



The Save A Life Tour is a comprehensive high impact safe driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices and decisions made by the operator of a motor vehicle.

The program specifically places emphasis on the following driving situations:

- Driver Experience – young drivers and driver behavior based on maturity
- Improper Driver Behavior – careless driving habits- speeding, turn signal use
- Safety Restraints – proper seat belt usage
- Impaired Driving – alcohol usage, controlled substance, drowsiness
- Distracted Driving – cell phones, passenger activities
- Motorcycle – awareness, operation

The Save A Life Tour utilizes several methods for educating and demonstrating the effects and consequences that are direct results of poor choices and/or decisions made by operators of a motor vehicle.

These methods are:

- Speaking Presentation – Fact based lecture provided by Save A Life facilitators
- Visual Presentation – Informative visual presentations
- Interactive Demonstration – Simulation for the effects of impaired and distracted driving behavior
- Corrective Action – Continuous interaction with Save A Life Tour facilitators throughout presentation and event
- Knowledge Retention – Pre & Post Program Surveys, Statistical Analysis, Pledge Cards, and a recognition banner that is presented to the client to be displayed at event completion.
- Informative Current Statistics – Current ongoing fact based data and information based on data research in presentation community and state

The Save A Life Tour presentation format for each event is broken down into two segments to minimize the impact on a typical day for the participants.

- Segment 1: All participants attend a group meeting at the beginning of the day. The meeting is approximately 55 minutes long consisting of a video and a speaker with a fact based lecture/discussion. When this segment is completed, participants will return to their normal day to day activities. (This can be customized as to timing and content to meet your needs.)

Segment 2: Participants will divide up into groups for the hands-on interactive activities. The Save A Life representative will coordinate with the client representative on group sizes, which for a typical event can range in size from 20-40 individuals. Group size is established based on the total number of participants. This segment will take place from the end of segment 1 to the end of the day and will be established around a schedule that is convenient for the client. The activities that the participants will engage in are, Distracted Driving Simulation, Impaired Driving Simulation and informative visual learning stations and if desired, a pledge card distribution and banner acknowledgment. Simulation activities will be displayed on projection screens for all attendees to see the effects and results of the ongoing simulation experiences



from an observation viewpoint. Each group will interact with the hands-on portion for approximately 60 minutes, allowing us to reach up to 200 or more persons for this completed segment.

We have several ways to help participants retain the message. Some will connect with the video while others may be touched by facts stated by the facilitators during the lecture. Others may gain knowledge from their interaction with the simulators and/or the information on the pre & post surveys. In an effort to promote ongoing behavioral changes, all participants can receive a personalized 3 ¼ x 2 ¼ inch pledge card as a constant reminder of their commitment to safe driving habits and practices, and they can also sign a 13 ½ x 42 inch safe driving recognition banner pledging their commitment to safe driving that will be presented to the client for display purposes upon completion of the event. Also, in an effort to promote participation, all participants that elect to take part in the hands on simulation activities will receive a pledge wristband to wear as a reminder of their commitment to safe driving habits and practices as well.

Surveys will be taken before and after the presentation and all data obtained in these surveys will be compiled and analyzed in an effort to maintain program effectiveness and success. Our method for handling and managing the surveys will be to utilize a web based electronic survey platform. Save A Life facilitators will have on hand- iPads containing the survey information allowing participants to take the surveys on site. The results will be provided to you upon program completion.

The event will be presented by two Save A Life Tour facilitators. These two individuals will be on site for the entire event and they will handle all setup, presentation, hands on simulator activities and interaction, and complete removal of all equipment that is required for each event.

All logistics for managing, scheduling, touring, and maintaining all equipment required will be handled by the Save A Life tour management/support team in Grand Rapids, Michigan. Save A Life staff will work with each client to secure the event dates and arrange for all locations along with establishing and obtaining required information to coordinate within each location's schedule routine.

Complete informative information packets will be provided to each event location to assist in this process and to guide each client representative through the event outline and requirements for space, power, and load in logistics. Save A Life support staff will also be on site periodically throughout the tour and will provide client/staff 24 hour support, 7 days a week.