



Zero Crazy! Activity

Distracted Driving & Seatbelt Safety Survey

Difficulty Level: Medium-Difficult

What is the Zero Crazy! Activity?

Zero Crazy! is an activity by *Teens in the Driver Seat* that includes a traffic safety pre-observation, 3 weeks of traffic safety activities/messaging, and a traffic safety post-observation.



Implementation Timeframe:

Year-round

Safety First!

This project needs to be conducted safely – please ensure you’re wearing a safety vest, or staying off the main road when conducting your observations and awareness efforts.

Steps to Complete Zero Crazy!

1. **Don't be Crazy!** Begin by getting approval from your Principal or Program Director to implement your Distracted Driving & Seatbelt Safety Survey
2. **Decide When You Will Capture The Crazy!** Work with you school or community group to determine when you will conduct your campaign. Schools and youth groups may want to ask local police or their school resource office to help conduct and be present during the event.
3. **Catch the Crazy!** Using the attached worksheet - Preform field observations at your school by observing real driving behavior and counting the Crazy drivers from a safe location (pre-observation).
4. **Shift the Crazy!** – Do some mad, crazy activities around your school for a full three weeks to let these drivers know the risks they are taking. Use other projects included in this project box for ideas!

- a. Make awareness posters around your school that communicate the dangers of driving distracted or unbelted.
 - b. Reinforce your message to your audience: Hand out “Smarties” candies to students/parents who are driving distraction free, and buckled. Give out “Dum Dum’s” candies to those who are not driving safely. Try to tape a safe driving factoid onto the Dum Dum handle – For example:
 - i. “You’re 4x more likely to be involved in a crash when you drive distracted. Phones down – eyes on the road!”
 - ii. “Seatbelts reduce serious crash-related injuries and deaths by half – which half do you want to bet on? Buckle up!”
5. **Alert the Crazy!** After you have spent three weeks reinforcing your safety message, communicate with your audience and let them know that you are going to be conducting a post-observation sometime soon. Sometimes when you alert others that you are going to be watching them, you can positively influence the behavior you are trying to achieve.
6. **Catch the Crazy!** Perform another field observation to see how many Crazy drivers you shifted (post-observation).

Things to consider when conducting your traffic safety survey observation:

1. You are going to need at least 4 teens to implement this project
 - a. Two teens will act as spotters (1 for distraction, 1 for seatbelts)
 - b. Two teens will act as recorders (1 for distraction, 1 for seatbelts)
2. Stay consistent with your data! Bad data collection or inconsistent methods can impact the noted results of your efforts.
3. Involve your local law enforcement or school resource office in the planning of this event.

Reporting Criteria - Please visit this link to report back on your outreach efforts:

<https://flteensafedriver.org/project-reporting/>

1. Have you implemented this project? Yes/No
2. How many total individuals did you observe in your pre-observation?
3. How many drivers were noted as distracted or unbelted in your pre-observation respectively.
4. How many total individuals did you observe in your post-observation?
5. How many drivers were noted as distracted or unbelted in your post-observation respectively.
6. What type of awareness activities did you promote during your 3 weeks of “Shift the Crazy” efforts?
7. How did you promote your event (select all that apply)
 - a. Morning announcements
 - b. Posters

- c. Flyers
- d. Social media
- e. School newsletter
- f. Word of Mouth
- g. Emails
- h. Notes written on teacher white boards

8. How many people do you think became aware of the need to buckle up based on your effort? Take into consideration things like the amount of times people might have heard or saw your message, any onlookers that might have seen the survey taking place, any media attention, or social media efforts.

Project Contact:

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Lake Alfred Police Department
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Distracted Driving &
SAFETY BELT SURVEY
 (DRIVERS ONLY)

AGENCY _____
 PRE-SURVEY _____ POST SURVEY _____ TOTAL #YES _____ TOTAL NO _____
 DATE _____ TIME _____ LOCATION _____

- | | | | | |
|----------------|----------------|----------------|----------------|-----------------|
| 1. YES__ NO__ | 21. YES__ NO__ | 41. YES__ NO__ | 61. YES__ NO__ | 81. YES__ NO__ |
| 2. YES__ NO__ | 22. YES__ NO__ | 42. YES__ NO__ | 62. YES__ NO__ | 82. YES__ NO__ |
| 3. YES__ NO__ | 23. YES__ NO__ | 43. YES__ NO__ | 63. YES__ NO__ | 83. YES__ NO__ |
| 4. YES__ NO__ | 24. YES__ NO__ | 44. YES__ NO__ | 64. YES__ NO__ | 84. YES__ NO__ |
| 5. YES__ NO__ | 25. YES__ NO__ | 45. YES__ NO__ | 65. YES__ NO__ | 85. YES__ NO__ |
| 6. YES__ NO__ | 26. YES__ NO__ | 46. YES__ NO__ | 66. YES__ NO__ | 86. YES__ NO__ |
| 7. YES__ NO__ | 27. YES__ NO__ | 47. YES__ NO__ | 67. YES__ NO__ | 87. YES__ NO__ |
| 8. YES__ NO__ | 28. YES__ NO__ | 48. YES__ NO__ | 68. YES__ NO__ | 88. YES__ NO__ |
| 9. YES__ NO__ | 29. YES__ NO__ | 49. YES__ NO__ | 69. YES__ NO__ | 89. YES__ NO__ |
| 10. YES__ NO__ | 30. YES__ NO__ | 50. YES__ NO__ | 70. YES__ NO__ | 90. YES__ NO__ |
| 11. YES__ NO__ | 31. YES__ NO__ | 51. YES__ NO__ | 71. YES__ NO__ | 91. YES__ NO__ |
| 12. YES__ NO__ | 32. YES__ NO__ | 52. YES__ NO__ | 72. YES__ NO__ | 92. YES__ NO__ |
| 13. YES__ NO__ | 33. YES__ NO__ | 53. YES__ NO__ | 73. YES__ NO__ | 93. YES__ NO__ |
| 14. YES__ NO__ | 34. YES__ NO__ | 54. YES__ NO__ | 74. YES__ NO__ | 94. YES__ NO__ |
| 15. YES__ NO__ | 35. YES__ NO__ | 55. YES__ NO__ | 75. YES__ NO__ | 95. YES__ NO__ |
| 16. YES__ NO__ | 36. YES__ NO__ | 56. YES__ NO__ | 76. YES__ NO__ | 96. YES__ NO__ |
| 17. YES__ NO__ | 37. YES__ NO__ | 57. YES__ NO__ | 77. YES__ NO__ | 97. YES__ NO__ |
| 18. YES__ NO__ | 38. YES__ NO__ | 58. YES__ NO__ | 78. YES__ NO__ | 98. YES__ NO__ |
| 19. YES__ NO__ | 39. YES__ NO__ | 59. YES__ NO__ | 79. YES__ NO__ | 99. YES__ NO__ |
| 20. YES__ NO__ | 40. YES__ NO__ | 60. YES__ NO__ | 80. YES__ NO__ | 100. YES__ NO__ |

Indicate number of "yes" observations on the Activity Reporting Form.

Enforcement is the ticket!



