



SOME THINGS JUST DON'T ADD UP.

CARS + BOOZE = A BIG NO

PROM

[please return on monday]

A TRAFFIC SAFETY INITIATIVE FROM
MISSOURI SADD

Missouri Coalition
for Roadway Safety



ACTMISSOURI.ORG/SADD/PROM



Campaign Overview

Sponsored by Missouri SADD (Students Against Destructive Decisions) and ACT Missouri, Missouri's school districts are invited to participate in the Please Return on Monday (PROM) Campaign to raise awareness on the youth risks before, during, and after prom.

Purpose

The National Highway Traffic Safety Administration reports an increase in teen related vehicular deaths the weekends of prom and graduation season, with 1 in 3 teen related vehicular deaths occurring in this annual period alone.

Please Return on Monday (PROM) is a statewide campaign to promote safe decision making by teens before, during, and after their school district's prom. Students are at risk of peer pressure use drugs and alcohol and, mixed with late night driving, the risk is far too great to ignore. Use can occur during unsupervised moments such as transportation to and from prom functions and during parties after prom.

Goals

1. Provide a direct to attendee method of communication regarding prom risks
2. Engage school and community leaders to showcase community benefit
3. Reduce the percentage of youth engaging in risky behavior before, during, and after prom

Activities

- Floral, Tux & Dress Cards
- Elementary & Middle School Letter Writing Campaign
- Staff & Chaperone Posters
- Staff & Chaperone Stickers
- Project Prom
- #PromToPJs Challenge or #PromPullIn Challenge

Campaign Contact Information

Chris Dzurick

Missouri SADD Coordinator

cdzurick@actmissouri.org

(573) 544-0914



Before Prom

PROM Floral, Tux & Dress Cards

SADD chapters are encouraged to work with their local florists, tuxedo rental, and dress sale businesses to provide PROM message tags for corsages/boutonnieres, tuxedo rental bags, and dress sale bags. These small tags may be affixed to the packaging in advance of local proms to remind students the important of safe decision making.



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Tips

- If printing your own tags, ensure you duplex your print and cut carefully
- Begin communicating with your local businesses early, at least one (1) month in advance
- If your community does not have florists or tuxedo rental locations, consider nearby cities that will serve as the main hub for prom attendees
- Ensure the local businesses understand the tags are for your school's prom by packaging them appropriately with your school name and prom date
- Leave contact information with your local businesses in case they run out of tags



Front of Card



Back of Card

RIDE SAFE	RULES	SOME THINGS JUST DON'T ADD UP.
NEVER GET IN A CAR WITH SOMEONE UNDER THE INFLUENCE	KNOW AND RESPECT THE RULES OF PROM AND FROM YOUR FAMILY	
PLAN	CALL 911	
MAKE AND REVIEW A PLAN WITH FAMILY FOR AFTER PROM ACTIVITIES	CALL IF YOU THINK SOMEONE IS BEHIND THE WHEEL IMPAIRED	
This card paid for with federal highway safety funding by the Missouri Department of Transportation		

**CARS +
BOOZE =
A BIG NO**



The PROM letter writing campaign aims to engage younger students in the conversation of safe decision making and reminds prom attendees of their role at the point-of-purchase. Elementary and middle school students are asked to write letters to prom attendees, with the letters being provided to prom attendees when they purchase their tickets. Letters are encouraged to include messages of positivity, an ask to make safe decisions, and the PROM message.



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- Begin working with educators in your elementary and middle school to gain their support
- Letters will need to be collected before prom tickets go on sale
- Count the number of potential prom attendees you will have and ensure you distribute and collect enough letters
- Consider expansions to the letter writing campaign like having students draw or write encouraging messages on the back of the letter

[illegible]

Letterhead



During Prom

PROM Staff & Chaperone Posters

The school staff and chaperones attending prom serve as a reminder of what safe decision making can look like. Staff and chaperones may provide their prom photos to create a poster available before and at prom that promotes safe decision making and includes the PROM message.



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Tips

- Consider where, in addition to at ticket sales and at prom, where the poster can be beneficial
- Have staff and chaperones email a copy of their prom photos and have them printed affordably at Walmart, Walgreens, or similar stores
- Attach the poster to a bulletin board, foam board, or other hard surface to ensure it remains upright at prom
- Place the poster in a prominent area, such as by food, drinks, or photo area to gain visibility



Poster



During Prom

PROM Staff & Chaperone Stickers

Downloadable through the Missouri SADD chapter and ACT Missouri, PROM campaign stickers are available for your chapter. School staff, prom chaperones, and ticket sellers are encouraged to wear these at appropriate times to remind students to make safe decisions. Local popular businesses the day of prom may be contacted as well to wear stickers.



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HERE](#)

Tips

- Purchase Avery 22856 template and print stickers in color on the label paper
- Distribute stickers early to all stakeholders
- Collect contact information, preferably phone numbers, to send a reminder the day of prom to wear the stickers



Sticker



After Prom

Project Prom

Safe after prom lock-in functions can ensure students are not exposed to unsafe activities after prom. School leadership can engage business and community to create a function that includes food, activities, and entertainment immediately following prom. By providing incentives like gifts and prizes, students are more likely to attend instead of creating their own activities after prom that may encourage the use of drugs and alcohol or unsafe sexual activities.

A sample letter is provided to reach out to community businesses.



