



A TRAFFIC SAFETY CAMPAIGN FROM
MISSOURI STUDENTS AGAINST
DESTRUCTIVE DECISIONS

Person



PLEASE RETURN ON MONDAY

2024
GUIDE





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. The PROM Campaign is now in its fourth year, created and developed with the help of youth leaders in the Missouri Youth Ambassador Program.

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

- Before Prom - Floral, Tux, Dress, Nail & Restaurant Cards (order prints by 3/1)
- Before Prom - Elementary & Middle School Postcard Campaign (order prints by 3/1)
- During Prom - Photo Booth Props (new for 2024) (order prints by 3/1)
- During Prom - Centerpiece Cards (new for 2024) (order prints by 3/1)
- During Prom - DJ/Staff Announcements (new for 2024)
- After Prom - Parental/Guardian PROMise (new for 2024)
- After Prom - Gas Station/Liquor Store Cooler Stickers (new for 2024) (order prints by 3/1)

Campaign Contact Information

Chris Dzurick

Missouri SADD Coordinator

cdzurick@actmissouri.org

(573) 544-0914





Before Prom

Floral, Tux, Dress, Nail and Hair Salon & Restaurant Cards

PROM cards are a campaign that gets community members and local businesses involved in the safety of prom attendees by delivering a message for a safe and memorable evening.

The PROM cards include five messages for a safe and memorable evening for businesses frequented on or around the day of prom to distribute to attendees when they come into the business. SADD chapters are encouraged to work with local area businesses to assist them in providing the cards at the following times/manner, including:

- **Florists** - Punch holes in the corner of cards to attach to corsage/boutonniere containers
- **Tuxedo Rental Stores** - Punch holes in the corner of cards to attach to rental bags
- **Dress Shops** - Punch holes in the corner of cards to attach to sale bags
- **Nail & Hair Salons** - Distribute the card at the point of purchase along with receipts
- **Restaurants** - Distribute the card at the point of purchase along with receipts

Tips

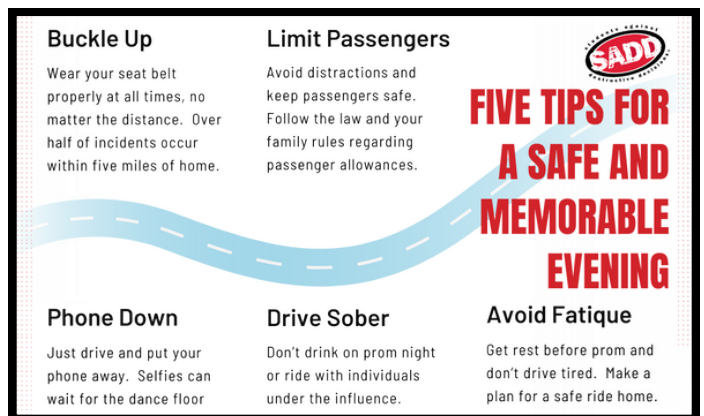
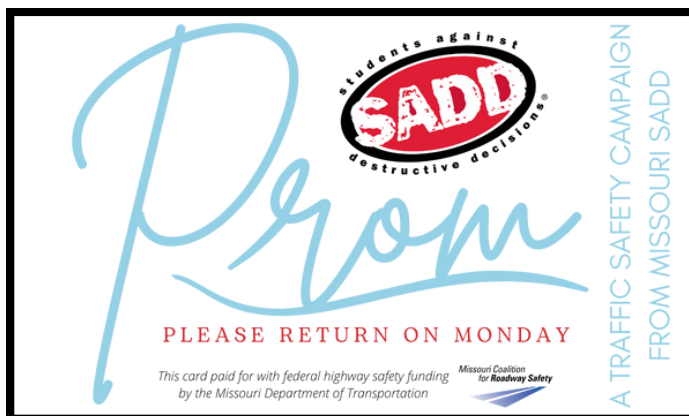
- If printing your own tags, ensure you duplex your print and cut carefully
- Begin communicating with your local businesses early, at least one (1) month in advance
- If your community does not have florists or tuxedo rental locations, consider nearby cities that will serve as the main hub for prom 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 cards



[Click here to Download](#)



[Click here to Order \(closes March 1 at 12PM\)](#)
Limit 250 cards per school prom





Before Prom

Elementary & Middle School Postcard Campaign

The PROM letter writing campaign aims to engage younger students in the conversation of safe decision making and reminds prom attendees of their position as a role model at the point-of-purchase.

Elementary and middle school students are asked to write a message or draw an image of safety for prom attendees on a printed postcard, with the postcards being provided to prom attendees when they purchase or collect their tickets. Postcards include the five messages for a safe and memorable evening.

