overwhelming task. There are, however, many people who will be happy to help once you get the word out about your event.

- Start your planning as soon as you receive this kit. The more time you have to plan, the better off your chapter event will be.
- Meet with administrators at your school to get permission to host this event.
- Discuss with your SADD chapter members whether or not this script meets the needs of your school and community. You may want to make additions, deletions, or amendments to the script so that it is most relevant to your needs. Be careful when choosing a fact pattern to ensure that does not relate closely to a situation that has affected someone in your school or community.
- Work with your SADD chapter advisor to assign character roles for the role-play performance. Actors should begin to rehearse the script as soon as possible.
- Work with school administrators to identify a date and time for your event.
- Publicize your event. Make sure that everyone in your school knows about the event you are planning. Put up posters, perform skits at assemblies,

send out e-mails, and do whatever you need to do to excite people about the event.

- Make task lists for tasks that need to be completed by your committee on the day of the event relating to setting up and cleaning up.
- Document your event well! Take pictures, videos, and notes. Send them to SADD on our Facebook page, Instagram, and Twitter Accounts

### **Parent and Community Outreach Committee**

There are many community groups who may be interested in working with your SADD chapter. In particular, this committee should focus on ways to provide information about this campaign and its messages to parents and other adults in the community.

It will be helpful to obtain or produce a fact sheet about the law and statistics unique to your state. Many state offices (Registry of Motor Vehicles, district attorney's office, state bar association) have already prepared such materials and will share them with your SADD chapter. Here are some suggestions of how you can disseminate this information.

### **Connecting With Local Businesses**

Brainstorm a list of local businesses, corporations, and other organizations as potential partners or supporters. In particular, list businesses that employ young people and are also interested in the issues of underage drinking and traffic safety.

- Call or send a letter. Phone calls are better because they establish an immediate personal contact. If you are calling a large business, ask for the human resources or public relations department. In smaller offices, ask for the office manager.
- Be prepared to talk to several people to find your contact. Be polite but persistent.
- Outline the importance of the event you are planning with professionals from your community. Give them all relevant details about it.

### **Partnering with Local Businesses**

Tell your business contacts how they can help you and what you can do for them. Ask if they would be willing to promote the *Is It Worth the Risk?* and *U R the Key* campaign by doing one or more of the following things.

- Include notices with campaign messages in their payroll envelopes.
- E-mail information to clients in their list serves or database.
- Include fliers with campaign messages on boxes or in bags (for take-out food businesses). Let them know how SADD students can, in return, help them.
- Offer SADD members' assistance with a business special event in return for support for your efforts.
- Suggest a story in the local paper about the company's work with SADD.
- Make certificates for the businesses, recognizing them for helping SADD.
- Work with your school principal to organize a mailing to parents.

## February

### SADD Shines Week

#### *The Power of You*

**Program Goal:** Engage in meaningful conversation with their parents or other caring adults around the shared expectations for traffic safety.

**Prevention Strategies:** Parental engagement; enhancement of protective factors; social competency skills; peer-to-peer communication messaging; increased enforcement.

**Program Outcomes:** Meaningful conversations with parents that include open conversation about alcohol consumption and impaired driving.

SADD Shines Week is designed to guide teens, parents, and communities to celebrate SADD and highlight the important issue of student personal health and safety with an emphasis on tobacco advocacy and prevention. Chapters are strongly encouraged, but not required, to hold their activities during the first week of February.

Here's a glimpse of what's in the activity guide:

- SADD Shines Day, a day to celebrate SADD on February 1.
- *Taking Down Tobacco*, is a comprehensive youth advocacy training program created by the [Campaign for Tobacco-Free Kids](#) in partnership with the [CVS Health Foundation](#).
- Sample PSAs, templates designed for chapters to record for local radio, television, and print media outlets
- And more!



## March

### The Chain of Life

#### *Your Actions Affect Everyone*

**Program Goal:** Demonstrate to both a high school and middle school audience that their behavior as a passenger and/or driver impacts the entire community.

**Prevention Strategies:** Early intervention (middle school); peer-to-peer communication and inclusion strategies; mentoring and multigenerational messaging.

