

Raise Your Voice

2015

Raise Your Voice is a program of the Alaska Injury Prevention Center. With funding from the Alaska Highway Safety Office, United Way of Anchorage, and State Farm, AIPC works with student groups to have teens create safe driving messages and promote them amongst their peers.

THE PROCESS

STEP
1



APPLY:
Student groups from high schools across the state of Alaska are invited to apply to participate in Raise Your Voice. Participating groups receive \$500 for their student organization upon completion.

STEP
2



CREATE:
Groups receive training from AIPC staff on national and local teen driving issues, and the types of messages that can promote safe driving and prevent crashes. Each group makes a short video on a driving issue that matters to them.

STEP
3

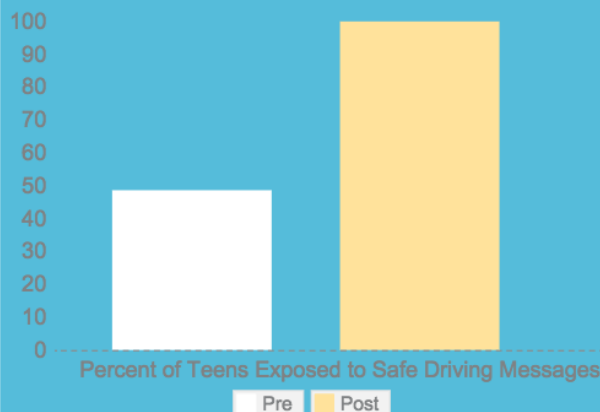


SHARE:
Groups share their completed product with their peers and evaluate the impact of their message. In 2015, the ten student groups shared their videos with 990 students.

CELEBRATE THE SUCCESS

At the conclusion of Raise Your Voice, AIPC hosts a celebration to share each group's video.

VIDEOS SEEN BY ALMOST 1,000 STUDENTS



Prior to seeing RYV 2015 videos, only half of teens surveyed had seen safe driving messages in the past 30 days.



Word of mouth messaging is important. 60% of teens planned to tell a friend about the Raise Your Voice video that they saw.

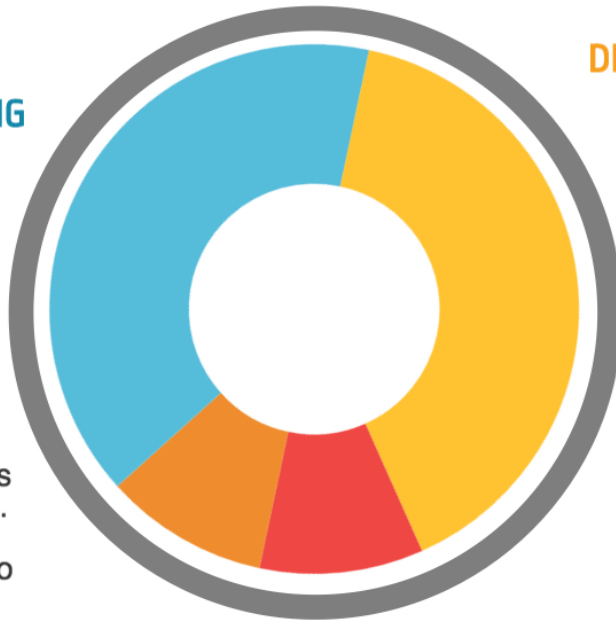
VIDEO TOPICS

DISTRACTED DRIVING

Younger and inexperienced drivers under the age of 20 have the highest proportion of distraction-related fatal crashes.

SEAT BELT USE

Seat belts are very effective in saving lives in the event of a crash. One student group reminded their peers to always buckle up.

