

# OLMobility 2.0 Project

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Share the Road - Risky Behavior





# Our Lady of Mercy School

**MISSION:** “Our Lady of Mercy is an American Catholic school that educates the whole person for global understanding.”

Our Lady of Mercy School (OLM) is an American Catholic school in Rio de Janeiro – a city that is completing 450 years - which offers cutting edge educational programs open to students of all nationalities.

Fully accredited by both the Southern Association of Colleges and Schools and the Secretary of Education for the State of Rio de Janeiro, OLM confers both American and Brazilian diplomas upon graduation.



School's main entrance

The school participated in the contest for the first time in 2014. This year, the school is continuing the project, and decided to participate once again.

Multimedia Center



High School building



# OLMobility in 2014

The project started in 2014, focusing on *Road Safety* and promoting the idea of sharing the road. The team developed many activities, and also had the opportunity of presenting the OLMobility in the GIN Conference, an international conference that was held in Buenos Aires, Argentina.



OLMobility team in the  
GIN Conference  
Rafaella de Oliveira, Gabriella Nothaft,  
Paula Camara and Carolina Lopes



# OLMobility 2.0 - Our Ideas

OLMobility is entering its second year. Having originally focused on road safety, the ongoing OLMobility 2.0 addresses crucial issues towards the development of youth responsible behaviors while driving, such as the misuse of cellphones and drink-driving.

Considering relevant data analyzed from DPVAT reports, a Brazilian organization responsible for indemnifying victims, the OLMobility 2.0 team aimed to discuss Risky Behaviors in traffic.

It is common knowledge that during teenage years, individuals tend to make choices that can heavily influence their futures, whether in a positive or negative way. This is also a time when responsibilities and duties should be taken into account. Having a responsible behavior in traffic is an attitude that must be done and encouraged.

Being aware that one should not text or drink when driving can make all the difference in a teenager's or young adult's life as well.



# OLMobility 2.0 – Our Ideas

Since the project directly portrayed Rio de Janeiro in its first year, the OLMobility 2.0 team chose to focus on this growing problem in Brazil: the number of fatal car accidents involving teenagers and young adults is growing at a fast rate.



OLMobility team meeting



# Data Collected from DPVAT

- 76% of accident victims are male
- 50.9% are between 18 and 34 years old
- 43% of young drivers affirm that they use their cellphones while driving
- 80% of drivers use some kind of technology that provides a distraction while driving
- 31% of indemnified deaths in 2011 were caused by drivers under influence
- 1,300,000 deaths per year are caused by using phones while driving



# Experiments done by DPVAT

DPVAT created two fake products to see the reaction of drivers.

- The first product was an app that incentivated the use of cellphones while driving. 22,319 people visited the product's website and 20,319 people tried to download it.
- The second product was a breath mint that neutralized up to two draft beers when taking the alcohol level test, without eliminating the effect of the alcohol. 18,329 people visited the product's website and 12,319 people asked for a free sample.

Part of a campaign poster made by DPVAT





# OLMobility 2.0 - Our Initiatives

The OLMobility 2.0 team took several actions to raise awareness to the concerns it addresses.

A film was developed, focusing on the impact of having a responsible behavior and making the right choices. An original song was created as well, not to mention all of the activities involving social media, sports and cheerleading, art contests, and also interactive presentations of the project.

The OLMobility 2.0 team worked on accessibility and the involvement of students, making sure the project would reach its main objectives.





# OLMobility 2.0 Team



Different meetings explaining the ideas for the project

In 2015, the OLMobility 2.0 team decided to keep the project's visual identity by keeping the logo, the T-shirts, and the Facebook page, which had already been used in the previous year, and to involve more teachers and students throughout the whole school.

# Facebook Page - media campaign

OLMobility's original Facebook page was kept as OLMobility 2.0's page.



