



In Control: Beyond Distraction

Sample Intervention Planning

Interventions	Steps to Accomplish	Target Month
1. Campaign Kickoff Posters <ul style="list-style-type: none"> Series of <i>In Control: Beyond Distraction</i> posters which depict the phone as having control over the driver 	<ul style="list-style-type: none"> Display posters in as many places as possible in the school; saturate the hallways 	October
2. Tagline Contest <ul style="list-style-type: none"> A campaign poster is displayed without any taglines. Students submit entries for taglines Students can vote online for students choice, or judging panel can select winner 	<ul style="list-style-type: none"> Announce/Give Instructions (flyers, verbal) Students enter ideas online or in person Judge entries, tally student votes Announce winners & give prizes Display poster(s) with winning tagline 	November
3. E-Flyer about Driving Apps that Power Down Phone <ul style="list-style-type: none"> One page flyer listing apps that are available for phones that work to deter distracted driving Flyer gives details including price and download links 	<ul style="list-style-type: none"> Disseminate flyer describing apps via email and/or paper to parents and students 	December -January
4. PSA Contest <ul style="list-style-type: none"> Students enter original Public Service Announcement (videos/artwork/poetry/music) for theme: "What it Means to be <i>In Control While Driving</i>" Entered online or in person Students can vote online for students choice, or judges can choose winner(s) 	<ul style="list-style-type: none"> Announce/Give Instructions (flyers, verbal) Offer AV/Art assistance? Students enter works online or in person Judge entries, tally student votes Announce winners & give prizes Display winners & non-winners in school 	February
5. Solve It Contest <ul style="list-style-type: none"> Students enter ideas to promote awareness about distracted driving (an intervention or product) Student can enter as many interventions or ideas as they can devise Students can vote online for students choice, or judges can choose winner(s) 	<ul style="list-style-type: none"> Announce/Give Instructions (flyers, verbal) Students enter ideas online or in person Judge entries, tally student votes Announce winners & give prizes 	March
6. Social Marketing Posters <ul style="list-style-type: none"> Students design posters using analyzed data collected from school-based surveys 	<ul style="list-style-type: none"> Uses data collected from school-based survey Display posters around the school 	April
7. In Control Challenge (peer promotion and student event) <ul style="list-style-type: none"> Involve student group(s) in creating and promoting an awareness event with a clear actionable message 	<ul style="list-style-type: none"> Identify and work with a student group Student group promotes action message Student group holds event or demonstration 	Ongoing/ Anytime
8. Social Media Discussions <ul style="list-style-type: none"> Invite commentary and discussion on social media Point is not to answer the questions, but to spur discussion 	<ul style="list-style-type: none"> Discussion happens in social media 	Ongoing/ Anytime

Other/Classroom Program Support Components:

PTA presentations (optional/flexible scheduling); Teacher training presentations (optional/flexible scheduling); Bimonthly teacher newsletters