

Montana FCCLA Guidebook to **VISION ZERO**

Striving for zero deaths and zero serious injuries on Montana's roadways.



TOO MANY TEENS ARE DYING...

While in high school, a student will likely never do anything more dangerous than drive a car - or ride in one that is being driven by a peer.

Motor vehicle crashes are a leading cause of death for teens in the U.S.

(CDC, 2024)

WHY IS THIS HAPPENING?

Teen drivers are more vulnerable due to their developing brains. This means they are more likely to act on impulse, take risks, and underestimate dangers. Peer pressure, distractions, and the sense of invincibility can lead to risky driving behaviors.

Montana's large rural areas and road infrastructure lead to longer travel distances and slower emergency responses, raising risks for teen drivers. Difficult driving conditions, like bad weather and wildlife, add to these dangers.

WHAT CAN YOU DO?

You can help make Montana roads safer by getting involved in peer-to-peer training programs. By learning how to influence your friends and classmates to make safer driving choices, you play a key role in reducing risky behaviors like speeding and distracted driving. Together, you and your peers can create a safer driving environment and potentially save lives.



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In 2022, 168 out of 213 traffic fatalities in Montana occurred on rural roads, where young drivers are disproportionately involved in fatal crashes.

(Fischer et al., 2023)

UNDERSTANDING THE TEEN DRIVER SAFETY PROBLEM IN MONTANA

Teen drivers in Montana face higher risks due to impulsivity, sensation-seeking behaviors, and the challenges of driving in a rural environment.

(Fischer et al., 2023;
Raymond et al., 2022)

Between 2015 and 2019, 43% of driver and passenger deaths for individuals aged 13-19 in Montana were related to speeding.

(MDT, 2023)

Nationally, 11% of drivers aged 15-20 involved in fatal crashes were using a cellphone. Montana's long rural roads increase the risk of distraction.

(NHTSA, 2024; Fischer et al., 2023)

In 2021, 44% of teen fatalities in Montana involved unrestrained drivers, significantly higher than the national average.

(MDT, 2023)

While the national fatal crash involvement rate for drivers under 21 decreased by 34.1% from 2002 to 2022, Montana's rate increased by 14.0%, ranking fifth worst nationally.

(Raymond et al., 2022)

29% of teen fatalities in Montana in 2021 involved alcohol or drugs, with higher rates of impaired driving in rural areas.

(Raymond et al., 2022; MDT, 2023)



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TEEN REALITIES & PEER INFLUENCE

Shaping Safer Roads Together

Peer influence is a significant factor in shaping teen behavior, particularly in the realm of driving safety. Teens are more susceptible to peer pressure due to the heightened sensitivity of their developing brains to social interactions (Pei et al., 2020). However, this susceptibility also presents an opportunity for positive change. In Montana, Family, Career and Community Leaders of America (FCCLA) chapters have harnessed the power of peer influence through a variety of initiatives aimed at promoting safe driving habits. From seatbelt checks to distracted driving education, Montana teens are leading efforts that not only raise awareness but also foster a culture of responsibility behind the wheel. These peer-led projects demonstrate that teens have the potential to make a profound impact on the safety of their communities, turning peer pressure into peer leadership (Texas A&M Transportation Institute, 2024; MDT, 2023).



Research shows that peer presence can heighten risk-taking in teens, but it can also be harnessed to promote safer driving through peer-to-peer programs (Falk, 2021; Pei et al., 2020).



41% of Montana high school students report feelings of sadness or hopelessness, which can lead to risky driving behaviors. Peer support can help teens navigate these challenges safely (Burton, 2021).



Peer education programs empower teens to take the lead in promoting safe driving behaviors among their peers, proving that teens can be powerful agents of change (Texas A&M Transportation Institute, 2024).



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Understanding the significant impact of peer influence on driving behaviors highlights the potential for teens to effect positive change through peer-led initiatives. By leveraging their unique position and shared experiences, teens can create powerful programs that address driving safety in relatable and effective ways. Starting a peer-led traffic safety project involves identifying key issues within their community, collaborating with local stakeholders, and developing engaging activities that promote safe driving practices. This proactive approach not only addresses immediate safety concerns but also empowers teens to become leaders in fostering a culture of responsibility and awareness on the road.

A peer leader is a person who takes on a leadership role among their peers, often within a specific group or community, and influences others through example, guidance, and support. They are typically individuals who are respected by their peers and who use their position to motivate, inspire, and facilitate positive change. In the context of youth and traffic safety, a peer leader would be a teen who actively works to educate and encourage their fellow students about safe driving practices, using their influence to promote and implement traffic safety initiatives within their school or community.

