

MORE MILEAGE			
Deliverable	Strategy / Process	Who needs to be involved?	Target Completion Date
1. Staff training/preparation			
2. Connect with local CHP and partner with their local seat belt campaigns and/or other campaigns			
3. Train chapter members on underage drinking and DUI issues: <ul style="list-style-type: none"> • Review statistics/data around traffic safety • Watch Tulare County DVD “It’s Not a Game: Get Your Buckle On!” • Research traffic safety/underage drinking prevention facts • Allow for chapter members to educate one another on traffic safety/underage drinking prevention. 			
4. Have chapter members meet to identify strategies to expand either: <ul style="list-style-type: none"> • DUI Court in Schools, • DUI Sentencing, • Courage to Live, • Every 15 Minutes, or • Other _____ 			
5. Chapter members will select/develop first traffic safety campaign.			
6. Announce the campaign to the media using a press release/press conference.			
7. FIRST Campaign implementation			Jan. 31, 2009

<p>7. Implement a parent involvement component that will engage parents/caregivers in the campaign.</p> <ul style="list-style-type: none"> • Parent traffic safety/ underage drinking prevention info night, or • Town Hall meeting, or • Parent/Teacher Seat Belt Challenge, or • Other _____ 			
<p>8. Chapter members will select/develop <u>second</u> traffic safety campaign</p>			
<p>9. <u>SECOND</u> Campaign implementation</p>			