



ITE Safe System Approach Student Video Competition 2026

Guidance for Judges

The Safe System Approach is a holistic, proactive framework for preventing deaths and serious injuries. Strong entries should look upstream, assess **Exposure, Severity, and Likelihood**, and prioritize solutions that reduce kinetic energy risk at its source.

For example, a yellow signal backplate may support attentiveness and awareness, but it is not a complete Safe System solution if a high-speed operating environment remains unchanged. Strong entries should acknowledge the remaining risk and identify the next necessary next steps (such as also reducing exposure through a BRT route, eliminating high speed conflicts with a roundabout, and other speed mitigation efforts to achieve a survivable speed). See [IIHS Safe System Success Stories](#) for examples.

Judging Rubric

Category	Possible Points	Awarded Points	Remarks
Safe System Alignment <i>Does the video assess the kinetic-energy risk through exposure, severity, and likelihood and whether it increases, remains unchanged, or decreases; Does it look upstream, prioritize system-level change, and identify next steps to address conditions that remain out of alignment with a Safe System, such as operating speeds above survivable levels?</i>	40		
Critical Thinking <i>Does the video present the students' own analysis of why the problem exists, who can influence it, and why the response is appropriate?</i>	25		
Creativity and Engagement <i>Is the video original and engaging? Does it use storytelling, examples, or other creative techniques to make Safe System concepts meaningful?</i>	15		
Content Clarity <i>Is the problem clearly defined, and are the Safe System concepts, kinetic energy risk factors, proposed actions, and expected safety outcomes accurate and easy to understand?</i>	10		
Production Quality <i>Do the visual, audio, editing, and other production elements support clear communication?</i>	10		
Total	100		

If you have any questions or concerns, please contact us at athomas@ite.org.