



**Allison Nicolson**

Head Coordinator

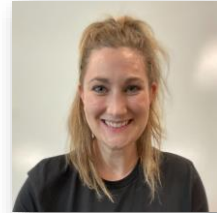
- ▶ Community contact for education.
- ▶ Education & classroom coordinator.
- ▶ Curriculum creation & upkeep.



**Kaitlin Schaumburg**

Co-Coordinator  
Technology Manager

- ▶ Web & marketing designer.
- ▶ Technological support.
- ▶ Curriculum creation & upkeep.
- ▶ Grant bookkeeping.



**Amanda Schafter**

Co-Coordinator  
Social Media Manager

- ▶ Social media designer & planner.
- ▶ JOYRIDE program coordination.
- ▶ Education & classroom support.



**Adult Education**

- ▶ **Lunch N Learns** – 7 Safety Topics
- ▶ **JOYRIDE** – Sober Ride Home Program
  - ▶ LYFT Partnership
  - ▶ Festivals
  - ▶ UMD Hockey
- ▶ **Tabling @ Events and Local Partnerships**

**School Age Education**

- ▶ **Teen Choices** – Behind the Wheel Safety
- ▶ **Impact Speaker** – Partnering with Julie Vena
- ▶ **Driver’s Education** – Pedestrian Safety
- ▶ **In-Class & Virtual Education** –
  - ▶ Pedestrian & Bike
  - ▶ In & Around Cars
  - ▶ Railroad

**Engagement**

- ▶ **Social Media**
  - ▶ Facebook & FB Reels
  - ▶ Instagram
- ▶ **Safety Sites**
  - ▶ High School
  - ▶ Elementary
- ▶ **Coalition Website**
- ▶ **Paul & Babe**



# ADULT EDUCATION

WHAT WE DO!

LET'S TALK ABOUT IT!

# LUNCH & LEARNS

## LUNCH & LEARNS

### OUR SAFETY TOPICS:



Seat Belt Use



Speed Safety



Distracted Driving



Impaired Driving



Pedestrian/Bicyclist Safety



Motorcycle/Recreational Vehicle Safety



Car Seat Safety

# LUNCH & LEARNS

*Behind the Wheel*  
**Lunch & Learns**

**Come join us!**  
Only 30 minutes!

**We will chat about our safety topic and:**

- Learn general knowledge.
- See why it happens.
- Review Minnesota road data.
- Take a look at our current Minnesota laws & penalties.
- Explain what you can do to keep yourself safe.
- Ask us questions!

**MEET BELT USE**

- Understand the importance of wearing your seat belt.
- Learn why it works, why it's important.
- See how easy it is to get distracted.

**SPEED SAFETY**

- Speeding is the most frequent driving behavior.
- See how long it actually takes a vehicle to come to a complete stop at all speeds.

**DISTRACTED DRIVING**

- Learn what you can and can't do while driving.
- Understand the laws.
- See how easy distracted driving can happen.

**IMPAIRED DRIVING**

- Officers are using both alcohol and drugs behind the wheel. We talk about it.
- Learn about our local sober ride home options.

**PEDESTRIAN & BICYCLIST SAFETY**

- Understand how quickly they can be hit with a vehicle and bicycle.
- Find out what to do if you are a victim.

**MOTORCYCLE & RECREATIONAL VEHICLES**

- Learn why it's important to wear your seat belt.
- What safety tips and how to stay safe in your vehicle.

**CAR SEAT SAFETY**

- See the latest news in your 50 state.
- Get a chance to answer questions on our state and local agencies of where they should be used.

**Attend Here:**  
allison@behindthewheel.org  
1-800-452-3333  
behindthewheel.org  
behindthewheel@behindthewheel.com  
behindthewheel.com  
behindthewheel.org

*Provided to local agencies & teen groups.*

- ▶ 30-minute safety topic specific presentations.
- ▶ Currently serving 8 agencies, 120 people
- ▶ **Our programming includes:**
  - ▶ Give quick education points on the topic.
  - ▶ Show visuals & videos to accommodate all learners.
  - ▶ Go over Minnesota statistics & laws.
  - ▶ Explain how to prevent & keep you and your family safe!
  - ▶ Answer any questions.
  - ▶ Give out coalition resources & contacts information.

