

crash

A project to help keep drivers and passengers safe



TOWN HALL EMPOWER PACKET

...to explore
...to enthuse
...to engage
...to embrace
...to empower youth, their families and our communities.

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EMPOWER PACKET

RESPONSE REQUESTED: IF YOU ARE HOLDING A TOWN HALL MEETING, PLEASE EMAIL US ASAP AT chris@christopherproductions.org AND INCLUDE: THE NAME OF YOUR ORGANIZATION, CONTACT PERSON WITH PHONE # AND EMAIL, AND THE LOCATION, DATE & TIME OF THE TOWN HALL. CHECK OUT OUR WEBSITES FOR UPDATES (www.ChristopherProductions.org or www.SafeTeenNM.org)

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Dear Community Leaders and Town Hall Youth Facilitators,

Thank you for your interest in the **CRASH** Town Hall on Distracted Driving. We are very excited to present this program to ignite a new discussion among our children and community leaders. We want to empower and support young people to discover their own wisdom and solutions to life-threatening behavior and situations. In doing so, we hope that they may come to understand how valuable they are in our families and communities.

This is a wonderful opportunity for young leaders to step forward as facilitators (with adult mentors), and organize this event, as individuals or as a class assignment for one or more teens. We suggest that a committee of 7 teens could take this on.

Enclosed are some ideas for creating a successful Town Hall. As facilitator, you may want to alter any of these suggestions for a better fit with your community. Feel free to change anything you want. This is intended only as a guide and starting point.

RESPONSE REQUESTED: We supply these materials to you free of charge, in the hopes that you can effectively change your community in positive ways and save kids' lives. **The only thing we ask in return is that you complete the Evaluation Form at the end of the Packet so we can track the number of participants and the lives you've affected.**

On behalf of Christopher Productions and SafeTeen New Mexico, we want to thank each and every one of you who are assisting youth with the facilitation of this great event! And a special thank you goes to you, the young leader, with the interest and courage to ask yourself hard questions, and encourage others to do the same.

Sincerely,

Chris Schueler, President
Christopher Productions, LLC

Thom Turbett, President
SafeTeen New Mexico

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EMPOWER PACKET

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PLEASE NOTE:

FULL SCRIPT OF “CRASH” IS AVAILABLE ON OUR WEB SITE AT:

www.christopherproductions.org

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ENVISION

PURPOSE OF TOWN HALL

Discuss with your team:

What is the purpose for holding the Town Hall?

What do you want all the participants to receive from this?

Share the purpose of the Town Hall as part of your introduction at the Town Hall.

SOME IDEAS ON PURPOSE OF THE TOWN HALL:

- 1. To develop an action plan for change.
- 2. To educate town leaders, parents, students and teachers.
- 3. To form a big enough group to make change.
- 4. To celebrate the town's successes in this area.
- 5. To memorialize victims of Distracted Driving.
- 6. _____
- 7. _____
- 8. _____
- 9. _____

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MATERIALS

WHAT YOU NEED

Discuss with your team:

What will you need before, during and after the Town Hall?

People Who is doing what?

Place Where will you hold the town hall?

Things What do you need?

SOME IDEAS ON WHAT YOU NEED:

1. Checklist of Tasks for each of the **7 EMPOWER** steps.
 - a. Form a Committee of 6 other people to help you.
 - b. Have a location for the Town Hall 21 days prior to the event.
 - c. Have an MC 21 days prior to Town Hall.
 - d. Get the word out 15 days prior to Town Hall.
 - e. Get all materials and equipment 7 days prior.
2. Introduction for Approaching People Who You Want to Help You.
 My name is _____. I wanted to talk to you about an issue that's important to me: Distracted Driving. This August, a documentary will air on television and I am organizing a Town Hall meeting to take place the same night. It would be great if you could help me with _____. We want to create change to save lives.
3. Agenda & Script for the Town Hall MC
4. Television
5. VCR/DVD player and Video (if you are not going to watch it live)
6. Large screen or several small TVs (enough so everyone can see & hear the program)
7. Large pads of paper, markers and masking tape
8. Paper and pens/pencils for everyone
9. Conversation Starters - Attachment page 15
10. Multiple copies of the Community Action Plan Form – Attachment page 16
11. Evaluation Form - Attachment page 17
12. _____

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PEOPLE

WHO TO INVITE

Discuss with your team:

Who are all the people who have a stake in keeping young people healthy, happy and alive?

Who are the people who can help young people fulfill their goals and make a difference?

Who are the people who want to listen and learn from young people?

SOME IDEAS ON WHO TO INVITE:

- Students (Mid-School and High School)
- Parents
- Teachers (Mid-School and High School)
 - Counselors
 - Health
 - Social Studies
 - Physical Education & Coaches
 - Others
- Community Leaders:
 - Mayor or City Board President
 - City Manager
 - State Health Dept.
 - Police and Fire Chief
 - Planning, Building and Zoning Director
- Clergy
- Media (Print and TV)
- DWI Coordinator in the region
- _____
- _____

SAMPLE INVITATION IS ATTACHED, PAGE 12.

