



Children's Health  
Education Center™

*A member of Children's Hospital and Health System.*

## **FOR IMMEDIATE RELEASE**

For more information:

Alison Nolan, (414) 266-5420

### **Wisconsin high school safe teen driving campaign winners announced**

**MILWAUKEE (5/19/08)** - Motor vehicle crashes are the No. 1 cause of teen deaths, and Wisconsin is the fourth deadliest state in the country for teen driving crashes. Factors that make car crashes more dangerous for teens include driver mistakes, speeding, transporting passengers, driving at night, alcohol use and low seat belt use. To promote awareness through peer-to-peer education, Children's Health Education Center invited schools from across Wisconsin to compete to develop safe driving multimedia advertising campaigns.

Students from seven schools have been working on their campaigns since January using Ford's Driving Skills for Life program as a foundation. Submissions include student-created interactive games, public service announcements and a documentary. Submissions have been judged and the top campaigns have been chosen.

Receiving a first place prize of \$1,000 is Seymour High School from Seymour, Wis. Germantown High School, Germantown, Wis., placed second and receives \$750. In third place is D.C. Everest Senior High School, Weston, Wis., receiving \$500. Other participating schools include: Bay Port High School, Green Bay, Wis.; Iola-Scandinavia High School, Iola, Wis.; Platteville High School, Platteville, Wis.; and Slinger High School, Slinger, Wis.

"This project reinforces what we thought about teen driving safety: Teens have a high level of knowledge regarding teen motor vehicle safety. They have the ability and creativity to share these messages effectively with their peers," said Deena Liska, motor vehicle safety educator, Children's Health Education Center. "Teens and their communities are willing to invest in teen motor vehicle safety."

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## **ADD One: Wisconsin high school safe teen driving campaign winners announced**

This campaign marks the start of a new initiative to expand CHEC's reach to include the issue of teen driving safety. The goals are to increase seatbelt use, reduce risk behavior, improve driver response to hazards and create community partnerships. The next phase includes working with schools to create and implement safe driving programs in their schools.

This project is funded through a grant from Ford Motor Company, the Wisconsin Department of Transportation and the National Highway Traffic Safety Administration. For more information, contact Deena Liska at (414) 390-2182 or [dliska@chw.org](mailto:dliska@chw.org).

Children's Health Education Center offers resources and programs for children, teachers, parents and caregivers to help keep kids healthy and safe. Last year, more than 90,000 children and adults experienced the center's high-energy health education, including popular field trips and outreach programs. Children's Health Education Center is a member of Children's Hospital and Health System. The health system is able to fulfill its mission thanks in part to philanthropic gifts and support from members of the community. For more information, visit the Web site at [www.BlueKids.org](http://www.BlueKids.org).

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