YOU ARE A PEER LEADER!



YOUR ROLE IN REACHING VISION ZERO

As a peer leader, you play a pivotal role in Montana's Vision Zero goal: zero deaths and zero serious injuries on our roadways. This isn't just a statewide mission—it's a cause you can lead in your own community by making traffic safety a priority and inspiring your peers to do the same.



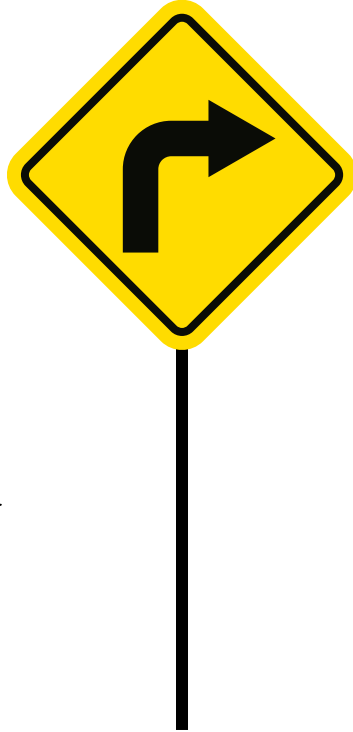
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HOW TO START LEADING

GET INFORMED

Learn as much as you can about the current traffic safety issues facing your community. Is speeding a major problem? Are teens not using seat belts as often as they should? The more you know, the better you can plan.



GATHER SUPPORT

You don't have to do this alone. Find other students who share your passion for making roads safer. A strong team will help you achieve more and reach a wider audience.

START SMALL

Every big change starts with small steps. Your first project might be something as simple as starting a social media challenge or organizing a pledge drive to encourage safe driving. The key is to get started!

Montana Crash Data



<https://www.mdt.mt.gov/publications/datastats/crashdata.aspx>

Montana Traffic Safety Programs



<https://www.mdt.mt.gov/visionzero/plans/safetyprg.aspx>

National Safety Council



<https://www.nsc.org/road/safety-topics/distracted-driving/distracted-driving-home>

National Highway Traffic Safety Administration



<https://www.nhtsa.gov/road-safety/teen-driving>

Governors Highway Safety Association



<https://www.ghsa.org/issues/teen-drivers>

FCCLA



<https://fcclainc.org/engage/national-programs/facts>



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FAMILIES ACTING FOR COMMUNITY TRAFFIC SAFETY



Utilizing the FCCLA National Program

The Families Acting for Community Traffic Safety (FACTS) National Program is a powerful way for FCCLA members to take charge and make a real impact in their communities. Through this national peer education initiative, students work to save lives by focusing on personal, vehicle, and road safety. Whether you're interested in educating your peers, families, or the larger community, FACTS provides the tools, resources, and opportunities to create meaningful projects that promote traffic safety awareness.

By utilizing the FACTS National Program, you can:

- Educate others about safe driving habits.
- Advocate for the enforcement of local traffic safety rules and regulations.
- Help families promote lifelong safety attitudes.
- Address the importance of road, vehicle, and personal safety through hands-on projects.

Montana is actively working toward the Vision Zero goal—a mission to reduce deaths and serious injuries on our roads to zero. As an FCCLA member, you can contribute to this effort by utilizing the FACTS program to design impactful traffic safety projects. Through a partnership between Montana FCCLA and the Montana Department of Transportation (MDT), grants are available to support your efforts in achieving Vision Zero. These grants allow you to fund initiatives that educate your peers, raise awareness about safe driving, and promote community-wide change.

By aligning your FACTS projects with the Vision Zero mission, you'll not only make your community safer but also have the opportunity to apply for grant funding and compete for state and national recognition. This section will guide you through using the FACTS program to create an impactful project, access grant funding, and submit it for awards—ensuring your contribution to safer roads in Montana and beyond. Let's get started!



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UNIT 1



Key FACTS for Your Safety



Roadway safety is everyone's responsibility, whether we're driving, riding, walking, or biking. Our actions in each role affect not only our safety but the safety of others. To stay safe, it's crucial to be alert, sober, and use all available safety measures. Through the Key FACTS for Your Safety projects, young people are empowered to educate their peers about safe, sober driving and responsible road use by promoting awareness, action, and advocacy.



Distracted Driving: Phone Use

Texting while driving is one of the most dangerous forms of distracted driving, as it takes a driver's hands off the wheel, eyes off the road, and mind off driving. For teens, the temptation to use their phones while driving increases the risk of accidents. Raising awareness about these dangers and encouraging teens to adopt safe, distraction-free driving habits can save lives and reduce crashes.



