

WHERE'S YOUR **STUPID LINE?**



MULTI-MEDIA COMPETITION

Be a part of a national Multi Media Competition! No Regrets teams are welcome to take part in the competition and/or promote the competition at your school.

DOWNLOADS

- Multi-Media Competition Rules and Resources

TIPS

- All media asset submissions should reflect positive messaging encouraging reflection on the issue of distracted driving.
- Submissions should be creative, meaningful and relevant.

CAPTURING RESULTS

- Gather testimonials from participants in your school about what they have learned from taking part in the Multi-Media Competition and send them to SMARTRISK.

The Background

Distracted driving is a serious issue among Canadian youth. A recent study found that when drivers take their eyes off the road for more than two seconds their risk of crashing doubles. Distracted driving includes, but is not limited to: cell phone use, eating, drinking, adjusting radio dials or car controls, talking to a passenger, experiencing emotional distress, personal grooming, and looking at billboards or even other vehicles on the road.

The Activity

Between March 1-16, 2012 students/student teams across Canada will submit a video Public Service Announcement (PSA) between 60-180 seconds. The PSA can be in any creative medium youth would like to use (e.g. clay animation, digital, live presenters, graphics, etc.). The 2012 theme is: **Distracted Driving- Is It Worth It?** Design your PSAs to inform and motivate people to take steps that will help others become more aware of the issue. Make your video fun, inspirational, smart, and entertaining.

Ways to Get Students Mobilized

- Ask teachers in media, business, and civics classes to announce competition in their classrooms.
- Post the Multi-Media Competition Poster throughout your school (see "Rules and Resources" download).
- Announce the competition during your awareness raising events and initiatives.

Ways to Get Community Mobilized

- Ask local emergency service staff to play a role in your PSA.
- Ask for the support of drama/media teachers when developing your PSA.
- Once your PSA is ready preview it at a community event—invite friends, parents, local community role models.

Promote:

Buckle Up

look first

Wear the Gear

Get Trained

Drive Sober