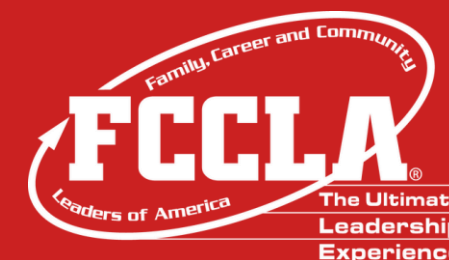




# VISION ZERO

WITH MONTANA FCCLA



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Shea Bruusema, State Officer Coordinator for Montana Family, Career, and Community Leaders of America (FCCLA)

2024 Annual Transportation Safety Meeting - Helena, Montana

# Family, Career and Community Leaders of America

## Who We Are

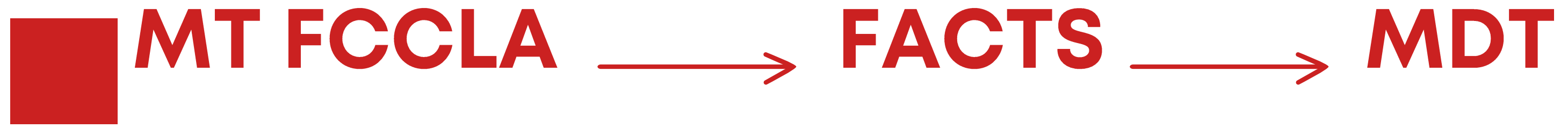
Montana Family, Career and Community Leaders of America (FCCLA) is a student lead organization that empowers young men and women to become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences.

## Our Mission

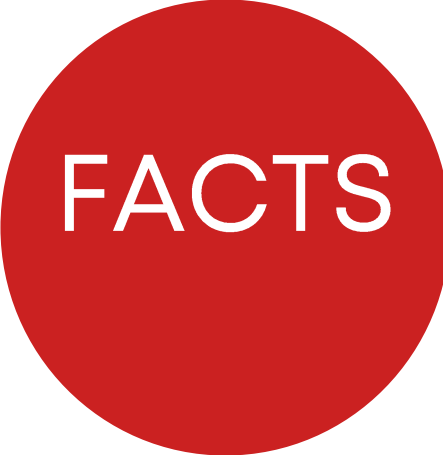
Promote personal growth and leadership development through Family & Consumer Sciences Education. Focusing on the multiple roles of wage earner and community leader.



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Montana FCCLA empowers students to tackle societal issues - including teen traffic safety - through hands-on projects that promote leadership and life skills. FCCLA helps members make positive impacts in their communities while preparing for future roles in society.



Families Acting for Community Traffic Safety is a program designed to reduce traffic - related injuries and fatalities by empowering students to lead peer-driven safety initiatives.

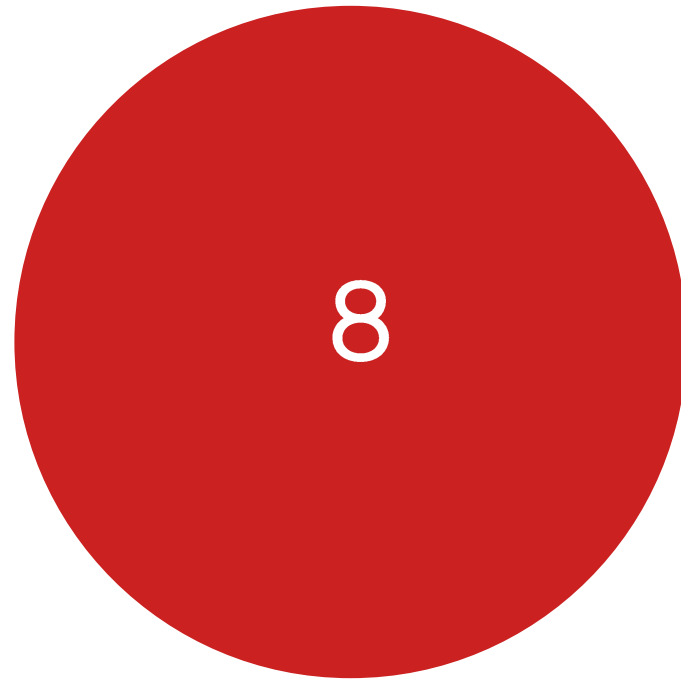


Through a shared Vision Zero goal of eliminating serious injuries and traffic fatalities on Montana's roadways, FACTS empowers students to lead peer-driven projects, complementing MDT's initiatives. By partnering with MDT, Montana students have access to resources, funding, and data allowing them to carry out traffic safety efforts in their communities.



