

Positive Community Norms Project - November 2021

Safe Driving

Overview: It's the season for giving thanks. For this month's project we're going collaborate to create a video thanking people for making safe driving decisions.

Core Principle: Be Positive

Structure:

People doing good in our communities around the state will each contribute a line to a video thanking people for making safe driving decisions. TZMs will volunteer to film a participant speaking one of the lines for the PSA. Follow the guidelines in the supporting resources to shoot the video and then submit the video. The completed PSA will be distributed to all TZMs to share in your regions.

Supporting Resources:

- Script and Filming Guidelines
- Sign-up list

7 Core Principles

1-Be Positive

2-Be Present

3-Be Perceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

Spirit

•Core Principle: *Be Positive - The positive exists and is worth growing.* Across Washington, most drivers are consistently making safe driving decisions. It's important to acknowledge those consistent simple actions and encourage more drivers to do the same. For this project, partner with someone who is recognizable for the good they do in your community. It could be an emergency responder, a civic leader, a teacher, a nurse or anyone else you think would fit.

Science

- Most Washington adults (88%) believe we all share responsibility for the safety of others and ourselves on our roads and highways.¹
- Most Washington adults (79%) believe any number of deaths on the roadway is unacceptable.
- Most drivers make safe decisions about impairment, distraction, seat belts and speeding.

¹2019 WTSC Positive Community Norms Survey Report

Action

- Volunteer to film one of the participants for the PSA - Sign up in Teams by opening "Thank You PSA - Sign-up" and putting your name next to one of the lines in the script.
- Work with someone from your community to film the lines. See "Script and Filming Guidelines" for details.
- Email your videos to ddahl@wtscwa.com by November 15th. Include your talent's name, title and the city they live in.
- Share the completed video on your social media platforms and with your community partners.

Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?