



How to run the Trunk Junk awareness campaign

Thank you for registering for the Trunk Junk Campaign. Here are some tips for planning your event.

Schedule the event

Choose a day that works best in November or early December (hopefully before winter weather arrives). The event could take place before or after school, during a resource period, or during lunch periods. Approximately 30-60 minutes of time should be allocated.

Promote the event

In your community: Invite your mayor, alderman, school superintendent, police chief, fire chief, health department/health officer, etc. to participate.

In your school

Hang the posters throughout your school to raise awareness. Advertise the event via school announcements, message boards, newsletters and social media.

Set up the event

Designate the safe area outside your school for students to park and clean out their vehicles. Your school will need to provide: safety tape/barricades/cones for the event area, garbage cans and plastic bags, and staff/community to supervise.

On Trunk Junk event day

Have students park their cars in your event area. Encourage them to remove the “junk” from their vehicles. Educate them about the items they should have in their trunk for winter safety. Hand out the kit materials to the students who participate. Take photos! This is a great way to raise awareness in your school and in your community about your commitment to student safety.

You have received a kit of materials to hand out and use for the event. The kit contains:

- Mini flashlights
- Ice scrapers
- Tire gauges
- Winter hats
- Thermal blankets
- Jumper cable safety kits
- First aid kits
- Winter driving safety handouts
- Posters, fliers and table tents

The limited-quantity items can be awarded to the first people to show that they have safety items in their car such as: ice scraper, winter boots or mittens, snow shovel, jumper cables, bottle of wiper fluid, car owner's manual, insurance card, or proof of registration. Your school can choose another way to distribute these items, like holding a drawing from the names of the event participants.

Complete the event

After the event, please email any event photos to atracy@childrenswi.org. If you have any extra supplies, please continue to hand them out to students for continued winter driving safety activities. Keep track of the number of students who participate in this event, so we can track our reach.

Questions?

Please contact Ashley Tracy, program manager, Children's Wisconsin Safety Center and Teen Driving at atracy@childrenswi.org or (262) 838-4894.

Thank you for all you do to promote teen driver safety!

childrenswi.org/teendriving
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Kids deserve the best.