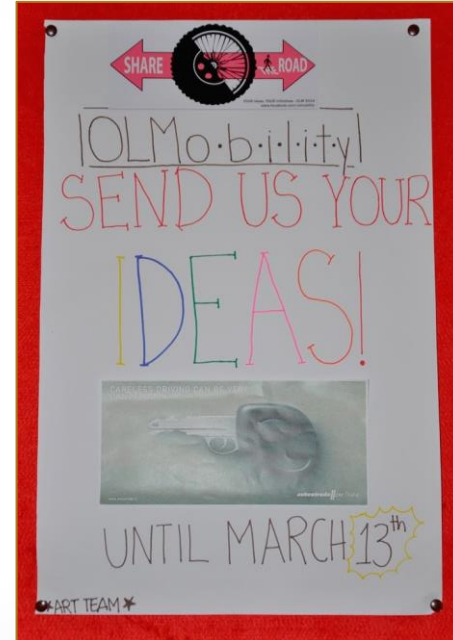
<https://www.facebook.com/olmobility>



# Art Contest – a call for ideas

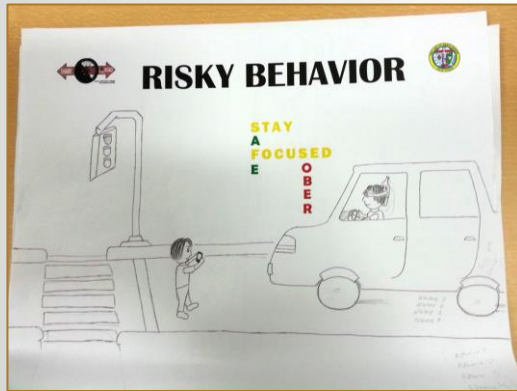


Posters placed around school

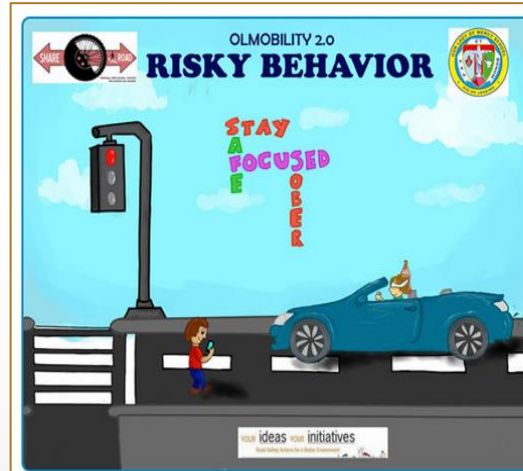


# Art Contest - results

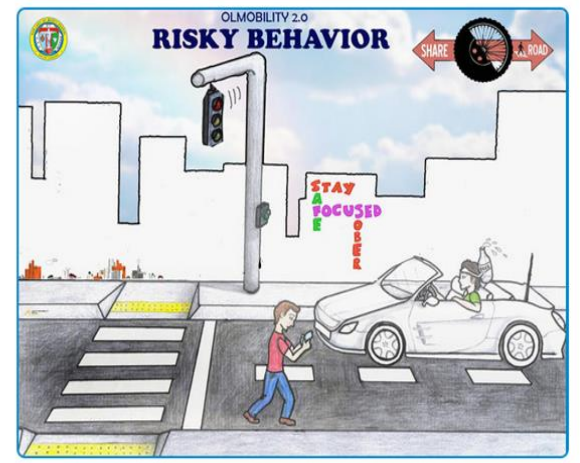
The final campaign poster included ideas from various participants of the art contest.



First draft by Mariana Esteves ('18)



Digital version by Carolina Castro ('17)



Drawing by Isabela Laranjeiras (Alumni '14)





# Risky Behavior Song

A song was composed by Kevin Dasilva ('15) according to the theme chosen by the OLMobility 2.0 team. The song was based on a real accident that happened in Carrollton, Kentucky, in 1988. This accident was considered the deadliest case of drunk driving in the US history.

The song is featured in the first video produced by the OLMobility 2.0 team.



Sign placed at the location of the crash in Carrollton, Kentucky, USA



Kevin Dasilva ('15) composing the song

# Risky Behavior Video

A film was developed, focusing on the impact of having a responsible behavior and making the right choices. This film shows the story of a mother, experiencing deep pain because of a nightmare she had about her son. In this nightmare, her son was driving under the influence of alcohol, causing a horrible accident with a school bus full of kids.

This video involved many students from different activities such as Drama Class, the OLMobility 2.0 team, and a preschool teacher. It was filmed by OLM students both on and off school grounds.

