



Revving Up Community Involvement in Teen Driver Programs: A Blueprint for Success.

February 23, 2024 | Williamsburg, VA
Ben Bruce – Strategic Partnership Manager

SOUTHEAST REGION

ADTSEA

American Driver & Traffic Safety Education Association

DRIVE SMART Virginia – Our Background and History

- Founded in 1995
- Funded by VA DMV, NHTSA, and other grantors
- Traffic Safety Outreach and Education
- Distracted and Impaired Teen Driving Program through State Farm and MileOne Auto
- Campaign materials around numerous driving safety topics including an online store

Our Partners include - VA DMV, YOVASO, VDH, Partners for Safe Teen Driving, SADD, EndDD, Virginia Cannabis Control Authority, We Save Lives, and others.





The ability to drive is a privilege as well as a responsibility.

- Teen drivers between 16 and 19 are three times as likely to die in a car crash than adults.
- Aggressive driving is more likely to occur when teens are driving in the presence of other teens.
- Compared to adults, teens cannot rely as much on their frontal lobes to enhance their emotional regulation.

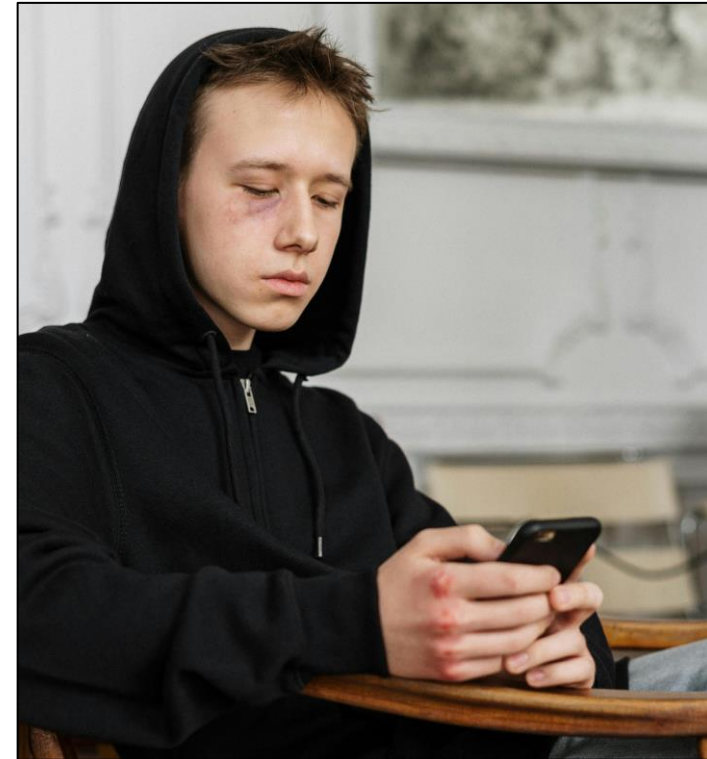
“...compared to adults, teens cannot rely as much on their frontal lobes to curb their impulsive decisions, reduce risk-taking behavior, minimize distractibility, and enhance their emotional regulation.”



Sobering Statistics:

- Teen drivers between the ages of 16 and 19 are three times as likely to die in a car crash than people 20 years or older.
- Aggressive driving is more likely to occur when teens are driving in the presence of other teens and especially when a male driver is in the presence of a female passenger.
- Teenage crashes most often occur between 3 and 4 p.m., when teens leave school.
- More than a third of teen crashes involve front-to-rear crashes, which most often occur because of distracted driving, such as related to texting or interacting with passengers.

When surveyed, at least one in four teenagers stated that they don't use a seatbelt on every ride. Reasons for this included that they forgot, were not planning on traveling far, were going to a party, or the seatbelt was uncomfortable.



