

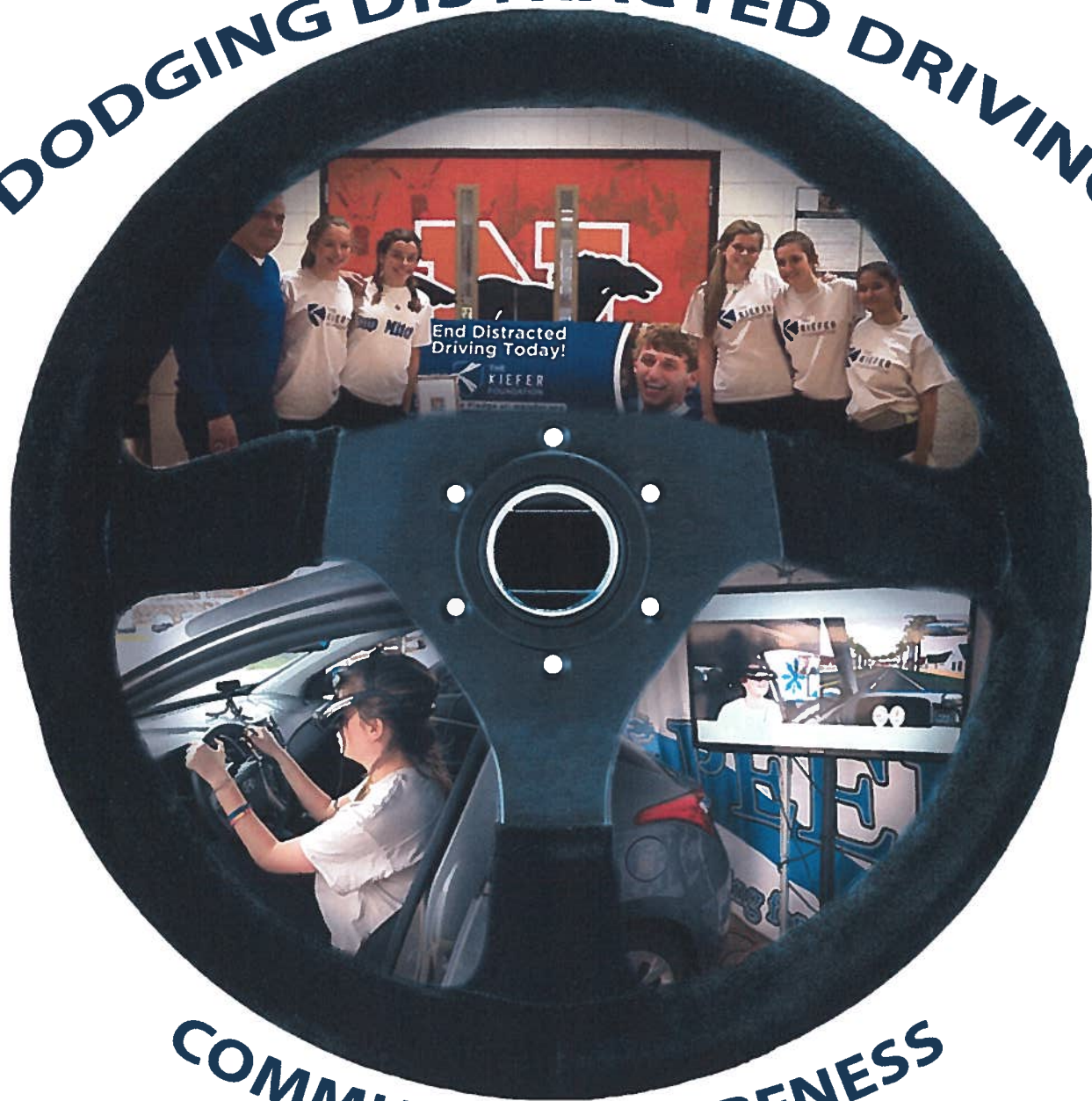
School: Livonia Career Tech. Center

Event: Community Awareness

Time: 6/28/18 19:07

Classification: Secondary

**DODGING DISTRACTED DRIVING**



**COMMUNITY AWARENESS**

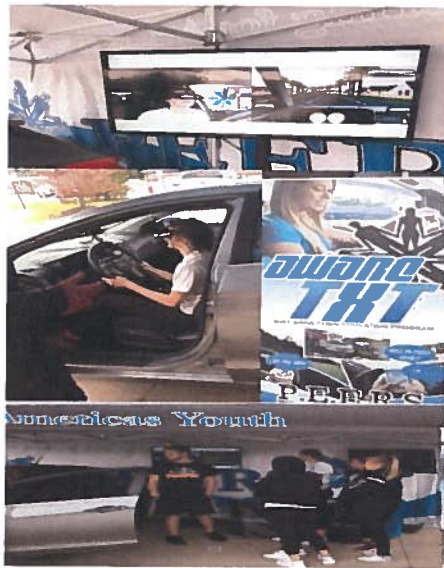
LIVONIA CAREER TECHNICAL CENTER  
8985 N NEWBURGH RD, LIVONIA, MI  
HELENA BAZZI AND SOPHIE SAWYER  
HOSA CHAPTER #25192 SECONDARY

**Project Issue:** Six out of ten teen car crashes occur due to distracted driving. Mitchel Kiefer was a victim of this statistic. On a beautiful Monday morning, he was traveling back to Michigan State University, as he was rear-ended by a young distracted driver forcing his car over the median into oncoming traffic. A truck then hit him, resulting in his instant death. This tragedy affected the community tremendously and opened the eyes of those who thought that sending a text could not wait.

**Goals and Objective:** Our goal is to teach the community about the dangers of distracted driving. We targeted young teens and older experienced drivers in all of our events to better educate them. We hope to reduce the number of distracted drivers in our community by showcasing the risks and dangers associated with distracted driving.

**Accomplishments:** In the fall, we hosted a dodgeball tournament to raise awareness about distracted driving. Our partners, the Kiefer Foundation and the Peer's Foundation brought a driving simulator. To broaden our audience, we created a short documentary to educate over 4,600 individuals on virally. We came in contact with Jennifer Smith, an extraordinary woman who has made 13 states hands-free through her organization StopDistractions. We brought over 240 golfers from across the country to raise money and awareness for the second annual Disc Golf Outing. We partnered with many companies, organizations, and celebrities to raise over a million dollars at this event.

