

CHAPTER MANAGEMENT GUIDE

& RESOURCE LIBRARY



25-26



GREETINGS

As an active chapter of Missouri SADD, you are the catalyst for change in your community. Whether you are tackling traffic safety and distracted driving, making a change to prevent abuse of alcohol, tobacco and other drugs, or providing resources for mental health, your SADD chapter will make a difference.

This guide was developed by the Missouri SADD State Office to provide chapters with ideas to develop their chapter, including recruitment and retention of members. Additionally, you'll find sample ideas for social media, press releases, and more.

We cannot wait to see what your chapter accomplishes over this year.





CONTENTS

As an active chapter of Missouri SADD, you are the catalyst for change in your community. Whether you are tackling traffic safety and distracted driving, making a change to prevent abuse of alcohol, tobacco and other drugs, or providing resources for mental health, your SADD chapter will make a difference.

This guide was developed by the Missouri SADD State Office to provide chapters with ideas to develop their chapter, including recruitment and retention of members. Additionally, you'll find sample ideas for social media, press releases, and more.

We cannot wait to see what your chapter accomplishes over this year.

2

Membership Recruitment

Taco 'Bout SADD, Fall Tailgate, School Scavenger Hunt, Organization Partners

3

Chapter Leadership

Samples roles for leaders of your local SADD chapter and respective duties

4

SADD Programs

Rock the Belt, Textless Live More, PROM, and GRAD

5

Substance Abuse Events

Prescription Drug Take Back, Speak Hard, Health Fair, Walk for Prevention

6

Traffic Safety Events

Docu-Drama, Buckle Up Phone Down, Pledge Wall, Seat Belt Policy

7

Prom & Grad Events

After Prom/Grad Lock In, Pledge Cards, Reminder Card, Black Shirt Campaign

8

Calendar of Events

Guide to programs for SADD chapter participation over the school year

9

Press Release Template

Sample press release to connect media to your SADD events



MEMBER RECRUITMENT

Membership in SADD affords students the opportunity to not only participate in SADD programming, but plans its implementation. Students may also serve as student leaders in their chapter, as a Missouri Youth Ambassador, or at the SADD Nation level. There are many different ways to recruit members; included below are a sample activities for your chapter to consider.

At all events, share information about SADD, programs, and opportunities for involvement. Remember - SADD membership is always free!

Taco 'Bout SADD

Host a SADD luncheon or after school event to "taco 'bout" SADD with prospective members. To encourage participation, offer students a taco/nacho bar.

Fall Tailgate

Some of the first big social events of the school year occur at sporting events like football. To engage a large portion of the student body, offer a SADD tailgate before a game. Considering partnering with a community grocer to provide hotdogs and soda for free or at a discount and invite students to attend.

School Scavenger Hunt/Hidden SADD

Create an opportunity for students to search your school for hidden SADD logos or other prevention themed items by leading a scavenger hunt across campus. When a student finds a hidden logo, they may return it to the SADD adviser for a prize that includes an invitation to join SADD.

Partner with Existing Organizations

Many existing organizations on your school campus may sponsor activities or programming related to SADD objectives. FCCLA offers a traffic safety program, and HOSA offers programs related to student health. Consider partnering with another organization to have cross organization members (members of both SADD and another organization).



CHAPTER LEADERSHIP

Chapter leaders, or student officers, are tasked with not only managing chapter meetings, but executing programming. Peer to peer education (and leadership) makes a larger impact due to personal and emotional connections and deep relevant issue understanding.

Below are sample positions for SADD leaders in your chapter, along with respective duties.

President

- In coordination with the SADD adviser, develop the agenda for chapter meetings
- Serve as the leader for chapter meetings, keeping conversation on topic
- Develop invitations for special guests to chapter functions

Vice President of Engagement

- Manage SADD chapter social media and public relations
- Develop press releases for the media on SADD programming, events and chapter activities
- Create a plan to encourage active membership through recruitment and retention

Vice President of Programming

- Form committees to develop activities for SADD's signature programs (Rock the Belt, Is It Worth the Risk, SADD Shines, Textless Live More and Get Living)
- Review Toolkits and updates from SADD Nation on SADD's signature programs
- Plan participation in annual events including Prevention Day at the Capitol and Speak Hard

Vice President of Leadership & Events

- Create and execute leadership activities at chapter meetings
- Manage event and activity logistics in partnership with the VP of Programming
- Share and encourage participation in SADD Speaks and the Missouri Youth Ambassador Program



CHAPTER MEETINGS



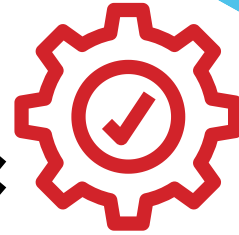
Hosting chapter meetings is the best way to communicate with student leaders, updating them on programs, opportunities, and experiences.

