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**What is Stay Alive Arizona?**

Stay Alive Arizona is a comprehensive safety initiative designed to reduce motor vehicle fatalities by educating young teen drivers about the consequences of engaging in reckless driving behaviors.

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### How Does it Work?

The Stay Alive model was designed to bring together a community team consisting of:

- |                          |                          |
|--------------------------|--------------------------|
| Police Officers          | Firefighters             |
| Healthcare Professionals | Prevention Educators     |
| High School Teachers     | Non-Profit Organizations |
| Attorneys                | Driving Instructors      |
| Victims Families         | Parents                  |

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Stay Alive AZ believes in order to increase safety on our roadways, sustained efforts at all levels of the community is crucial.



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### **STAY ALIVE ARIZONA PROGRAMS**

Stay Alive Arizona provides a variety of educational experiences for our young teen drivers.

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### Stay Alive Model meets the needs of any size community

- 3-day leadership retreat to develop school-wide student driven initiatives (*Stay Alive Leaders in Action Model*)
- Workshop Mini Series developed for smaller school populations (*Northpoint Model*)
- Live Broadcast Mini Series for larger school populations (closed circuit simultaneous broadcast into classrooms-*Chaparral Model*)

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### Stay Alive Leaders in Action Model



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Students attend a 3-day leadership training to gain information and insight to the dangers of reckless driving behaviors. Guest speakers host workshops throughout the weekend.



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Students engage in planning campaigns and events to initiate at school. Students also film PSA's to air on morning school announcements.



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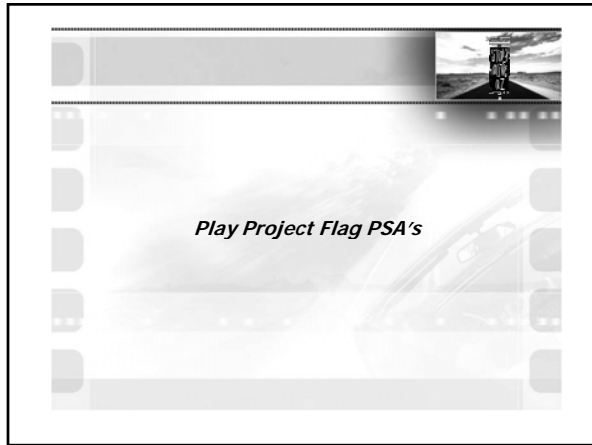
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### Stay Alive Northpoint Model

For smaller schools, this model of Stay Alive works the best. It provides workshops over the course of the week that students and teachers attend. Stay Alive Student Leaders participate as facilitators during the breakout sessions.

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### The Chaparral Model

For larger school populations equipped with closed-circuit broadcast, this Stay Alive model is ideal. The simultaneous broadcast into the classrooms allows an entire school to tune in to a virtual classroom and learn.

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### How is it different from a school-wide assembly?

- The Stay Alive model ultimately aims to provide a lasting and sustained message to our young teen drivers. Rather than a one time assembly, Stay Alive is designed as a mini series- 10 episodes that give students a comprehensive understanding of reckless driving behaviors and the deadly consequences.
- The Stay Alive model provides students and teachers with a workbook. Following each broadcast, classroom discussion and time for students to answer questions in their workbook is provided.

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### Students Run the Show!

*With a community team assembled and the Stay Alive curriculum in place, students are in charge of the video production, everything from creating a live studio set, PSA's, lead-in messages, etc.*

- Video students produce the live television show
- Drama students build the set for the mini series
  - Students are nominated to participate in the live audience during each broadcast.
- Student Clubs join in the efforts through organizing events and activities that promote awareness and safety while driving
- School Newspaper students follow the mini series and write articles regarding the topics presented on each show

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*The Stay Alive Mini Series*  
Episode 1: Tragedy and Hope

The mini series begins with the true story of Joann Realmonde, an innocent victim who lost her life to the reckless decisions of three young teenage boys who actually survived the collision. Students will see that the choices they make can affect the lives of innocent families they are sharing our roadways with; students will also view the Ohio Documentary. This graphic documentary is about teens dying on the roadways in Ohio. These are all real collisions, and nothing has been edited or modified. The impact of this presentation remains vivid to students for a long time.

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Episode 2: Behind the Scenes of a Fatal Collision

This segment is presented by local Police and Fire Department to inform students what happens at the scene of a fatality; from first officer on the scene to notification of family. This segment demonstrates the roles of our police, fire and emergency rescue teams. Students will also be exposed to a video re-enactment of a crash where they will witness the reality of wearing a seatbelt and not wearing a seatbelt. It is a powerful segment needed to reinforce the absolute importance of wearing seatbelts. This segment also provides students with real Arizona families who have lost loved ones because of drunk drivers.

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Episode 3: Near Fatal Collisions and Lifelong Disabilities

This segment is presented by the national program **Think First** to educate students on the reality of sustaining a lifelong head or spinal cord injury. Think First programs educate young people about their personal vulnerability and the importance of making safe choices. The message is: You can have a fun-filled, exciting life, without hurting yourself if you "*Think First. Buckle Up. Drive Safe and Sober.*" This segment demonstrates the consequences of not wearing seatbelts and the consequences of driving while intoxicated.