**Impact:** We used Mitchel's story to drive us throughout this entire process. With help from our partners, we have educated over 500,000 individuals about distracted driving. We have raised over a million dollars for the Kiefer Foundation. Our project has inspired others, leading to the launch of a viral campaign during the 100 deadliest days.



November 25, 2017 - Driving Simulator

**Who:** The Peers Foundation

**Where:** Northville High School

**Impact:** Students got to experience what would happen if they were distracted while driving. After crashing the car, participants signed a pledge to not drive distracted.



November 25, 2017 - Dodgeball Tournament

**Who:** High School and College Students

**Where:** Northville High School

**Impact:** Participants paid \$10 to play while learning about the dangers of distracted driving. All of the proceeds were donated to the Kiefer Foundation.



December 2, 2017 - Stop Distractions Founder

**Who:** Jennifer Smith

**Where:** Stop Distractions Headquarters

**Impact:** Jennifer founded Stop Distractions, a non-profit organization with the goal to make distracted driving illegal in the United States. She has lead 13 states to pass hands-free driving.



December 6, 2017 - Ice Rink Donation

**Who:** Catholic Central Hockey Fans

**Where:** USA Hockey Arena

**Impact:** Mitch's daily life before the accident consisted of hockey. The Kiefer's believed there should be a place where players just like Mitch could excel other than the classroom.



January 21, 2018 - Eyes On the Road Hands On the Wheel

**Who:** Digital Audience

**Where:** YouTube

**Impact:** As today's society revolves around social media, we wanted to spread our message outside our community. By creating a ten-minute documentary, we have educated over 4,600 individuals in five months.