Meeting Timing

- Before School - *Pros*: Less overlap with after-school events, easier for students dropped off by bus or driving self; *Cons*: Meetings cannot be very long, harder for guest speakers
- During School - *Pros*: Make use of a school common hour, no transportation issues; *Cons*: Compete against other organizations, very brief meetings
- Lunch Hour - *Pros*: Captive meeting time, easy for guest speakers; *Cons*: Doesn't work with multiple lunch shifts, uses one of few student breaks during day
- After School - *Pros*: Near unlimited meeting time, easier for parents to pick up students for staying late; *Cons*: Competes with other after-school activities, some students may not be able to arrange transportation
- Virtual - *Pros*: Can host anytime night or weekend, fully adjustable to membership schedule; *Cons*: Less intimate, harder to host activities or conduct planning

Sample Agenda

1. Call to Order
2. Minutes from Previous Meeting
3. Committee Reports
4. Leadership Activity/Skill Building Activity
5. Guest Speaker
6. Old Business
7. New Business



LEADERSHIP & SKILL ACTIVITIES

By having chapter leadership and skill development activities as a part of your regular chapter meetings, you are ensuring student members are gaining the skills necessary to be the next generation of prevention leaders.

Sample Activities

Lead the Line

Skills: Communication, decision-making, confidence

Have students stand in a line or around the room. Read a series of leadership scenarios and ask students to quickly choose how they would respond by moving to one side of the room or another. After each choice, invite a few students to explain their reasoning.

Sample scenarios:

- Would you rather lead from the front or behind the scenes?
- Your team disagrees with your idea. Do you defend it or change direction?
- A chapter member isn't participating. Do you talk with them privately or ask the group for ideas to improve participation?
- You have a great project idea but only two people volunteer to help. Do you move forward or choose something else?

Wrap-Up: Discuss how strong leaders don't always make the same decisions, but they listen, communicate, and consider how their choices affect others.

60-Second Prevention Pitch

Skills: Public speaking, advocacy, critical thinking

Give students a prevention topic such as distracted driving, mental wellness, substance misuse, seat belt use, or healthy decision-making. Give them 2–3 minutes to prepare a 60-second pitch explaining why other students should care about the issue and one action they can take.

Students can present individually or in pairs.

Challenge: After everyone presents, ask the group which messages were most memorable and why.

Wrap-Up: Connect the activity to SADD's role in helping students become effective advocates who can communicate prevention messages to their peers and communities.



SADD PROGRAMS



SADD's reach goes beyond its origins as Students Against Drunk Driving. SADD now covers traffic safety, mental health, alcohol and tobacco awareness, and distracted driving and living. Below are SADD's signature core programs.

To access detailed toolkits for each program, you must be a registered chapter. Toolkits are available in the resources tab of the [SADD Portal](#). Each toolkit includes explanations of all SADD programs, step by step guides to implementing activities, and media kits.



Rock the Belt is a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts in every vehicle, in every seat, every time.



Textless Live More is a student-led, peer-to-peer, national awareness campaign with a mission to end distracted driving and promote digital wellness.



GetLiving is designed to battle distractive and destructive habits caused by cell phones. Each month is themed to combat a different habit and improve digital wellness.



Prom is a SADD program that uses peer-to-peer prevention strategies to engage students, schools, parents, and communities in promoting safe and healthy choices before, during, and after prom. The campaign encourages young people to celebrate responsibly by avoiding alcohol and other drugs, preventing impaired and distracted driving, and making choices that keep themselves and their peers safe.



GRAD is a SADD program that uses peer-to-peer prevention strategies to engage students, schools, parents, and communities in promoting safe and healthy choices during graduation season. The campaign encourages young people to celebrate their accomplishments safely by avoiding alcohol and other drugs, preventing impaired and distracted driving, and making responsible choices as they celebrate graduation and prepare for what comes next.



A Student-Led Movement for Safer Roads

- Rock the Belt is a SADD national program that empowers students to encourage seat belt use through peer leadership, education, and community engagement.
- Rather than relying on lectures, Rock the Belt gives students the tools to create a culture where buckling up becomes the expected choice—every ride, every seat, every time.

Key Principles

- Student-led, peer-to-peer education
- Flexible for schools of all sizes
- Focused on lasting behavior change
- Engages schools, families, and communities

One Simple Habit Can Save a Life

Rock the Belt helps students:

- Understand the importance of occupant protection
- Encourage friends to make safer choices
- Build positive safety habits before tragedy occurs
- Become advocates for safer communities

Every ride. Every seat. Every time. isn't just a slogan—it's a life-saving mindset.

