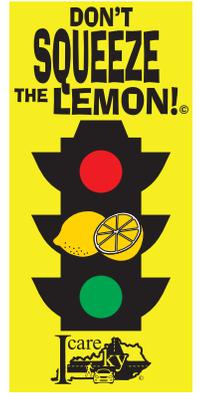




I Care KY

Collaborating and educating
for intersection safety



Spring 2020 Campaign Overview

Focus

- Anti-red light running with the theme “Don’t Squeeze the Lemon”

Audience

- High school students in Bluegrass region

Reason

- In 2019 the statewide *teen* driver (age 16-18) crashes totaled 14,875. Nearly 29 percent (4,292) were at an intersection. About 17 percent of those intersection crashes were in the Bluegrass region, with 125 recorded injuries. (Check out the graphs on the next page.)

Activities

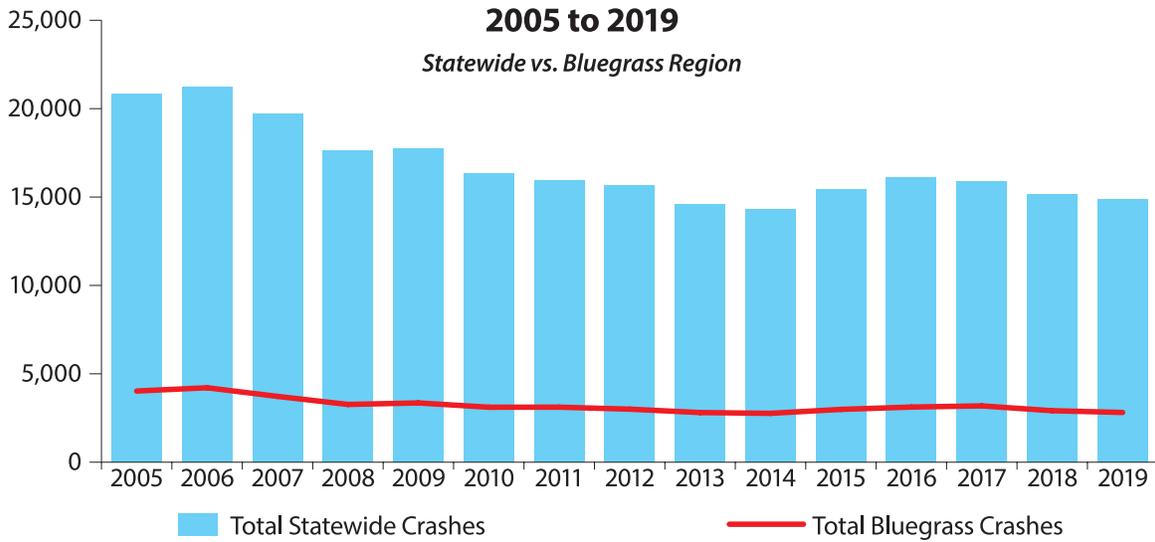
- High school to choose one week during the month of April to promote the anti-red light running program, “Don’t Squeeze the Lemon.” The week before the school’s prom might be a good time to promote this safety campaign.
- **I Care KY** will provide five days of safety messages for high schools to communicate via morning announcements and social media. These messages have been reviewed by traffic safety officials.
- **I Care KY** will host a video contest for high schools in the Bluegrass region to support the intersection safety messaging.
 - Up to three videos can be submitted per school.
 - **Deadline to submit video is Friday, March 27, 2020.**
 - Teacher or student (with a copy to the teacher) should upload videos to YouTube and email link to contact@icareky.org.
 - **I Care KY** board will judge the entries and narrow to the top five videos. Fan voting will be held April 1 – 24, 2020 to select first, second and third place.
 - Contest awards:
 - ◆ First place — \$300
 - ◆ Second place — \$150
 - ◆ Third place — \$75
- **I Care KY** will provide car air fresheners supporting the “Don’t Squeeze the Lemon” theme. There is a limited number of car air fresheners. **Please confirm the number of car air fresheners for your school.** Air fresheners will be delivered by April 6.



Total Teen Driver (age 16-18) Crashes in Kentucky

2005 to 2019

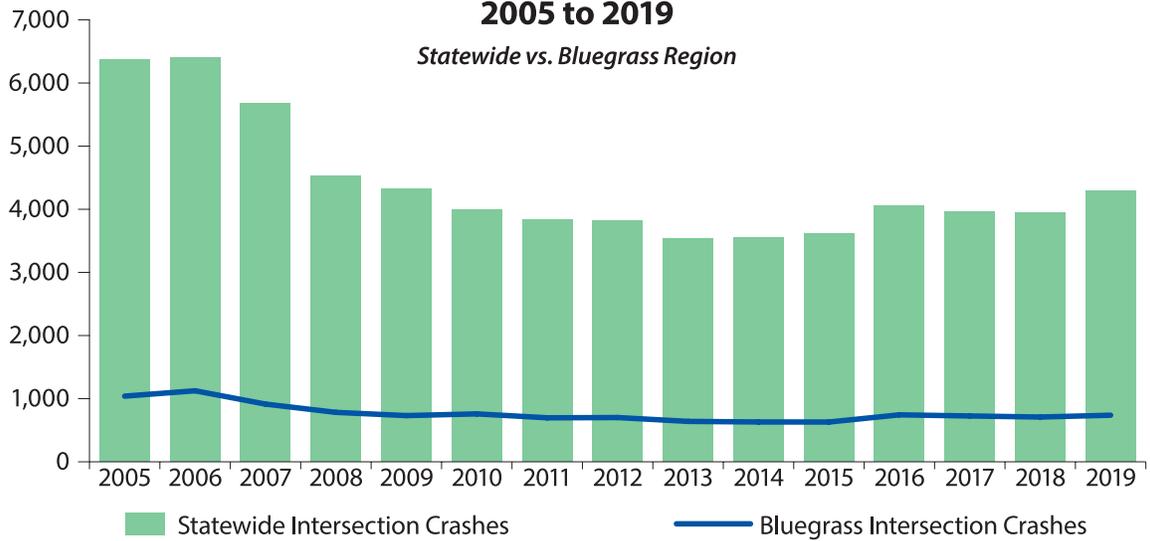
Statewide vs. Bluegrass Region



Teen Driver (age 16-18) Intersection Crashes in Kentucky

2005 to 2019

Statewide vs. Bluegrass Region



Teen Driver (age 16-18) Intersection Injury Crashes in Kentucky

2005 to 2019

Statewide vs. Bluegrass Region