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OUTREACH

SPREAD THE WORD

Discuss with your team:

Who can help tell more people about it?

Who can help with the distribution of invitations?

Who has a web site you can refer people to for the invitation?

SOME IDEAS ON HOW TO REACH-OUT:

1. An interview with a local newspaper about the upcoming Town Hall.
2. A school announcement / school paper.
3. A class assignment for extra credit as an essay or reporting assignment.
4. Invitations.
5. Posters.
6. Announcement at your church or community gatherings.
7. Flyers – Feel free to design your own, or ask a school art class to design one.
8. _____
9. _____
10. _____

SAMPLE FLYER IS ATTACHED, PAGE 13.

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WHERE & WHEN

PLACE, DATE AND TIME

Discuss with your team:

What location is centrally located and large enough?

What location has TV equipment for viewing the show together?

What location is available free of charge, when you need it?

SOME IDEAS ON WHERE & WHEN TO HOLD THE TOWN HALL:

WHERE

1. School auditorium or cafeteria.
2. Village Hall or City Hall.
3. A church fellowship hall.
4. A banquet room at a hotel.

WHEN

1. A half hour before the show airs, viewing the program together and following up with the one-hour conversation and Community Action Plan.
2. After a regularly scheduled City Board meeting following the airing.
3. Combined with a community event already planned.
4. DVD's of the documentary are available for you to schedule this anytime that is more convenient.

Christopher Productions gives you the right to tape the Program when it airs. Christopher Productions has tapes available if you miss the airing. Please see website for tape order form.

SAMPLE FLYER IS ATTACHED, PAGE 13.

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EMPOWER

EVERYONE AGENDA, SCRIPT & CONVERSATION STARTERS

Discuss with your team:

Who should be the MC & what does he or she want to say?

What needs to be covered?

How to wrap up conversations?

SOME IDEAS:

MC POSSIBILITIES

- First and foremost, a teenager
- Student leader
- Someone who speaks well

SAMPLE TOWN HALL AGENDA & MC SCRIPT, PAGE 14.

SAMPLE CONVERSATION STARTERS, PAGE 15.

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EMPOWER**R**ESULTS

DOCUMENT THE ACTION PLAN & MEETING

Discuss with your team:

What is your community plan for addressing Distracted Driving?

Who will do what?

Did you meet your goals?

SOME IDEAS ON DOCUMENTING THE TOWN HALL:

Sign-in Sheet

Head count

Fill out the Community Action Plan Form

Fill out the Evaluation Form

Send Christopher Productions the Evaluation Form

SAMPLE COMMUNITY ACTION PLAN IS ATTACHED, PAGE 16.

EVALUATION FORM IS ATTACHED, PAGE 17.

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EMPOWER PACKET

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SAMPLE INTRODUCTION

Introduction for Approaching People Who You Want to Help You.

My name is _____. I wanted to talk to you about an issue that's important to me: Distracted Driving. This August, a documentary will air on television and I am organizing a Town Hall meeting to take place the same night. It would be great if you could help me with _____. We want to create change to save lives.

Please call me at _____.

Thanks!

SAMPLE INVITATION TO ATTEND THE TOWN HALL

You are cordially invited to participate in an upcoming Town Hall meeting on Distracted Driving.

We will view a documentary produced with teenagers and parents called "CRASH." This will be followed by a brief discussion.

We are inviting parents, teachers, community leaders, teens and others who are interested in this issue.

Date:

Place:

Time:

Your input is very important to us.
Please join us, and bring a friend.

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SAMPLE FLYER

- Teenage Drivers are **4 times more likely to die** on the road than are older drivers.
- In 2005, **over 1 in 10** high school students in NM **drove after drinking.**
Bernalillo County Youth Risk and Resiliency Survey
- Drivers **using cell phones** are **5 times more likely to crash** than non-distracted drivers.
People are **as impaired when they drive and talk on a cell phone as they are when they drive intoxicated.**
Summer Issue "Human Factors", Research University of Utah 2006
- Crash rates are the highest for teens during the first 6 months and 1,000 miles after licensure.
McCartt, Shabanova & Leaf. "Driving experience, crashes & traffic citations of teenage beginning drivers". 2003
- One teenage passenger with a teen driver **doubles the risk** of a fatal crash and the **risk is five times higher** when two or more teens ride along.
Children's Hospital of Philadelphia Survey

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An historic documentary from Emmy © Award winning Christopher Productions
about
Distracted Driving in New Mexico.

because Distracted Driving is killing our kids.

