



January 10th, 2018

Dear Bowling Green High School teachers and staff,

Join us in a friendly teen safety competition!

Safe Kids and program sponsor General Motors are proud to introduce a special opportunity for teens (13 – 19 years of age) who reside in an area with a local Safe Kids coalition to compete in a Take it From a Teen video challenge. In your area, the local Safe Kids coalition is Safe Kids Eastern Quad Counties. This coalition is led by the Lincoln County Health Department. Pike County Health Department is a part of the Eastern Quad Counties Coalition.

The Take it From a Teen video challenge is a chance for teens to share their wisdom on safe driving and passenger practices from the first time their parents turned their car seat forward facing. Safe Kids Worldwide and General Motors have been working for 20 years to keep kids safe on the road. Teens today were those children that were in car seats when our coalitions first started their work. Now, they are driving and riding in vehicles with their friends and have experiences with distraction, drowsy driving, peer pressure, inexperience behind the wheel and making bad decisions. This educational approach draws on the credibility and influence that young people have with their peers and leverages the power of role modeling.

The Take it From a Teen video challenge will give **you** an opportunity to:

- give teens an opportunity to share what they have learned.
- help teens win money for college, new computer, car insurance, etc.
- open a dialogue on teen driving and passenger issues during a pivotal time when teens are on the move, celebrating milestones and enjoying their friends before graduation.
- provide an opportunity to reward good behavior.
- recognize potential issues that need to be addressed in the future.
- do something fun, infuse safety into graduation.

The teen applicant will create a 60-second video that answers one of the following questions:

- How would you tell your friends to slow down while driving?
- How would you tell your friends to buckle up?
- How would you tell your friends to not text and drive?
- How would you tell your friends to not drive under the influence?
- How would you tell your friends to not drive with too many teens and not enough seat belts in the vehicle?

We will convene a panel to choose the best video from our area. That winning team will win \$100. Then, we will submit the video into a national competition where the winning team will win \$1,000 and have their video professionally recreated. Videos will be due by **February 1st 2018**.

The video challenge is designed to be interactive, fun and used to capture teen passenger and driver safety messaging directly from a teen. Teens have clout; role models for younger children, generate peer pressure within their own circles, but most importantly can provide adults with valuable insight on the pressures they face while riding with friends or behind the wheel, and what would make them change their behavior. Please see www.lchdmo.org for more information about the competition or email Sarah Valenza at Sarah.Valenza@LCHDMO.org .

Sincerely,

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