

STRIVE FOR A SAFER DRIVE

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October 2025



Top News

2025-2026 Applications

Strive for a Safer Drive kicks off the 2025-2026 school year!

Evolution of S4SD

Strive for a Safer Drive is entering its 14th year partnering with the Michigan Office of Highway Safety Planning (OHSP) and Ford Philanthropy. As the 2025-2026 school year begins, any Michigan high school is eligible to apply. S4SD may accept up to 50 high schools. The student-led campaigns will focus on Vulnerable Road Users, including but not limited to, pedestrian, cyclist, passenger safety, and public transportation.

01/02

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PROGRAM TIMELINE

Strive for a Safer Drive



11/14/25
Application
deadline



12/25
Checks are mailed



Spring 2026
Students are invited
to participate in the
Ford Driving Skills for
Life hands-on event



11/25
Selected schools
are notified and
campaigns may
begin



04/26
Campaigns end, final
projects are submitted,
and the top schools
are announced



S4SD
STRIVE 4 A SAFER DRIVE ▲

Program Details

- The 2025-2026 Strive for a Safer Drive program will have live campaigns beginning in December and concluding by April 26, 2026.
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- Applications for S4SD are to be submitted by November 14, 2025. The program may accept up to 50 Michigan high schools to participate in the student-led traffic safety awareness campaign. Apply today at Michigan.gov/S4SD

Meet the Program Manager, Jaida!



Jaida Young is the program manager of Strive for a Safer Drive. As she heads into her first season managing the program, her goal is to give teens the support and confidence to become leaders in promoting safe driving and protecting lives in their communities.

02/02