


Lifesavers 2009
National Conference on Highway Safety Priorities
Teen Traffic Safety


Workshop Title:
Community Efforts to Reduce Car Crashes

Presentation Title:
Mile High Teen Seat Belt Challenge
3pm Tuesday March 31, 2009
Phyllis Uribe RN BSN

Lifesavers 2009
National Conference on
Highway Safety Priorities
Mile High Teen Seat Belt Challenge




Phyllis Uribe RN BSN
 Swedish Medical Center
 Mile-High RETAC

Partners in Saving Lives 

The Mile-High RETAC is a partnership of people and agencies with patient care as a priority. This group of dedicated and highly skilled professionals ensures quality systems of emergency medical and trauma care for patients in these cities and counties:

- Adams
- Arapahoe
- Broomfield
- Denver
- Douglas
- Elbert



**Mile High Teen Seat Belt Challenge
Advisory Council**




Level One Trauma Centers

Injury Prevention Coordinators:
 Denver Health Medical Center: Sue Matzick RN, BSN
 St. Anthony's Hospital: Vicky Cassabaum RN
 Swedish Medical Center: Phyllis Uribe RN, BSN
 The Children's Hospital: Theresa Rapstine RN, BSN


Funding: Colorado Department of Transportation
Program Director: Shirley Terry RN, BSN
Project Coordinator: Phyllis Uribe RN, BSN
Contracted Challenge Coordinator: Marcus Houston BA



Teen Deaths/Injuries



Teen Motor Vehicle Crashes



Motor vehicle crashes are the leading cause of death for teens

U.S. in 2006:

- 7,463 -15-20 year old drivers were involved in fatal motor vehicle crashes
- 3,490- 15-20 year old drivers were killed
- 272,000 teens were injured in motor vehicle crashes

NHTSA Traffic Safety Facts 2006

Colorado Teen Drivers



Motor vehicle crashes are the # 1 killer of Colorado teens

Colorado 2006:

- 62 teen drivers and passengers ages 16-20 died
- 68% of the teens (50) who died were not wearing seat belts.

Colorado 2007:

- 43 teen drivers and passengers ages 16-20 died
- 63% of the teens (27) who died were not wearing seat belts

Colorado teen motor vehicle deaths are down 60% from a high of 107 teens killed in 2002

CDOT: Click it or Ticket Campaign 2007

Teen Seat Belt Use



- In fatal crashes, 22% of unbelted occupants are ejected from their vehicle
- 75% are killed
- Wearing a seat belt doubles the chance of surviving a crash.
- For front-seat passengers, lap and shoulder belts reduce the chance of serious injury by as much as 50%
- 2007: Teen Seat Belt Use = 73%
Adult Seat Belt Use= 81%

CDPHE Injury Epidemiology Brief September 2008

Teen Motor Vehicle Crashes



Teens have an increased risk to be involved in a motor vehicle crash due to:

- Inexperience driving
- Distracted driving (phones, texting, I-Pods, passengers)
- Risky Driving
- Drowsy driving
- Night time driving
- Poor time management = Speeding
- Impaired driving (Drunk or Drugged)
- Incomplete brain development
- Underestimating hazardous situations

Inexperienced Drivers



- 16 year old drivers have the highest crash involvement of any age group in Colorado
- Colorado teens are nearly 3 times more likely to be involved in a fatal crash.
- In 2006, nearly 80% of teen passengers who died in car crashes in Colorado were riding with teen drivers.

Colorado Department of transportation 2008

Distracted Drivers



Passengers:

1 in every six crashes are caused by distracted drivers.

Cell Phones:

66% of Colorado teens admit to talking on a cell phone while driving.

Text Messaging:

51% of Colorado teens admit to texting while driving.

AAA Colorado 2007

Impaired Driving



- Alcohol is involved in about one-third of fatal crashes involving 16-19 year old drivers.
- In 2006, 25% if the young drivers killed in crashes had a BAC of .08 g/dl or higher.
- Young drivers are about 1.5 times more likely to have a fatal crash after having 1 or 2 drinks and about 3 times more likely after 3 drinks.
- Marijuana affects alertness, concentration, coordination and reaction time, all skills required for safety driving. Effects can last up to 24 hours after smoking marijuana.

www.coloradodrivetime.com


Mile High Teen Seat Belt Challenge

Participating High Schools



Adams City High School
 Arapahoe High School
 Broomfield High School
 Elizabeth High School
 Englewood High School
 Hinkley High School
 Littleton High School
 Montbello High School
 North High School
 Pinnacle High School
 South High School
 West High School


Seat Belt Pre-Observation



Seat belt observation: Unannounced prior to Challenge
Location: Student Parking Lot/Parent Drop Off
Time: 06:30 am-8:15 am
Students: 100 students or 10% of student population
Observers: Mile-High RETAC Champions/Volunteers
Observational materials: Seat Belt Observation Form, Clip boards, pencils, warm clothes.
Belts: Front and back seat lap/shoulder seat belts


Adult Driving	Student Driving	Front Seat Passenger	Back Seat Right	Back Seat Center	Back Seat Left	Distractions
Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	

Pre-Observation Data



2008 Fall/Spring
 Mile High Teen Seat Belt Challenge

Seat Belts Observed	Percentage Restrained
Teen Drivers	38% - 89% : Average= 60.5%
Teen Passengers	32%-79% : Average= 56.2%
Overall Seat Belt Use	34%-81% : Average= 54.9%




Mile High Teen Seat Belt Challenge

7 Week Peer to Peer Challenge

- Goal:** To reduce Colorado teen deaths and injuries from motor vehicle crashes by empowering teens to successfully implementing the Mile High Teen Seat Belt Challenge in their school to increasing awareness of causes of teen driving crashes and increase student seat belt use.

