

Ms. Perla Tabares Hantman, Chair

SUBJECT: SCHOOL BOARD ENDORSEMENT OF THE 2012 MIAMI-DADE COUNTY PUBLIC SCHOOLS STUDENT SAFETY CAMPAIGN

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS

LINK TO STRATEGIC FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT

As part of my long-standing safety initiatives, the School District, in collaboration with Miami-Dade Metropolitan Planning Organization (MPO), the Public Schools Community Traffic Safety Team (CTST), and the Miami-Dade Expressway Authority (MDX), is coordinating the 2012 Annual Senior High School Student Safety Public Service Announcement (PSA) and Poster Contest, open to all District Senior High Schools. The contest now in its 4th year encourages and promotes pedestrian and vehicular safety. Similar to last year, the contest will focus on the dangers of distracted driving, with heightened emphasis on texting while driving.

MDX has now approached the District with a desire to build on the success of this safety campaign, by lending its resources to further promote this effort to a larger audience of students, including at the elementary and middle school levels. The following are a few highlights of the various proposals offered by MDX for the 2012 Safety Campaign:

- WSVN Channel 7, will air promotional television spots to encourage participation in the PSA and poster contest, and donate a total of \$5,000 to the school (s) where the winning students attend (\$2,500/poster and \$2,500/PSA).
- "Pledge to Not Text and Drive Rallies" will be held at high schools throughout the District. The student who collects the most pledges will be awarded a prize.
- PhoneGuard Application for Blackberry, Android and iPhones users will be promoted for students to download free of charge. The Program locks the ability to send a text message once the phone is traveling faster than 10 MPH. The student who obtains the highest number of people that sign-up/ download the application will receive a prize.
- At the middle school level, students will be invited to participate in a Bumper Sticker Safety Contest. Students in grades 5 through 8 will compete in the design of a safe-driving bumper sticker. The three top designs will be recognized during the 2012 Teen Driver Safety Week.
- At the elementary school level (Kindergarten to 4th grade) MDX is promoting its Trucks and Tools Program.

**ACTION PROPOSED BY CHAIR
PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, endorse the 2012 Miami-Dade County Public Schools Student Safety Campaign.