2016 Roadway Safety Poster Contest for Children

Contest Participation Packet

Connecticut Transportation Institute
Technology Transfer Center

"Every life counts in Connecticut"

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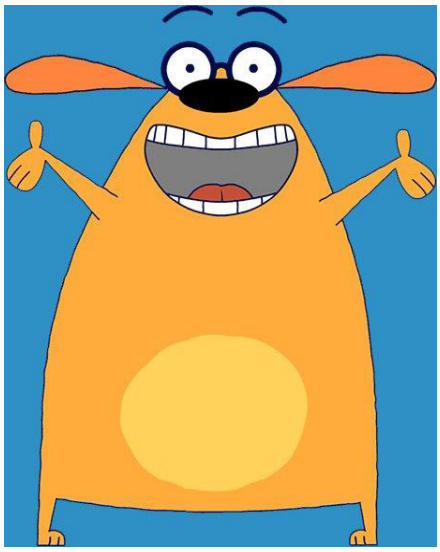
Thank you to all who support this safety effort!

Introduction



HI KIDS!
I'M RUFF RUFFMAN.
IN MY **GAME OVER INITIATIVE**, I FOCUS ON PREVENTING DISTRACTED DRIVING BUT THERE ARE MANY WAYS TO STAY SAFE ON THE ROAD.
SHOW US HOW YOU CAN HELP KEEP OUR ROADWAYS SAFE.

The Connecticut Technology Transfer Center (T2 Center) at UCONN, with support from agencies and organizations around the state, is holding the sixth annual Connecticut Roadway Safety Poster Contest for Children. We want to make roadway safety a priority and are asking the children of Connecticut to help promote roadway safety through art.

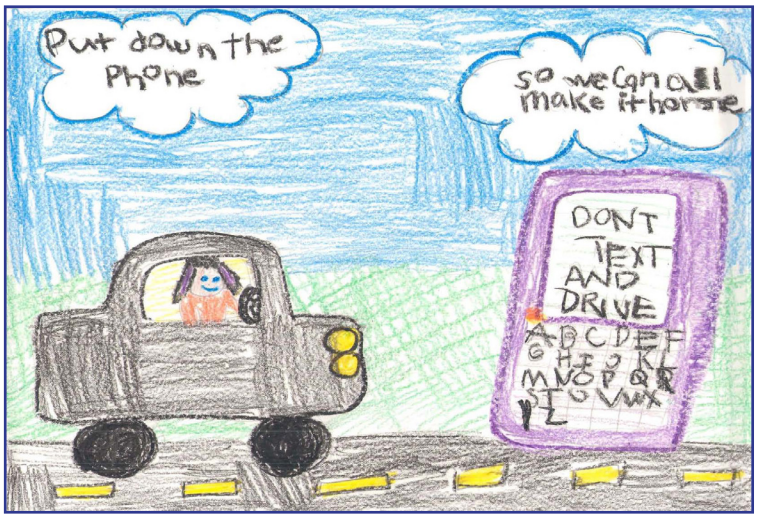
Our theme, "Every Life Counts in Connecticut", focuses on the fact that all of Connecticut's road users deserve safe and efficient roadways and that those people who work to maintain our roadways deserve a safe workplace. It also means that we are all responsible for doing our part to make those roadways safe.

Students in grades K-6 are invited to submit their original impressions of roadway safety. Students should depict those concepts and actions they think are vital to improving roadway safety; what drivers, passengers, pedestrians and bicyclists can do to protect their lives and the lives of those working on the road. Some examples of these concepts are: drive the speed limit, slowdown in work zones, don't be a distracted driver, and follow all road signs.

The contest categories are K-1st grade, 2nd – 4th grade and 5th – 6th grade. Posters should be submitted to the UCONN T2 Center by March 18, 2016. Once the entries are received, they will be voted on by a panel of roadway safety professionals.

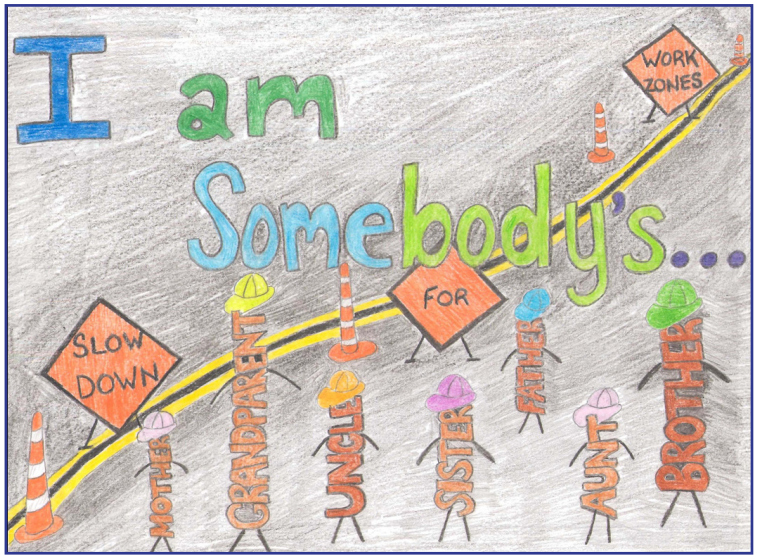
The top posters in each category will receive their awards and prizes at an award ceremony held in conjunction with Work Zone Safety Week during April 2016. All winners will be featured on the home page of the UCONN T2 Center's website. Winners will be notified in writing by March 28, 2016.

