

West Virginia SADD  
Chapter Campaign for the  
2011-2012 School Year

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*Hosted By:  
West Virginia  
Students Against Destructive Decisions*

West Virginia SADD  
Post Office Box 1659  
Huntington, WV 25717

Phone: (304) 696-5545  
Fax: (304) 696-5583



Dear SADD Advisors and Chapters,



### **Win \$250.00 For Your SADD Chapter!!**

This is to inform you of a great opportunity presented by WV SADD. In light of the recent "No Phone Zone" campaign conducted by Oprah and the many other recent and related stories about crashes and teen deaths related to cell phone use and driving, the WVSADD Student Leadership Council is once again conducting the Xcell campaign to reduce cell phone usage while driving.

We encourage all high school SADD chapters in West Virginia to participate in the statewide campaign. Two grand prizes (\$250) will be awarded. One to the SADD chapter that has the lowest percentage of driver cell phone usage and one for the greatest percentage decrease in driver cell phone usage. The grand prize will be in the form of a mini-grant awarded to the winning chapters to implement other safe driving activities at their school. Other prizes and certificates will be awarded to all participants in the campaign.

Enclosed is a campaign review of rules and other important information. We look forward to working with you and hope this will be a great opportunity for students and faculty to work together to overcome this growing problem.

If you have any questions, please call Beau Evans at (304) 696-5545.

Very truly yours,

A handwritten signature in black ink that reads "Beau Evans".

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Beau Evans  
Campaign Coordinator

"Be a voice for the positive choice"



## Registration Form

Please fax to (304) 696-5583 by February 13, 2012

*(Please print all information)*

Name of School: \_\_\_\_\_

Principal's Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Primary Contact's Phone Number: \_\_\_\_\_

Primary Contact's E-mail: \_\_\_\_\_

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Adopted Officer Information *(required)*:

Officer's Name: \_\_\_\_\_

Officer's Phone Number: \_\_\_\_\_

Officer's E-mail: \_\_\_\_\_

(For more information, please contact Beau Evans at  
(304) 696-5545 or [csab@wvsadd.org](mailto:csab@wvsadd.org))

Stephanie Southall  
Co-State Coordinator  
(304) 558-0627



Beau Evans  
Campaign Contact  
(304) 696-5545

## *Two - \$250.00 Grand Prizes to be awarded*

One for the lowest percentage of drivers using a cell phone in the car and  
one for the greatest decrease of drivers using a cell phone in the car

### High School / SADD Chapter Campaign Guidelines

***Mail or fax registration forms to:***

*WV SADD, Highway Safety Office, PO Box 1659, Huntington, WV 25717  
Fax (304) 696-5583*

- Project dates from February 13<sup>th</sup> to April 10<sup>th</sup>
- Each SADD chapter will “adopt a cop” from a local police department, county sheriff’s office, or state police who will conduct the pre and post survey’s for the campaign.  
*(Schools may use their Resource Officer)*
- Included in the informational packet is the official survey form. Make as many copies as necessary to allow you to survey all vehicles during the 45 minute time period.
- The police officer will do an unannounced **pre-survey** of cars leaving the school prior to February 17<sup>th</sup>. The police officer should conduct the survey for approximately 45 minutes. Fax the survey to WV SADD at (304) 696-5583 on or before February 17<sup>th</sup>.
- Chapters then have until March 23<sup>rd</sup> to conduct activities to reduce the number of students using their phones while leaving the school parking lot. Be creative and conduct positive activities for the students.
- The police officer must then conduct an unannounced **post-survey** between March 26<sup>th</sup> and March 30<sup>th</sup>. This final survey must be submitted by fax or mail before April 3<sup>rd</sup>.
- Include the summary report of activities with your post survey. We also encourage you to send any pictures of your groups activities. You may submit original prints or digital files.
- Winners will be announced on April 10<sup>th</sup>.
- If you have questions or want more information, contact us at (304) 696-5545.

# Campaign Deadlines and Checklist

- ( ) **February 13<sup>th</sup>** -- Registration due no later than close of business.
- ( ) **February 17<sup>th</sup>** – Last day adopted police officer may complete and fax the pre-survey to (304) 696-5583.
- ( ) **February 20<sup>th</sup> through March 23<sup>rd</sup>** – SADD chapter conducts activities to reduce the number of drivers using their cell phones while driving in the car on school property/driveway.
- ( ) **March 30<sup>th</sup>** – Last day the adopted police officer may conduct the post survey.
- ( ) **April 3<sup>rd</sup>** – All post surveys and supporting information must be postmarked or faxed by this date.
- ( ) **April 10<sup>th</sup>** – Winners announced

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Remember to follow this outline page. It will help in your planning of activities and dates during the campaign.

Again, if you have any questions please contact us at (304) 696-5545  
or fax us at (304) 696-5583

## Thank You for Participating!

# Examples of Past Activities

Here are examples of past activities SADD chapters have implemented to spread their message to other students:

1. Announcements over the intercom
2. School television broadcast programs
3. Place posters in the school hallways or have a poster contest
4. Place reminder notes on cars in the parking lot (*with school permission*)
5. Distribute flyers to students as they leave the parking lot
6. Host an assembly for students / present skits or invite a guest speaker
7. Ask school administration to send a message over the school phone network to parents and students
8. Hand out freebies, such as pencils, candy, or etc. to students not talking while driving off the parking lot
9. Use technology resources to make a mini PSA for your school and show it during lunches and other times
10. Prepare a letter from your school to send to legislators to encourage the introduction of better seat belt laws during this legislative session.

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**Resources:** For more information on the web, you can check the following websites:

[www.wvsadd.org](http://www.wvsadd.org)

[www.nhtsa.gov](http://www.nhtsa.gov)

[www.sadd.org](http://www.sadd.org)

[www.autoalliance.org/driverfocusfacts](http://www.autoalliance.org/driverfocusfacts)

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\* Be creative, take photos and submit them with your activity report. Selected photos will be featured on our website.