



Competition Application

Promote Safe Driving for a Chance to Win Cash for your School.

Student Leaders:

Help students be safe drivers and enter your school for a chance to win cash by creating an awesome safe driving event on campus!

Enter the Distraction Zone School Challenge:

Caltrans and Impact Teen Drivers are working with student leaders to develop safe driving programs across California. Up to 10 California schools will be selected to participate in a Lead the Leaders traffic safety training program and to create an interactive on-campus event. The 10 schools that complete these activities and meet all the requirements will be in the running for a cash prize award:

1st Place \$2,000, 2nd Place \$1,000, 3rd Place \$500

Steps to Enter:

1. Use this application (or download it at BeWorkZoneAlert.com) and complete the requested information.
2. Obtain authorization from an administrator at your school for the activities and proposed date options. An original signature from an authorized administrator (School Principal, Vice Principal, Activity Director, etc.) must be included on the signature line under Participation Agreement to enter the competition.
3. Email the completed and signed application to schoolchallenge@beworkzonealert.com by **October 15, 2015.***

Applications to enter for the 2015/16 school year will be accepted between **February 1, 2015 and October 15, 2015. Applications will be evaluated by a panel of judges and the top 10 schools selected to compete in the Distraction Zone School Challenge for the 2015/2016 school year will be notified by **May 29, 2015.** Schools applying by the extended deadline will be notified as soon as possible. The 10 schools selected to compete will then receive \$100 as well as a toolkit of campaign resources to help create their proposed program. An additional \$200 will be provided to your school once the on-campus event is complete and an*



Event Summary Report has been submitted. **Contest, funds for materials and prizes are provided by iHeartMedia, Inc.**

Applicant Information

High School Name: _____

School Address: _____

School Phone: (_____) _____ Website: _____

School Enrollment (approximate number of students): _____

Student Leader: Name (First, Last) _____

email: _____ Phone: (_____) _____

Teacher/Adult Mentor Name: (First, Last) _____

email: _____ Phone: (_____) _____

School Administrator Name: (First, Last) _____

email: _____ Phone: (_____) _____



Distraction Zone School Challenge Application

School: _____

Get Started:

Apply to participate in the Distraction Zone School Challenge competition by completing the following steps:

1. Commit to hosting a Lead the Leaders training session at your school.

Participating in the Impact Teen Drivers [Lead the Leaders](#) educational training is a required component of the Distraction Zone School Challenge competition. This training program will give student leaders the tools and framework for developing and executing a successful peer-to-peer traffic safety advocacy project.

Please provide two possible dates for holding your Lead the Leaders training on campus.

1st Choice Date: _____ 2nd Choice Date: _____

*Proposed dates must be between **August 31, 2015 and October 30, 2015**. If your school is selected as a contender in the Distraction Zone School Challenge, campaign representatives will be on-site for a required training and planning session for your student leadership group. Some event resources and instructions will also be provided.*

2. Commit to holding an on-campus Distraction Zone-themed traffic safety event.

Student leaders will be empowered by the Lead the Leaders training session to plan and execute an on-campus [Distraction Zone](#)-themed traffic safety event. The goal of the event is to engage the student body in traffic safety education messages, and encourage them to play the [Distraction Zone](#) safe driving game and enter the [Distraction Zone](#) contest. The Distraction Zone game offers fun and interactive game play while also teaching players about safe driving. Players who complete the game can submit their highest score for a chance to win cash and other instant prizes. Learn more about the game and contest at www.BeWorkZoneAlert.com.

Please provide two possible dates for holding your on-campus event.

1st Choice Date: _____ 2nd Choice Date: _____

*Proposed dates must be after the Lead the Leaders training and be between **September 21, 2015 and December 11, 2015**. If your school is selected as a contender in the Distraction Zone School Challenge, one or more campaign representatives will be on-site to evaluate the on-campus event or promotional activities.*



3. Outline a proposed plan for an on-campus Distraction Zone-themed traffic safety event.

Develop an outline describing the proposed Distraction Zone-themed traffic safety event and outreach activities that will be planned for your school. This outline detailing your proposed plan will be the primary focus in evaluating this application for your school to be selected as one of the 10 schools to compete in the Distraction Zone School Challenge. A panel of judges will evaluate your proposed plan based on the breadth, creativity and potential success of the proposed event or outreach activities.