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### Episode 4 Trauma Nurses Talk Tough

**This national program** teaches reasons for "risk avoidance" behavior integrated with empowerment education, teaching people to take control of the risks in their lives. It was developed by three trauma nurses who wanted to put an end to the carnage they see every day as a result of unnecessary injuries and deaths. It is designed to be presented by medical personnel who work with trauma patients and the patients' families.

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### Episode 5: Alcohol Advertising to You-th!

This program investigates alcohol advertising and how it shapes attitudes and perceptions about alcohol at a very young age. This segment will expose students to the way alcohol advertising and marketing is targeted to youth, address issues such as binge drinking and perceptions among peers as well as the effects on the developing brain. This segment exposes students to the irresponsible advertising and promotion by the Alcohol industries. Speaker will highlight several commercials and campaign ads to demonstrate the aim to appeal to underage consumers. Students will see that these ads encourage reckless choices and mock the dangerous consequences.

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### Episode 6: Drugs, Alcohol and the Dangerous Consequences

This program informs young adolescent about the different drugs/alcohol present in our communities today, their effects on the brain and body and the dangerous combination of operating a vehicle under the influence. This session includes Arizona families who have lost loved ones to impaired drivers. The presentation also includes question/ answer session for students.

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### Episode 7: Legal Ramifications

This episode exposes students to the laws in our state regarding under age consumption. This session aims to educate students on the potential legal issues they face from simply being caught with a sip of alcohol all the way to causing a fatal collision due to impairment.

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### Episode 8: Defensive Driving

This segment raises awareness to the driver (and passengers) about the importance of being a defensive driver. Passengers are encouraged in this segment to learn to speak up when they believe the driver to be engaging in risky driving behaviors. Students will learn about basic defensive driving skills so they are informed drivers and passengers.

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### Episode 9: Sharing our Roadways with Bicyclists/Pedestrians

This segment reinforces the importance of being aware of the vehicles, bicyclists and pedestrians we are sharing the roadway with. This session includes a video from a kid's point of view. In this session students will learn a variety of information from predictability to visibility, from sidewalk vs. street riding to the rules of the road for non-motorized vehicles.

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### The Final Episode

The mini series concludes with a school-wide mock **DUI Extrication Demonstration** and is presented by the collaborative efforts of local Fire Department, Police, Healthcare, PMT, Native Emergency Air, Local Mortuary and Tow Company. Students will witness first hand the response of our community emergency rescue teams.

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### What are the Benefits to this program?

- Students learn life-saving information together with their peers and teachers.
- Students participate in the live broadcast on various levels making Stay Alive their own.
- Students and teachers engage in discussions about safety.
- School-wide unified prevention messages that convey a caring atmosphere where student safety is a priority.
- Stay Alive is *not annual!* The program is **once every 3 years!**

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### Communication is the Key!

Changing attitudes and perceptions is not easy, especially in teens. The benefit of the Stay Alive model is the school-wide communication it offers students and teachers. As the mini series unfolds, a 5-month journey begins, and a community comes together to see and listen to the truth about reckless driving behaviors.

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### Our Fundamental Belief

*We believe that within each school community, we can change the culture of attitudes from careless driving behaviors to careful driving behaviors.*

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### Disadvantages to Stay Alive

- High Schools do not have the **time** to host a 5-month mini series.
- High Schools are **not equipped** with closed circuit production capability.
  - Teachers are not always going to participate in the manner they should.
- While the students do run the show, you need adults to supervise.

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### How much does it cost?

- The average cost is about \$2.00 per student. This covers:
  - Stay Alive Student Workbook
  - Video Production STAFF T-Shirts
  - Parking Lot signs for the hosting school
  - Banners, student created posters, etc.

*While cost of materials is low, the workload behind the scenes is high. This requires more manpower than it does money.*

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Horizon High School Paradise Valley Unified 2007

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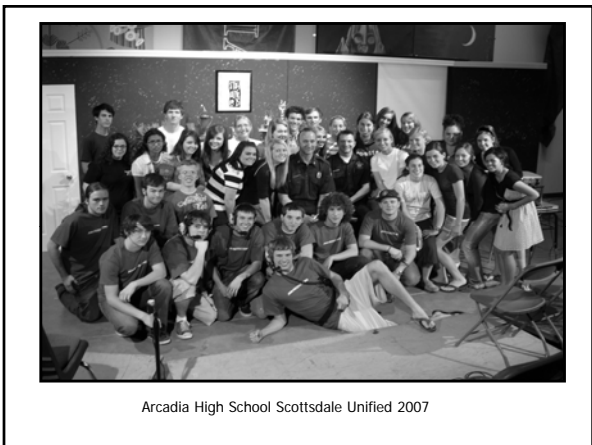
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Arcadia High School Scottsdale Unified 2007

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Chaparral High School Scottsdale Unified 2006

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- Show Stay Alive Promo during Crashed Cars display
- Show Lead-In 2008
- Show example of live broadcast
  - Arcadia
  - Horizon

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- Questions?
- Contact: Roseann Deak  
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[thedeakfamily@cox.net](mailto:thedeakfamily@cox.net)

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