



Words Steer Change

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Oftentimes teens don't feel like their opinions are heard. But when it comes to teen safe driving, peers, teachers, parents, and government officials need to listen. Words Steer Change, created by the Allstate Foundation and USA TODAY Charitable Foundation, gives teens the skills and the opportunity to voice their opinions on this important topic.

Words Steer Change asks high school students to research the critical issues in teen driving, identify key aspects of an effective letter to the editor using USA TODAY, and then write and submit their own letter to the editor to their local or school newspaper on the topic of safe teen driving.

PROJECT

The Words Steer Change project includes:

- ▶ Student's Guide
- ▶ Teacher's Guide
- ▶ A classroom set of USA TODAY newspapers to be used in conjunction with the project and to enhance other curricular needs.
- ▶ Competition: Students compete to write the most effective letter to the editor on the topic of safe teen driving.
- ▶ Rubric and Contest Information

PRIZES

The winner of the Words Steer Change Letter-to-the-Editor Competition will receive a Kindle Fire and an invitation to a VIP Day at the Capitol in Madison, Wisconsin. The Day at the Capitol includes transportation, lunch and visits with Wisconsin lawmakers and officials. Details and an itinerary to be announced by April 1, 2012.

ELIGIBILITY

High school students in Milwaukee, Appleton, Green Bay or Madison are eligible to participate in the Words Steer Change Competition.

LEARN MORE

For more information and to participate in Words Steer Change, visit the web site at:
usatodayeducate.com/wordpress/index.php/allstate-wisconsin/