Eyes on the Road, Hands on the Wheel

4.5k views



Jewels Kiefer  
1 subscriber

SUBSCRIBE



February 6, 2018 - Prom Letters

**Who:** Fifth Graders

**Where:** Ridgewood Elementary School



**Impact:** We went to our local elementary school to educate them about the dangers of distracted driving, and explained to them how poor choices can affect their life forever. After, we had the students write letters to current Northville seniors about making good decisions on Prom, and possible outcomes for the senior if they were a passenger with a distracted driver.



March 9, 2018 - Northville Awareness

**Who:** Northville Students

**Where:** Northville High School

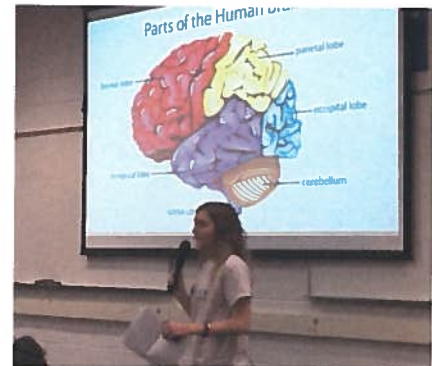
**Impact:** With the Kiefers living in Northville, the accident affected Northville harshly. We presented a 45-minute presentation about the incident and how to prevent it from occurring.

March 16, 2018 - Livonia Awareness

**Who:** Livonia High School Students

**Where:** Livonia Career Technical Center

**Impact:** With a big portion of LCTC's student population studying the medical route, we wanted to educate our future health care workers about the dangers of this health concern.



March 16, 2018 - Movie Night

**Who:** Elementary and Middle School Students

**Where:** Livonia Career Technical Center

**Impact:** With a younger audience, taught distracted driving in a fun and relaxed setting by watching Cars 3. The movie was donation based so families of all different incomes could join us.



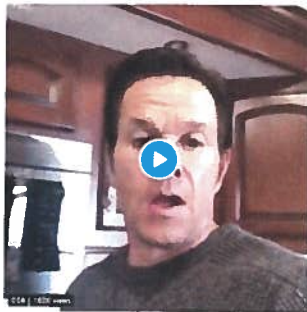
Mark Wahlberg @markwahlberg62  
Join the #JustDrive campaign by ending distracted driving by turning your phone to silent mode and #justdrive. Learn more at #justdrive #KieferFoundation

March 26, 2018 - Mark Wahlberg's Distracted Driving Tweet

**Who:** Mark Wahlberg

**Where:** Twitter

**Impact:** With 3.8 million followers, Mark showed his support on ending distracted driving. With today being Mitch's 20th birthday, he explained how dangerous driving distracted with #justdrive. His tweet was viewed by 12,000 individuals and re-shared over 2,000 times.





April 18, 2018 - Drivers Ed Presentation

**Who:** Drivers Ed Students

**Where:** AA Driving School

**Impact:** We worked to break bad habits with distracted driving before they begin by educating new, young drivers about the dangers.



June 11, 2018 - Charity Golf Outing

**Who:** Golfers from Across the Country

**Where:** Oakland Hills Country Club

**Impact:** Over 240 golfers gathered to raise awareness about distracted driving. Along with golfing, individuals could participate in a live auction to win prized possessions and once in a lifetime opportunities for a good cause. In this event, we raised one million dollars for The Kiefer Foundation.



June 11, 2018 - WJR Live Radio

**Who:** WJR Radio Station and Steven Kiefer

**Where:** Oakland Hills Golf Course

**Impact:** WJR radio station went live at the golf outing to aware their listeners about distracted driving. They encouraged individuals to put their phone down and keep their eyes on the road to ensure they get to their destination safely.



In Memory of Mitchel Arthur Kiefer

Mitchel was a man loved by many; his quiet but quirky personality led many to call him their best friend. He had plenty of friends from various groups and loved those who felt unloved. Those who knew him to say that he could always put a smile on anyone's face, no matter the time of the day. He was destined to succeed in whatever he did. Mitch graduated from Detroit Catholic Central High School where he played as a hockey goalie and led the team to win the 2016 Michigan Division State Championship. Michigan State University honored Mitch with a Bachelor Degree in Neuroscience in May 2017.



## Reference Page

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