Risky Behavior	
As I walked on down the road	Traffic. Street corner shot. Street side shot. Enter Kevin, playing guitar walking from left to right.
So I felt at glance	Corner shot. Mother approaches corner as Kevin does. Interested in singing guitar, she approaches Kevin. Frontal shot: Kevin to left, Mother to the right. She starts talking to Kevin.
By chance a lady and her anecdote	
She told me of a dream	
Like none she's ever seen	
We continued down that road	Dream
Look at the watch	Inside car. Son on driver's seat looks down to check time on phone. 5:50 AM. Speaks line in a worried tone. Glances at passenger next to him. Passenger nods in agreement.
Ten to six	
"I need to get home before mom wakes"	
How did he not see?	Mother in back of the car, with Kevin. Spectators of the dream. Speaks the line in desperate/panicked tone.
(he did not see??)"	
His mom asked me	Party
20 children were trapped	Many young adults are shown inside a small, dark room. Lights flashing, party environment. Bar table, drink being emptied. Red cup toast. Hand shot: Son grabs keys and a cup. Calls friends out to street.
Inside and died	
In the fire, and	
Screaming for their mothers	Group of people tumble out into streets screaming. Dispersal. 3 approach car. 1 refuses to get in and goes to stand by taxi. 2 get in car. Son turns the ignition.
Caused by the collision between	
Her son's new car	Car
And a school bus with 63 kids	

The script used while filming  
"Risky Behavior"

When the police flashed their lights	Traffic scene, cars whizzing by Traffic light turning red, double vision.
Towards those burn little bodies	CRASH
Crowded near the only emergency exit in that bus...	House
"Wake up! This is just a bad nightmare	
"This is just a bad nightmare! Wake up!"	Mother wakes up in her bed, desperate, goes to bathroom, looks in the mirror sobbing.
She knew it was fake	
Amanda Moreira	
Could not take	Mother wakes up in her bed, desperate, goes to bathroom, looks in the mirror sobbing.
All that pain	
All that raw emotion	
Dripping on that pavel	Street
"Are you okay"	Mother in street, crying softly. Kevin speaks line. Kevin hugs the mother. Side shot. Son approaches from right to left, carrying a guitar. Son hugs Mother tight.
I asked to the lady in pain	
"I feel what you're saying,	
Driving while drunk is insane..."	Slide - driving drunk is insane. Black out slide - song based on a true story from 1985. Credits: OLMobility logo.



# Risky Behavior Video



Different shots for the  
“Risky Behavior” Video





# Party Scene Preparation

The party scene was filmed on school grounds, inside one of the High School classrooms.

The students, with the contribution of teachers and staff, were responsible for both the preparation of the classroom and the filming.



The party shot

All students involved in the party scene



Setting up the party in one of the HS classrooms



# Risky Behavior Video

## RISKY BEHAVIOR

A mother's nightmare



First and final scenes of the "Risky Behavior" video

# Presentation to La Salle University

The OLMobility 2.0 team was invited to present the project to students from La Salle University in Philadelphia, PA, who came to Brazil to visit OLM.



OLM students presenting to La Salle students and representatives



A student attempting to complete the puzzle



# Presentation to La Salle University

During the presentation, a volunteer was asked to participate in a driving activity. It has been proven by neuroscientists that it is impossible to multitask while driving. During the activity, the team asked several questions, ranging from Math problems to singing, while the volunteer attempted to safely drive the car in a race track in the video game. The purpose of this activity was to show people that we cannot ensure safe driving if we perform other activities at the same time, even if they seem simple.

Some of the tasks performed included:

- Singing a piece of a song;
- Picking up a water bottle from the ground;
- Writing your name in a piece of paper while driving;
- Say the name of 4 of your teachers.



A La Salle student participating in the driving activity





# Accessibility - Libras Video

Regarding accessibility, middle school students produced a second film telling the story of a driver while incorporating the handshapes of the fingerspelled alphabet – using Libras, the Brazilian Sign Language – into the story.

Maria Eduarda Vilhena  
and Natalia Guedes ('21)



# Moby and Safy Artwork

Moby and Safy were two characters created by 10th graders to help teach the kids about *Risky Behavior* and safety on the streets.



Moby & Safy being prepared by 10th graders



# Visiting Elementary and Preschool Kids

Moby and Safy visited Elementary and Preschool classrooms to talk about safety on the streets with the kids. They also invited them to participate in the school's annual International Festival, where OLMobility 2.0 project would be presented.



