OCTOBER NEWSLETTER

https://www.ntso.us/s4sd/ (248) 416-1166 strive4asaferdrive@gmail.com



Application Information

Applications close November 13, 2026.

Don't miss the opportunity to bring S4SD to your school!

TRAFFIC SAFETY AWARENESS

October: National Pedestrian Safety Month

October: National Teen Driver Safety Week

December: National Impaired Driving Prevention Month

April: Distracted Driving Awareness Month

May: National Bicycle Safety Month



Applications Are Open! Apply Today.

Strive for a Safer Drive is entering its 16th year in partnership with the Michigan Office of Highway Safety Planning (OHSP) and Ford Philanthropy. As the 2026–2027 school year begins, all Michigan high schools are eligible to apply.

S4SD may accept up to 50 high schools to develop and implement student-led traffic safety campaigns within their schools and communities. Campaigns can focus on distracted driving, seat belt safety, winter driving, speeding, impaired driving, and Vulnerable Road User (VRU) safety. Schools may select the topics that are most relevant to their students and are encouraged to incorporate VRU safety when possible.

Through these campaigns, students have the opportunity to educate their peers, encourage safer choices, and make a positive impact in their communities.

Message from our Program Manager



As I head into my second year with Strive for a Safer Drive, I'm excited for another great program year! My first year was such a rewarding experience, and it was amazing to see students work together to promote safer roadways for their peers and communities. I'm looking forward to welcoming both new and returning schools and seeing what students accomplish this year! -Jaida Young

This material was developed through a project funded by the Michigan Office of Highway Safety Planning and the U.S. Department of Transportation

NEWS

Program Details

The 2026-2027 Strive for a Safer Drive program will have live campaigns beginning in December and concluding by April 2027.

Participating schools receive $1,000 to develop and carry out a student-led traffic safety campaign. Throughout the program year, students are required to complete at least three traffic safety events or activities that engage their peers and promote safer choices on the road

DID YOU KNOW?

In 2023, there were 490,368 licensed drivers ages 15-20 who represented 6.6 percent of Michigan's driving population. The drivers in this age group represented 10.1 percent (49,041) of drivers in all crashes and 8.2 percent (136) of drivers in fatal crashes.*

Michigan Department of State Police Office of Highway Safety Planning - Traffic Safety Programs WWW.MICHIGAN.GOV/OHSP



Timeline



NOVEMBER 13, 2026
Application due

DECEMBER 2026
Selected schools are notified and campaigns may begin

DECEMBER 2026
Checks are mailed to participating high schools



APRIL 23, 2027
Campaigns end

APRIL 30, 2027
Final presentation and mandatory documents are due on Canvas



MAY 2027
Top S4SD schools are announced

SPRING 2027
All participating high schools are invited to attend the Ford Driving Skills for Life hands-on event

Program Requirements

- Student-led
- Create final presentation
- Community involvement
- Peer-to-peer, student body involvement
- Promote Vulnerable Road User Safety

Ready to bring S4SD to your school?

Instagram: Strive4asaferdrive
Facebook: Strive 4 A Safer Drive

CLICK TO APPLY!

Apply for S4SD

(248) 416-1166 HTTPS://WWW.NTSO.US/S4SD/ STRIVE4ASAFERDRIVE@GMAIL.COM

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