The competing schools will receive \$100 up front for event materials and a toolkit of resources. After the successful execution of your on-campus event, you will be asked to submit an Event Summary Report. Once this report is submitted via email to: schoolchallenge@beworkzonealert.com (due by December 18, 2015), an additional \$200 will be provided to your school. The total of these funds (amounting to \$300) can be considered in your planning.

Elements to consider in your outline description could include:

- What time of day and where on campus it will be held.
- Approximately how many students will be able to participate.
- What types of activities will be offered.
- How it will be publicized to students, teachers, parents, etc.

Tip: Include specific strategies for promoting student participation in the Distraction Zone driving game contest. Visit www.BeWorkZoneAlert.com for more tips and resources, and information on the Distraction Zone game and contest. Also, see the score sheet under How to Win for competition evaluation criteria.

Proposed Plan for an On-Campus Distraction Zone-Themed Outreach Program:

[Write-up can be submitted as a separate attachment.]



Participation Agreement:

I approve this application for our school to participate in the Distraction Zone School Challenge. I have read the full, completed application and program requirements, and understand that to qualify, our school must hold a Lead the Leaders training for our student leaders, and an on-campus traffic safety event for our students. I also understand that if our program application is accepted, cost reimbursements and any potential prize moneys will be paid directly to the school. *All scores are subject to the discretion of contest judges, and are final.*

Accept and Sign Agreement:

I HAVE READ AND UNDERSTAND THIS AGREEMENT, AND I ACCEPT AND AGREE TO ALL OF ITS TERMS AND CONDITIONS. I ENTER INTO THIS AGREEMENT VOLUNTARILY, WITH FULL KNOWLEDGE OF ITS EFFECT.

Signature of Teacher/Adult Mentor

Date

Signature of School Administrator

Date



How to Win

How Schools Selected to Compete will be Evaluated:

The following scoring criteria will be used to evaluate the 10 schools competing in the Distraction Zone School Challenge.

Evaluation Criteria*	Total Points Possible	Points Earned
1. Quality and effectiveness of Distraction Zone-themed on-campus event and traffic safety education outreach activities.	25	
2. Creative use of campaign resources and messages.	20	
3. Quality and creativity of unique materials created by students for your school program.	20	
4. Event Summary Report: quality of results achieved by school promotion.	15	
5. Percentage of enrolled students at school who played the Distraction Zone game and entered the Distraction Zone Contest by submitting their highest score. (The Distraction Zone contest entry form calls for players to identify their school name.) 0% = 0 points 1%-5% =5 points 6%-30%=10 points 31%-70%=15 points 71%-100%=20 points	20	
BONUS POINTS: Best Photo from the event.	5	
BONUS POINTS: Best PA announcement promoting safe driving and the Distraction Zone game.	5	
BONUS POINTS: Best student created PSA (video, audio, print, web) promoting safe driving messages and the Distraction Zone game.	10	
TOTAL POINTS	100 (+20 Bonus Pts)	



**All scores are subject to the discretion of contest judges, and decisions are final. See www.beworkzonealert.com for official rules.*

Cash Awards

The participating schools that meet all the criteria and are evaluated with the top three highest scores will receive cash awards* for their school.

First Place: \$2,000

Second Place: \$1,000

Third Place: \$500

Winning schools will be notified by **January 6, 2016**.

**Contest, funds for materials and prizes are provided by iHeartMedia, Inc. No public funds are used for program prizes. Visit BeWorkZoneAlert.com for official rules.*

Dates to Remember

Following is a summary of the important dates to consider and remember for schools applying for and competing in the Distraction Zone School Challenge.

Applications Due: May 15, 2015 (Extended to October 15, 2015)

Lead the Leaders Training: must be conducted between August 31, 2015 and October 30, 2015

On-Campus Event: must be conducted after the Lead the Leaders training between September 21, 2015 and December 11, 2015

Event Summary Reports Due: December 18, 2015

Winning Schools Notified: January 6, 2016

Contact

Questions regarding the Distraction Zone School Challenge competition and application process can be sent to schoolchallenge@beworkzonealert.com.

