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Driving Safety Campaign Earns PaliHi \$25,000 Grant

By MATT THACKER
Staff Writer

Efforts to raise awareness about safe driving habits paid off again for **Palisades High School**. The school was awarded a \$25,000 grant last month from State Farm Insurance's 2013 Celebrate My Drive Campaign.

PaliHi students competed against more than 3,500 schools to get the most students and community members to make a commitment to drive safely.

Voting took place online Oct. 24-26 during National Teen Driver Safety Week.

The on-campus "In One Instant" safe driving club led the outreach effort by posting signs and going to the Farmers Market to tell people about the campaign.

The students will meet with Principal **Dr. Pam Magee** to discuss how the funds will be spent.

Last year, PaliHi received the \$100,000 grand prize. In addition to supporting "In One Instant," those funds were used for additional psychological counseling services and a new campus security camera system.

"The most powerful

thing about Celebrate My Drive is that the message is coming from the students," State Farm media relations specialist Jordi Ortega said.

Tucker Reynolds, president of the "In One Instant" club and Associated Student Body, said they advertised at the school and in public places, such as Farmers Markets.

The students also contacted friends, family members and businesses to garner support.

"PaliHi has been personally affected by tragedies and accidents, so it's very relevant," said **Tiffany Kim**, a senior.

Ortega said he hopes students will be safer drivers and will also speak up if they are in the vehicle with someone who is driving while distracted.

"The single most important message we're trying to remind them is to have both hands on the wheels and both eyes on the road," he said.

A recent survey by State Farm and Harris Interactive found that 49 percent of licensed teenage drivers admitted to texting while driving.

The survey also found that parents can influence teen drivers. Nearly two-thirds of teens said the best



PaliHi's "In One Instant" safe driving club led the drive to raise awareness about safe driving, which netted PaliHi a \$25,000 grant from State Farm Insurance's Celebrate My Drive Campaign.

Rich Schmitt/Staff Photographer

way to learn how to drive is spending time behind the wheel with their parents.

Driving safety has been a major theme on campus. **Gail Schenbaum Lawton** and **Cheryl Wada** created the "In One Instant" program to promote safe driving three years ago after several Palisades teenagers were killed in automobile accidents.

The award-winning program, which uses interactive and dramatic components to show the consequences

of dangerous driving, has received national media attention recently. Schenbaum Lawton said they have received requests for their program at hundreds of schools in Los Angeles and across the country.

In order to meet the need, Streetwise Media is raising funds to create a turnkey, portable model of the program that can be used by schools and community. Donations can be made at oneinstant.org.