



Are You InTEXTicated?

Illinois Teens 4th Annual Public Service Campaign

Safety Campaign Guidelines

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) under the InTEXTicated tab

Safety Campaign Guidelines - continued

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
- Final video must have a group name and be emailed to PSAcontest@aaim1.org no later than noon on Monday, April 17, 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
- Three 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/hqrb3> to judged by your peers. Voting will run from April 19 – May 1, 2023 at 12pm.

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 AAIMs social media, displayed on AAIMs website, and featured in AAIMs newsletter.

The video that receives the most votes by 12pm on May 1, 2023 will win! Each person can vote once per day. Share this 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 or Samantha Gallagher-Gannon at 630-930-8841.



3D
(Dangerous Driving Decisions)

