

## **Subject: Introducing the Safe Roads Challenge Wisconsin!**

Hello All,

We are excited to announce that Children's Wisconsin is a proud partner of the Safe Roads Challenge Wisconsin— a new initiative aimed at promoting safe driving and fostering a culture of responsibility within our communities. This movement is a fun and engaging program designed to enhance not just our teens driving skills, but prioritize everyone's safety, and make a positive impact on our roads.

At Children's Wisconsin/Safe Kids Wisconsin, we prioritize helping families and communities keep our young generation safe, and promoting safe driving is of utmost importance to us. By participating in the Safe Roads Challenge and encouraging your students to join, you not only prioritize your personal safety but also contribute to creating a safer environment for everyone on the roads.

### **Here's what you need to know about the Safe Roads Challenge:**

#### **Purpose and Importance:**

The program is designed to raise awareness about safe driving practices and encourage responsible behavior on the roads reducing injuries and fatalities caused by vehicle collisions. Your active participation will help reduce collisions, enhance your driving skills, and foster a culture of safety within our communities.

#### **Benefits of Participation:**

By joining the Safe Roads Challenge, you and your students can enjoy a range of benefits, including:

- Improved personal safety while driving
- Opportunities to earn exciting rewards and incentives
- Contribution to a positive and responsible organization

#### **How the Challenge Works:**

The Safe Roads Challenge is a platform that allows you to track your driving performance and compete with your colleagues for the safest drivers in your community. In the Safe Roads Challenge Wisconsin, all counties will go head-to-head for the Grand Winner title!

Here's a high-level overview:

- Earn entries by practicing safe driving habits and recording your trips using the TrypScore app.
- Track your progress and compare your scores with colleagues on leaderboards through the Safe Roads portal.
- Engage in friendly competition and earn recognition for your safe driving achievements.

#### **Incentives and Rewards:**

As part of the challenge, there will be various weekly incentives and rewards, including gift cards for participants who earn safe driving scores. And at the end of the season, a lucky team member from the

winning team will win the grand prize! The more you participate and improve your driving skills, the greater your chances of winning these exciting rewards.

**Your role as a facilitator:**

We encourage you to join us on our mission for safer roads. All you have to do is advocate the importance of this movement to your students and encourage them to be part of the change! Send out a one-pager we have prepared for the students to join. All of the necessary information they would need can be found in the Getting Started Page which is linked to the one-pager. Just make sure they download the app through the QR code or link provided. Should you have any questions or clarifications, please feel free to reach out.

**Registration Process:**

To participate in the challenge, you and your students can follow the step-by-step instructions on the Safe Roads Challenge - Getting Started Page [insert link here]. We've also attached a one-pager document on how to join.

Here's a high-level overview of the process:

1. Scan the QR code provided or click the link to download the TrypScore account.
2. Create your TrypScore account and **enter your join code based on your county to join the team**, which you can find in the Getting Started Page. This step is important, so make sure you and your students input the right join code and don't skip this step.
3. Using the same account information you used in creating your TrypScore profile, sign in to the Safe Roads Challenge portal.
4. Once registered, you'll have access to the TrypScore app, a powerful tool that allows you to track your driving sessions, receive real-time feedback, and monitor your progress over time. It also provides valuable insights into your driving habits, enabling you to make data-driven improvements and become an even safer driver. And through the Safe Roads portal, you'll get in-depth access to your trips, personal and team scores, and see where your team stands on the leaderboards.

We at Children's Wisconsin/Safe Kids Wisconsin want to lead by example, thus, everybody in the workforce are also part of this movement, we hope you would to! We believe that together, we can make a significant impact on road safety and create a positive driving culture within our communities. Let's drive towards safety and be the change we want to see on the roads.

Stay safe, and drive responsibly!

Best regards,