

National Association of
Students Against Violence Everywhere (SAVE)
Youth Voices... Grown-Up Choices Initiative

Sponsored by the:



Allstate[®]
FOUNDATION

**WEST CENTRAL REGION
2009-2010
Grant Update 1/15/10**



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Allstate Foundation West Central Region Youth Voices... Grown-Up Choices Initiative

General overview of the program and how it addresses the Allstate Foundation's focus area:

- The National Association of Students Against Violence Everywhere is addressing the Allstate Foundation focus area of Teen Driver Safety, by teaming up with the West Central Allstate Foundation to establish the integrated program called the **Allstate Foundation SAVE: Youth Voices...Grown-Up Choices! Teen Safe Driving Program**. This initiative engages and empowers young people with the knowledge and skills necessary to encourage Teen Safe Driving among their peers. This fall special emphasis was given to Teen Driver Safety during key highlighted times, including Back to School, America's Safe Schools Week (October 19-23) and during the Fall/Winter Holidays.
- This grant from the Allstate Foundation supported *the Teen Safe Driving efforts of students and staff at 10 schools in the West Central Region*.
- **Grant Award Ceremony**

The SAVE Chapter at Montbello High School was awarded their Allstate grant check at the "X the Text" campaign on November 30, 2009, the day before a new Colorado law banning texting while driving went into effect. Students added their thumbprints to a pledge banner which will eventually circulate to more than 30 cities across the country, as part of the "X the Text" campaign, a nationwide effort to educate teens about the dangers of texting and driving.

<http://www.9news.com/news/article.aspx?storyid=127930&catid=188>



Montbello High School SAVE Chapter at Check Award Ceremony.

Media Coverage - Press releases were issued to major media outlets in the West Central Region.

- <http://www.nationalsave.org/main/Word/Greeley%20HS%20MEDIA%20ALERT.doc>
- http://www.nationalsave.org/PDF/2009_SAVE_%20Press%20Release%20Montbello.pdf

Highlights and successes of the program

- **Sponsorship of West Central Region Schools** – Schools being sponsored for Teen Safe Driving Activities and Number of people impacted by the program to date:

| School | # Youth reached | Ages |
|--|-----------------|-------|
| Montbello High School, Denver, CO | 1600 | 14-18 |
| Greeley West High School – Greeley, CO | 1600 | 14-18 |
| | | |
| | | |
| | | |
| | | |
| TOTAL | 3200 | |

- Sponsored schools received a Banner highlighting Allstate’s sponsorship of SAVE for display at chapter meetings and events.
- Allstate Foundation sponsorship of SAVE was highlighted in newsletters, via publication of resource materials and on the National SAVE website:

- ❖ <http://www.nationalsave.org/main/Allstate.php>
- ❖ <http://www.nationalsave.org/main/Allstate%20West%20Central.php>
- ❖ <http://www.nationalsave.org/PDF/eSourceAUG09.pdf>
- ❖ <http://www.nationalsave.org/PDF/eSourceSEP09.pdf>
- ❖ <http://www.nationalsave.org/PDF/eSourceOCT09.pdf>
- ❖ <http://www.nationalsave.org/PDF/eSourceNOV09.pdf>
- ❖ <http://www.nationalsave.org/PDF/eSourceDEC09.pdf>

- **Sponsored chapters received:**

- **Mini Grant Funds for Teen Safe Driving Activities**
- **Free Chapter Membership for the 2009-2010 school year**
- **Free SAVE Materials and Teen Safe Driving Materials–**
 - **A Teen Safe Driving Tool Kit with Student and Parent Brochures, Posters, Lesson Plan, and Banner**
 - 2nd Edition SAVE Essentials Manual: A SAVE Tool Kit
 - Back to School Safety Materials
 - National SAVE Day Materials
 - Youth Safety Calendar
- **Ongoing Support and Technical Assistance for SAVE’s Youth Safety Efforts**

Award Recipients and Highlights of Chapter Activities

Montbello High School, CO: Montbello High School's SAVE Chapter kicked off the school year in August with a Back to School night. National SAVE Day and America's Safe School Week were marked with a peace pledge and "We Are All One" posters. In November the grant award ceremony was held during the "X the Text" campaign and during the holidays money was raised for a local women's shelter.



Student members of the Montbello High School SAVE Chapter.



<http://www.nationalsave.org/PDF/Montbello%20flyer.pdf>

Allstate Agent Involvement: Allstate representative **Nicole Alley** was present at the November 30 award ceremony and 'X the Text' campaign which was hosted by The Allstate Foundation.

Upcoming events: National Youth Violence Prevention Week will be observed in March with an awareness campaign at the school and **teen safe driving will be promoted in May.**

Greeley West High School:

Greeley West High School's SAVE Chapter increased teen driving safety awareness by staging a Mock Crash event at the school on Friday, October 9th, in conjunction with Homecoming. The event received the assistance of the **Union Colony Fire/Rescue Authority firefighters**. Guest speakers discussed issues such as texting while driving and, in addition, seat belt surveys were taken before and after the event.



Allstate Agent Involvement: Local Agent, **Sue Helfrich**, arranged for one of her staff members, Kevin Branfield, to speak at the student assembly.

Mock car crash at West Greeley High School.

<http://www.greeleytribune.com/article/20091010/NEWS/910109991/1002/NONE&parentprofile=1001>

Spring Activities

- Chapters will continue their Teen Safe Driving efforts during the Spring and will conduct activities during National Youth Traffic Safety Month (May)
- Chapters are also being encouraged to participate in other Allstate Foundation sponsored activities including:
 - Act Out Loud
 - Keep the Drive High School Journalism Contest
 - X the TEXT.

Thank you again to the Allstate Foundation for your continuing support of the activities of Students Against Violence Everywhere (SAVE) chapters in the West Central Region. With your assistance we are making great strides in reaching our goal to engage and empower young people with the knowledge and skills necessary to encourage **Teen Safe Driving** among their peers. Much work remains to be done and we anticipate completing our obligations in 2010.

Respectfully submitted by:
Dr. Pamela L. Riley, Executive Director
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