Whether your chapter runs a one-week awareness campaign or a semester-long initiative, the program provides adaptable resources that help students:

- Educate peers through positive messaging
- Engage the school and community
- Empower students to lead by example
- Evaluate impact to celebrate success and improve future efforts

The goal isn't simply completing activities—it's creating lasting habits that keep students safe long after the campaign ends.



Choose Connection Over Distraction

- Text Less. Live More. is a SADD program that encourages students to reduce distractions caused by mobile devices while driving, walking, learning, and spending time with others.
- The program empowers students to recognize how technology impacts their daily lives and challenges them to make intentional choices that prioritize safety, relationships, and real-world experiences.

Program Goals

- Promote distraction-free driving
- Encourage healthier technology habits
- Strengthen face-to-face connections
- Inspire positive peer influence

Every Notification Can Wait

Distracted driving remains one of the leading causes of crashes involving young drivers, and distractions extend far beyond the road and take over moments that matter most.

Text Less. Live More. helps students:

- Understand the risks of distracted driving
- Build healthier habits around technology
- Recognize how distractions affect decision-making
- Encourage friends to make safer, more intentional choices

Text Less. Live More. is designed to help students lead by example and encourage others.

Throughout the program, participants will:

- Learn how distractions impact safety and relationships
- Reflect on their own technology habits
- Engage classmates through positive peer leadership
- Commit to making distraction-free choices both behind the wheel and in everyday life



Celebrate the Night. Make It Home.

- The PROM Campaign is a youth-led prevention initiative designed to help students celebrate prom and graduation season safely. It uses one of the most memorable times of the school year to start conversations about the choices that can impact whether everyone makes it home safely.

Program Goals

- Promote safe and responsible decision-making during prom season
- Prevent alcohol and other drug-impaired driving
- Encourage seat belt use and distraction-free driving
- Empower students to look out for themselves and their friends
- Engage schools, families, and community partners in prevention

A Celebration Should Never End in Tragedy

Prom season brings more celebrations, more time on the road, and more opportunities for young people to face decisions involving alcohol, drugs, distractions, and other risky behaviors.

The PROM Campaign helps students:

- Think ahead before the celebration begins
- Understand how one decision can impact an entire community
- Encourage friends to make safe choices
- Plan for a safe ride home
- Recognize their role in everyone's safety

The PROM Campaign brings together education, student leadership, peer influence, and community engagement during a time when safe decision-making is paramount

Throughout the campaign, students will:

- Learn about the risks connected to impaired and unsafe driving
- Engage in interactive prevention activities that make safety messages memorable
- Lead conversations and encourage safer choices among their peers



Guide. Respect. Assess. Drive.

The GRAD Campaign is a peer-led traffic safety program designed specifically for graduation season, helping students celebrate this milestone while making choices that keep themselves and their friends safe.

Built around four simple commitments, the campaign encourages students to Guide, Respect, Assess, and Drive.

Program Goals

- Build peer-to-peer responsibility
- Encourage students to plan ahead
- Reinforce safe driving and passenger behaviors
- Make traffic safety part of graduation celebrations

Graduation Brings New Freedom and New Choices

Graduation season is filled with celebrations, late nights, road trips, parties, and time with friends. It also creates moments when young people may face consequential decisions.

- Recognize risks before they become dangerous situations
- Look out for friends and speak up when something isn't safe
- Plan ahead for rides, celebrations, and changing circumstances
- Understand their responsibility as both drivers and passengers

The GRAD Campaign uses four simple commitments to help students think beyond their own choices and recognize the role they play in keeping themselves and their friends safe during graduation season.

Throughout the campaign, students will:

- **Guide** Look out for friends and help others make safer choices.
- **Respect** Value their own safety and the safety of everyone around them.
- **Assess** Recognize risks, think ahead, and make a plan.
- **Drive** Put safe choices into action behind the wheel and as a passenger.



SUBSTANCE USE EVENTS



Substance use is an ever evolving problem among Missouri youth. The 2020 Missouri Student Survey revealed 9.8% of students grades 9-12 reported using alcohol in the past 30 days, with 10.9% reporting the same for electronic cigarettes. While lower, the numbers for use of marijuana at 5.1% and prescription drugs at 1.2% are alarming.

To help isolate an issue prevalent in your area, review bi-annual data from the [Missouri Student Survey](#). Example substance abuse events are listed below.

Prescription Drug Take Back

A prescription drug take back event, which may also include other controlled substance disposal like e-cigarettes, is a community event that allows citizens to safely, conveniently, and appropriately dispose of controlled substances.