It Can Wait by AT&T:

AT&T:<http://www.itcanwait.com>

National Highway Traffic Safety Administration:

<https://www.nhtsa.gov/risky-driving/distracted-driving>

Texting & Driving Prevention - Ad Council:

<https://www.adcouncil.org/campaign/distracted-driving-prevention>

AAA Distracted Driving:

<https://www.aaa.com/dontdrivedistracted/>



National Sleep Foundation:

<https://www.thensf.org/drowsy-driving-prevention/>

UCLA Health:

<https://www.uclahealth.org/medical-services/sleep-disorders/patient-resources/patient-education/drowsy-driving>

AAA Foundation for Traffic Safety:

<https://aaafoundation.org/prevalence-impact-drowsy-driving/>



Distracted Driving: Drowsy

Drowsy driving is a significant risk for teen drivers, as fatigue can impair reaction times and decision-making abilities, similar to being under the influence of alcohol. Teens often face long days filled with school, extracurriculars, and part-time jobs, making them more susceptible to driving while tired. Promoting awareness of the dangers of drowsy driving and encouraging teens to recognize the importance of rest before getting behind the wheel can help prevent accidents.





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Distracted Driving: Passengers

Passenger distractions are a leading cause of crashes for teen drivers, as the presence of friends in the car can lead to risky behavior, loss of focus, and poor decision-making. Teens are more likely to engage in conversations, jokes, or other distractions when driving with peers, which increases the likelihood of accidents. Encouraging responsible passenger behavior and limiting the number of passengers can help teens maintain focus and make safer driving decisions.



Kid Power:

<https://www.kidpower.org/library/article/teen-drivers/>

State Farm:

<https://www.statefarm.com/simple-insights/auto-and-vehicles/teen-passenger-safety>



Impaired Driving:

Impaired driving, whether due to alcohol, drugs, or fatigue, significantly increases the risk of accidents and endangers everyone on the road. It's essential for drivers to be alert, sober, and fully focused when behind the wheel to protect themselves and others. By promoting sober driving and responsible decision-making, young people can reduce impaired driving incidents and help create safer communities.



Foundation for Advancing Alcohol Responsibility:

<https://www.responsibility.org/>

MADD:

<https://madd.org/>

Teens in the Driver Seat:

<https://www.t-driver.com/impaired-driving-prevention-toolkit/>





UNIT 1



Key FACTS for Your Safety



Peer to Peer Education | Community Engagement | Project Ideas



Distracted Driving Simulation Challenge

- **Objective:** Help peers understand the dangers of distracted driving through a hands-on simulation.
- **Details:** Set up a simulation in the school parking lot or gym where students can "drive" while performing distracting tasks (e.g., texting, eating). Use pedal carts, bikes, or even an online simulation program. Peer educators can guide the activity and then discuss the impact of distractions on reaction time and safety.



Impaired Goggles Challenge

- **Objective:** Demonstrate the effects of impaired driving through interactive lawn games using impaired goggles.
- **Details:** Arrange cornhole, horseshoes, ladder ball, etc. with impaired goggles. Participants play games while wearing the goggles to simulate impairment. Track the performance and discuss the effects of impairment on coordination and reaction time.



Drowsy Driving Awareness Campaign

- **Objective:** Raise awareness about the risks of drowsy driving through posters, flyers, and announcements.
- **Details:** Peer leaders create and distribute materials that emphasize the risks of driving while fatigued. Key facts could include statistics on accidents caused by drowsy driving and tips for avoiding it (e.g., getting enough sleep, pulling over to rest). Incorporate the message into morning announcements, social media, or even pep rallies.

Find more information, activity ideas, and full lesson plans related to "Your Safety" in the FCCLA FACTS National Program!



UNIT 2



Key FACTS for Vehicle Safety

Motor vehicle crashes are the leading cause of death for teens, but vehicle safety can help prevent accidents. Maintaining tires, checking fluids, using seatbelts, and being mindful of weather conditions are key to staying safe on the road. Through Key FACTS for Vehicle Safety projects, teens can promote these practices and encourage safe driving habits among peers and families.



Tire Safety

Tire safety is crucial for ensuring the safety of both drivers and passengers. Properly maintained tires, from checking air pressure to monitoring tread depth, play a vital role in vehicle performance, particularly in adverse conditions like rain or snow. Under-inflated or worn-out tires can reduce grip, increase fuel consumption, and lead to dangerous situations such as hydroplaning. Regular tire checks, including using simple tools like a tire gauge and performing the penny test for tread wear, help maintain safety on the road and prevent accidents. Educating teens about these practices equips them with the knowledge and skills to promote safer driving habits.