Moby and Safy  
with Preschool  
students





# Moby and Safy around the School



Moby and Safy with Marco Teixeira – PE teacher



Moby and Safy with Elementary students



Moby and Safy participating in an activity with 3rd grade students



# Flyer

A new flyer, which included a description of the project both in English and in Portuguese, was developed and distributed to the OLM community during the school's International Festival and other occasions.



## OLMobility2.0

### RISKY BEHAVIOR

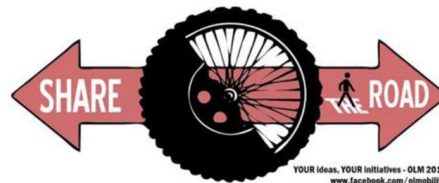
**OLMobility** is a project developed by Our Lady of Mercy School (OLM) students to raise environmental awareness and respect towards traffic rules that help ensure overall road safety.

In 2015, the main focus is to call the attention of the youth to risky behavior that can cause lethal accidents.

Share the idea!

*Like our Facebook page!*

**[www.facebook.com/olmobility](http://www.facebook.com/olmobility)**



**OLMobility** é um projeto desenvolvido pelos alunos da Escola N. S. da Misericórdia – OLM - visando despertar a conscientização ambiental e o respeito às normas de trânsito para uma melhor mobilidade urbana.

Em 2015, o objetivo é alertar os jovens sobre comportamentos arriscados que podem causar acidentes fatais.

Compartilhe essa ideia!

*Curta nossa página!*

**[www.facebook.com/olmobility](http://www.facebook.com/olmobility)**



# Flash Mob Rehearsal

For the school's International Festival, a group of students prepared a Flash Mob using the project's song. It was created by Adele Nader ('16).



Rehearsals for  
the Flash Mob  
presentation



# Cheer Rehearsal

A cheer was choreographed for the Elementary Cheerleaders to be presented in the International Festival, using movements that resembled safety procedures.

## OLMOBILITY 2.0

STOP THE CAR  
WATCH THE ROAD  
SAFETY FIRST  
AND THEN YOU GO

SEATBELT ON  
WATCH THE ROAD  
SAFETY FIRST  
AND THEN YOU GO



Created by Adele Nader ('16) and Gabriella Nothaft ('18)



The Elementary Cheerleaders learning the cheer routine





# International Festival

Our school's International Festival – March 2015 - was the perfect occasion to discuss this common issue on the streets around the world - since it was an event that embraced several nationalities and customs.

The event was also taken as an opportunity for Safy and Moby to walk around talking to the kids and their parents.



Cheer and Flash Mob teams

# International Festival

The same game used in the La Salle University presentation was featured in the booth. This time, most participants were Elementary students. When being asked about their experience, the kids said they had lots of fun, and were able to experience the difficulty of multitasking while driving. The Libras video was also shown to the parents, and other activities such as crossword puzzles, word hunts, and puzzles were available.

Student displaying the *Libras* video to parents



Elementary students participating in the driving activity



# International Festival Video

This video shows the presentation of the flash mob and the cheer during the school's International Festival.



Flash Mob and Cheer presentation

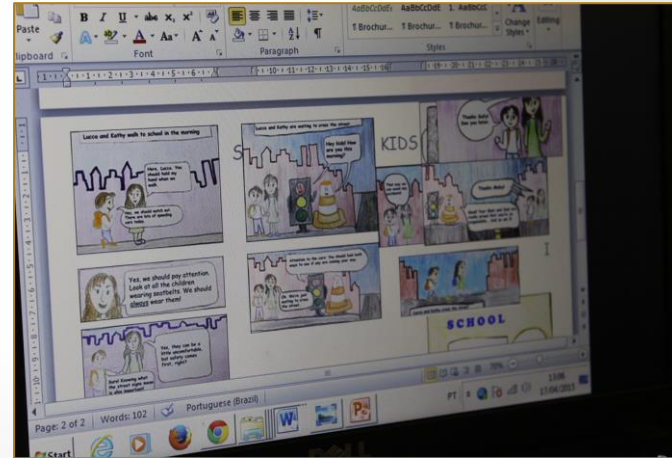


# Development of the Brochure

A brochure containing Safety Tips for kids – with the two mascots Moby and Safy - was distributed during a PE class when the students performed a practical traffic experience.