Kick Off Planning	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Mile High Teen Seat Belt Challenge Celebration
	Education	Education	Encouragement	Encouragement	Enforcement	Enforcement	Evaluation	
	2 Activities		2 Activities		2 Activities		Portfolio Due	
Portfolio								



Mile High Teen Seat Belt Challenge Committee


High School Students
 High School Staff Liaison
 High School Administration
 School Community Resource Officer
 School Newspaper/Yearbook/Photography
 Mile-High RETAC High School Champion



Healthcare Champions


- Nurses / Nursing Students
- MDs/Residents
- Rehab Staff
- Social Workers
- EMS/Fire
- Injury Prevention
- Public Health
- Our Patients
- Our Families

**Teen Seat Belt Challenge
Tool Kit**




Program Overview
Education
Encouragement
Enforcement
Evaluation
Resources

**Mile High Teen Seat Belt Challenge
Requirements**



1. Mile-High RETAC Seat Belt Observation (Pre)
2. Mile High Teen Seat Belt Challenge Kick Off
3. 7 Week Challenge
 - Education
 - 2 Activities
 - Encouragement
 - 2 Activities
 - Enforcement
 - 2 Activities
 - Evaluation
 - Student Seat Belt Surveys
 - Teen Seat Belt Challenge Committee Evaluation
 - Pre and Post Seat Belt Observations
4. Complete Teen Seat Belt Challenge Portfolio
5. Mile-High RETAC Seat Belt Observation (Post)

Education



Goal: To increase awareness of the number of teens killed or injured in motor vehicle crashes and current trend in teen seat belt use.

- Education Activities (2 Activities)
 - Posters, announcements, presentations, surveys, lunchroom table tents, newspaper articles, teen driving fact sheets, web pages, displays, guest speakers..

*Teen driving deaths and injury statistics * Seat belt use rates
* Drinking and drugged driving statistics * Causes of teen crashes

Encouragement



Goal: To encourage students to wear their seat belt every time they ride in a vehicle.

- Encouragement Activities (2 Activities)
 - Guest speakers, crashed car display, classroom videos, announcements, parking lot signage, seat belt pledges, essay or speech, presentations...

Enforcement



Goal: To increase knowledge of teen driving/seat belt laws and their consequences.

- Enforcement Activities (2 Activities)
 - Law enforcement guest speakers, MADD speakers, Insurance speakers, Click it or Ticket, Colorado Teen Driving laws, announcements, Fatal vision goggles, Seat belt citations, student/faculty/parent seat belt observations

Evaluation



- **Seat Belt Observations**
 - Pre Observation- Mile-High RETAC
 - Student Observation of students, teachers, parents
 - Post Observation- Mile-High RETAC
- **Student Surveys:**
 - Driver/passenger behavior
 - Teen driving laws
 - Seat belt surveys
- **Teen Seat Belt Challenge Committee Evaluation**

Resources

Organizations/Websites

Guest Speakers

Videos

Crashed Car Display

Seat Belt Pledge

Seat Belt Citation

Portfolio Activity Sheet

Seat Belt Observation Forms

Incentives


- Silicon bracelets
- Banners to sign
- I-Pod for grand prize drawing
- Candy
- T-Shirts and supplies for activities

Post-Observation Data

2008 Fall/Spring
Mile High Teen Seat Belt Challenge


Seat Belts Observed	Percentage Restrained
Teen Drivers	46% - 100% : Average= 71.4%
Teen Passengers	37% - 92% : Average= 67.8%
Overall Seat Belt Use	44% - 87% : Average= 67.6%

Portfolio




- Each school competing in the Mile High Teen Seat Belt Challenge must submit a portfolio of the activities completed during the Challenge.
- Portfolio binder
 - Categories:
 - Mile High Teen Seat Belt Challenge Committee Members
 - Education
 - Encouragement
 - Enforcement
 - Evaluation

And the winner is.....



- The school that:
 - Increases Student Seat Belt Use
 - Education: 2 activities
 - Encouragement: 2 activities
 - Enforcement: 2 activities
 - Evaluation: Completes evaluation
 - Submits a complete Portfolio on time
 -and has fun while doing it!

2008 Fall
Mile High Teen Seat Belt Challenge
Champion



Denver South High School

Seat Belts Observed	Pre Observation Percent Restrained	Post Observation Percent Restrained	Increased by
Teen Drivers	54%	81%	↑ 27%
Teen Passengers	37%	75%	↑ 38%
Overall Seat Belt Use	40%	76%	↑ 36%

**Mile High Teen Seat Belt Challenge
2008 Fall Champion
Denver South High School**


Crashes car display
Alive at 25 presentation
Parent Education Booth at Conferences
Remembering 45 Teens Killed by T-shirts
Seat Belt Safety Flyers
Buckle Up Rebels on the fence
CDOT Teen Driving Semi
Student Seat Belt Surveys
Seat Belt Announcements
All School Seat Belt Pledge
Increased Seat Belt Use from 40% to 76%
Buckle Cuz It's Safe Video
Seat Belt Man and Woman

**Mile High Teen Seat Belt Challenge
2008 Fall Champion
Challenge Celebration**



Coming Soon for Your Reference:
Milehighretac.org
Click on Teen Seat Belt Challenge icon

Questions ?



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