Tire Safety:

<https://www.tiresafety.com>

National Highway Traffic Safety Administration:

<https://www.nhtsa.gov/vehicle-safety/tires>

Be Car Care Aware:

<https://www.carcare.org/>



Car Seats & Seat Belts

Car seats and seat belts are essential safety measures that protect passengers, particularly young children, in the event of a vehicle collision. Properly used, they significantly reduce the risk of injury or death by restraining occupants and preventing them from being thrown from the vehicle. Car seats are specifically designed for children, ensuring that they are securely fastened in a position that accommodates their size and weight, while seat belts protect older children and adults by distributing the force of a crash across stronger parts of the body. By raising awareness and encouraging proper use, we can promote safer driving habits and protect lives.



Safe Kids Worldwide:

<https://www.safekids.org/>

Buckle Up Montana:

<https://www.mdt.mt.gov/visionzero/people/seatbelts.aspx>

National Highway Traffic Safety Administration:

<https://www.nhtsa.gov/vehicle-safety/seat-belts>

Montana Department of Transportation:

<https://mdt.mt.gov/visionzero/people/buckleup/how-seatbelts-work.aspx>



UNIT 2



Key FACTS for Vehicle Safety

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Weather

In Montana, where weather conditions can rapidly change from sunny to snowy or windy, it's crucial for drivers to be prepared for any scenario. Proper vehicle maintenance and having the right supplies on hand can help ensure safety no matter what the weather brings. Understanding how to adapt to varying weather conditions is essential for safe driving in our state.



Students Against Destructive Decisions:

<https://www.sadd.org/weatherforteens>

National Highway Traffic Safety Administration:

<https://www.nhtsa.gov/road-safety/driving-in-severe-weather>

Montana Department of Transportation:

<https://www.mdt.mt.gov/travinfo/>

Winter Driving:

<https://www.mdt.mt.gov/visionzero/people/winter-driving.aspx>

Peer to Peer Education | Community Engagement | Project Ideas



Tire Safety Workshop

- **Objective:** Educate peers about proper tire maintenance and safety checks.
- **Details:** Peer educators organize a workshop where students learn how to check tire pressure, tread depth, and inspect for damage. Use visual aids and hands-on demonstrations with real tires. Invite a local mechanic or auto shop professional to provide expert advice, teach teens to change a tire, and answer questions.



UNIT 2



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Key FACTS for Vehicle Safety

Peer to Peer Education | Community Engagement | Project Ideas



Seatbelt Use Challenge

- **Objective:** Promote the importance of wearing seat belts consistently.
- **Details:** Host a school-wide seat belt challenge where students track their seat belt use for a month. Create a system for students to report their usage, and offer incentives or recognition for those who consistently wear their seat belts. Incorporate educational materials about the importance of seat belt use.



Mechanic for a Day Experience

- **Objective:** Provide a hands-on experience in basic vehicle maintenance.
- **Details:** Organize a "Mechanic for a Day" event where students can work with local mechanics to perform basic maintenance tasks, such as changing oil, checking fluids, and replacing filters. Peer educators can guide the activity and help facilitate discussions about the importance of regular maintenance.



Weather-Ready Driving Workshop

- **Objective:** Equip the community with knowledge and skills to handle varying weather conditions while driving.
- **Details:** Organize a workshop for local residents focusing on driving safety in different weather conditions. Collaborate with local meteorologists, driving instructors, and emergency responders to provide practical tips and demonstrations on vehicle maintenance, weather-specific driving techniques, and emergency preparedness. Include hands-on activities, such as vehicle checks and weather simulation exercises, to engage participants. Offer informational handouts and create a community resource center with materials on safe driving practices in unpredictable weather.

Find more information, activity ideas, and full lesson plans related to "Vehicle Safety" in the FCCLA FACTS National Program!



UNIT 3

Key FACTS for Road Safety



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Understanding and promoting road safety involves being aware of various hazards, from trucks and school buses to rail crossings and construction zones. Drivers must navigate these challenges while adapting to road conditions that can impact safety. Through the Key FACTS for Road Safety projects, young people will learn to advocate for roadway improvements and promote safe driving behaviors by raising awareness, taking action, and supporting safety initiatives in their communities.



Road Construction

Road construction zones are essential for maintaining and improving our roadways, ensuring they remain safe and functional. While these areas can cause delays and frustration for drivers, they are crucial for fixing potholes, repairing lanes, and enhancing road surfaces. Understanding the importance of road construction and practicing patience can help ensure safety for both drivers and construction workers. Engaging in activities such as creating thank-you cards for construction workers, participating in poster contests, or developing informative flyers can raise awareness and promote safe behavior in construction zones.



