

## High School (grades 9 through 12) *Campaign Tools for Schools*

Show students the “Faces of Distracted Driving” series at [Distraction.gov](http://Distraction.gov)<sup>1</sup>. Then ask students to come up with their own distracted driving safety campaign, such as the Department of Transportation’s Put It Down campaign<sup>2</sup>. Students’ campaigns should be directed towards potential drunk or distracted drivers.

Use these ideas to get students motivated:

- 30-Second Radio Spot
- Billboard
- Bus Advertisement
- Distracted Driving Signs/Flyers
- Fact-Filled Informative Brochure
- Morning Announcements for School
- Newspaper Article
- Online Banner Advertisement
- Parent-Teen Driving Contract
- Video Public Service Announcement

### **Attention Teachers!**

Don’t forget to share your students’ safety campaigns with the Law Offices of William Mattar. Send campaigns from your classroom to [contests@williammattar.com](mailto:contests@williammattar.com), and we’ll let you know if your students’ messages make it to the Cube!

1) <http://www.distraction.gov/faces/>

2) [http://www.distraction.gov/files/get-involved/General/DD\\_MK\\_PublicEducation.pdf](http://www.distraction.gov/files/get-involved/General/DD_MK_PublicEducation.pdf)