



AAA PROMise

Difficulty Level: **Medium**

Implementation Timeframe:

January 2019 – May 2019

Overview:

AAA PROMise is designed to cater to the unique needs of parents, high school officials, and law enforcement concerned with the safety of young drivers during their junior and senior years of high school.

Purpose:

AAA PROMise encourages young drivers and their parents to talk about the dangers of underage drinking, drug use and impaired driving, especially during prom and graduation season when many teen-related crashes occur.



Implementation of the AAA PROMise:

1. Beginning in January 2019: Order your **FREE** kit from the AAA PROMise website: www.aapromise.com
2. Use the pledge board (provided in the free kit) to get as many student signatures from your school or community group to drive safely and responsibly.
3. Encourage students to take the pledge magnets home (provided in the free kit) and use them to talk to their parents about the dangers of impaired driving.

Contact:

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4. Request a speaker from AAA to present the program to a student assembly or a parent-teen workshop at your school (depending on AAA staff availability).
5. Survey the students at your school or in your community organization to determine the number of parent-teen safe driving conversations that have been had as a result of implementing your AAA PROMise campaign.

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

<https://www.floridasadd.org/project-reporting/>

1. Did you download a AAA PROMise kit?
2. Estimate the number of signatures you received on your AAA PROMise pledge board.
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3. Did you host a AAA PROMise presentation at your school?
 - a. If yes, how many parents/teens were in attendance.
4. Quantify the number of parent-teen conversations that were had as a result of this campaign. You may need to create a short survey and distribute it to your peers to obtain this information.

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