National Work Zone Safety:

<https://workzonesafety.org/>

Highway Work Zone Safety:

<https://www.cdc.gov/niosh/topics/highway/workzones/default.html>

Montana Department of Transportation:

<https://www.mdt.mt.gov/visionzero/people/workzones.aspx>



Sharing the Road

Sharing the road involves being aware of and respectful toward all types of road users, including cars, trucks, motorcycles, bicycles and pedestrians. Drivers should maintain safe distances, follow traffic rules, and use turn signals to ensure everyone's safety. Courteous behavior, like allowing merging vehicles to join traffic, promotes a safer and more efficient driving environment for all.



Teens Learn 2 Drive:

<https://teenslearntodrive.com/sharing-the-road-3/>

National Highway Traffic Safety Administration:

<https://www.nhtsa.gov/share-road-its-everyones-responsibility>

Montana Department of Transportation:

<https://www.mdt.mt.gov/travinfo/bikeped/sha-retheroad.aspx>



UNIT 3

Key FACTS for Road Safety



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Trains

The rail system plays a crucial role in transporting goods across the country, working around the clock to support businesses and agriculture. For drivers, it's essential to understand the risks at rail crossings and practice safety measures. Always approach crossings with caution, stop when required, and never attempt to beat a train—being aware of these precautions helps ensure safety for all road users.



National Highway Traffic Safety Administration:

<https://www.nhtsa.gov/campaign/railroad-crossing>

Operation Lifesaver:

<https://oli.org/safety-near-trains/driving-safely-near-tracks>

Montana Department of Transportation:

<https://www.mdt.mt.gov/rail/>

Peer to Peer Education | Community Engagement | Project Ideas



Safety Scavenger Hunt

- **Objective:** To increase knowledge about road safety features and promote engagement through an interactive and educational activity.
- **Details:** Create a scavenger hunt where participants search for and learn about different road safety features, including construction zone signs, train crossing signals, and pedestrian crossings. Provide a checklist of items to find and document, with explanations of their importance.



UNIT 3

Key FACTS for Road Safety



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Peer to Peer Education | Community Engagement | Project Ideas



Rail Safety Presentation

- **Objective:** To educate students and community members about train safety through direct interaction with railway professionals
- **Details:** Invite railway safety experts, such as train conductors, engineers, or representatives from local rail companies, to give a presentation on train safety. The presentation should cover key topics such as the importance of obeying crossing signals, the dangers of ignoring safety warnings, and how trains operate. Include interactive elements like a demonstration of how to recognize and respond to different rail signals, and the opportunity for attendees to ask questions.



Construction Zone Simulation

- **Objective:** To provide hands-on experience in navigating construction zones safely and understanding the importance of roadwork signage and signals.
- **Details:** Set up a mock construction zone at a local park or school. Include realistic features such as barriers, signs, and cones. Have participants practice navigating through the simulation while learning about the safety measures in place.



Walk Safe, Drive Safe Community Challenge

- **Objective:** To engage community members in a fun and interactive way to improve both pedestrian and driver safety, focusing on crosswalks, school zones, and general pedestrian awareness.
- **Details:** Engage participants in a dynamic and interactive way to enhance pedestrian and driver safety. Kick the challenge off with a community event where participants receive safety kits and embark on a pedestrian safety scavenger hunt to identify and document local safety features. It could include a driver awareness game, a safety art contest, and interactive pop-up exhibits to educate and engage the community. A pedestrian parade and social media campaign could raise awareness, while a Safety Ambassador Program and partnerships with local businesses may promote ongoing safety practices. Utilizing an interactive online safety map allows residents to report and view safety issues, fostering community involvement and shared responsibility.

Find more information, activity ideas, and full lesson plans related to "Road Safety" in the FCCLA FACTS National Program!

FAMILIES ACTING FOR COMMUNITY TRAFFIC SAFETY



Awards

FCCLA offers national recognition to chapters that complete FACTS projects. This honor includes cash awards and special recognition at the National Leadership Conference, online and in Teen Times magazine for the top chapters. Chapters may submit a description of their innovative projects for award consideration via the National Program Summary Report Form available on the FCCLA national website under the Awards tab.

State-level FACTS Awards:

Thanks to our partnership with Ford Driving Skills for Life (FordDSFL) and the Governors Highway Safety Association (GHSA), FCCLA is now providing a \$500 cash award to the top FACTS project in each state! Each state winner will be considered for a national award.

