



**Safe Kids Buckle Up
Ramping Up For Teens 13-14**


**Lifesavers Conference
March 27, 2011
11:00 – 12:30**



Safe Kids USA mission:


Safe Kids USA is a nationwide network of organizations working to prevent unintentional childhood injury, the leading cause of death and disability for children ages 1 to 14.






**SKBU meets the mission;
Serving Kids Ages 0 -14**


- Child Passenger Safety
- In and Around Vehicles
 - Never Leave Your Child Alone (NLYCA)
 - Spot the Tot
 - Trunk Entrapment
 - Safety Belt Fit Test
- Automotive Cub Scout Safety Program (7-10 year olds)
- Safest Generation (11 and 12 year olds)
- Countdown2Drive (13 and 14 year olds)



 **Safe Kids Buckle Up**


- Noted that based on current data, seat belt use declines for young teens
- Recognized that there is little traffic safety information for parents of and teens who are 13-14
- Learned that young teens may have already had a driving experience or are riding with teen drivers

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 **Problems with teen drivers and passengers well known**


- First year of driving the most dangerous
- Teen passengers twice as likely to die with a teen driver
- Inexperience, speed and nonuse of restraints contributes to crashes
- Families may not have discussed passenger and driver safety with the young teen

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 **Safe Kids Buckle Up**


- Ongoing effort to find mechanism to reach young teens and parents with data driven information
- Makes use of the coalition network and resources to outreach families
- Wants to make safe passengers today and good drivers tomorrow

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Identifying the Problem of Teen Passenger Safety

Salter-Mitchell


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Studies Initiated

- Focus Groups
 - Teens
 - Parents
- E-Rewards Panel Parents Survey (1051)
- Teen Omnibus Harris Poll (240 teens)



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Study found.....


- 13- and 14-year-olds are talking about driving, providing an opening to begin a conversation about key safety topics.
- A graduated driver license is not far off for many young teens (though not in ND). In most states the licensing process can begin at 15 or even earlier, and many teens can get a full license at 16. Fourteen year old teens can drive in 9 states.
- Many behaviors that increase teen driver safety are also behaviors that will increase young teens' safety as passengers. These behaviors include always wearing a seat belt, reducing driver distraction, checking in with parents at departure/arrival and learning how to avoid impaired drivers.


 **Study found:**

- By establishing parental rules and safety habits early, there are ways to possibly help teens reduce their crash risk during their first and most dangerous year of independent driving.
- Parents liked the idea of a negotiated agreement with their young teen to increase safety when not in their company
- If prepared, teens can expect to complete a teen driver contract when they are ready to drive.




 **Program and Pilot Developed**



 **Safe Kids Developed a Program called: *Countdown2Drive (C2D)***

- Brings parents/caregivers of teens 13 and 14 and parents together to talk about issues soon to be faced by the teen
- Centered around a web based Passenger Agreement mutually developed by the teen and caregiver



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Countdown2Drive

- Enables parents to “take the lead” on the teen’s safety but share in developing family guidelines and rules
- Research shows that as kids age they are less likely to wear seat belts and are more likely to engage in risky behaviors that may impact their safety on the road
- C2D seeks to build a trust relationship between parents and teens through this web based education program.

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Interactive Website


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Does Safety Drive Use of a Parent Agreement?

- No! Unfortunately safety was further down on the list of why parents might want to use a parent agreement
- Don't use safety as your “hook” when trying to reach this audience

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Why Do A Passenger Agreement


The Online Countdown2Drive Passenger Agreement will look at the rules, rewards and consequences that parents and teens customize:


Parents said...

- Passenger Agreement was a good idea.
- they liked the agreements because they could help teach responsibility and accountability.
- they wanted something they could customize.
- rules don't mean a lot without consequences.

Teens said....

- they liked the agreement.
- the agreements were a chance to earn their parents respect.
- liked the idea of earning rewards.
- they wanted a chance to have a say in creating the agreement.







Agreement Non-Negotiables

Countdown2Drive highlights 5 safety non-negotiables for the parent and teen to discuss so there is no confusion as the teen spends increasing time away from the parent and more time with peers.

- ✓ *Always wear a seat belt*
- ✓ *Never distract the driver*
- ✓ *Never ride with a driver (of any age) who has been drinking or taking drugs*
- ✓ *Do not ride with drivers with too little experience*
- ✓ *Avoid drivers they know are unsafe*







Passenger Agreement: Breaks New Ground

Challenge: The idea of a passenger safety initiative that targets pre-drivers is new. Parents and teens may not immediately see the need for a passenger agreement.

Opportunity: Once the concept is explained, most parents and teens are interested in having a Passenger Agreement.

- Motivators for parents: Teaching passenger and driver safety, responsibility and accountability.
- Motivators for teens: Preparing to drive, earning privileges and increasing parents' respect and trust.




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Teen Focus:

- Provides an opening to begin a conversation about key safety topics relative to riding in friends' cars and driving in the future.
- Helps set goals for the teen for when the time to drive arrives. Talks about grades, curfew, driving expectations.


