

Here Lies “John Doe” – Chalk the Walk/Tape the Space Awareness Activity

Difficulty Level:

Easy

Implementation Timeframe:

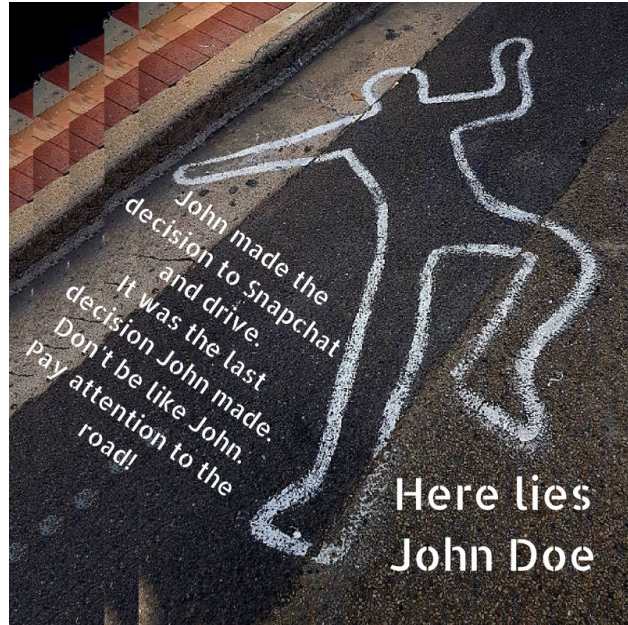
Any time

Overview:

This project focuses on using real people at your school to participate in a traffic safety awareness campaign.

Purpose:

To raise awareness on the consequences of unsafe driving behavior and to recognize the role we all have as a driver or as a passenger.



Materials Needed:

Sidewalk chalk, masking or painter’s tape, poster boards, colored markers.

How to Implement:

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host this campaign.

Step 2: Get participation from a few members of your school or community group to use their name and likeness in your traffic safety messaging. You will want to explain how their name will be used in this project and ensure you have some time to draw/tape their actual outline somewhere on campus in a highly trafficked area.

Step 2: Plan out your messages and write them on a poster board in block letters:

- EX: Here lies Abby Franklin and Sarah Smith. Rather than picking a safe ride home, Abby decided to leave the party with her drunken friend Sarah. Abby and Sarah never made it home. Remember to always choose a safe ride, and to never drink & drive!
- EX: Here lies Tanner Phillips. Tanner didn’t think smoking pot made him impaired. He didn’t know that marijuana slows reaction time and more than doubles the risk of a crash. Don’t be like Tanner – Drive Safe, Drive Sober!

- EX: Here lies our beloved Principal Watkins. Mr. Watkins knew that distracted driving was dangerous, which is why he always paid full attention when driving... If only we had all spoken up and encouraged others to put down their phones, Mr. Watkins would still be here today. #JustDrive
- EX: Here lies Connor Jones. Connor never missed an opportunity to show off his car and street race with other vehicles. He ran a red light, lost control, and crashed into a tree. Now, we miss Connor.
- EX: Here lies Brett Johnson. Brett thought wearing his seatbelt was a pain. It was much more painful for Brett's family and friends at his funeral. Always wear your seatbelt every time you get in a car.

Step 3: Grab your participant and chalk or tape their outline in a classroom or in highly trafficked areas of your school or community center.

Step 4: Affix your poster message to the area that you drew your chalk or taped outline.

Step 5: Use social media to give your message more reach! Get clever and invent your own hashtags that relate to this activity! Be sure to mention #FLTeenSafeDriver.

Step 6: Report back on your outreach using the link and criteria below.

Pro tips:

- Use the sidewalk chalk to do outlines outside and in outdoor covered areas (like covered pathways).
- Use masking or painter's tape when doing outlines inside the classroom, or in areas that are exposed to the elements of weather.

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

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

1. Did you implement this project? Yes/No
2. How many real life participants did you use in this activity? I.e – how many “John Doe’s”.
3. What traffic safety topics did you attempt to raise awareness on?
 - a. Distracted Driving
 - b. Passenger Safety
 - c. Drugged Driving

- d. Drunk Driving
- e. Street racing/Aggressive driving
- f. Speeding
- g. Drowsy Driving
- h. Seatbelt Safety

4. Estimate the number of total interactions that may have resulted in person or as a result of social media. Ex: conversations in the lunchroom, people standing by and observing your messages, any morning announcement on the campaign, retweets, replies from other students or advocates.

Contact:

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