

Outstanding Activity/Project Award

School Name: Northwest High School

Organization Name: Student Government Association

Advisors Name: Elizabeth Hart

Number of Members: 10

Members that Participated: 10

Dates of Activity/Project: Ongoing project throughout the school year culminating in a No Way week April 10 - 13, 2007

I. Project Summary

Name of Project: Northwest. NO WAY. We Don't Drink and Drive

The project conducted this year by the SGA is a anti-drunk driving project that included various activities throughout the year including PSA announcements on JAG TV, posters and other educational materials, an advisory period lesson on drunk driving, and a "No Way" week where students pledged not to drink and drive.

II. Project Objectives

1. Need for the No Way Project:

The objective of the "No Way" anti drunk driving campaign has been to raise awareness concerning alcohol use among teenagers and related motor vehicle crashes following the death of a Northwest High School resource teacher (Lenny Cave) and the serious injury a music teacher (Carolyn Gipe) school by a drunk driver in the summer of 2006.

that In formulating the No Way campaign, the SGA was concerned about statistics showed alcohol use as the number one drug of abuse by young people. In fact, the National Highway Traffic Safety Administration (NHTSA) reports that for 2003, alcohol-related motor vehicle crashes were the number one cause of death and/or serious injury for persons under the age of 25.

According to the National Commission Against Drunk Driving (NCADD) in an average year, up to 27 percent of people drive shortly after drinking at least some alcohol. Nearly half of 10th graders and a third of 8th graders report riding with a driver who has used alcohol and or drugs before driving (Community Service Council of Tulsa).

Young drivers (those under age 21) are more likely to be involved in an accident after drinking and driving. Statistics show that young drivers are over-represented in alcohol related crashes. Crash risk among young drivers begins to increase at very low blood alcohol concentrations (BAC). When compared to older adults with the same BAC, younger drivers were at a higher risk of being involved in an

accident and were at a higher risk of not using a seatbelt (NCADD).

Youth drinking also tends to occur in multiple settings and especially in vehicles and locations outside the home thereby increasing the likelihood of an accident. Although the use of designated drivers has been increasing among students, this strategy has been ineffective. Studies have shown that most often the designated driver is the person that had the least amount of alcohol rather than the person who did not consume any alcohol.

2. Goals the SGA Accomplished with the Project:

The SGA accomplished its goal of heightening awareness of the issue of drink driving among NWHS students and in educating students on the myths associated with drunk driving and alcohol consumption. The “No Way” campaign had students actively involved in prevention activities to:

1. Develop a sense of ownership and responsibility concerning drunk driving.
2. Develop skills to resist peer pressure to drink and drive.
3. Learn to intervene when a friend has been drinking and wants to drive.

The “No Way” campaign goals included:

1. Reduce the underage drinking among NWHS student
2. Educate NWHS students and parents about the alcohol related consequences including vehicle accidents/crashes.
3. Help influence the choices NWHS students make concerning alcohol use and driving.

III. Project Activities

1. PSA Announcements/JAG TV

PSA announcements were carried on JAG TV eight times in the first semester and provided a theme about drinking and driving for that week. Each announcement would start with “Did you know”... and end with “Remember, Northwest. No Way. We don’t drink and drive.” Following is an example of an announcement that was used:

“Did you know that in an average year, 17% to 27% of people in the US drive shortly after drinking some alcohol thereby adding to their risk of being involved in an accident. Remember, Northwest. No Way. We don’t drink and drive.

2. Educational Materials

Educational materials will be distributed during an all school advisory period. See sample attachment of lesson plan used. A seven-minute film clip was also developed to accompany the lesson plan.

3. Myths About Drinking Driving (Poster campaign)

A series of posters that outlined the ten myths about drinking alcohol were displayed in various hallway throughout the school year. See sample of poster submitted as an attachment.

4. **Commitment Mural - Hands off the Wheel**
Lunch activity. Students placed handprints on murals and signed their names on pledge cards to designate their commitment to not drink and drive.
5. **Drunk Driving Goggles**
Drunk driving goggles were available during lunch one day so students could personally understand the effects of drinking when trying to perform everyday activities.

IV. Leadership

The SGA demonstrated leadership by stepping up to the table on this issue during the summer once they learned about the tragic accident involving the NWHS teacher.

In addition, the SGA decided that to be the most effective, collaboration with the NWHS SADD group would be beneficial. This collaboration was especially effective during the NO WAY week activities and SADD contributed many ideas as a result of their expertise on the issue. The collaboration with SADD demonstrated leadership by showing how two different groups can work together on the same cause and have positive results.

