



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

RICK SNYDER
GOVERNOR

BRIAN J. WHISTON
STATE SUPERINTENDENT

MEMORANDUM

DATE: September 21, 2017

TO: Local and Intermediate School District Superintendents
Public School Academy Directors

FROM: Kyle L. Guerrant, Deputy Superintendent *KG*

SUBJECT: Teen Driver Safety – Strive for a Safer Drive

Ford Driving Skills for Life (Ford DSFL) and the Michigan Office of Highway Safety Planning (OHSP) are offering 60 Michigan high schools the opportunity to participate in Strive for a Safer Drive (S4SD). S4SD is a safe driving initiative aimed at reducing serious traffic crashes involving teen drivers, the leading cause of death among teens nationwide. The application process is quick and easy. ***All Michigan High Schools are eligible to apply.***

Schools selected will receive up to \$1,000 to develop and implement a student-led, peer-to-peer traffic safety awareness campaign. Resources and guidance will be provided to help schools create a successful campaign.

At the end of the campaign, all participating schools will submit a video or PowerPoint, with a summary of activities, to a judging panel and have the opportunity to send students to a hands-on *Ride and Drive* event at no charge. Top-ranking schools will be presented with a plaque to recognize their outstanding work and ***cash prizes will be awarded to the top 5 schools.***

Whether you are a returning S4SD school or a first-time applicant, we encourage you to participate this year. Student groups and advisors from audio-visual classes, auto shop classes, health classes, leadership development committees, marketing classes, national honor societies, Students Against Destructive Decisions (S.A.D.D.), Students Leading Students (SLS), student councils and youth advisory councils have participated in the past. Any teacher, coach, parent, youth mentor or school administrator can advise a team of students.

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608 WEST ALLEGAN STREET • P.O. BOX 30008 • LANSING, MICHIGAN 48909
www.michigan.gov/mde • 517-373-3324

The first 60 schools to apply by November 3, 2017, will receive a \$100 Visa gift card. To obtain more information, please visit the [S4SD website](#) where you can view previous school projects and an S4SD video. The following links will help you get started.

- [S4SD Flyer](#)
- [S4SD Application](#)
- [S4SD Sample Proposal](#)
- [S4SD Participation Requirements](#)

If you have any questions or would like further information, please contact Mr. Tony Surman, Program Coordinator, at 248-334-4971 ext. 301 or strive4asaferdrive@gmail.com.

cc: Michigan Education Alliance