

VISION ZERO SCHOOLS

A PEER TO PEER PROGRAM
to help reach zero fatalities on North Dakota roads

BACKGROUND

On January 18, 2018, Governor Burgum, the North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol, and the North Dakota Department of Health unveiled a new traffic safety initiative: **Vision Zero: Zero fatalities. Zero excuses.**

Vision: Establish a culture of personal responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated.

Mission: Eliminate fatalities and serious injuries cause by motor vehicle crashes.

Vision Zero is implemented through various safety strategies including widespread public education/outreach, working with legislature to ensure state laws represent best practices in traffic safety, implementing workplace policies that support driver and passenger safety, conducting high-visibility enforcement of existing laws, applying technology advancements to make vehicles, roads and drivers safer, and implementing infrastructure/road safety improvements.

YOUNG DRIVER STATISTICS

Motor vehicle crashes are the leading cause of injury-related death for North Dakota teens. Young driver inexperience, coupled with immaturity, often results in risk-taking behavior such as speeding, alcohol/drug use, driving distracted, and not wearing a seat belt – all of which contribute to an increased death rate.

In North Dakota:

- Teen drivers age 14-19 account for 5% of all licensed drivers but are behind the wheel in nearly 20% of all crashes.
- Over the past 5 years, 45 teens have died in vehicle crashes.

EVERY
3 HOURS
one teen driver
crash occurred (ND 2018)

EVERY
183 DAYS
one teen died
in a crash (ND 2018)

VISION ZERO SCHOOLS

What is a Vision Zero School?

A Vision Zero School believes that the only acceptable number of fatalities and serious injuries caused by motor vehicle crashes is zero. School staff and participating student leaders will create a culture of personal responsibility in their school where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. Vision Zero Schools gives students the opportunity to be traffic safety advocates by appearing in banners, PSAs, videos and more to share motor vehicle safety messages in their school and community.

Benefits

Vision Zero Schools will receive promotional materials featuring student leaders to promote traffic safety and will be featured on Vision Zero's [website](#), [Facebook](#) and [Twitter](#). NDDOT will also assist in writing press releases to promote your school's dedication to traffic safety in the media. Student leaders may use their involvement as part of their resumé for future job and college applications. Most importantly, teens will learn that responsible driving is vital and zero is the only acceptable number of motor vehicle fatalities in their school.

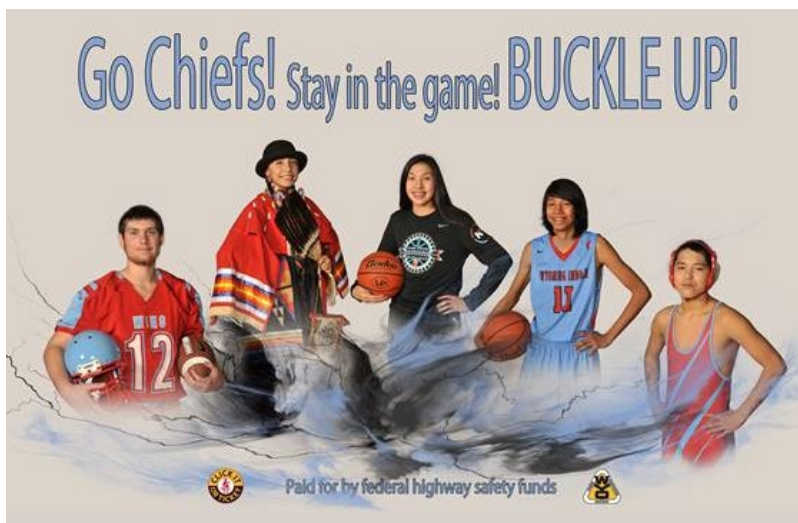
Identifying Student Leaders

A student leader will be identified by teachers, counselors or other faculty members of the school. A student may be recognized as a student leader through athletics, clubs, academics, etc. Participating students will be asked to sign a traffic safety pledge.

WHAT YOU WILL RECEIVE

A Vision Zero School Banner

Schools will receive a banner featuring chosen student leaders with a seat belt message similar to the example below. This banner can be displayed in any high-traffic area of the school.



Student Leader PSAs

PSAs (video and audio) featuring student leaders will be produced to play at sporting events, in morning announcements, on school's social media channels, at school assemblies, etc. NDDOT will provide scripts personalized for the school. Student leaders can choose from the following messages:

- Seat Belts
- Distracted Driving
- Impaired Driving
- Speed Related

Monthly Email with Marketing Materials

Vision Zero Schools will be added to the [Vision Zero Partner Network](#) (VZPN). As a VZPN member, schools will receive a monthly email that provides traffic safety posters, social media content, talking points, videos and more. The school's logo will be added to the [list of partners](#) on the Vision Zero website.

OTHER OPPORTUNITIES

As a Vision Zero School, NDDOT encourages you to expand the program beyond what is included. Although additional funding is unavailable, NDDOT can provide resources and contact information to grow your program to educate students about Vision Zero and traffic safety. Examples of what expanding the program could look like:

- Driving Distraction Free Challenge
 - Choose a significant week (i.e. homecoming) or month and challenge students to use the [LifeSaver App](#) (or other safe driving app of students' choice) to record their safe miles driven. Collect these miles from students during a certain class period or home base.
 - Overall message: "Century students drove 2,000 miles distraction free."
- Seat Belt Challenge
 - Student leaders can stand at the exits of school's parking lots and record how many students are wearing their seat belt. Choose a time period to promote seat belt use in school then conduct the same survey.
 - Overall message: "88% of Century students buckle up."
- Invite speakers to present traffic safety messages
 - Taylor Berhow of Mandan, ND – Moments of Impact
 - [Impact Teen Drivers](#)

TO BECOME A VISION ZERO SCHOOL

If you would like to become a Vision Zero School or would like more information, please contact Lauren Bjork, Safety Public Information Program Manager.

Lauren Bjork

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