V. Project Results

The project was well received by the students and the students showed awareness throughout the year by commenting on the posters and activities that took place in the school.

Overall, the response to the program by the students has been positive.

Attachments:

1. Sample Myth Poster
2. Advisory Lesson Plan

Please Note: The No Way Week was originally scheduled in February 2007. Due to constraints on JAG TV and the Advisory period schedule at NWHS, school administrators moved this date to April. The SGA had no control over the adjustment of the date. Although this date is outside the date prescribed by the official guidelines we ask that you still consider this important project since the planning for this activity had been completed and approved in January.

Myths About Drunk Driving#2

MYTH: Everyone reacts
the same to alcohol.

NO! There are many
factors that affect
reactions to alcohol-
body weight, time of day,
how you feel mentally,
body chemistry & your
expectations.

**Northwest
No Way
We Don't Drink & Drive**
(SGA and SADD)

Advisory Lesson - No Way Week
Teacher Instructions:

The activity related to drunk driving has been included in the Advisory today as part of the NO WAY WEEK activities sponsored by SGA and SADD. The objective is to raise awareness about the effects of alcohol and drunk driving.

Materials Included:

- Teacher Instruction Sheet
- True/False Quiz
- Fact Sheet
- Exit card
- Video Clip - **Please turn on Jag TV at 9:57 for 7 min. film clip**

1. Post objective: Students will be able to explain the effects of alcohol and discredit many of the myths related to drinking and driving.
2. Distribute the true and false quiz. Have students answer the questions independently. Ask the students to please Think -- Pair -- Share their answers with another person.
3. All of the answers are False. Please discuss the answers in class and distribute a fact sheet to each student.
4. Exit/Wrap-up. Ask students to write a sentence and reflect on how their perceptions about alcohol consumption may be different after learning about the 10 myths of alcohol.
5. Video Turn on Jag TV at 9:57 for 7 minute film clip.

Please collect the exit cards and return to the office in your Advisory folder.

NO WAY WEEK
10 Myths About Drinking and Driving

Please answer True or False.

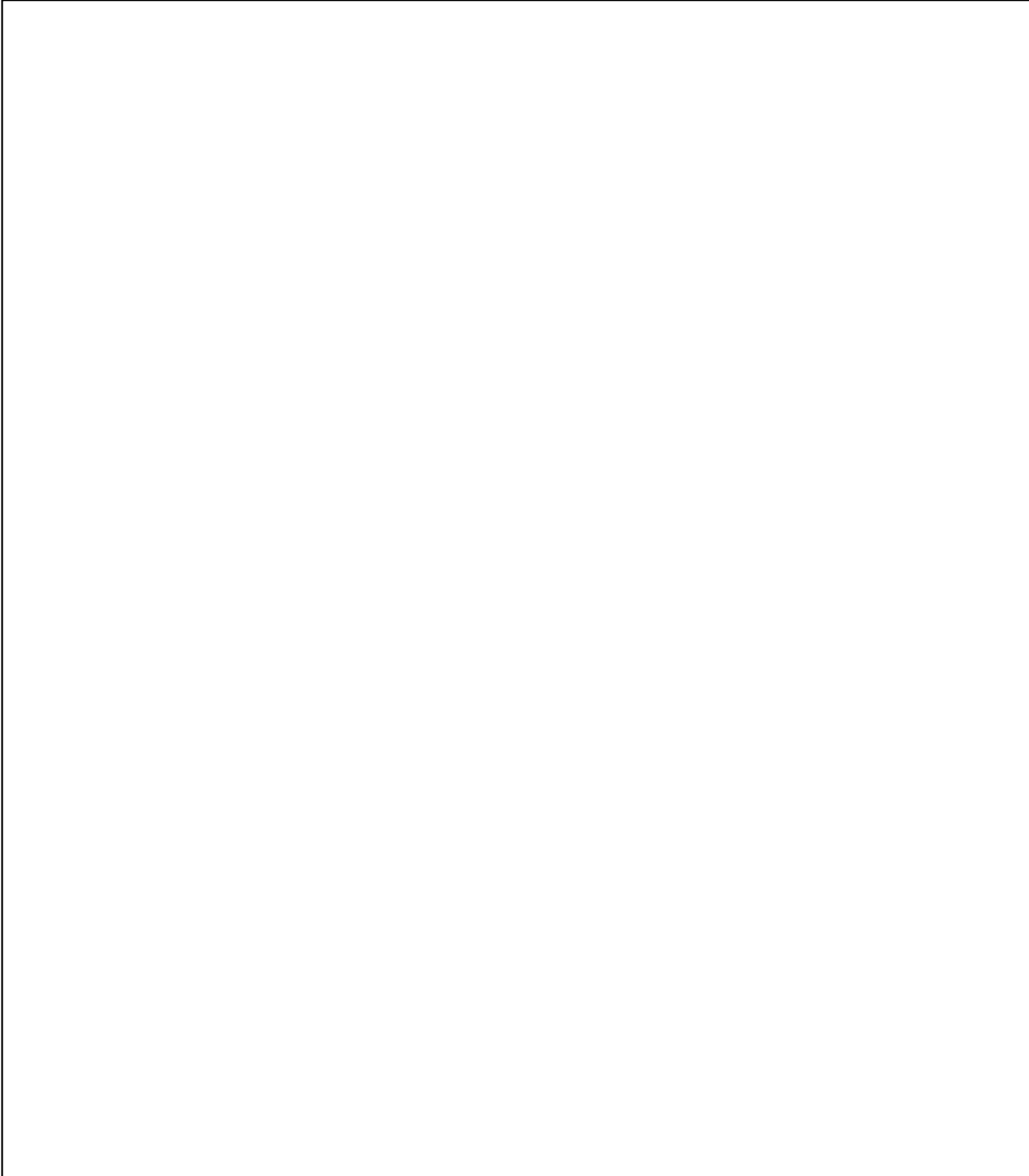
- _____1. Alcohol gives you energy.
- _____2. Switching between beer, wine and liquor will make you more drunk than sticking to one type of alcohol.
- _____3. You'll get drunk a lot quicker with hard liquor than with a beer or wine cooler.
- _____4. Everyone reacts the same to alcohol.
- _____5. A cold shower or a cup of coffee will sober someone up.
- _____6. It's just beer. It can't permanently damage you.
- _____7. It's none of my business if a friend is drinking too much.
- _____8. The worst thing that can happen when you drink is a raging hangover.
- _____9. Drugs are a bigger problem than alcohol.
- _____10. People who drink too much only hurt themselves.

