



2017-2018 U Got Brains Champion Schools Program General Guidelines

The goal of this program is to partner with teens from schools across our state to raise awareness of teen driving safety and to reduce teen driving injuries and deaths. Please follow the guidelines below as you develop your project. Contact us at championschools@bianj.org if you have any questions.

- We encourage you to utilize various forms of media to spread the word about your Champion Schools Project. A *sample press release* is included online at UGotBrains.com under the Media & Promotion section on the Tools for School page.
- Don't forget to use websites and social media to increase the profile of your project and as a way to measure impact of your project. Please post a picture and an article about your school's selection as a Champion School and link UGotBrains.com on your school and community websites.
- Social media is essential to promoting your campaign and raising awareness about teen safe driving. Please encourage **ALL** students who participate in the campaign to like/follow us on Facebook, Instagram and Twitter **@JerseyDrives**. **We will be posting helpful tips throughout the course of the program.**
- Research shows that **parental involvement** is key to new drivers' safety on the road. Teens who say their parents set rules and monitor their driving in a helpful and supportive way are half as likely to be in a crash. Extra credit will be given to schools that have a *NJM Share the Keys program*. For more information visit, <https://www.njm.com/share-the-keys>
- Extra credit will be given in the evaluation of your project for participation in the following teen driving safety programs: the Brain Injury Alliance *Share the Road Program*, NJM's *Teen Driver Safety Programs* (<https://www.njm.com/teen-driver-safety>), the *New Jersey Street Smarts Program* (<http://www.njtpa.org/newsroom/videos-multimedia/be-street-smart-nj>), and the *GDL Game Plan for Coaches Program* (<http://teensafedriving.org/gdl-game-plan-coaches>). Visit the *program overview section on the tools for schools pages at Ugotbrains.com for links and various details or their programs.*
- In order to enhance the *U Got Brains Champion Schools Program*, we will implement an evaluation component. Schools will be asked to participate in this evaluation of the program to the best of their ability.
- Documentation of your work and its impact on your school and community is an integral part of this project. Be creative! Include any photos, videos, printed materials, surveys, questionnaires, pledge sheets and newspaper articles along with your written reports.
- Please remember to credit and include the logos for the **Brain Injury Alliance of New Jersey (BIANJ)**, as well as the program's funder, **New Jersey Division of Highway Traffic Safety**, and Platinum Sponsors – **NJM Insurance Group** (our Founding Sponsor). Visit the *Tools for Schools* section at UGotBrains.com for more details and to obtain the organizations' logos.
- Mid-term reports are due **March 15, 2018**. Final reports are due **May 8, 2018**.
- The project showcase will take place on **May 24, 2018** at *Six Flags Great Adventure Theme Park*. School representation is mandatory.