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Parent Focus:

- Establish family rules and safety habits early so there isn't any confusion when teen is riding with others
- Expand opportunities to talk about driving safety
- Teach teens accountability and responsibility
- Have additional leverage if a rule is broken
- Have guidelines for talking about driving safety
- Feel like it is something good parents do

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Where Parents Get Their Information about Teens

- Family
- Friends who are parents
- Church
- Community Centers

- Did not use online sites often

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Pilot Tested Program


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National Pilot Locations:


- ❖ Safe Kids Broward County, FL
- ❖ Safe Kids Florida Suncoast, FL
- ❖ Safe Kids Columbus, GA
- ❖ Safe Kids Toombs County, GA
- ❖ Safe Kids Iowa, IA
- ❖ Safe Kids Greater Boston, MA
- ❖ Safe Kids West Michigan, MI
- ❖ Safe Kids Greater Dayton, OH
- ❖ Safe Kids Oregon, OR
- ❖ Safe Kids Greater Green Bay, WI

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Lessons Learned From Pilots

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 **We Need A Short Video for Facilitators**


- Approximately 6 minute video has been professionally prepared
- Sets rally foundation for the facilitator
- Establishes basic issues encountered by kids and parents
- Highlights Safe Kids Buckle Up approach
- DVD provided in facilitator guide and available as a download

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 **Community Education Program**


- Materials available online and hard copy
 - Training Kit to Coalitions
- Website and materials available to public
- Facilitator Guide for group leaders
 - Family to family
 - Coordinators

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 **Define Your Target Audience.**
Will it be:

- Teens Only (13 and 14 year olds)
- Parents/Caregivers Only
- Teens and Parents Together
- Professionals who work with teens


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 **Find a location:**

- Determine where your audience frequents
- Ask if there is access to computers; invite audience to bring a laptop if you have wireless
- Have enough space to seat the number of participants you plan to invite
- Select meeting room(s) to separate groups if parents and teens attend

Potential Locations: *Library, School Media Center, School Computer Lab, Teaching Hospital, Boys and Girls Club, GM Dealerships/Plants, Churches, Fairs*

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 **Allow Enough Time**


Adults Only (with and without computers)– 1 hour
Teens Only (with and without computers)– 1 hour

Parents and Teens Together
 Without Computers – 1.5 hours
 With Computers – 1 hour and 45 minutes

Extenuating Factors:

- Number of participants
- Discussion runs long
- Computers are limited and people have to share


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 **Facilitator vs. Educator Approach**

One Cautionary Note:

- Group leaders should not teach/lecture parents and/or teens at the rally but rather engage them in conversation.
- We may have a hard time doing this...
- Use the checklist available in the guide to designate the right person for the job

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 **Will You Use Computers?**


Goals :

- each participant has access to a computer to access the C2D website; they may bring a laptop if wireless is available
- all teens and/or parents register online at the rally
- participants initiate their own C2D Passenger Agreement before leaving the rally

Tips :

- At the beginning of the rally have attendees hold the round table discussion in a meeting room and not sitting in front of computers
- Check the computers to make sure they are booted up and the Internet is working
- Open the www.Countdown2Drive.org homepage on each computer
- Be sure your location has enough chairs for the group discussions and the computer work

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 **Can You Work Without Computers? Absolutely!**


Goals:

- Have teens and/or parents complete the C2D Worksheet and C2D Passenger Agreement Template at the rally
- Provide the participants with a C2D Tipsheet with the rally 5 digit code to register and complete C2D Passenger Agreement online when they go home

Tips:


- Be sure you take some time to review the website and be familiar with the content prior to the day of the rally.
- Review the website Countdown2Drive Passenger Agreement Template – Create Your Own Agreement
- Have copies of the Agreement Template for your attendees
- Be completely comfortable with the website.

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 **Materials Needed:**

- ✓ Refreshments (optional)
- ✓ Flipchart(s)
- ✓ Markers
- ✓ Clipboards (if you don't have desks or tables)
- ✓ Pencils
- ✓ Handouts


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 **How do I register the rally?
(Safe Kids Coalitions only)**

- Go to www.safekidsweb.org
- Go to "Event registry" tab
- Click on "Teen Pre Driver"
- Submit

• Non-Safe Kids users just go to the website and begin the process www.countdown2drive.org

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 **Evaluations - *High Importance***

Coalition coordinators will receive an email with a C2D coordinator's evaluation the day after the event.

Parents and/or Teens will receive a follow up email after they attend the rally and SKBU will follow up periodically to provide additional information

SAFE KIDS WANTS TO KNOW HOW THIS WORKED!

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 **Follow Up**

- Parents and or teens invite friends in social set to complete agreement
- Parents host other parents in their home or church to complete the agreement to take pressure off their teens
- *If everyone has the same curfew- no pressure to violate it*

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Timeline


October 2009: Teen Pre Driver concept formalized
 March 2010: Research – defined the program
 April 2010: 1st facilitators guide completed
 May 2010: Tested with teens
 August 16-27, 2010: National Pilot Programs
 September 1, 2010: Pilot Ends
 September 7, 2010 – October 8, 2010: Refining Program
 November 8, 2010
 Coalition webinars to introduce Countdown 2 Drive
 National Launch planning

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NATIONAL LAUNCH

Washington, DC
December 14, 2010



Senator Amy Klobuchar
 Representative Mike Rogers,
 Children's Hospital of Philadelphia,
 Dr. Flaura Winston, General Motors
 Foundation Vivian Pickard and Bob
 Ferguson




Secretary of Transportation Ray LaHood,
 National Highway Traffic Safety
 Administration (NHTSA) Administrator
 David Strickland, National Transportation
 Safety Board Chairwoman Deborah
 Hersman,

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Safe Kids Buckle Up Thanks the General Motors Foundation for their generous support.

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**Safe Passengers Today,
Good Drivers Tomorrow**

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