



Solve It! Contest

INCORPORATING THE CONTEST INTO YOUR LEARNING PLANS

Dear Teacher,

The *In Control: Beyond Distraction* program has a contest coming up and we'd like to invite you to include this in your lesson plans. The attached student flyer describes the basic rules of what is required for the contest, but you can expand upon the contest to incorporate it into your class and fulfill needs for your subject (see our ideas by subject below).

Contest Basics: This contest invites students to propose a novel idea or approach to tackle the problem of driver distraction. The idea is to encourage students to formulate a solution to the problem, such as a product to store or disable the phone while the car is in motion, or a public health intervention plan to raise awareness. You can expand upon this basic assignment to meet your subject area needs.

Contest Rules: The assignment can be completed as an individual or small group project. Students can enter as many inventions or ideas as they wish. Teachers can decide to make this an assignment for class credit.

Some important facts about the dangers of driving while distracted should be conveyed to the students:

- Motor vehicle crashes are the leading cause of death and severe injury for teens
- Distracted driving is one of the greatest contributors to crashes and near-crashes
- Teen drivers have the highest incidence of distracted driving, and are overrepresented in fatal crashes
- Sources of driver distraction include cell phones, passengers, electronic devices, eating, pets, etc.

Ideas for expanding upon this contest to fulfill learning plan needs for various subjects include:

Business/Marketing

- Students can propose an intervention or product and develop a marketing strategy for the product
- Students can determine the cost of the product needed for a profit

English (to facilitate meeting Standards of Learning (SOL) objectives for English)

- This assignment can be used to fulfill a research project that concludes with a written account of their findings
- Students can gain experience presenting their idea in an oral presentation
- Students can research previous media campaigns to promote behavior changes and present their findings to the class regarding what worked and what didn't work to change audience behavior
- Students can write a research paper on distracted driving



Health (to facilitate meeting SOL objectives for Health)

- Students can research the morbidity and mortality of distracted driving
- Teens can research and present findings orally on risky behaviors for teens and adults
- Students can use existing data reports to calculate the years of life lost within the teen population, based on the formula:
YLL= N x L, where: N = number of deaths and L = standard life expectancy at age of death in years

Math (to facilitate meeting SOL objectives for Math)

- Ask students to anonymously answer yes/no questions regarding texting and phone use while in a car.
- Collect and count responses, asking students to create ratios using sums for their peers' yes/no responses. For example, students could calculate ratios for students who observed a driver texting while driving, students who turn off cell phones while driving, etc.

Public speaking

- Students can present research on existing interventions and/or products that aim to deter distracted driving

Science (to facilitate meeting SOL objectives for Science)

- Students can examine the physics behind automobile collisions
- Students can design a study to examine the effects of taking your focus away from an object (such as the path in front of a walking person) for a short period of time and present their findings either in a paper or orally

Technology

- Students can use graphic design technology to develop a product or an idea for deterring phone use behind the wheel, such as a phone storage system
- Students can research the apps that are currently available for use on smartphones that turn off the phone or send all calls to voice mail once the car is in motion

Visual /Language Arts

- Artwork can be used to show the product or intervention design

Thank you for helping keep our students safe!