



## **“Are You InTEXTicated?”**

### Illinois Teens 4th Annual Public Service Campaign

By way of introduction, the Alliance Against Intoxicated Motorists (AAIM) is an independent non-profit organization founded in 1982 by families who lost loved ones in drunk driving crashes. The Mission of AAIM is to prevent deaths and injuries caused by chemically impaired or distracted operators of any motor vehicle or watercraft and to assist victims of these crashes in Illinois.

April is distracted driving awareness month. To help educate the public about the dangers associated with distracted driving, the Alliance Against Intoxicated Motorists have teamed up with traffic safety partners on awareness campaigns throughout Illinois. This includes visual, manual, and cognitive distraction, and proper seatbelt use when operating a motor vehicle.

According to the Illinois Department of Transportation, in 2019, distracted driving accounted for nearly 11,900 crashes in Illinois. And 9 percent of those killed nationwide in distracted-affected crashes were teens 15 to 19 years old.

New research released by the AAA Foundation of Traffic Safety finds that even though approximately 95 percent of drivers agree that texting or emailing while driving is a serious problem and a threat to their safety, 33.9 percent admit to having read a text or email while driving in the last month, and 22.7 percent admit to having typed one.

Crash numbers have dropped over the past 20 years, but teens continue to have the highest crash rate of any age group in the country. A number of factors contribute to this, but distractions play a heavier role than anything else.

The sobering message makes it clear that the consequences of both impaired driving and texting while driving are the same – deaths and injuries.

A component of the campaign will focus on the use of an electronic device while driving and passenger safety. A traffic safety award will be given to a local Illinois high school, high school student or community group whose 30-second Public Service Announcement (PSA) video creates the greatest social impact.

The safety campaign guidelines will be posted on February 1, 2023 on AAIMs website.

As part of this PSA, student groups should highlight Traffic Safety research that studied the cause of distracted driver crashes, highlighting teen driver distractions. According to research, the most common forms of distraction leading up to a crash by a teen driver included:

- Interacting with one or more passengers: 15 percent of crashes
- Cell phone use: 12 percent of crashes
- Looking at something in the vehicle: 10 percent of crashes
- Looking at something outside of the vehicle: 9 percent of crashes
- Grooming: 6 percent of crashes
- Reaching for an object: 6 percent of crashes

### **REQUIRED CRITERIA TO PARTICIPATE**

- Open to all high school students (Freshman through Senior)
- Video should be no more than 30 seconds in viewing length and submitted as an MP4
- Only original or royalty-free music can be used
- When filming in the car
  - Seat belts must be worn
  - Car must be safely parked
    - Filming cannot occur in vehicle driving down the road
    - Videos with cars in motion will not be considered

### **MESSAGING IN VIDEO (\*required)**

1. \*Influences in your driving choices
  - Parents
  - Peers
  - Celebrities
  - Social Media
  - Television/Music
  - Etc.
2. Passengers are the number one distraction for teen drivers
3. Drivers are still distracted for 27 seconds after they put the phone down
4. \*Speak up, say something for your safety
5. Utilize or create your own campaign hashtags: #inTEXTicated #aaimtosavelives #dontdrivedistracted ...etc
6. Any information provided to you in this letter
7. Additional resources for messaging can be found on AAIM's website ([www.aaim1.org](http://www.aaim1.org)) under the InTEXTicated tab

Video will be uploaded and shared across social media platforms including the use of hashtags.

1. Instagram
  2. Facebook
  3. Twitter
  4. YouTube
  5. TikTok
- You are encouraged to include your school logo, and you may also use the AAIM logo
  - Completed Model Photograph Release Form must be signed by guardian for

**everyone** participating in the project. Release form must be mailed with your video submission to [PSAcontest@aaim1.org](mailto:PSAcontest@aaim1.org)

- Final video must have a group name and be emailed to [PSAcontest@aaim1.org](mailto:PSAcontest@aaim1.org) no later than **noon** on Monday, March 27, 2023
- There is no limit on the number of videos per school/group that can be submitted

### **CANNOT be used or seen in the video**

1. Clothing containing any logos or words of brand or company
2. Illicit drug uses, smoking or vaping
3. Nudity
4. Foul language

### **JUDGING CRITERIA**

- Most Creative
- Social Media impact
- Required messages are contained in the video
- All of the required criteria outlined in these guidelines are met

The top five PSA videos will be determined by campaign committee members. The five finalist videos will be uploaded to AAIM's website, AAIM's social media, and at <https://woobox.com/82imvh> to be judged by your peers. Voting will run from April 3 – April 23, 2023.

The first-place winning group will receive \$750.00, second place will receive \$250.00, and third place will receive \$100.00. The winning videos will be announced on AAIM's social media, displayed on AAIM's website, and featured in AAIM's newsletter.

The video that receives the most votes by 11:59 pm on April 23, 2023 will win! Each person can vote once per day. Share the link with your friends and family and don't forget to SHARE the InTEXTicated message!

*If you have any questions, please contact [PSAcontest@aaim1.org](mailto:PSAcontest@aaim1.org) or Samantha Gallagher-Gannon at 630-930-8841.*