Past Winners



Former K-1 Winner

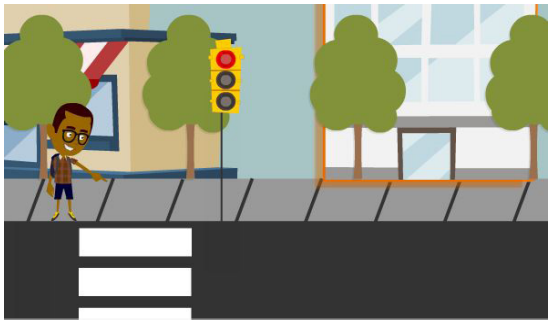
Former 2-4 Winner



Former 5-6 Winner

Classroom Resources

How to be Safe on the Roadway Video



It is important for us all to know how to stay safe when we're on the roadway. This video is designed for children and discusses three different types of roadway safety- pedestrian safety, bicycle safety and ways to be safe as a passenger in a car. We encourage teachers to play this video for students when explaining the Roadway Safety Poster Contest.

Watch our video using the following link: http://youtu.be/SwKVEAKBLKc

Ruff Ruffman - Game Over

The "Game Over" digital initiative provides resources to encourage kids to become better passengers and to play an active role in helping parents to keep their eyes on the road. The campaign's unusual approach tunes into the idea that kids are acutely aware of their parents' distraction, especially when they are driving

To visit the Website use the following link: http://pbskids.org/fetch/ruff/driving/

Web Links for Kids

Otto Club - AAA
http://www.ottoclub.org/

Elmer the Safety Elephant
www.elmer.ca/safety-village/traffic-safety

Safe-A-Rooni Safety Safari
www.safe-a-rooni.org/

Rad Rider
www.radrider.com/

Map Your Location - Aerial Photos
www.terraserver.microsoft.com/

How to be Safe on the Roadway Video
http://youtu.be/SwKVEAKBLKc

PBS Kids - Ruff Ruffman - Driving
http://pbskids.org/fetch/ruff/driving/

Web Links for Teachers & Parents

Safe Routes to School
www.saferoutesinfo.org

Walk Bike to School Day
www.walkbiketoschool.org

Pedestrian & Bicycle Information Centers
www.pedbikeinfo.org

The National SAFE KIDS Campaign
www.safekids.org

Federal Highway Administration
www.fhwa.dot.gov/environment/bicycle_pedestrian

Center for Disease Control & Prevention
www.cdc.gov/nccdphp/dnpa/

NHTSA - Parents Center
http://www.safercar.gov/parents/index.htm

Instructions

1. **Send submissions to:**

Regina Hackett, Program Assistant
CT Technology Transfer Center
University of Connecticut
270 Middle Turnpike, U-5202
Storrs, CT 06269

2. **Categories:** The three categories for the 2016 poster contest are K-1, 2-4, and 5-6.

3. **Deadline:** To be eligible for the contest, all submissions must be postmarked no later than March 18, 2016

4. **Materials:** Posters should be no larger than 8 1/2" x 11" and should be created on paper, cardboard, or foam board. All submissions should be drawn horizontally (landscape orientation).

5. **Identification:** Be sure to write the student's name, grade and contact information on the back of the poster in pencil or ball point pen so that we can identify the artist. Do not use marker or anything that will bleed through to the front of the poster.

6. **Release Form:** A Release Form (copy enclosed) must be completed and signed by a parent or legal guardian for each poster submitted. (Please note: A release form must be submitted with each child's artwork in order for him or her to be eligible.)

7. **Notification/Awards:** Winners will be notified by March 28, 2016.

8. **Use of Artwork:** Artwork becomes the property of the University of Connecticut and may be used for promotional and other purposes at the University's discretion.

9. **For more information:** Please contact Regina Hackett, University of Connecticut, (860) 486-6753.

Release Form (one per submission)

This document confirms the agreement between you and the University of Connecticut regarding your participation in the 2016 Roadway Safety Poster Contest for Children.

You hereby irrevocably grant to the University and its partners in the contest (CT Department of Transportation, CT Police Chiefs Association and Federal Highway Administration – CT Division Office) perpetually, exclusively, and for all media (print, electronic, video or any other formats), the right to use the artwork submitted for this contest by you or through your child's school, and any reproductions of that artwork, and to identify your child as the artist, in any promotional materials at the exclusive discretion of the University and its contest partners. All artwork is the property of the University and will not be returned to the artist.

You hereby agree that you will not bring or consent to others bringing any claim or action against the University or its contest partners on the grounds that the identification of your child by name as the artist, or the use of anything contained in the artwork or in the promotion thereof, violates any rights whatsoever, including without limitation rights of privacy and publicity. You hereby release the University, its employees and those of its contest partners from any and all claims, demands. actions. causes of action, suits, costs, expenses, liabilities, and damages whatsoever that you may hereafter have against the University and/or its contest partners in connection with the artwork or the identification of your child as the artist.

This agreement shall not obligate the University or its contest partners to use the name of the artwork, or to use any of the rights granted hereunder, or to prepare, produce, exhibit, distribute or in any way exploit the artwork.

The University shall retain the right to assign its rights hereunder without your consent, in whole or in part, to any person, firm, organization or corporation.

AGREED TO AND ACCEPTED on this date: _____
Month, Day, Year

_____ _____
Signature of Parent or Guardian Witness

Print Name of Parent or Guardian: _____
Print Name of Child / Artist: _____Grade: _____
Home Address: _____
Home Telephone Number: _____
Email Address: _____

Additional Information (If School submits entry):
Name of School: _____
School Address: _____
School Phone: _____ Fax: _____
Print Name of Teacher: _____
Teacher Email Address: _____