## SOBER RIDE HOME SERVICE



# NE MN JOYRIDE

# JOYRIDE



**JOYRIDE**  
How-To Implement  
At Your Establishment

- ✓ SIGN ON YOUR ESTABLISHMENT TO RUN THE PROGRAM.
- ✓ GET TICKETS & SUPPLIES TO PROMOTE THE PROGRAM.
- CONNECT WITH US ON SOCIAL MEDIA & SHARE THE PROGRAM.

**NEED MORE TICKETS SUPPLIES?**  
SEE OUR CONTACT INFO!

You contribute \$5.00 per ticket.  
We will collect payments each time we drop off tickets.

**Contact Us:**  
Allison Nicolson  
JoyRide Program Coordinator  
206.786.4555  
allison@decc.com  
Amanda Schaefer  
Site Ride-Or-Coordinator  
206.393.4056  
aschaefer@decc.com

**Our program offers rides through Lyft and local cab companies!**  
You can offer one or both options.  
This can change at any time.

If someone needs a ride...  
Offer them a **JOYRIDE**.

**STEP 1:**  
A patron will ask you for a JOYRIDE home.

**STEP 2:**  
You will hand the patron a ticket.

**STEP 3:**  
The patron will take the ticket with them when they leave.

**STEP 4:**  
They will redeem the ticket by giving it to their driver.

We keep our website up to date with current program and ride info!  
Scan the QR Code to see the latest!

- ▶ **Currently serving:**
  - ▶ All 13 Cloquet, MN area bars.
  - ▶ Select establishments in Duluth, MN.
  - ▶ Select DECC events.
  - ▶ 3 local festivals.
- ▶ **How we support our participating establishments:**
  - ▶ Tickets for local ride & LYFT services.
  - ▶ How-to program guide for implementation.
  - ▶ LYFT app instructions.
  - ▶ Marketing materials
  - ▶ Social media advertisement and support.
  - ▶ Coalition contact and ongoing program check in.

# JOYRIDE

## HOW TO REDEEM Lyft Pass in App!

NOTE: The Lyft codes are long and will not work if typed incorrectly. Encourage the patron to enter their code before they leave your establishment so you can help if they need it.



- 1 Click the menu icon in the upper left hand corner.
- 2 Next, click the payment tab.
- 3 Scroll down to the "Lyft Pass" segment. Click the + to add your Lyft Pass code.
- 4 Enter the code on the back of your JOYRIDE ticket. Click "Add pass" to add the credit to your account.

Your code is located on the back of your pink JOYRIDE ticket.

# JOYRIDE

*Friends Don't Let Friends*  
**DRIVE DRUNK**

ASK FOR A RIDE. GET A TICKET. TAKE THE TICKET. REDEEM IT!

**\$10 OFF A SOBER RIDE HOME TO A RESIDENCE!**  
Ask the bartender for a voucher.

Logos for partners: Speedway, Minnesota State Patrol, MSP, Credit Union, Lyft.

**JOYRIDE**  
Sober Ride Home Service  
Serving the Twin Ports & surrounding areas!

**HOW DOES IT WORK?**

**STEP 1:** A patron asks for a JOYRIDE.  
**STEP 2:** An employee will give them a ticket.  
**STEP 3:** They will take the ticket with them when they are ready to head home.  
**STEP 4:** They will redeem the ticket by giving it to their cab or Lyft driver.

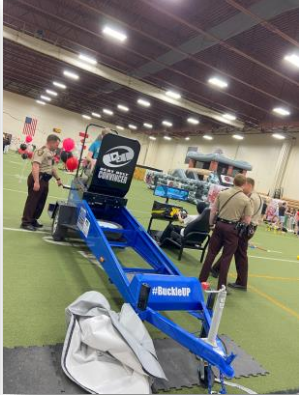
**1 in 7 Minnesota drivers has a DWI on record.**  
Half of those drivers will re-offend.

Logos for partners: Speedway, Minnesota State Patrol, MSP, Credit Union, Lyft.

LET'S TALK ABOUT IT!

# EVENTS & PARTNERSHIPS

# EVENTS



### Yearly events we attend:

- ▶ EMS Conference
- ▶ Duluth Chamber Event
- ▶ DECC Bulldog Hockey Games
- ▶ All-Night Graduation Parties
- ▶ Bridges to Wellness Fair – Duluth
- ▶ Fond du Lac Wellness Fair
- ▶ Meet at the Park – Lincoln Park
- ▶ Oktoberfest Festival
- ▶ Hoghead Festival
- ▶ Spirit Valley Days Festival
- ▶ Bayfront Festivals





LET'S TALK ABOUT IT!


