

The Programs

- Buckle Up
- Hang Up
- Ease Up
- Heads Up
- Wise Up
- Speak Up
- ❖ Seat belt
- ❖ Distracted Driving
- ❖ Speeding
- ❖ Motorcycle Safety
- ❖ Impaired/UA Driving
- ❖ Teen/Distracted Driving

Speak Up

- New Distracted Driving Prevention Program launched in October 2015
- Teen Driving Statistics for ND
- Parent's Supervised Driving Program Guide

18.5%
In 2015, drivers 14-19 represent 5 percent of licensed drivers, but are involved in about 18.5 percent of all crashes.



Safety Education Program

- Help young drivers understand the danger
- Prompt young passengers to say something if the driver is taking risks
- Teens influencing their peers
- Teen conversations with parents/role models

What is Speak Up!

U North Dakota
SPEAK

Speak Up! Against Distraction

- Distraction is epidemic
- Teens are the highest percentage of drivers distracted by phone use
- 6 of 10 teen crashes involve distraction
- Distracted and reckless driving are the leading killers

Speak Up! Against Distraction 



<http://www.ndcodefortheroad.org/> 



[The Website](#) 

How Schools can get involved

- The Pledge Wall
- Outdoor Banners
- Classroom Presentation and Other Information
- Share your Success

The Website: How to get involved 

How Students can get involved

- Sign the Pledge
- Be a Leader
- Join the Conversation
- [Video of Sydney](#)



Sydney Helgeson, Miss State Capitol's Outstanding Teen 2016

The Website: How to get involved 

How Students can get involved



Sydney Helgeson, Miss State Capitol's Outstanding Teen 2016 

How Parents can get involved

- Be a good role model
- Talk to your teen
- Take the Speak Up! Pledge
- Join the conversation
- Offer to volunteer
- Your business or organization involvement

The Website: [How to get involved](#)



Request Free Materials

- Poster
- Pledge Card
- Lanyard card
- Speak Up! Indoor/Outdoor Banner
- Indoor Wall Pledge
- Pizza Hut Coupon Wrapper

The Website: [Resources](#)




SPEAK UP!
Against Distracted Driving

www.ndcodefortheroad.org/speak-up





ND Crash Memorial Wall



- Provides families a place to create memorials of loved ones killed in ND traffic crashes
- Victim profiles are public
- Prevent future tragedies

- Launched August 2015 at Labor Day Drive Sober or Get Pulled Over Enforcement Press Conference

ND Crash Memorial Wall



- 12 memorials have been published since August 2015
- Memorials range from 1965 - 2015

- NDDOT has flip cards that are available to distribute among the public to generate education and awareness of the consequences certain driving behaviors can cause

www.NDCodefortheRoad.org/memorial

Social Media

YouTube

Facebook
www.Facebook.com/CodefortheRoad
www.Facebook.com/NDTeenDrivers

Twitter
www.Twitter.com/CodefortheRoad
www.Twitter.com/NDTeenDrivers

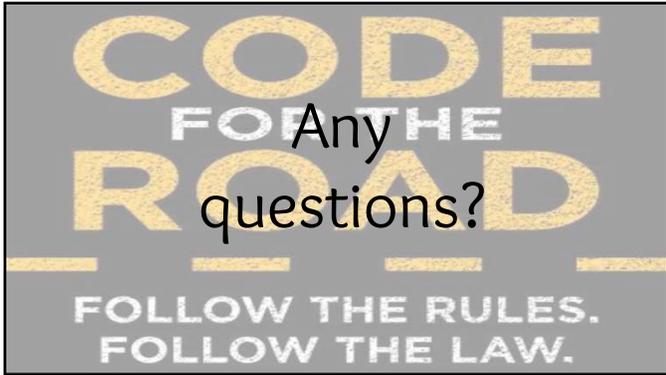
YouTube
www.youtube.com/CodefortheRoad

- Over 30 videos categorized by program area, over 50 with outreach efforts




CODE FOR THE ROAD

FOLLOW THE RULES.
FOLLOW THE LAW.



Contact Information

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A smaller version of the 'CODE FOR THE ROAD' logo is located in the bottom right corner of the contact information box. It features the same yellow and white text on a black background, with the slogan 'FOLLOW THE RULES. FOLLOW THE LAW.' below it.