A PEER-TO-PEER TRAFFIC SAFETY PROGRAM FOR AMERICA’S YOUTH
Teens in the Driver Seat

- Teens in the Driver Seat® is the first peer-to-peer program for teens that focuses solely on traffic safety and addresses all major risks for this age group.
- Teens along with a sponsor help shape the program and are responsible for implementing it; Texas A&M Transportation Institute (TTI) provides the science, guidance and project resources.
- Implemented in 2013 in 7 Nebraska schools.
Peer-to-Peer Education: Teens are part of the solution

- Positive Peer Pressure
- Chance to make a difference
- Develop messaging
- Do activities throughout the school year
- Program tailored to school needs
- Greater acceptance when message is from peers
Areas of Education/Programming

1. Driving at night / tired
2. Speeding and street racing
3. Distractions, such as cell phones/texting and other teen passengers
4. Low seat belt use
5. Driving under the influence of alcohol and/or drugs

(Source: National Safety Council, 2007, top 5 risks for teen drivers)
TEENS IN THE DRIVER SEAT® TOOLS

- Web site: t-driver.com
- Team t-shirts
- Logos, artwork
- Downloadable posters
- How-to guide
- Educational items
- Activity ideas / resources
T–DRIVER.COM

- Safe driving articles, stats, and facts
- Contests and Events
- Team Pages
- Downloadable videos, posters and media
- Activity ideas
- Order Forms
- Testimonials, stories
Contests

2014-2015 School Year Winners
1. Norfolk    $1,000
2. Centura    $500
3. Howells-Dodge $250
Nebraska School Sites 2014–2015

- Norfolk High Panther Octagon Club
- Fullerton Public Schools Student Council
- Howells-Doge Consolidated Schools FCCLA
- Scottsbluff High School FCCLA
- Centura High School Student Council
- Malcolm Public Schools Student Council
- Gering High School Student Council
- Lincoln Southwest FCCLA
- Creighton Community Schools FCCLA
- Waverly High School FCCLA
- Medicine Valley FCCLA
- St. Edward Public School FCCLA
- Chambers High FCCLA & National Honor Society
- Exeter-Milligan FCCLA
Teens in the Driver Seat Schools Map

- Scottsbluff HS
- Gering HS
- Medicine Valley HS
- Creighton HS
- Chambers HS
- Norfolk HS
- Howells-Dodge HS
- St. Edward HS
- Fullerton HS
- Centura HS
- Malcolm HS
- Waverly HS
- Exeter-Milligan HS
- Lincoln Southwest HS
Nebraska School Activities

Fullerton HS Buckle Up Signs in Woodworking class

Scottsbluff HS Pledge Day
Teens in the Driver Seat is a program for LIFE

Building Bridges

Kay Crote

Citizen

December 5, 2014

Gering HS

Teens in the Driver Seat is a program for LIFE

"Having a driver's license is a major milestone for teens," said Kay Crote, a member of the Gering High School's Teen Life program. "It's a big responsibility, but it also means more freedom for our young people."

Crote explained that the program's goal is to help teens understand the responsibilities that come with driving. "We want to make sure they know the rules and regulations, and understand the consequences of breaking them," she said.

The program includes a variety of activities, such as guest speakers from the local community, driving simulations, and discussions on safe driving practices.

"We want to give kids the tools they need to be safe drivers," Crote said. "We want them to make good decisions and avoid accidents."

One of the key components of the program is the "Building Bridges" component, which focuses on building relationships and trust between teens and their parents.

"We know that strong relationships with parents are important in making good decisions," Crote said. "We want to help parents and teens communicate more effectively.

The program also includes a "Pledge of Commitment," where teens make a promise to their parents that they will follow the rules and drive safely.

"We want to reassure parents that we are working hard to make sure they have the best possible experience," Crote said. "We want them to feel confident that their kids are learning to drive safely and responsibly."
How schools become a TDS site

- Need 10-12 interested students
  - Start new group
  - Part of existing student organization
- School sponsor(s)
- Fill out application
  - Application online
  - NE DHHS Injury Prevention and Control Program
  - Application deadline: September 3, 2015

**FREE Materials and Technical Support**
Motor vehicle crashes are the #1 cause of injury and death for Nebraska teens.

On average, 2 teens die every month on Nebraska roads.

NE teens are 3X more likely to be killed in a car crash compared to other drivers.

In fatal crashes, 65% of teens were NOT wearing a seat belt.
Why TDS?

- 12 schools participated in a Teen Driving Experience Survey
  - A total of 1,794 surveys completed in the 2014-2015 school year
- Summarized Results
  - 98% identified distractions like texting as a top 5 driving risk
  - 67% reported texting some to a lot in the past month
    - 46% reported they texted because they want people to know they are running late
    - 43% felt hurried to give information back to their parents
    - 41% felt hurried to give information back to their friends
• Only 26% identified non-seat belt use as a top 5 driving risk.

• 37% reported not wearing a seat belt as a driver some to a lot in the past month whereas 56% reported not wearing a seat belt as a passenger some to a lot in the past month
  • 51% reported they did not wear a seat belt because it was a short drive
  • 49% reported not wearing a seat belt because they simply forgot

• Other topics addressed in the survey: speeding, falling asleep, street-racing, driving after drinking, riding with someone that had been drinking, running a red light

• GDL Law for POP (applied only to respondents with a POP)
  • 80% reported driving a vehicle with two or more passengers without anyone over 21 in the vehicle some to a lot in the past month (6 month provision)
  • 64% reported driving after midnight without anyone over the age of 21 in the vehicle in the past month
Part of the bigger picture

- Evidence-based programming
  - Peer-to-peer education
  - Enhance GDL
  - Parental involvement
  - Enforcement of current laws
2013 Nebraska Teen Driver Report

• Report on the Nebraska Injury Prevention and Control website
  • http://dhhs.ne.gov/publichealth/Pages/hew_hpe_injury_index.aspx
Nebraska Sponsors

- Nebraska Office of Highway Safety
- AAA
- Department of Health & Human Services
- State Farm
- Drive Smart Nebraska
- Nebraska Safety Council
Help spread the word about this program!
Questions??

• Contact
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