Tips

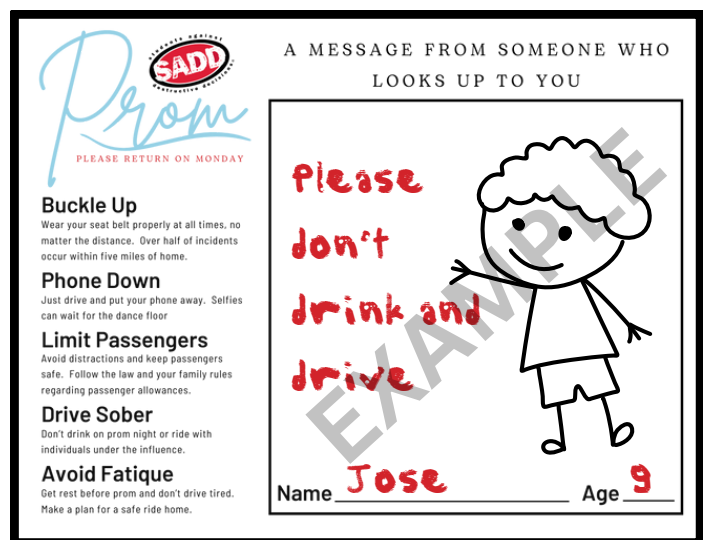
- Begin working with educators in your elementary and middle school to gain their support
- Have your SADD members or prom leadership visit the school to interact with young students during the campaign
- Postcards will need to be collected before prom tickets go on sale or are delivered
- Count the number of potential prom attendees you will have and ensure you distribute and collect enough postcards



[Click here to Download](#)



[Click here to Order \(closes March 1 at 12PM\)](#)
Limit 250 postcards per school prom





During Prom

Photo Booth Props

To engage attendees at PROM and remind them of the importance of safe decision making as the night comes to an end, PROM photo booth props create a fun way to engage with a message of safety and memory creation.

Three types of props are available - sunglasses, crowns, and an arrow sign - designed to mix with props for an existing photo booth or to act as a stand alone. Props include several messages related to traffic safety.

Tips

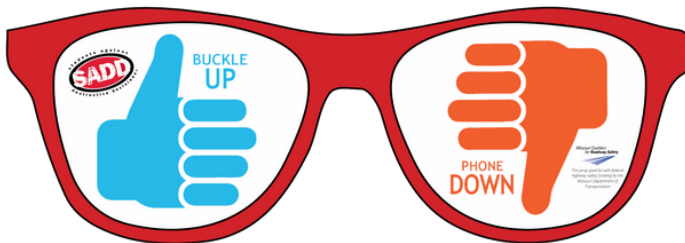
- Props arrive on full sheets of paper and will need to be cut out and adhered to a stick in advance of prom.
- Promote using the props and have a school staff or prom lead take photos of attendees using the props for school social media



[Click here to Download](#)



[Click here to Order \(closes March 1 at 12PM\)](#)
Limit 1 order (5 props) per school prom





During Prom

Centerpiece Cards

To reinforce the message of PROM on site, centerpiece cards are available for placement on buffet lines, registration tables, and even dining tables. These centerpiece cards have the same five messages for a safe and memorable night as other campaign elements, but also include information on the statewide Buckle Up, Phone Down Campaign.

Cards are designed as a tri-fold card with simple, clean fonts to blend into any decor.

Tips

- Cards will need to be folded and taped/glued in advance of prom
- Place cards anywhere there is a flat surface where youth may be sitting or standing
- Utilize the cards in advance of prom such as planning meetings, ticket purchase, cafeteria lines, or school office tables




[**Click here to Download**](#)




[**Click here to Order \(closes March 1 at 12PM\)**](#)

Limit 10 centerpiece cards per school prom



glue here

Please Return on Monday (PROM) is a traffic safety campaign presented by Missouri Students Against Destructive Decisions (SADD). PROM reminds students to drive safe, drive sober, and get home after their magical prom evening.

This centerpiece paid for with federal highway safety funding by the Missouri Department of Transportation 

FIVE TIPS FOR A SAFE AND MEMORABLE EVENING

Buckle Up

Wear your seat belt properly at all times, no matter the distance. Over half of incidents occur within five miles of home.

Phone Down

Just drive and put your phone away. Selfies can wait for the dance floor

Limit Passengers


Avoid distractions and keep passengers safe. Follow the law and your family rules regarding passenger allowances.

Drive Sober

Don't drink on prom night or ride with individuals under the influence.

Avoid Fatigue

Get rest before prom and don't drive tired. Make a plan for a safe ride home.



Buckle Up: Taking a few moments to properly secure yourself and loved ones is the single greatest way to increase your likelihood of surviving a crash. In 2017 alone, seat belts saved an estimated 14,955 lives and could have saved thousands of additional lives if everyone had been wearing a seat belt.

Phone Down: In the last five years, perhaps no behavior on our roadways has become more alarming than distracted driving. This dangerous activity claimed at least 3,522 lives in 2021 alone.



During Prom

DJ & Staff Announcements

Repetition of the PROM message is key to campaign success. To increase message retention during PROM, messages to be read by the DJ during the dance or by staff/prom leadership have been developed.