# MT FCCLA & MDT

Partnership  
Years



The partnership was formed in 2016 as a response to increasing teen traffic fatalities. Because of the alignment with FCCLA's goals, mission, and programs - MDT decided to partner with Montana FCCLA to leverage resources and engage teens in peer-led safety initiatives aimed at reducing accidents and promoting safer driving behaviors.



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# MT FCCLA

## & MDT

Money distributed to MT FCCLA Chapters for traffic safety initiatives.

\$160,000

Directly

The Montana Department of Transportation provides grant opportunities for FCCLA chapters to promote traffic safety projects. Chapters can receive funding for media campaigns, curriculum materials, guest speaker travel, and more. Awards of up to \$2,500 are available for top projects.



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# MT FCCLA TRAFFIC SAFETY PROJECTS

## Beaverhead FCCLA

Beaverhead FCCLA organized a week of traffic safety activities to raise awareness.

- Pledge Day - Students committed to wearing seatbelts and to avoiding distracted driving.
- Gym Day - CPR Training, Sobriety Tests, Impaired Driving Booth
- #buckleupblue4Lauryn
- Prize Giveaways



# MT FCCLA TRAFFIC SAFETY PROJECTS

## Arlee FCCLA

Arlee FCCLA members surveyed students about seat belt use and provided t-shirts, gift cards, and snacks as a prize during an assembly. Their project slogan, #ArleeStrong #BuckleUp and #FCCLA, was featured on the shirts and bracelets.

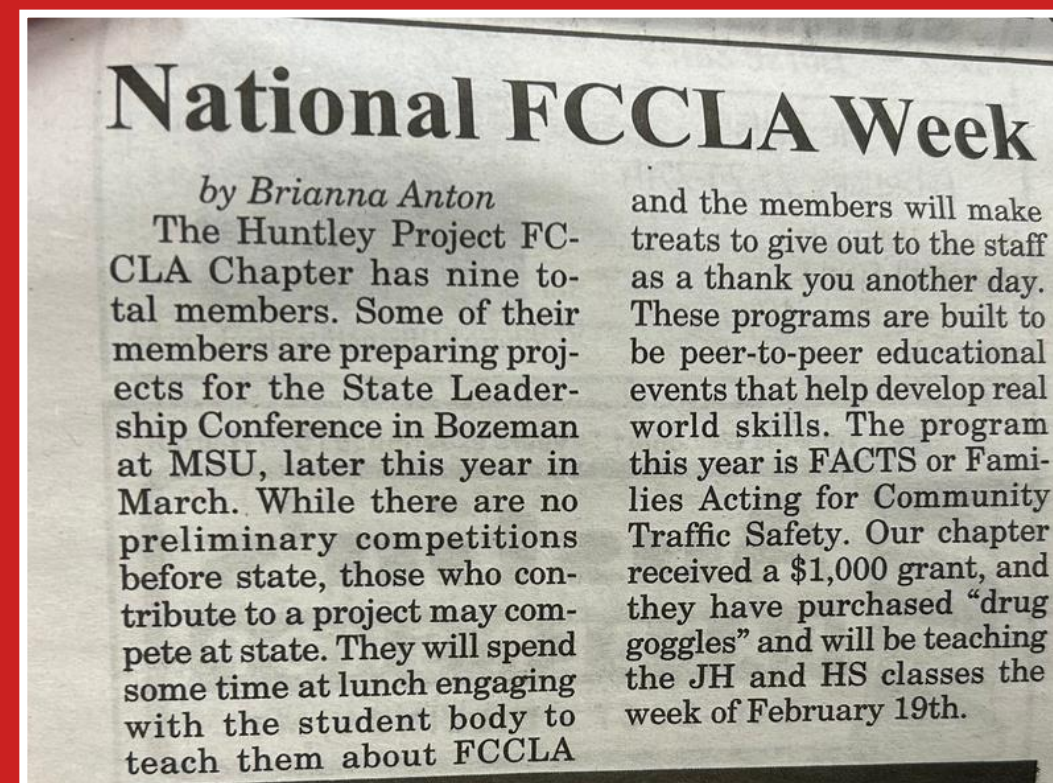
The event brought together MDT staff, local firefighters, EMS, tribal police, and the Driver's Ed teacher. Guest speakers discussed local accidents, especially those impacting teens. The assembly included a Kahoot Quiz on traffic safety, a student created film and concluded with a challenge for students to take a safe driving pledge.



