SADD
CHAPTER
STARTER
GUIDE
Welcome to SADD Nation! You are embarking on a journey to empower, engage, mobilize and change. For many decades, SADD has worked to educate teens, parents, and the broader community on the issues that are the greatest threat to the health and safety of teens. That broad mission is what has attracted millions of young people to this organization. In SADD, you will find compassionate peers who want to make a difference. You do make a difference. As a SADD alum, I know how difficult it can be to stand up for what is right. I know the challenges in speaking-up and sometimes sharing an unpopular opinion. SADD provides an inclusive space to encourage one another, all while educating each other on the pressures of the day. You have a national network behind you—chapters, State Coordinators, and the National Office—all working to support you in these efforts.

If our team can be of any assistance, please know we’re just a call, DM, or tweet away. Please follow us on your favorite social media channels, @SADDNation. We look forward to working with you as we make the world a better place for each of us.

All the best,

Rick Birt
President & CEO
SADD Alumn
SADD envisions a world in which young people make positive decisions that advance their health and safety.

SADD’s mission is to empower young people to successfully confront the risks and pressures that challenge them throughout their daily lives.

7,500+
Middle school, high school, & college SADD chapters

350,000+
Active student SADD members

16 Million+
young adults actively engaged in SADD activities & programming

2 Million+
SADD Alumni

Questions? Email us at info@sadd.org!
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 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, 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 makes 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.
Sample Communications Calendar

January
NRSF #DrivingSkills101 PSA Challenge Deadline

February
National Teen Dating Violence Awareness Month

March
National Sleep Awareness Week
National Inhalants & Poison Awareness Week
Taking Down Tobacco National Day of Action
EndVaping Meme & Vlog Contest Opens
National Drug & Alcohol Facts Week
National Youth Violence Prevention Week

April
National Drug & Alcohol Facts Week
National Youth Violence Prevention Week
EndDD Video & Meme Contest Opens
Alcohol Awareness Month
Distracted Driving Awareness Month

May
Mental Health Awareness Month
National Click-it or Ticket Mobilization
National Prevention Week
Rock the Belt
Memorial Day - Start of 100 Deadliest Days for Teens

June
National Safety Month
National Click-it or Ticket Mobilization
SADD National Conference

August
Back to School - Chapter Registration Renewal

September
National Suicide Prevention Month

October
NRSF Driving Skills 101 Contest Opens
National Teen Driver Safety Week
Rock the Belt
Red Ribbon Week

November
Drowsy Driving Prevention Week

December
National Drunk & Drugged Driving Prevention Month
SADD is proud to announce that we are now an official certifying organization for the President's Volunteer Service Award. This national award was created to recognize the important role of volunteers in America’s strength and national identity and honors individuals whose service positively impacts communities in every corner of the nation and inspires those around them to take action, too.

SADD students now have the exclusive privilege of earning this award by submitting their volunteer hours through the SADD Portal.

"Volunteers do not necessarily have the time, they have the heart."

LEARN MORE AT WWW.SADD.ORG/EVENTSANDOPPORTUNITIES
OUR MISSION
Empowering young people to successfully confront the risks and pressures that challenge them in their everyday lives.

ROCK THE BELT OVERVIEW
Rock the Belt is a national program that uses prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts.

OBSERVATIONAL SEAT BELT DATA
Two seat belt surveys are conducted at each Rock the Belt site to measure seat belt usage on campus. Pre- and post-surveys are conducted before and after the relay competition. Your students can participate in these tasks by standing in designated areas to record the number of drivers and passengers who are buckled up. Survey data is used for research purposes to measure behavior changes among teens.

QUICK-CLICK RELAY COMPETITION
Rock the Belt consists of a high energy competition that demonstrates the ease of fastening seat belts. During lunch/recess teams of four band together to compete for the record time. Students will race from seat to seat to battle against each other to become Rock the Belt champions!
PEER-TO-PEER PREVENTION ACTIVITIES

Your students have the power to motivate their peers to make responsible decisions behind the wheel. SADD has designed prevention activities that empower, engage, mobilize and change lives. Louisiana SADD would like to work with your students to implement peer-to-peer activities that address seat belt use and safe driving.

LET’S SAVE LIVES!

Research by the National Highway Traffic Safety Administration (NHTSA) indicates that motor vehicle crashes are the number one killer of teens today.

In Louisiana, 61% of the people killed in 2019, between the ages of 15-20, were unbuckled.

