

Learn it. Do it. Live it!

ZINO DRIVER PLEDGE



DRIVER PLEDGE

The ZINO Safe Driver Pledge is a pledge form you can distribute to parents and community members to encourage safe driving and improve conditions for walking and biking near your school and in your community. By signing and returning the pledge form, parents and community members commit to follow specific safe driving principles every day, such as driving at or below the speed limit and not texting while driving.

This LDL includes:

- Ideas to encourage participation in the Driver Pledge
- Sample script to read during school announcements
- Two versions of the pledge (one which includes a space for students to draw a picture and a standard form)
- Printable Driver Pledge Tracker for your classroom
- Print-ready graphics files which can be sent to a printer to make into bumper stickers



ZONE IN, NOT OUT

Zone In, Not Out is a package of resources that can help make school zones safer for all travelers, especially children. The idea for the program was part of an in-person training for Virginia Safe Routes to School local coordinators in the winter 2015. Charged with the task of coming up with a comprehensive approach to school zone safety with branding, messaging, materials, the local SRTS coordinators worked in small groups to develop an outline of the program.



The materials are available for download on the Virginia SRTS program website. The materials offer both 'how to' information and resources for school communities to access for expanded or more in-depth information.

Driver Pledge Tracker

Decide your goal for this collection. How many pledges do you want to receive? Fill in the numbers on the left to represent 25, 50, 75 and 100% of your goal. Color in the vehicle or add stickers until you reach your target.

<input type="checkbox"/>	100%
<input type="checkbox"/>	75%
<input type="checkbox"/>	50%
<input type="checkbox"/>	25%
Start	Start



ENCOURAGEMENT

Wondering how to encourage parents at your school and members of your community to sign the ZINO Safe Driver Pledge? Here are some ideas:

- Conduct a student art activity on the theme of driving safely near schools. Students can use the pledge form template for their drawing.
- Encourage parents to sign the pledge form during parent-teacher conferences or on Back to School Night.
- Encourage parents to sign the pledge form during pick-up and drop-off.
- Start a competition to see who can collect the most pledge forms from parents. The school or classroom that collects the most pledge forms per student wins a prize!
- Post the ZINO Safe Driver Pledge Tracker in every classroom. Encourage teachers to update it daily and aim for 100% participation.
- Make announcements over the school PA system encouraging students to collect pledges. Congratulate classrooms that have reached certain milestones (e.g., 50% participation, 75% participation, etc.). A sample announcement script is provided on the right.
- Expand the pledge drive to include teachers, school bus drivers, older siblings who drive, and other community members.
- Combine the pledge drive with other ZINO efforts, e.g., posting the ZINO Yard Sign in the school zone and on student walking and bicycling routes.
- Print bumper stickers with the ZINO Safe Driver Pledge graphics. Give them to each person who signs the pledge and encourage them to display it on their cars as a sign of support.

SAMPLE SCRIPT

This morning we/I would like to give you an update on our ZINO Safe Driver Pledge campaign. As a reminder the goal of the campaign is for all of our classrooms/homerooms to collect pledge forms from at least 75% of students in the class. As of today the following classrooms/ homerooms have achieved at least 50% participation, meaning at least half of the students have returned a signed driver pledge from someone they know: [List classrooms or homerooms]

As of today the following classrooms/ homerooms have achieved at least 75% participation, meaning at least three-quarters of students have returned a signed driver pledge from someone they know: [List classrooms or homerooms]

Finally, the following classrooms/ homerooms have succeeded in getting every student to return a signed driver pledge: [List classrooms or homerooms]

Way to go students! Let's keep those pledges coming. The pledge drive ends [DATE]. Keep up the good work!