**Program Outcomes:** An understanding that how one chooses to behave in the car impacts friends, family, school, and community

March is National Middle School Month, so schedule a time to meet with students in your local middle school. Start your presentation by providing everyone with a link-sized piece of paper during lunch or homeroom. Invite each student and staff member to sign his or her name on the paper. Have SADD members loop every piece together, making an interlocking chain with the paper. Divide the chain into colors by each class and hold a competition to see who can achieve 100% participation. Use the school announcements to promote participation in the competition.

Simultaneously, lead the same activity in your High School. During lunch or an all school assembly, read the Middle School and High School scripts below.

#### **Middle School Script**

“Each day, we get inside a car and make a series of choices. Should we buckle our seat belts? Should we allow our driver to be distracted? Should we allow the driver to drive after drinking alcohol or other harmful substances? The choices are ours. When we make a choice that puts our safety at risk, we break the chain. (Speaker breaks chain.)

Did you see what happened to the chain? It wasn't just that one link that was affected. Every link was changed because of that choice that was made. This is just what happens when we choose to allow a driver to be unsafe behind the wheel. Even though you can't drive, you have the power to be a safe passenger. Buckle-up every trip, every time. If someone is driving distracted from a cell phone or other object, say something and speak-up! Never get inside the car with someone who has been drinking. U R the Key to making sure your friends and family get home safely.”

#### **High School Script**

“Each day, we get inside a car and make a series of choices. Should we buckle our seat belts? What will we allow to distract us? Should we drink and drive? The choice is ours.



(SADD Member then breaks a part of the chain)

Did you see what happened to the chain? It wasn't just that one link that was affected. Every link was changed because of that choice that was made. This is just what happens when we choose to allow a driver to be unsafe behind the wheel. Even though you can't drive, you have the power to be a safe passenger. Buckle-up every trip, every time. If someone is driving distracted from a cell phone or other object, say something and speak-up! Never get inside the car with someone who has been drinking. U R the Key to making sure your friends and family get home safely."

Afterwards, hang the chain in with a sign that says,  
**"Don't break the Chain of Life. U R the Key."**

## April

### BuzzCheck

#### *Stop Impaired Driving Before It Starts*

**Program Goal:** Increase knowledge about the dangers of underage drinking

**Prevention Strategies:** Education on risk factors; occupant protection; enhancement of social competency skills; peer-to-peer communication and social-norming messaging; review of local alcohol policy; increased enforcement

**Program Outcomes:** Implementation of SADD's new core underage drinking program

BuzzCheck is a SADD National core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the real-life consequences of underage drinking. Chapters are strongly encouraged, but not required, to hold their activities in April.

Here's a glimpse of what's in the activity guide:

- BuzzCheck, a social norming campaign to illustrate that “not everyone is doing it”.
- PROMise, a messaging strategy dedicated to keeping kids safe during prom
- And more!

SADD has produced a separate activity guide that provides greater detail the activities recommended for this segment of the program.

May

## Policy Task Force Press Conference

*Celebrating the Work of an Empowered Community*

**Program Goal:** Promote the Policy Task Force recommendations to the community

**Prevention Strategies:** Enhancement of social competency skills; peer-to-peer communication messaging; support of enforcement strategies and local policy change

**Program Outcomes:** Education of the community on the recommendations of the Policy Task Force through social media, traditional media, and other outreach efforts

May is Global Youth Traffic Safety Month. It is also the conclusion of the U R the Key programming. Now is the time for your community to celebrate your great work. Teens, parents, law enforcement, and the community worked together over the last months to raise awareness and change policy about the leading causes of death: teen car crashes.

It's time to celebrate the work of the Policy Task Force. Sometime this month, hold a "Celebration Press Conference." Bring together members of the Task Force to formally share the policy recommendations and the work that the students and Task Force have accomplished. Depending on the conclusions the Task Force has drawn, there will be different recommendations to share. This may include a change in local policy or in an enforcement strategy. Work with the Policy Task Force to select a date that will work best for the event and invite all of the members to attend. A sample agenda might look something like this:

I.	Welcome	Sheriff
II.	Review of Teen Traffic Safety Data/Overview	SADD State Coordinator
III.	Review of URTK Program	SADD Student
IV.	Recommendations of Policy Task Force	PTF Member
V.	Call to Action	SADD Student
VI.	Closing	Sheriff