

Grasping At Straws To Save Lives - Awareness Activity

Difficulty Level:

Easy

Implementation Timeframe:

Any time

Overview:

This activity involves handing out straws to your fellow students or community members in an effort to raise awareness on the importance of safe driving. The goal of this activity is to start an “awareness chain reaction” – each straw will ask the recipient to “pass it on” to someone they love.

Materials needed to implement:

200 straws, scotch tape, scissors, access to a photocopier/printer, and paper.

How to Implement:

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

Step 2: Make photocopies of the message template below or create your own message to accomplish the task. Be sure to print enough so that each straw gets a message.

Step 3: Begin cutting out the individual messages.

Step 4: Using your scotch tape, affix the cut out message to your straw. The ideal method should be to tape it lengthwise, rather than the message acting as a flag.

Step 5: Hand out your straws! You can do this in your lunchroom, before the start of a class period (with your teacher’s approval), or during any applicable free time. The goal is to distribute ALL of your straws to as many of your peers as possible. Be sure to keep track of how many you distribute!



Step 6: 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, #SafetyStraws, and any other relevant hashtags that relate to this activity.

Step 7: Report on the results of your outreach using the criteria below.

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

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

1. Did you implement this project? Yes/No
2. How many straws did you hand out?
3. Estimate the number of total interactions that may have resulted in person or on social media. Ex: conversations in the lunchroom, morning announcements, retweets, replies from other students or advocates.

Contact:

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