# TEEN EDUCATION

## TEEN EDUCATION

### *Teen Choices Program*

- ▶ 9<sup>th</sup>-12<sup>th</sup> Grade
- ▶ Currently serving 3 High Schools, 350 students
- ▶ **Our programming includes:**
  - ▶ Discussion about behind the wheel safety topics.
  - ▶ Light-hearted approach.
  - ▶ Distracted driving demonstration.
  - ▶ State Patrol available to answer questions and discuss impairment.
  - ▶ Hands-on activity time.

### *Impact Speaker*

- ▶ 9<sup>th</sup>-12<sup>th</sup> Grade
- ▶ Currently serving 2 High Schools, 180 students
- ▶ Partnering with Julie Vena & RAD
- ▶ **Our programming includes:**
  - ▶ Julie telling her impactful story about alcohol & drug addiction.
  - ▶ Very honest and open discussion.
  - ▶  Julie.

### *Driver's Education Program*

- ▶ 10<sup>th</sup>-12<sup>th</sup> Grade
- ▶ Currently serving 2 High Schools, 35 students
- ▶ Pedestrian Safety for drivers.
- ▶ **Our programming includes:**
  - ▶ Detailed instruction on pedestrian safety and driver's responsibility on the road.
  - ▶ MN road rules and regulations.
  - ▶ Video and discussion on different crossing scenarios.

LET'S TALK ABOUT IT!

# HELMET HERO PROGRAM

## HELMET HERO - BIKE



### How to Fit Your Helmet



#### EYES

Place two fingers above your eyebrows. Your top finger should touch the bottom of your helmet.



#### EARS

Strap sliders should be moved right under your earlobes. The straps should look like a "V" or "Y" shape.



#### CHIN

You should not be able to fit more than two fingers under your chinstrap.

### *Bike Safety Education*

- ▶ 4<sup>th</sup>-6<sup>th</sup> Grade
- ▶ Currently serving 8 grant school per year, 682 students.
- ▶ Train the Trainer Course is also available for educators who want to teach their own students.
- ▶ **Our programming includes:**
  - ▶ How to ride and signal on the road.
  - ▶ A-B-C Quick Check for your bike!
  - ▶ Helmet and brain education.

## HELMET HERO - BIKE



LET'S TALK ABOUT IT!

# IN CLASS & VIRTUAL EDUCATION

## IN CLASS EDUCATION



### *Available to any school that requests!*

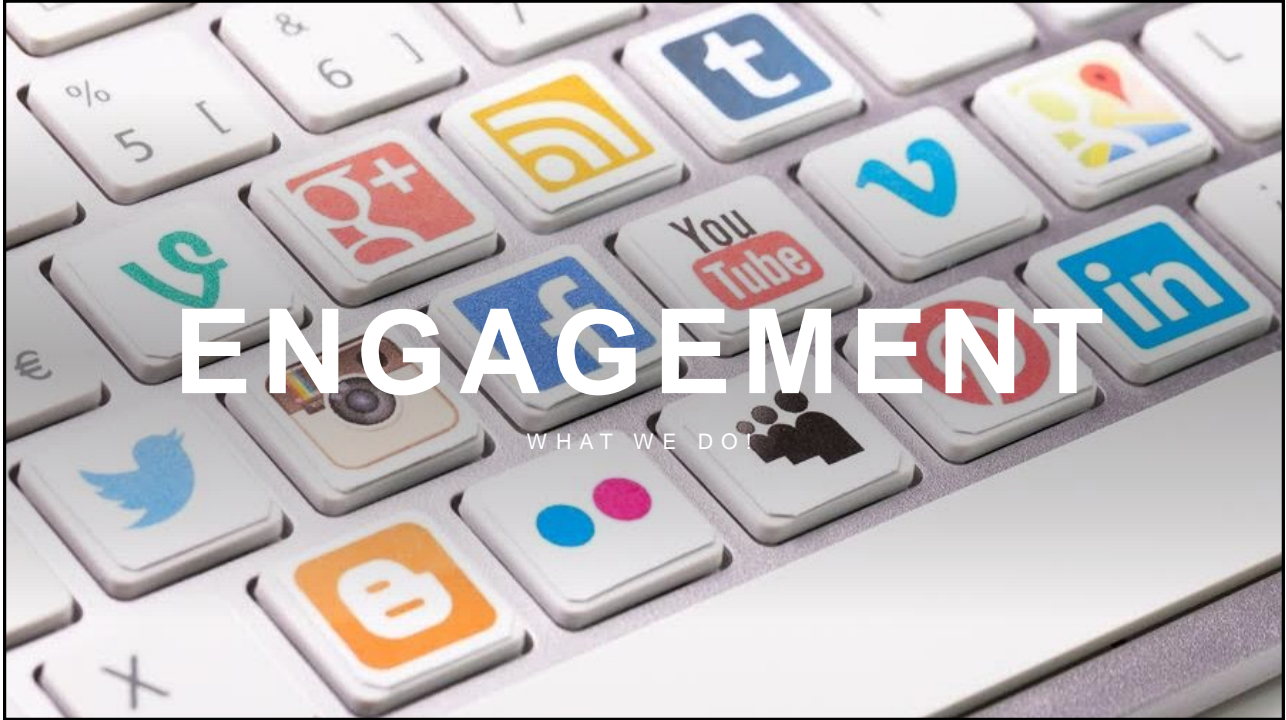
- ▶ In classroom education and activities.
- ▶ Currently serving 125 classrooms, 4,400 students
- ▶ **Our programming options include:**
  - ▶ Pedestrian Safety
  - ▶ Bike Safety
  - ▶ In & Around Car Safety
  - ▶ Railroad Safety

