

Ms. Perla Tabares Hantman, Chair

SUBJECT: SCHOOL BOARD ENDORSEMENT OF THE 2013 MIAMI-DADE COUNTY PUBLIC SCHOOL 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 the Miami-Dade Metropolitan Planning Organization (MPO), the Public Schools Community Traffic Safety Team (CTST), and the Miami-Dade Expressway Authority (MDX), is coordinating the 2013 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 5th 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.

One of the most prevalent distractions for teen drivers is the use of cellular phones. Although efforts to combat risky driving by teens has proven successful, with teen driver fatalities in the nation declining by 35 percent over a ten year span, texting while driving remains a national epidemic. Statistics show that over 40% of young drivers admit to text messaging while driving, and alarmingly 75 percent of this age group say it is common among friends. The National Highway Traffic Safety Administration reports that texting while driving increases a risk of collision by 23 percent. A driver that sends a text message while driving not only jeopardizes their safety, but also the safety of passengers, pedestrians, and other drivers.

The contest will run from January to March 2013. One PSA and one poster will be selected in each of the following categories.

- First Place: estimated prize - - \$250.00
- Second Place: estimated prize - - \$150.00
- Third Place: estimated prize - - \$100.00

The winning entries will be showcased for a three-month period on WLRN, one winner per month for each category, after the televised School Board meetings. Finally, winners will be recognized during the April 2013 School Board and MPO Governing Board meetings.

ACTION PROPOSED BY CHAIR

PERLA TABARES HANTMAN: That The School Board of Miami-Dade County, Florida, endorse the 2013 Miami-Dade County Public Schools Student Safety Campaign.