BROADCAST WEDNESDAY AUGUST 29 7-8 PM

Statewide:	KOB 4
Roswell:	KOBR 8
Durango Farmington:	KOBF 12
Silver City:	KOBG 6

BROADCAST EARLY SEPTEMBER

CHECK LOCAL LISTINGS
In Las Cruces: KRWG 22

For information on Curriculum Guides, Town Hall Meetings or Video Orders:
www.christopherproductions.org or www.SafeTeenNM.org

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SAMPLE TOWN HALL AGENDA & MC SCRIPT: A 2-HOUR TOWN HALL

AS PEOPLE ARRIVE

1. SIGN-IN SHEET AS PEOPLE ENTER

NAME	OCCUPATION	TEEN / ADULT
------	------------	--------------
2. DISTRIBUTE PAPER AND PENCILS AS PEOPLE ENTER

BEFORE AIRING

- 5 MINS.** WELCOME – ½ HOUR BEFORE THE AIRING AND INTRODUCE YOURSELF, REVIEW THE PURPOSE OF TOWN HALL.
- 5 MINS:** ASK THE GROUP TO GATHER IN GROUPS OF 5 – 6 FOR VIEWING TOGETHER.
- 20 MINS:** LARGE GROUP CONVERSATION: ASK THE LARGE GROUP SOME QUESTIONS FOR CONVERSATION STARTER. *SEE ATTACHED SAMPLE OF CONVERSATION STARTERS.*

AIRING

- 30 MINS:** VIEW TELEVISION PROGRAM TOGETHER

AFTER AIRING

- 30 MINS:** **CONSOLIDATE** groups of 5 – 6, no more than 6 per group. **DISTRIBUTE SAMPLE COMMUNITY ACTION PLAN TO FILL IN THE BLANKS. EACH GROUP SHOULD reach its own consensus then WRITE info ON LARGE PAD PAPER FOR POSTING UP ON WALL.**
- 15 MINS:** RETURN TO ONE LARGE GROUP AND ASK 1 PERSON FROM EACH SMALL GROUP TO BRIEFLY SHARE THEIR ANSWERS TO THE 3 QUESTIONS ON THE COMMUNITY ACTION PLAN.
- 15 MINS:** FORM CONSENSUS ON THESE ITEMS AND FILL OUT FINAL COMMUNITY ACTION PLAN.
- 1 MIN:** THANK EVERYONE FOR COMING AND PARTICIPATING.
- REVIEW ANY “NEXT STEPS” THAT COME OUT OF THE MEETING.
 - COLLECT ALL LARGE SHEETS FROM EACH GROUP.
 - CLEAN UP.

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SAMPLE TOWN HALL CONVERSATION STARTERS**BEFORE VIEWING THE SHOW:**

ASK THE LARGE GROUP SOME QUESTIONS FOR CONVERSATION STARTER:

- IS DISTRACTED DRIVING A PROBLEM IN OUR COMMUNITY?
- WHAT IS CAUSING THE PROBLEM?
- WHAT ARE FACTORS THAT WE CAN EFFECTIVELY CHANGE?
 - ALCOHOL ADVERTISING
 - MORE INFORMATION / EDUCATION
 - CELL PHONE USE
- WHY DO KIDS HORSE AROUND IN THE CAR?
- HOW CAN WE HELP EACH OTHER BE SAFER IN THE CAR?
- TELL THE GROUP: "WHILE YOU'RE WATCHING THE SHOW, CONSIDER:
 - WHAT COULD HAVE BEEN DIFFERENT?
 - WHO COULD HAVE STEPPED IN?
 - HOW COULD THE TRAGEDIES HAVE BEEN AVOIDED?"

AFTER VIEWING THE SHOW, BREAK INTO GROUPS AND FILL OUT THE COMMUNITY ACTION PLAN FORM.

DOWNLOAD THE CRASH VIEWER GUIDE FROM THE WEBSITES AND GO OVER THE QUESTIONS FOR EACH AGE GROUP PRESENT

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SAMPLE COMMUNITY ACTION PLAN

NAME OF COMMUNITY _____

- TOP 3 CAUSES OF DISTRACTED DRIVING IN OUR COMMUNITY:
(BE SURE THEY'RE CAUSES AND NOT SYMPTOMS BY ADDING
"BECAUSE _____" AT THE END TO GET EVEN MORE CLEAR.)

- _____ BECAUSE _____
- _____ BECAUSE _____
- _____ BECAUSE _____

- WAYS TO EFFECTIVELY STOP OR ELIMINATE THESE CAUSES:

- _____
- _____
- _____
- _____

- WHO WILL BE INVOLVED:

- _____
- _____
- _____
- _____

- WHAT WILL THEY DO IN THE NEXT 12 MONTHS?

- _____
- _____
- _____
- _____
- _____
- _____

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EVALUATION FORM

TO BE FILLED OUT BY THE FACILITATOR.

Name of Facilitator

Phone Number of Facilitator

Email of Facilitator

Name of Organization Holding Town Hall

Number of Teens in Attendance

Number of Adults

Total Attendance

Did you meet your personal goals?

How?

WAS AN ACTION PLAN PRODUCED?

HAVE YOU ATTACHED YOUR ACTION PLAN TO THIS EVALUATION?

**PLEASE EMAIL THIS TO US AT:
chris@christopherproductions.org**

**THANK YOU SO MUCH FOR YOUR
INTEREST AND PARTICIPATION IN THIS!**