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FOR IMMEDIATE RELEASE

Schools across Michigan participating in teen safe-driving program

“Strive for a Safer Drive” campaign in its 11th year

Students at 38 Michigan high schools will have the opportunity to become better, safer drivers by participating in the “Strive for a Safer Drive” (S4SD) program. S4SD, a peer-led traffic safety campaign, aims to reduce the leading cause of death for teens — traffic crashes.

In 2020, there were 473,443 licensed drivers aged 15 to 20, which represented 6.7 percent of all Michigan drivers. However, they accounted for 7.3 percent of all traffic deaths in Michigan, with 51.9 percent of those deaths being the driver. Inexperience and risk-taking behavior are the primary factors contributing to teen-driver fatalities.



In its 11th year, S4SD is a public-private partnership between Ford Motor Company Fund’s Driving Skills for Life program and the Michigan Office of Highway Safety Planning (OHSP). The program encourages teens to talk with their peers and their communities about making safe-driving choices.

The participating S4SD high schools for the 2021-22 school year, by county, are:

Allegan:	Martin High School	Monroe:	Dundee High School
	Otsego High School	Oakland:	Berkley High School
Barry:	Lakewood High School		Holly High School
Bay/Arenac:	Bay-Arenac Career Center		Lake Orion High School
Berrien:	Brandywine High School	Ontonagon:	Ontonagon Area Schools
Branch:	Coldwater High School	Presque Isle:	Posen High School
Calhoun:	Athens Jr/Sr High School	Saginaw:	Freeland High School
	Harper Creek High School		Swan Valley High School
Clare:	Clare-Gladwin Regional	Sanilac:	Croswell-Lexington High School
	Education Service District		Peck Community Schools
Eaton:	Grand Ledge High School	St. Clair:	Anchor Bay High School
Genesee:	Grand Blanc High School		Memphis Sr. High School
Macomb:	Cousino High School		Port Huron Northern High School
	Dakota High School		Yale High School
	Lake Shore High School	Tuscola:	Vassar High School
Mason:	West Shore Education	Washtenaw:	Dexter High School
	Service District - Career &		Greenhills High School
	Technical Education		Skyline High School
Midland:	Dow High School	Wayne:	Fordson High School
	Meridian Early College		Plymouth High School
	High School		Woodhaven High School

As part of the S4SD program, each school receives \$1,000, which students use to create a teen-led campaign that will educate their classmates and community about various traffic safety topics, including speeding; seat belts; pedestrian, bicyclist and passenger safety; and impaired, distracted, nighttime and winter driving.

Schools will submit videos or PowerPoint presentations outlining their campaigns. The top-five schools judged to have winning campaigns will receive cash prizes ranging from \$500 to \$1,500.

Since the 2011 creation of S4SD, 176 different Michigan high schools have participated in the program.

The OHSP has partnered with the Transportation Improvement Association to coordinate activities of the S4SD program.

For more information about S4SD, please visit Michigan.gov/S4SD.

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