The brochure was finalized by Mariana Esteves ('18), Lais Loureiro ('18), Gabriella Nothaft ('18), Isabela Lopes ('18), Isabella Alberg ('17), and Ariel Abreu ('17).

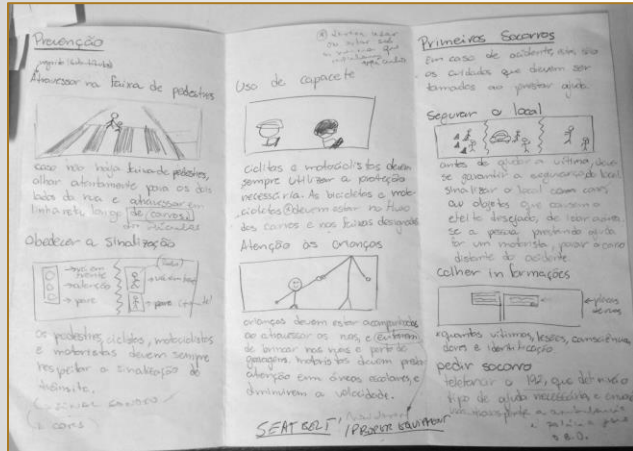
Students  
drawing and  
coloring the  
cartoon



Formatting  
the brochure



# Development of the Brochure



First idea for the brochure



A student drawing the cartoon



Cartoon

# Final Brochure

## Parents' Role

You are the primary role models for your children. Teach them to be careful while on the streets.

- Always hold your child's hand, especially when crossing the street.
- Never leave your child unsupervised.
- Children under the age of 10 have difficulties in judging the speed of cars. Do not allow them to walk alone.
- Never use your cellphones or any other electronic devices while driving. It is crucial that you always have your full attention on the road to prevent accidents.



Leonardo Freitas' (17), Sofia Latta' (12), Mônica& Fernando Latta, Lucas Morgan' (16)



OLMOBILITY 2.0

[www.fatobank.com/olmobility](http://www.fatobank.com/olmobility)

## OLMOBILITY 2.0



Leonardo Freitas' (17), Bento de Oliveira (5KG), Lucas Morgan' (16)

SAFETY AND MOBY TALK

TO THE KIDS

ABOUT RISKY BEHAVIOR



SAFETY AND MOBILITY FOR ALL

## SAFETY TIPS FOR KIDS



The final brochure handed out to Elementary Students by Sapy and Moby



# Mini Traffic Activity

This activity was done with third grade children. The kids were taught about safety rules during traffic, the use of seatbelts when riding cars, crossing the streets only at the right moment, and the importance of following rules given by adults. The activity also counted with the participation of Moby and Safy, who interacted with the kids throughout the activity.

Students involved in the activity





# OLMobility 2.0 – MS & HS Presentation

The project was presented to the Middle and High School students followed by a lecture, given by a nurse who works in an emergency public hospital.



Presenting the project to Middle and High school students

# Lecture

Mônica Maciel works in a public hospital's emergency room, located close to Avenida Brasil, one of the biggest and busiest avenues in Rio. She presented a lecture for the Middle and High School students on her experience, and the effects of using cellphones and driving under the influence of alcohol.



# After-lecture Comments from the Class of 2018

*“Having someone that knows what really happens in such kinds of accidents was good to open our eyes to what is happening.”*

*“She delivered her message very well and it scared us all. I can guarantee you that I will never drink and drive.”*