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Tips

- Communicate with your local chamber of commerce to present at an upcoming meeting or include information in an email
- Many major companies have online donation forms for gift cards and items
- When communicating other PROM campaign initiatives, consider making a donation ask

The image shows a sample sponsorship letter template for Project Prom. The letter is framed by a blue border and features the PROM logo at the top left. The text is as follows:

PROM
[please return on monday]

[name of individual/business]
[address line 1]
[city, state zip]

[name of individual/business, as appropriate]

Did you know that 1,000 teenagers die in preventable accidents during the prom and graduation season? Teenagers are also four-times more likely to die in a traffic accident when their BAC is over .08%.

The time to take action is now, and that is why the student of [insert school name] invite you to participate in the [insert school name] Project Prom the evening of [insert prom date].

Project Prom is an after-prom lock-in style event that provides a series of safe activities immediately following prom for students. These safe, fun, and exciting activities ensure students cannot engage in unhealthy, unsafe, or risky behaviors in the after-prom hours. With the support of our school, community, and local business, the event can ensure the safety of our school's prom attendees.



Would [insert business name] be interested in supporting this safe environment in one of the following manners?
[customize this list of options based on the business you are seeking a donation from or add other items you need]

- **Prize Donation** | Prizes are used as incentives for prom attendees to attend Project Prom, with prizes awarded at the conclusion of the event.
- **Food Donation** | Snacks are provided throughout the night to keep students nourished and sustained for the evenings activities.
- **Activity Donation** | To keep students engaged during Project Prom, [insert specific request]
- **General Donation** | A general donation will be used to cover expenses of hosting Project Prom, such as food, equipment, rental fees, and transportation.

Making a donation will not go unnoticed, and [insert school name] will recognize you on social media and at the event as thank you for your contributions. In addition, your donation is tax-deductible [confirm requirements/applicability of tax deductible donations via your school; not available via SADO Missouri] with letters furnished upon request. To commit your involvement, please contact [insert contact information].

Thank you,

[insert signature of chapter president, adviser, or school administrator]

ACTMISSOURI.ORG/PROM-CAMPAIGN



**Sponsorship
Letter**



After Prom

#PromToPJs Challenge or #PromPullIn Challenge

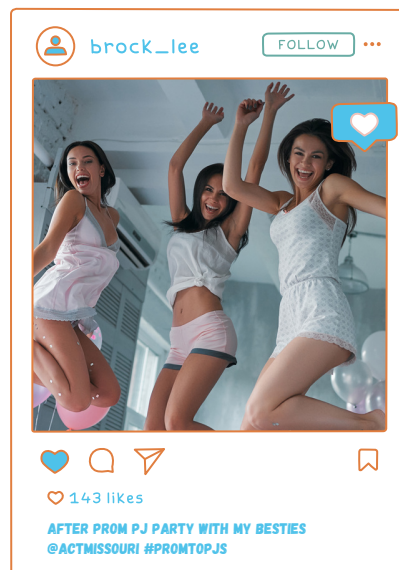
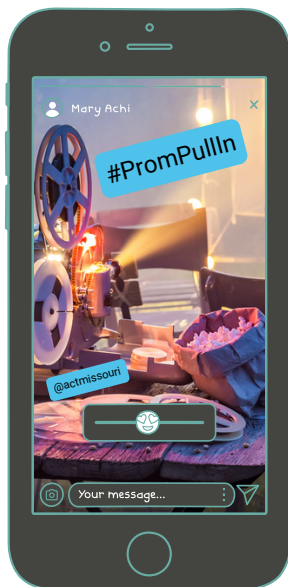
Through a fun social media challenge, create a buzz in your community about arriving home after after prom. One campaign is designed for students and one campaign is designed for parents.

- #PromToPJs - Students arriving home from prom should take a fun photo or selfie decked out in the PJs for the night to show they have arrived home safely.
- #PromPullIn - Parents are asked to create the most exciting arrival for their kids when they come home from prom, filming the surprise. This could be decorating the yard, a surprise movie night for them and their friends, or a buffet of their favorite foods and snacks.

Participants are asked to use the hashtag of respective campaigns and tag ACT Missouri on social media (social media handles below).

Tips

- Reach out to local businesses for prizes for the posts that garner the most reactions or the most creative posts. A car dealer or mechanic might sponsor #PromPullIn and a local mattress store or boutique might sponsor #PromToPJs.
- Promote one or both campaigns on your school social media and try to garner involvement from the city or other community groups
- Give out cards in prom goodie bags to remind students to post and tag



@actmissouri



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@actmoprevention





Additional Resources

PROM Campaign Kickoff Webinar

Join Missouri SADD for a Campaign Kickoff on Thursday, January 13th at 4:00PM [live on Facebook](#).

To review a recording of the webinar, please click [here](#).

Technical & Planning Assistance

If your SADD chapter or local school district requires campaign assistance, please contact Missouri SADD State Coordinator Chris Dzurick at cdzurick@actmissouri.org.

Reporting

Participating schools will be asked to report project outcomes to Missouri SADD [here](#) by May 15, 2022.

- **Summary** - SADD chapters should complete a 500-word synopsis of their participation in the campaign, including what elements they used and the general success of implementation
- **Involvement & Impressions** - SADD chapters should submit estimated usage of the program during the reporting, including number of impressions and participation in campaign elements
- **Photos** - SADD chapters are asked to submit photos of the campaign for use in campaign advertisements in future years

Photo Notice

Any photos submitted to ACT Missouri and its managed organization Missouri SADD may be used for promotional purposes in marketing materials and on social media. By submitting a photo to ACT Missouri, you acknowledge all individuals in the photo are aware the photo may be used for commercial use and that no individuals in the photo are ineligible to have their likeness used.