

Ms. Perla Tabares Hantman, Chair

**SUBJECT: SCHOOL BOARD RECOGNITION OF THE 2014 SENIOR
HIGH SCHOOL SAFETY CAMPAIGN CONTEST WINNERS**

**COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL
RELATIONS**

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

For the past five years, the School District has collaborated with its transportation partners to promote pedestrian and vehicle driver safety by sponsoring the Senior High School Safety Campaign, consisting of a Public Service Announcement (PSA) and poster contest. The Campaign focuses on the dangers of distracted driving, with a heightened emphasis on the dangers of texting while driving. The winning PSA's and posters will be distributed to all District senior high school campuses during the annual National Teen Driver Safety Week, designated by the U.S. Congress as the third week in October.

Contest Winners

Numerous entries were received from schools located throughout the District. The Public Schools Community Traffic Safety Team served as the judging panel, and selected six winners; three winners per production category, plus an Honorable Mention in the PSA category. The submittals were scored for creativity, effectiveness and motivational appeal to inspire senior high school-aged students.

In an effort to maximize student participation, District staff secured a donation from Houghton Mifflin Harcourt, in the amount of \$1,050, to provide monetary awards for winners in each category.

The following students were selected as the winners, per production category:

Poster Contest:

- Naomi Cruz, from Miami Springs Senior High School - First Place Winner (\$250 award);
- Maria Acevedo, from Miami Senior High School - Second Place Winner (\$150 award); and
- Lianet Rodriguez, from Alonzo and Tracy Mourning Senior High Biscayne Bay - Third Place Winner (\$100 award).

PSA Contest:

- Austin Zarling, from Robert Morgan Senior High School - First Place Winner (\$250 award);
- Anthony Whyly, from Alonzo and Tracy Mourning Senior High Biscayne Bay - Second Place Winner (\$150 award);
- Yaritza Vado, from Miami Senior High School - Third Place Winner (\$100 award); and
- Eddie Canales, from Jose Marti MAST 6-12 Academy - Honorable Mention (\$50 award).

In further recognition of their accomplishment, the students will also be acknowledged at the MPO Governing Board meeting scheduled for April 24, 2014, and their safety messages will be broadcast on WLRN after the regularly scheduled School Board meetings during the months of May, June, and July.

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

That The School Board of Miami-Dade County, Florida, recognize and congratulate the winners of the 2014 Senior High School Safety Campaign Contest.