Remember!
NorthWest -- NO WAY -- We Don't Drink and Drive

No Way Week: Sponsored by SGA and SADD

NORTHWEST NO WAY WEEK
Advisory Period Lesson
Exit Card

Please write a paragraph and reflect on how your perceptions about alcohol consumption may be different after learning about the 10 myths of alcohol.

A large, empty rectangular box with a thin black border, intended for the student to write a paragraph reflecting on their perceptions of alcohol consumption.

NORTHWEST NO WAY WEEK FACT SHEET

1. Myth: *Alcohol gives you energy.*
No! It's a depressant. It slows down your ability to think, speak and move.
2. Myth: *Switching between beer, wine, and liquor makes you more drunk than sticking to one type of alcohol.*
No! Your blood alcohol content is what determines how drunk you are not the flavors you selected. Alcohol is alcohol.
3. Myth: *You'll get drunk a lot quicker with hard liquor than with a beer or wine cooler.*
No! Did we mention alcohol is alcohol?
4. Myth: *Everyone reacts the same to alcohol.*
No! There are dozens of factors that affect reactions to alcohol - body weight, time of day, how you feel mentally, body chemistry and the list goes on and on.
5. Myth: *A cold shower or a cup of coffee will sober someone up.*
No! Nothing sobers you up but time. With coffee, you are simply a wide-awake drunk.
6. Myth: *It's just beer. It can't permanently damage you.*
No! Large amounts of alcohol can do major damage to your digestive system. You can hurt your heart, liver, stomach, and several other critical organs as well as losing years from your life.
7. Myth: *It's none of my business if a friend is drinking too much.*
No! If you are a real friend, it is your business. You can't make someone change but you can be honest. Maybe they'll listen. You might even talk them into getting help.
8. Myth: *The worst thing that can happen when you drink is a raging hangover.*
No! If you drink alcohol fast enough you may get a level in your system that could kill you in only a few hours.
9. Myth: *Drugs are a bigger problem than alcohol.*
No! Alcohol kills more young people than cocaine, heroin and every other illegal drug combined.
10. Myth: *People who drink too much only hurt themselves.*
No! Every person who drinks has a mother, grandfather, sister, aunt, best friend, boyfriend or girlfriend who cares about them. Each of the 18 million problem drinkers in this country affects four other people.

Source: Mothers Against Drunk Driving (MADD)