Speak Hard

Speak Hard is the annual youth rally to mobilize teens to enact change in their communities. Held every spring in Jefferson City, this event features keynotes, speakers, and industry leaders to build connections that transform the way teens view and act when exposed to controlled substances.

Health Fair

Hosting a community health fair in your school brings together community organizations with an interest in health, such as a community health department, hospitals and health systems, gyms, insurance companies, and non-profit health associations for day of programming to raise awareness of substance abuse and general health and well-being.

Walk for Prevention

Bring your whole school and community together for a walk to raise awareness of substance abuse issues facing your students. Through the use of information distribution, celebrations at the end of the walk, match swag and media attention, you can shed light on important issues. Remembrance walks can also honor someone lost to substance abuse in your community.



TRAFFIC SAFETY EVENTS

Traffic safety has become a main focus of Missouri SADD as the risky behaviors youth engage in become more prevalent year over year. According to the Missouri State Highway Patrol, alcohol was a large contributing factor in traffic accidents with youth, with 70 fatal crashes and 979 total crashes from 2022-2024. The Missouri Student Survey shares similar risks, with 9% of youth reporting riding with someone who was drinking alcohol in the past 30 days.

To help isolate an issue prevalent in your area, review annual data from the [MSHP](#). Example traffic safety events are listed below.

Docu-Drama

A docu-drama, or mock-umentary, is a dramatized car crash based on a real events. Students work with a local junk yard, police and fire department, and medical personnel to show what occurs during a car crash by conducting a fake one in their school parking lot. A recorded docu-drama with lesson plans can be found at [actmissouri.org](#).

Buckle Up Phone Down

Buckle Up Phone Down (BUPD) is a statewide campaign campaign that encourages distraction free driving by asking individuals to put their phone down or silence their phone while driving. Additionally, the program encourages seat belt usage for both drivers and passengers, no matter the distance.

Pledge Wall

Have students sign a wall in your school in a visible location to pledge to drive distraction free and to always utilize a seat belt. A pledge wall can also be set up at school wide events.

School-Wide Seat Belt Policy

Enacting a seat belt policy at your school encourages use of seat belts for both youth and staff. A seat belt policy is a school board approved policy that lays out the rules for what happens when you are caught on campus not utilizing a seat belt, including contacting parents or loss of parking privileges. The Rock the Belt Toolkit has a sample policies.



CALENDAR OF PROGRAMMING

SADD, along with its partners, supports many programs, events, and opportunities throughout the year. Below is a calendar of programs your chapter may consider participating in this school year.

September

Any Day - Chapter Kick Off Event
Any Day - Implement FriYAY Activities
14-September 7 - Drive Sober or Get Pulled Over

October

Any Day - Implement Homecoming HOPE
18-24 - National Teen Driver Safety Week
18-24 - Rock the Belt Week
19-23 - School Bus Stop-Arm Enforcement
24 - National Prescription Drug Take Back Day

November

Any Day - Guest Speaker on Substance Abuse
Any Day - Host a Traffic Safety Event

December

Any Day - Chapter Holiday Party

January

Any Day - Second Semester Recruitment Event

February

Any Day - Host a Substance Abuse Event

March

TBA - Speak Hard

April

All Month - Implement PROM Campaign
All Month - Alcohol Awareness Month
Any Day - Guest Speaker on Mental Health
Prom - Host an After Prom Event

May

All Month - Implement GRAD Campaign
Graduation - Host an After Graduation Event



PRESS RELEASE SAMPLE

For Release Time
Date

ABC High School Raises Youth Awareness on Distracted Driving

The rate of accidents involving distracted youth is on the rise

City - Date - The SADD (Students Against Destructive Decisions) chapter at **ABC High School** recently held an event to raise awareness about the risks of distracted driving in youth in the **ABC community**, empowering youth to make better decisions like putting down their phones while driving and always wearing a seat belt.

"Quote about the impact of the event," said **ABC SADD President Sample Name**

Traffic accidents involving youth who are distracted by their cell phone have been on the rise in ABC community for the past few years. An AAA study revealed 50% percent of crashes involving teens were caused by distracted driving.

The SADD Distracted Driving Day included activities from the MoDOT Buckle Up Phone Down Campaign, which included students signing a pledge to drive always using their seat belt and put their phone down while driving. Additionally, students heard from a guest speaker with **Speaker Name/Company**.

SADD is a nationwide program and nonprofit. SADD envisions a world in which young people make positive decisions that advance their health and safety. SADD's mission is to empower young people to successfully confront the risks and pressures that challenge them throughout their daily lives.