7 teens, between the ages of 15-17 years old, are injured in crashes every day in Louisiana.
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.

Visit the Parent & Adult Ally Corner at www.sadd.org/resources for more!
SADD + STATE FARM®

TEAMING UP TO TACKLE TEEN TRAFFIC FATALITIES THROUGH PARENT EDUCATION

Parent #RoadTripTip Video Series

VIEW THE PLAYLIST!
Created in conjunction with the 100 Deadliest Days of Summer

Parent Pit Stops Video Series

VIEW THE PLAYLIST!
Created in Conjunction with National Teen Driver Safety Week

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.
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!

WIN $2,500 + HAVE YOUR PSA PROFESSIONALLY PRODUCED!

CHALLENGE RUNS ANNUALLY, OCTOBER-JANUARY!

For details, visit www.sadd.org/eventsandopportunities
END Distracted Driving. Save Lives.

www.textlesslivemore.org
TextLess Live more was founded by friends of Merritt Levitan, an 18-year-old girl who lost her life on July 3, 2013 to a young person who was texting behind-the-wheel. Merritt died because of 4 seconds of texting. She is the inspiration behind our mission.

**OUR INSPIRATION**

- End distracted driving permanently
- Prevent tragic accidents and deaths caused by distracted driving
- Educate and raise awareness about the dangers of distracted driving, such as texting, streaming, posting and using social media behind-the-wheel

**OUR MISSION**

Our goal is to save lives by ending distracted driving and preventing accidents. Dialogue, Education and Behavior Modification can be applied to launch a successful TLLM awareness campaign at school or within the community.

**OUR GOAL**

We believe young people have the power to save lives.
**GET STARTED**

**PREPARE & PROMOTE TEXTLESS LIVE MORE**
- Prepare for TextLess Live More by planning ahead. Decide a day, time, and location to introduce TLLM.
- Promote TLLM! Generate buzz and excitement. Use the TLLM logo to create posters, newsletters. Send emails, contact students, peers, parents, administrators, and local press about TLLM.
- Order TLLM Gear! Sell or distribute TLLM blue bracelets, phone stickers, bumper stickers and t-shirts.

**TICKETLESS LIVE MORE ACTIVATION**
- Host a TextLess Live More Education Assembly at School or within your Community.
- Create a TextLess Live More Challenge Event or Social Event. Introduce TLM’s dual Call-to-Actions: Sign the Pledge to Never Text and Drive AND Practice Phone-free living for an hour, a day, or even during lunch.
- Establish a phone-free zone at your school (ex. Lunchroom, Student Center, Gym).
- Distribute TLLM Blue Bracelets at Assemblies, Pep Rallies, Sporting Events, Parades or before Social Events.
  - Put up TLLM Pledge sheets around your School or Community.

**GET LIVING CHALLENGE**
- Get Living is designed to battle distractive and destructive habits caused by our cell phones.
- We’ve put together 12 months of habit-forming actions that can help you and your students take control of your virtual lives— and not the other way around.

**TAKE THE PLEDGE**
- Introduce Textless Live More’s Mission and Objectives and share facts about distracted driving dangers provided in this Toolkit.
  - Share Merritt Levitan’s story.
- Ask students to take the pledge to not drive distracted. This is the most critical message of Textless Live More.
- Once Students sign the pledge, distribute TLLM Phone Stickers and Blue Bracelets. Encourage students to wear the blue bracelet, remember to LIVE MORE, and never drive distracted.

**BE CREATIVE! REMEMBER: YOU HAVE THE POWER TO CHANGE BEHAVIOR BEHIND THE WHEEL.**
A pledge event is an easy and fun way to introduce TextLess Live More to your community. This event has two simple goals:

1. To educate the people who visit your table on the dangers of distracted driving and the mission of TLLM
2. To inspire as many people as possible to take the pledge to never drive distracted

Most pledges events take the form of ‘tabling.’ This means that the pledge is an easy addition to pre-existing community events, such as fairs, sports games/matches, proms and dances, or even just a regular lunch hour at school. If you can set up a table, you can have a pledge event!

Invite community members to take the pledge using our pledge sheet (attached), or buy creating another kind of physical document, such as a banner or poster, that can be displayed as a daily reminder of your community’s commitment to end distracted driving.

If you have any questions about your pledge event, please contact Marie at mmcgrath@sadd.org

Let us know how it goes at textlesslivemore.org/yourevent