

October, 2022

Good afternoon!

**National Teen Driver Safety Week is fast approaching during the week of October 16-22, 2022.** We encourage every local PTSA to participate and help encourage seat belt usage, eliminate impaired driving, distracted driving, and encourage pedestrians to pay attention to traffic throughout the upcoming year.

Several resources are available through the Utah Highway Patrol to help drive the message to the students, including the seat belt convincer, safety presentations and more. Local towing companies may be willing to leave a wrecked vehicle in a parking lot to remind students of the consequences of distracted driving or impaired driving.

If you are unable to coordinate with the UHP or other safety organizations during the official week, we encourage you to schedule their resources whenever possible. This message is helpful whenever you can share the message of safety.

Schools in the past have handed out Smarties to drivers wearing seat belts or Dum-Dums for those not wearing seat belts. Another idea could include the adult-sized Big Wheel competition wearing drunk goggles. Maybe you can hand out t-shirts or lip gloss branded with safety messages.

We encourage your team to work with your driver's education department and teachers for additional ideas and resources. If you have ideas you would like to share with us or other schools throughout the state, please feel free to contact us through the e-mail addresses provided.

We encourage you to take pictures of your activities to post to your school websites. We also encourage you to invite the news media to your events and share your efforts with the community. The UHP Communication Program manager is available to help get your messages out. Contact information is available on the following pages. We would also love to hear about what happened at your events. Please send photos, stories, etc. about how your school celebrated Teen Safe Driving Week to our e-mail addresses provided below.

We thank you for your hard work in sharing these safety messages with your schools. You are awesome for being part of PTSA. We know you are making a difference. We wish you a fun and safe school year ahead.

Aspen Brinkerhoff

PTSA Student Leadership Committee

[aspen.brinkerhoff@gmail.com](mailto:aspen.brinkerhoff@gmail.com)

Todd Hougaard

Utah PTA Utah PTA Student Involvement Commissioner

Sergeant Brady Zaugg  
Utah Highway Patrol – PI&E  
801-634-2470  
[bzaugg@utah.gov](mailto:bzaugg@utah.gov)

**Trooper Chad Valdez**  
Utah Highway Patrol – PI&E  
385-377-0672  
[cvaldez1@utah.gov](mailto:cvaldez1@utah.gov)

## Social Media and Press Release Resources

The United States Department of Transportation offers resources to help you get the word out for your local school Safe Driving Week events. Connect to the web page below for web banners, press releases to local news media outlets and social media messaging ideas.

<https://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week>