FACTS National Program Winner Awards:

High School Award — \$1,000

Middle School Award — \$1,000

Runner-Up Award — \$500

Road Safety Achievement Award — \$500

Deadline:

Award Applications must be submitted online by March 1.

The online award system will automatically close March 1, 5:00 PM EST



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APPLY FOR GRANT FUNDING



The Montana Department of Transportation (MDT) and Montana Family, Career and Community Leaders of America (FCCLA) collaborated for a sixth year to promote traffic safety projects. Grants will be awarded to chapters who plan and carry out projects that help them and their peers make informed, responsible decisions to reduce the number of deaths on Montana's roadways. These grants are made possible on behalf of three sponsors: the Montana Department of Transportation and the National Highway Traffic Safety Administration (NHTSA).

Using these grants, applicants will determine the methods of educating others about traffic safety. This may include social media campaigns, in-school contests (video messaging contest, poster contest), flyers, seminars, etc. Chapters are encouraged to use the FCCLA Families Acting for Community Traffic Safety National Program to learn the realities of traffic safety as a family affair.

How can You Use the Grant?

Applicants have the freedom to choose how they educate others about traffic safety. You are encouraged to use the FCCLA Families Acting for Community Traffic Safety National Program to gain insight into traffic safety as a shared responsibility within families and the community.

Your Project Could Include:

Social Media Campaigns

In-School Contests

Flyers and Educational Materials

Seminars and Workshops

GRANT FUNDING SOURCES

MDT Contract Funds (Sponsored by NHTSA)

- Eligible for any traffic safety project. Funds are limited to purchasing approved curriculum and materials.
- Important Requirement: MDT contract funds are processed on a reimbursement basis. A contract must be signed before you begin spending, and only pre-approved items in the contract will be reimbursed.
- Funding Type: Reimbursement – you'll receive funding after purchasing items and submitting receipts to MDT.

GRANT REQUIREMENTS

To receive funding, affiliated Montana FCCLA chapters must agree to the following:

- **Logos & Branding:** Use the MDT Vision Zero, Montana FCCLA, and applicable sponsor logos on all project materials.
- **Project Timeline:** Plan and complete your traffic safety project within the specified time frame.
- **Social Media Promotion:** Promote your traffic safety efforts using social media platforms.
- **Final Report Submission:** Submit a final project report, including photos, to showcase your work.
- **Follow Funding Guidelines:** Adhere to all funding requirements, including the use of approved items and activities.

IMPORTANT GRANT DATES

- **November 15:** Priority application deadline. Chapters that submit their applications by this date will receive priority consideration.
- **December 6:** Final grant application deadline.
- **March 1:** Project reports due.



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AWARD OPPORTUNITIES

Chapters that successfully complete their traffic safety projects by March 1 are eligible for awards. Winners will be announced at the Montana FCCLA State Leadership Conference, and the top three projects will receive:

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

FILLING OUT THE GRANT APPLICATION

To complete the grant application, start by filling out the Basic Information section. Begin by entering the name of your FCCLA chapter, followed by the complete mailing address where any correspondence related to the grant should be sent. Include the city, state, and ZIP code for this address. Next, provide the name, email address, and phone number of the chapter adviser who will oversee the grant application. Similarly, include the name, email address, and phone number of the school clerk who will manage financial aspects of the grant.

In the section asking whether your chapter has previously received a Vision Zero Grant, indicate Yes or No. If your chapter has received a grant before, note whether a new W9 form is required. Lastly, specify whether the grant funds will be sent to the chapter's FCCLA activity account or directly to the high school by selecting Chapter or High School.

OUTLINE YOUR PROJECT USING THE FCCLA PLANNING PROCESS

The FCCLA Planning Process is a decision-making model designed to guide individuals and groups through setting goals, planning, and executing projects. This process serves as a valuable tool to help you get organized and start your project effectively. The process not only aids in organizing your thoughts and actions but also ensures that you remain focused and efficient throughout your project.



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Identify Concerns



Start by brainstorming ideas to determine the key activity or problem you want to address. For example, if you're concerned about distracted driving, gather ideas on how to raise awareness. Evaluate these ideas and select one that resonates with your team, such as organizing a school-wide campaign against texting while driving.

Set a Goal



Define a clear and achievable goal for your project. For instance, you might set a goal to distribute 500 informational flyers about safe driving practices within your community by FCCLA week. Ensure that your goal is specific, measurable, and attainable with the resources you have.