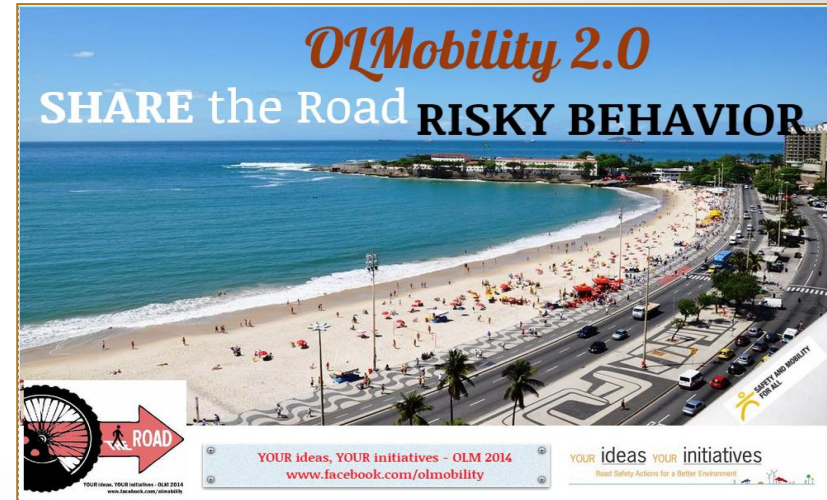
*“I thought that her presentation was very important to show us how some little mistakes can become fatal, even for people that have nothing to do with our lack of responsibility.”*





# OLMatters - school paper

OLMatters, the school's online newspaper, has a page dedicated to the OLMobility 2.0 project. This page has a summary of the project, including videos and pictures. OLMatters is used as a forum of information for the OLM Community.



Cover of the OLMatters and the OLMobility 2.0 pages

# Making Of Video

This video shows all of the group's initiatives.

MAKING OF  
RISKY BEHAVIOR



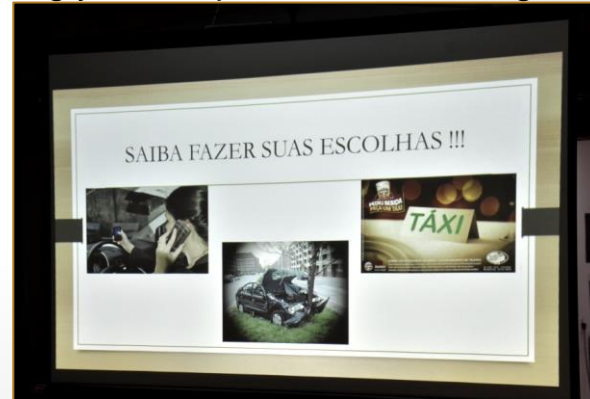
Students working on the videos.

# Results

In 2015, the OLMobility 2.0 - Risky Behavior project achieved one of its main goals: to embrace the entire school community, including an even greater number of students and departments. The word was widely spread on the project's Facebook page. The first video was viewed by more than 960 people and reached more than 3,600 people.

The project expected to show teenagers and young adults that what they can - and will do - will make a huge difference in their lives. It is also very important to understand that everyone has a choice and that the choices made now will still matter later. Making the right choices - deciding not to drink and drive, not using your cellphone while driving, and respecting traffic laws and signs - saves lives.

Make the right choice



# Results

*"I used to ride in the front seat with my dad, but now that I know it's wrong. I won't do it again."*

- Third Grade student

*"We look stunned in terms of the various age groups. I think its impressive to see that they've obviously done age appropriate types of activities. That's an intelligent way of addressing, not only a first grader, but also a 12th grader. "*

- Mr. Christopher Cole, High School Supervisor

*"... I would have to be able to explain the situation of drunk driving, but at the same time, pass emotion, which would be felt by the persons watching."*

- Kevin Dasilva ('15)

*"The project opened up paths to opportunities for students to reflect upon the importance of their life choices and realize that whatever they decide to do will impact their future."*

- Elizabeth Freire & Sandra Xavier – OLMobility 2.0 Teachers Advisors



# Future of this project

OLMobility 2.0 will be presented in the GIN Conference 2015 at EARJ, Rio de Janeiro, Brazil



The OLMobility team plans to continue working on the project, focusing on accessibility, since the 2016 Paralympic Games will be in Rio de Janeiro, Brazil.





# Thank You

The OLMobility 2.0 team would like to thank the school community: parents, students involved, and everyone who *liked and shared* our work through the Facebook page.

We truly hope to have impacted people's lives positively!



## Teacher Advisors

- Ms. Elizabeth Freire
- Ms. Sandra Xavier

### Teacher Coordinators

- Ms. Luana Nobre
- Ms. Katia Souza
- Ms. Marisa Menezes

## Student Coordinators

- Isabela Lopes ('18)
- Gabriella Nothaft ('18)

## Music/Video Production

- Amanda João ('16)
- Kevin Dasilva ('15)
- Mariana Ferrer ('16)
- Victor Trindade ('15)

