

Dear Educator,

We need your help to recruit **Safety Warriors!** This is a reboot of the previous Sign Warrior program.

The New “Safety Warrior” Program Launches to Combat Distracted Driving, Aggressive Driving, Seat Belt Usage, and Preservation of Traffic Signs.

In a bold effort to teach positive driving behavior early; North Dakota Local Technical Assistance Program (NDLTAP), Western Dakota Energy Association (WDEA) and Vision Zero have joined forces to launch the **Safety Warrior Program**, a campaign aimed at promoting responsible behavior behind the wheel, and protecting traffic safety infrastructure.

The Safety Warrior Program encourages 4th and 5th graders to promote roadway safety by avoiding distractions like cellphone use, discouraging aggressive driving, promoting seat belt use, and reporting damaged or missing traffic signs.

Every traffic sign matters, and every decision behind the wheel can be the difference in arriving to your destination safely.

Key Focus Areas of the Program:

- **Protecting Traffic Signs:** Missing or vandalized signs can lead to confusion and collisions. Participants will be trained to report damaged or missing signs via the Safe Roads app or website, ensuring swift action by local authorities.
- **Always Wearing a Seat Belt**
 - Every seat, Every trip, Every time!
- **No Cell Phones Behind the Wheel:** Safety Warriors pledge to educate everyone to put their phones down while driving. No texting. No scrolling. No distractions.
- **Behavioral Driving Tips:** The program promotes proactive tips such as:
 - Use hands-free technology only when absolutely necessary.
 - Program GPS before you start driving.
 - Pull over safely if you need to make a call or respond to a message.
 - Speak up if you're a passenger and the driver is distracted.
 - Lead by example—children learn driving behavior early by watching adults.
- **Reduce Aggressive Driving Behaviors:**
 - Speeding
 - Tailgating
 - Unsafe lane changes or passing
 - Running red lights
 - Brake checking

How to Get Involved

Becoming a Safety Warrior is open to all 4th and 5th grade students in North Dakota. Be alert for damaged traffic signs, distracted driving, speeding, reckless driving, etc. The program features an Art Contest so that young artists can help us illustrate these dangers.

Guidelines

- Drawings should be on letter-size paper (11 X 8 ½)
- Drawn in landscape orientation (wider than they are tall)
- Drawn in bold and vibrant colors for quality reproduction (No markers)
 - o Previous years calendars can be viewed online at www.ndltap.org/programs/signwarrior.php.
- No weapons in drawings (guns, knives, bow & arrows, etc.)
- On the back of the drawing, include:
 - o student's name,
 - o teacher's name and teacher's email,
 - o school name and school address.
 - o **Drawings must be scanned at a resolution of at least 600 dpi and emailed to ndltap@ugpti.org no later than Friday, January 30, 2026.**

The outstanding featured drawings will help draw attention to the importance of responsible driving behaviors and the importance of traffic signs. Students submitting winning drawings will receive an official Safety Warrior certificate and be recognized within your school and statewide through Vision Zero's social media and at the annual Vision Zero Partner Conference.

We hope that you will use this activity in your classroom to create a new generation of Safety Warriors!

Best regards,

Matt Johnson, PE
NDLTAP Transportation Liaison