Form a Plan



Develop a detailed plan outlining the steps to achieve your goal. Decide on the specifics like who will be involved (e.g., student volunteers), what actions will be taken (e.g., creating and distributing educational flyers), where and when the project will occur (e.g., school assembly in January), and how it will be executed. Identify the resources you'll need, such as graphic design software for flyers and funds for printing. Establish a timeline to track progress and plan for any potential obstacles, such as limited budget or scheduling conflicts. Consider how you will celebrate milestones, such as recognizing top contributors with certificates.

Act

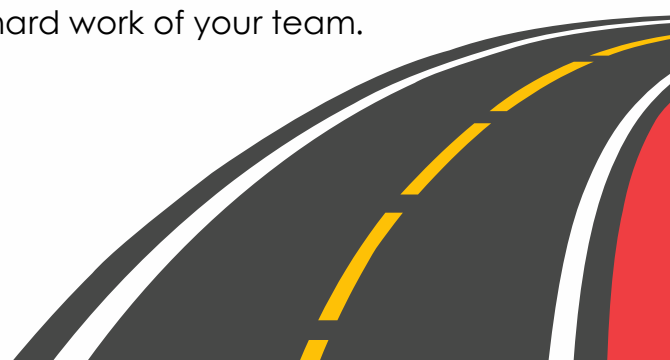


Implement your plan by carrying out the planned activities. For example, launch your educational campaign by distributing flyers and hosting awareness events. Involve family, community members, and advisory groups to support your efforts and ensure that the plan is executed smoothly.

Follow Up



After the project is underway, review and evaluate its success. Assess whether you met your goal, such as achieving the targeted reduction in texting while driving incidents. Identify any areas for improvement, such as enhancing your promotional strategies. Share your results with your community and acknowledge the contributions of all involved, including through school newsletters or local media. This reflection will help you improve future projects and recognize the hard work of your team.



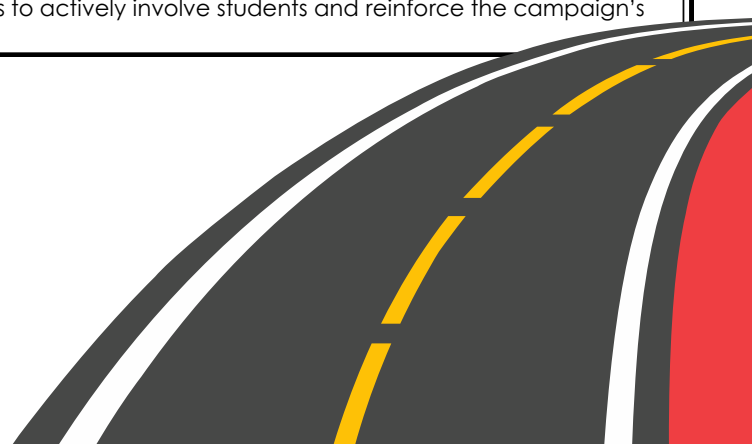
EXAMPLE APPLICATION

Completing the grant application doesn't have to be complicated. Focus on providing the basic information required and follow a straightforward process. Start by filling out the essential details about your chapter and selecting the funding sources that fit your project. Use the FCCLA Planning Process to outline your project simply—identify the issue you want to tackle, set a clear and achievable goal, and create a basic plan detailing who will be involved and what steps will be taken. Keep the process manageable and remember, the goal is to clearly communicate your project idea and how you plan to carry it out. Avoid overcomplicating things; a clear and simple application can effectively showcase your project's potential.

Planning Process	Items to address	Proposal
Identify Concerns 	What concern are you addressing with this project and why?	Teens in our community are not consistently practicing safe driving habits, especially when it comes to using seatbelts and avoiding distractions like texting. Car crashes are the leading cause of death among teens in Montana, and we want to raise awareness to change this behavior.
Set a Goal 	Write at least one SMART goal to describe what you will accomplish.	Our goal is to engage at least 75% of the high school student body in the traffic safety campaign by distributing 500 safety pamphlets and receiving 200 social media interactions (likes, shares, comments) on traffic safety posts within the next three months.
Form a Plan 	Address each of the following questions: Who is your target audience? What will you do? Why are you targeting this audience? How will you distribute the information or complete the project?	• Who: High school students (ages 14-18) within the local school district. • What: ◦ Design and purchase 500 campaign materials including pamphlets with traffic safety messages. ◦ Launch a social media campaign with engaging posts about traffic safety. ◦ Set up safety booths during school events to distribute materials and interact with students. ◦ Conduct classroom presentations to explain the campaign, distribute materials, and emphasize the importance of traffic safety. • Why: High school students are at a critical age where developing safe driving habits is essential. Engaging them through familiar channels (school events and social media) ensures they are receptive to the messages and more likely to adopt safer behaviors. • How: Distribute pamphlets through school events and classroom presentations. Share safety messages via the school's social media platforms and school announcements to reach a broad audience. Use safety booths and presentations to actively involve students and reinforce the campaign's messages.