## VIRTUAL EDUCATION

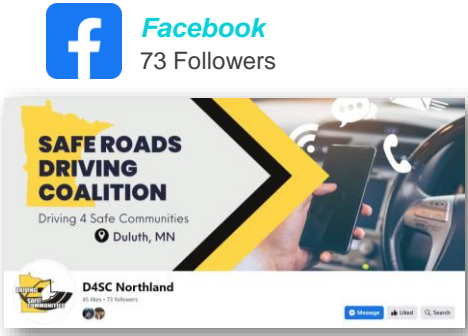


### *Elementary & High School Online Safety Sites*

- ▶ The pandemic pushed us to create a virtual way of getting our education to students.
- ▶ Created through Google Sites.
- ▶ Currently serving 125 classrooms, 4,400 students
- ▶ **Our programming includes:**
  - ▶ Road & behind the wheel safety content.
  - ▶ Video content for each topic.
  - ▶ Online activities (if available).
  - ▶ Downloadable checklists and activities (if available) through Safe Kids Worldwide.



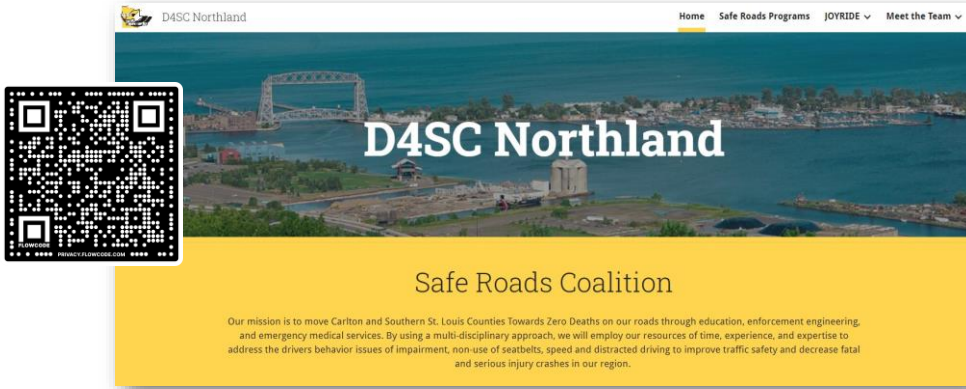
# SOCIAL MEDIA



LET'S TALK ABOUT IT!

# COALITION WEBSITE

# COALITION WEBSITE



🚧🚧 **Currently under construction!** Looking forward to using this resource. 🚧🚧

LET'S TALK ABOUT IT!

# PAUL & BABE

**PAUL & BABE**



\*Created and written by coalition member [Russell Habermann!](#)

LET'S TALK ABOUT IT!

# BARRIERS



## BARRIERS

### *Our coalition struggles:*

- ▶ Keeping and maintaining partnerships with local agencies.
- ▶ Gaining new partnerships in the area.
- ▶ JOYRIDE participation since the pandemic.



# THANK YOU!

ARE THERE ANY QUESTIONS?