Messages

- For when the dance begins **“All right prom attendees! The dance floor is now open to all at this time! (right here slowly fade into a party starter song) My name is DJ _____ and if you have any requests I’d love to play them for you! Let’s make safe decisions and fun memories tonight. Let’s get the party started!”**
- For during the dance **“You are all looking so amazing and your dance moves are great, so make sure you are safe tonight to celebrate all the memories you are making.”**
- For the end of prom **“Make sure to buckle up and drive safe on your way home. Please Return on Monday!”**

Tips

- Print out this page with messages and send it in advance to the DJ or incorporate it into other announcements at prom
- Spread out the messages over the course of the evening
- Make adjustments or customize the messages to fit the theme of your local prom
- Consider speaking with your DJ to avoid playing songs with references to drinking or other illegal behavior





After Prom

Parental/Guardian PROMise

Engagement with parents and guardians is key to setting expectations and parameters to prom. These individuals, when engaged with their youth, can ensure safe decisions are made, rules are set around the number of individuals in a vehicle, consequences to poor decision making is understood, and curfews are set.

The PROMise is a document to be completed by a parent/guardian alongside their youth. The document outlines timing of prom, along with establishing a curfew and consequences, notes the vehicle rules for prom, whether driving one's self or riding with others, and laying out what is permitted after prom and the consequences of consuming alcohol.

The PROMise is signed and then, on the day of prom, the school sends a text message to parents/guardians to remind them to discuss the promise they made with their youth. The school sends a second message at the conclusion of prom to alert parents the event is over so they may contact their youth to once again remind them of the promise.

Text Message

- Morning of prom **“Prom is this evening! Has your child made a PROMise to come safely home after the dance?”**
- At the conclusion of prom **“Prom has concluded! Did your child keep their PROMise? Check in with your child to make sure they are safe.**

Tips

- Share the PROMise document at a school-wide event led by your SADD chapter or other school organization or deliver it through a mailer to all prom eligible parents/guardians
- Provide the PROMise document to parents at least two weeks prior to prom
- Utilize a school text message service to alert parents/guardians the day of prom or, in advance of prom, set up a text message service like Remind for parents/guardians to register

PARENT/GUARDIAN PROMISE

Prom is one of the most aspirational but also risky nights of a teens life. To create a safe environment free of alcohol and with traffic safety in mind, use the following questions to interact with your teen to have a safe, memorable evening.

| | | | |
|----------------|--|---|---|
| Timing | What are the hours of prom? | | |
| | Based on the hours of prom, when is the established and understood curfew? | | |
| | What are the consequences of breaking my curfew? | | |
| Traffic Safety | If driving self to prom | | |
| | How many passengers may ride safely in the vehicle? | How many passengers are you permitted to have in the vehicle? | What are the names of the passengers permitted? |
| | If riding with others to prom | | |
| | Who are you permitted to ride with? | What vehicle will they be driving? | If a driver service - what is the name of the driver service? |
| | Where are you permitted to go after prom? | | |
| | What are the consequences of drinking after prom? | | |

I agree to the statement listed above and understand the PROMise I am making to my parent(s)/guardian(s) regarding the timing of prom, traffic rules and expectation, and what I am permitted to do after prom. I understand the consequences of my actions.

From Attendee _____
Parent/Guardian _____

Act MO Missouri Department of Transportation



[Click here to Download](#)





After Prom

Gas Station/Liquor Store Signage

After prom is one of the most common times a youth may drink underage. Often thought as a right of passage or a way to fit in, youth access alcohol from a friend, older sibling, or stores that have lax ID rules that make it easy for youth to purchase on their own.

The Gas Station and Liquor Store signs are cooler decals that adhere to store coolers to remind individuals not to purchase alcohol for those underage. The message "If they can't buy, don't supply" sends a clear message to those purchasing for an underage youth and reminds them at the point of purchase to think again about the action.

Facts About Youth Alcohol Attainment

- 72 percent of teens who drink alcohol don't pay for it
- For teens who got alcohol in the past six months, parents were the supplier three times
- Two out of three teens say it's easy to get alcohol from their homes without parents knowing it
- Two out of five teens say it's easy to get alcohol from a friend's parents
- One in four teens has been to a party where teens drink in front of parents
- One in four teens, including one in three girls, say their own parents have given them alcohol

Tips

- Using your own information or by speaking with students or local law enforcement, target stores that have lax ID enforcement or may be common places youth visit after prom
- Work with local law enforcement on the campaign to distribute the decals
- Be careful not to misconstrue fact. Missouri law allows minors to consume alcohol if purchased by a parent or legal guardian and consumed on their private property.



[Click here to Download](#)



[Click here to Order \(closes March 1 at 12PM\).
Limit 10 per school prom](#)





Additional Resources

PROM Campaign Kickoff Webinar

Learn about the campaign and all elements in a recording of the PROM Campaign Kickoff Webinar.

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, 2024.

- **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.