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Act 	Where will you complete the project? When will you complete the project? Who will be responsible for completing the project?	• Where: The project will be completed at the local high school campus, including the school's main hall, classrooms, and during school events such as assemblies and safety fairs. • When: The event will take place over the next three months. We'll kick it off the first Monday in November during lunch and continue with weekly updates and reminders online. • Who: Peer leaders from our FCCLA chapter will be responsible for organizing the event, promoting the pledge, and encouraging students to participate. Our chapter adviser will assist with planning and logistics.
Follow-up 	How will you evaluate the effectiveness of your project? <i>For example, if you are conducting a seat belt awareness project consider pre and post observational surveys or if you are conducting a social media campaign monitor your number of likes, etc.</i> Is there any follow-up, such as thank you notes or responding to questions required?	For the follow-up, survey students to assess whether they noticed the campaign and if their driving habits have changed. Evaluate the campaign's effectiveness by tracking social media engagement and administering an online quiz focused on safe driving. Utilize the feedback gathered to refine future campaigns and consider expanding the initiative to additional schools.



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BUDGET

Complete the budget using the Excel template provided in the grant application. Just make sure you don't spend any money until you get the official grant award letter.

Funding Requirements/Allowable Expenses: When creating your budget, follow these guidelines:

- MDT Contract Funds: This money has specific uses:
 - Allowed: Pamphlets, flyers, safety-themed coloring books, banners, posters, TV ads, yard signs, billboards, travel expenses for speakers, impaired goggles.
 - Not Allowed: Bumper stickers, texting thumb bands, keychains, pens, t-shirts, and other promotional items not listed.

For help with what can be included in your budget, contact Sheila Cozzie at scozzie@mt.gov or (406)444-7301, before you submit it.

EXAMPLE BUDGET

1	Vision Zero Grant Application		
2	Review the list of allowable expenditures within the application to determine which funding source is the best fit for each line item.		
3	Grant amounts will be awarded based upon potential project impact. There is not a maximum.		
4	Provide a brief description of each line item requested.		
5	Contact Sheila Cozzie, 406.444.7301 or scozzie@mt.gov with questions.		
6	Submit online at www.mtfcccla.org with the Vision Zero Grant Application.		
7			
8	MDT Contract Funds		
9			
10		Amount	Description
11	Supplies and Materials		
12	Item 1:	\$ 234.00	Traffic Safety Brochures
13	Item 2:	\$ 160.00	Two Vinyl Banners
14	Item 3:	\$ 80.00	Vinyl Pledge Banner
15	Item 4:		
16	Services		
17	Item 1:		
18	Item 2:		
19	Item 3:		
20	Other		
21	Item 1:		
22	Item 2:		
23	Item 3:		
24	Total	\$ 474.00	
25	MDT Contract Funding can be used for safety gear, pamphlets/flyers that contain educational information; safety themed coloring books; banners or posters; television ads; signage; travel expenses for speakers, etc. MDT Contract Funding CANNOT be used for promotional items.		

TAKING ACTION

Toward Vision Zero



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As an FCCLA member, you have the unique opportunity to lead your peers in creating safer roads and communities. Montana's youth are key to reducing traffic accidents, and peer leaders like you can make a real difference. With the Vision Zero initiative and the resources from the National FCCLA Program, FACTS, you've learned how to identify local challenges, create impactful projects, and inspire others to adopt safer habits on the road. Whether it's advocating for pedestrian safety in school zones, raising awareness about sharing the road, or educating your peers about driving near construction zones, your actions can save lives. Every project you undertake can contribute to Montana's Vision Zero goal of eliminating traffic fatalities and serious injuries, making the roads safer for all. Now is the time to take initiative, lead by example, and make your community proud of the positive changes you inspire.

Need more inspiration? Visit <https://shorturl.at/fUqH2> to view what Montana FCCLA Chapters did to work toward Vision Zero during the 2023 - 2024 school year.

For questions regarding the Montana Department of Transportation Grant contact...
Sheila Cozzie, Montana Department of Transportation Cultural Liaison
scozzie@mt.gov
(406) 444-7301

For questions about traffic safety information or project guidance contact...
Shae Bruursema, Montana FCCLA SEC Coordinator
Master of Public Health & Public Administration Candidate
seccordinator@mtfccla.org
(406) 321-1974



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