

Sample Program Timeline

Interventions	Steps to Accomplish	Target Month
1. Campaign Kickoff Posters <ul style="list-style-type: none"> Series of In Control: Beyond Distraction 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 	Nov-Dec
3. PSA Contest <ul style="list-style-type: none"> Students enter an original Public Service Announcement (videos/artwork/poetry/music) for theme: "What it Means to be In Control While Driving" 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 	Jan-Feb
4. Solve It Contest <ul style="list-style-type: none"> Students enter ideas to promote awareness about distracted driving (an intervention or product) Students 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
5. 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
6. 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
7. 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.