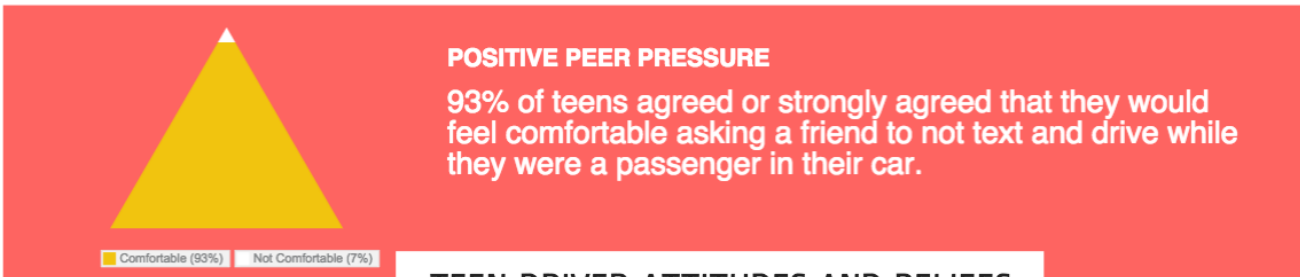


DRINKING AND DRIVING

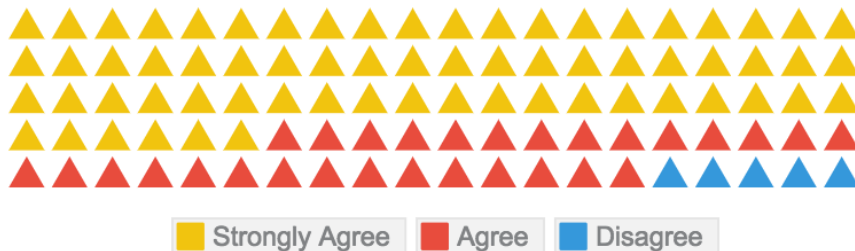
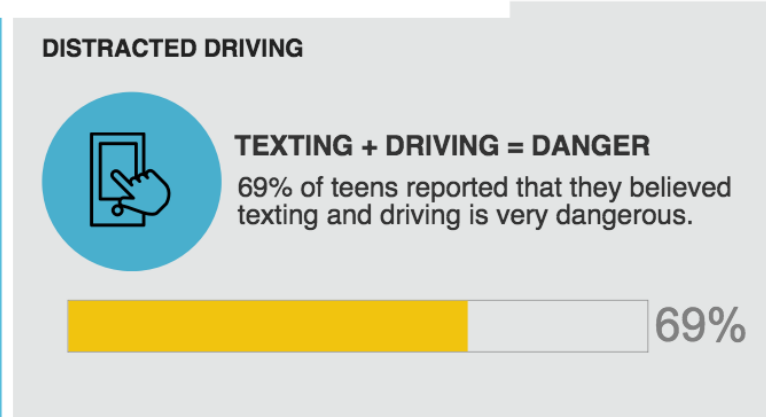
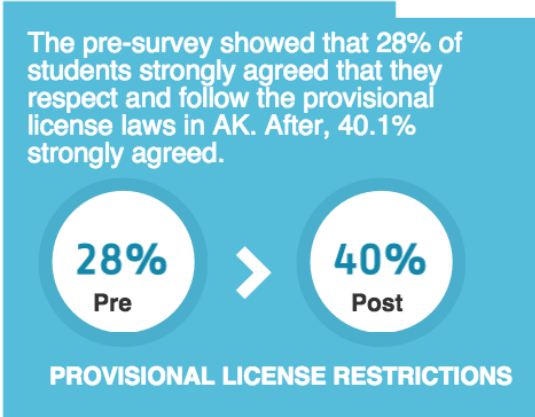
Groups that made videos on drinking and driving chose to educate their peers on Alaska's Zero Tolerance law.

PROVISIONAL LICENSE

One student group encouraged their peers to respect Alaska's provisional license restrictions.



TEEN DRIVER ATTITUDES AND BELIEFS



STOP DRINKING AND DRIVING

92.73% of students strongly agreed or agreed that they would feel comfortable intervening if they thought a friend was going to drink and drive.

FUNDING AND SUPPORT PROVIDED BY:
Alaska Highway Safety Office, United Way of Anchorage, & State Farm

AlaskaInjuryPreventionCenter.org