# MT FCCLA TRAFFIC SAFETY PROJECTS

## Huntley Project FCCLA

Huntley Project implemented the FACTS curriculum to plan their traffic safety activities. They visited English and Science classes, presenting a slideshow and using a pretest along with engaging activities such as using the impaired goggles to do a comparison challenge to highlight the how challenging tasks become under simulated impairment.





# CURRENT EFFORTS

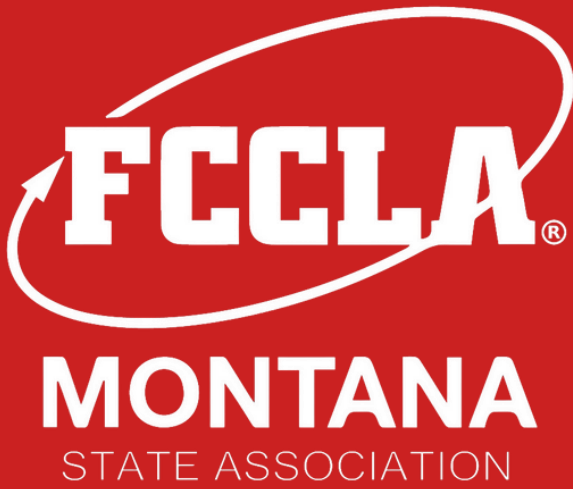
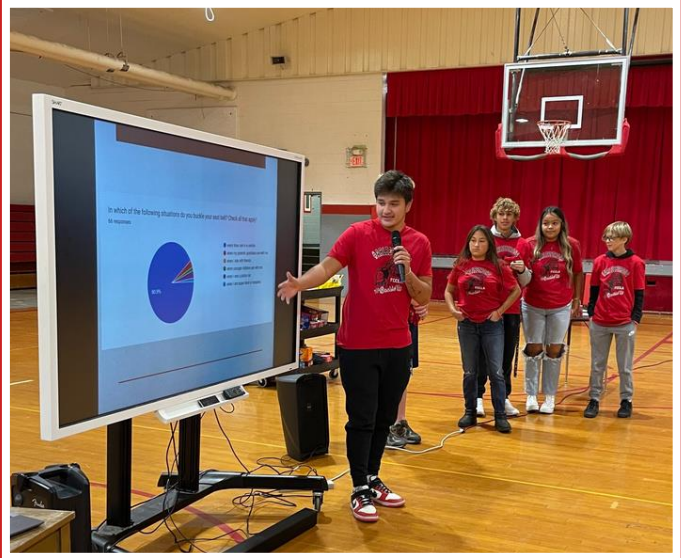
**Renewing Energy**

**Leadership Rally Rollout**

**Printed Manuals for Chapters**

**Emphasizing Simplicity**

**District Meetings**



# Looking Ahead & Future Goals

## Strengthening Engagement

- Goals for increasing FCCLA chaptered participation..??

## Expanding the Impact of Grants

- Increase the number of chapters applying to and successfully using the MDT grants.
- Focus on expanding the reach and effectiveness of traffic safety projects throughout Montana, rural and urban.

## Achieving Vision Zero

- Utilize peer education as a key strategy for influencing safe driving behaviors.
- Long term vision: Reducing traffic fatalities and injuries among Montana teens to achieve Vision Zero



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