Source: Psychology Today

Takeaway:

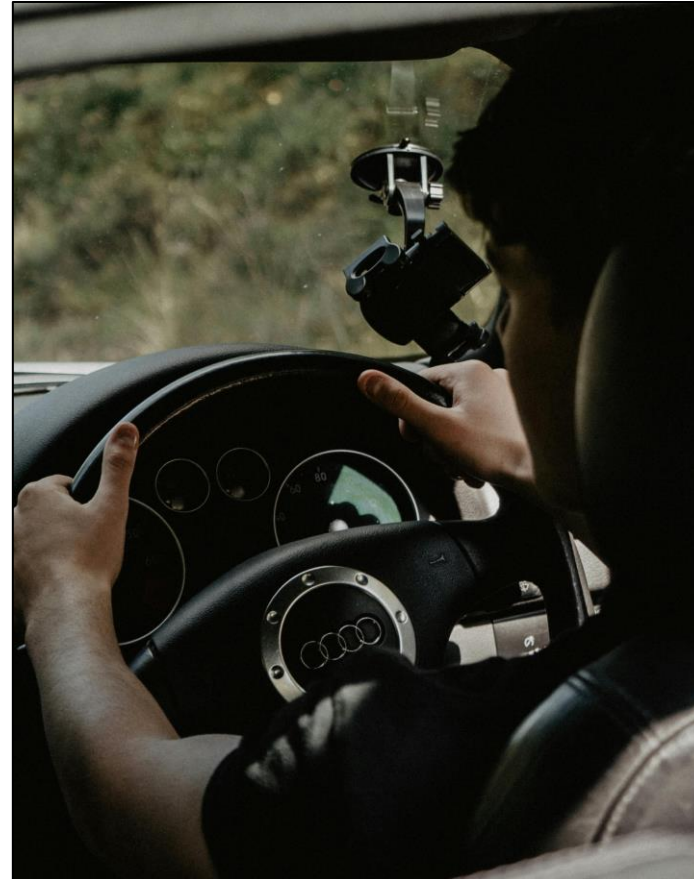
In addition to being taught the mechanics of driving, teenagers should be made aware of the risks of driving and encouraged to think carefully, to assess how to drive safely. This includes the need for hands-on experiential learning and to hear about real consequences for poor decisions made behind the wheel.

So, what did we do?

DSV conducted teen focus groups emphasizing diverse groups of students across the state.

How can we let them experience a “crash” in a “safe” way?

In a bid to reshape driving behaviors, DRIVE SMART engaged in focus groups with teenagers to uncover effective strategies. Surprisingly, many participants highlighted the necessity of encountering the dangers personally to prompt meaningful change in their driving habits.





Our Teen Driving Virtual Reality Simulator Experience is Born



The DRIVE SMART Virginia Distracted/Impaired Driving Simulator is an immersive education tool available to groups of 50 or more for ½ day or a full day as appropriate. Simulator events are grant funded on a first-come, first-served basis. The simulator experience takes about 4 minutes per participant.



Check Driver's Offenses:

- ☐ Driving on the wrong side of the road
 - o \$100 Fine.
- ☐ Swerving in between lanes
 - o \$100 Fine.
- ☐ Driving off the Road
 - o Improper driving up to \$500 fine.
- ☐ Hitting a pedestrian
 - o Class 1 misdemeanor \$100-\$500 fine (or)
 - o Class 5 felony up to 10 years in jail.
- ☐ Running a stop sign/stop light
 - o \$250 to \$350 fine.
- ☐ Speeding more than 5 MPH **over** the speed limit
 - o \$6 per MPH over (or) \$8 per MPH PLUS a \$200 fine in residential areas.
- ☐ Going more than 5 MPH **under** the speed limit
 - o \$92 fine.
- ☐ Crashed
 - o Texting and driving \$125-\$250.
 - o A reckless driving conviction is a Class 1 Misdemeanor and carries up to a year in jail and \$2,500 in fines.

Buckle-Up! It's your best defense against an impaired, distracted, or reckless driver.

www.drivesmartva.org

Stations for Learning, Driving Simulation Experience, Pledging, Law Enforcement Interaction and Victim/Victim Family Testimonials/Lived Experience



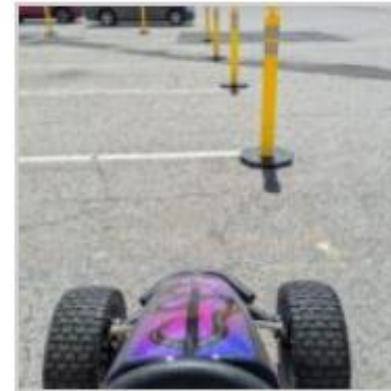
Banners for Schools



Observe Simulation



Virtual Reality Driving



Obstacle Course



Impaired Pedal Car

Motor vehicle crashes are the leading cause of deaths in teenagers. Motor vehicle crashes make up over 50% of all accident-related deaths in adolescents, making it the leading cause overall.

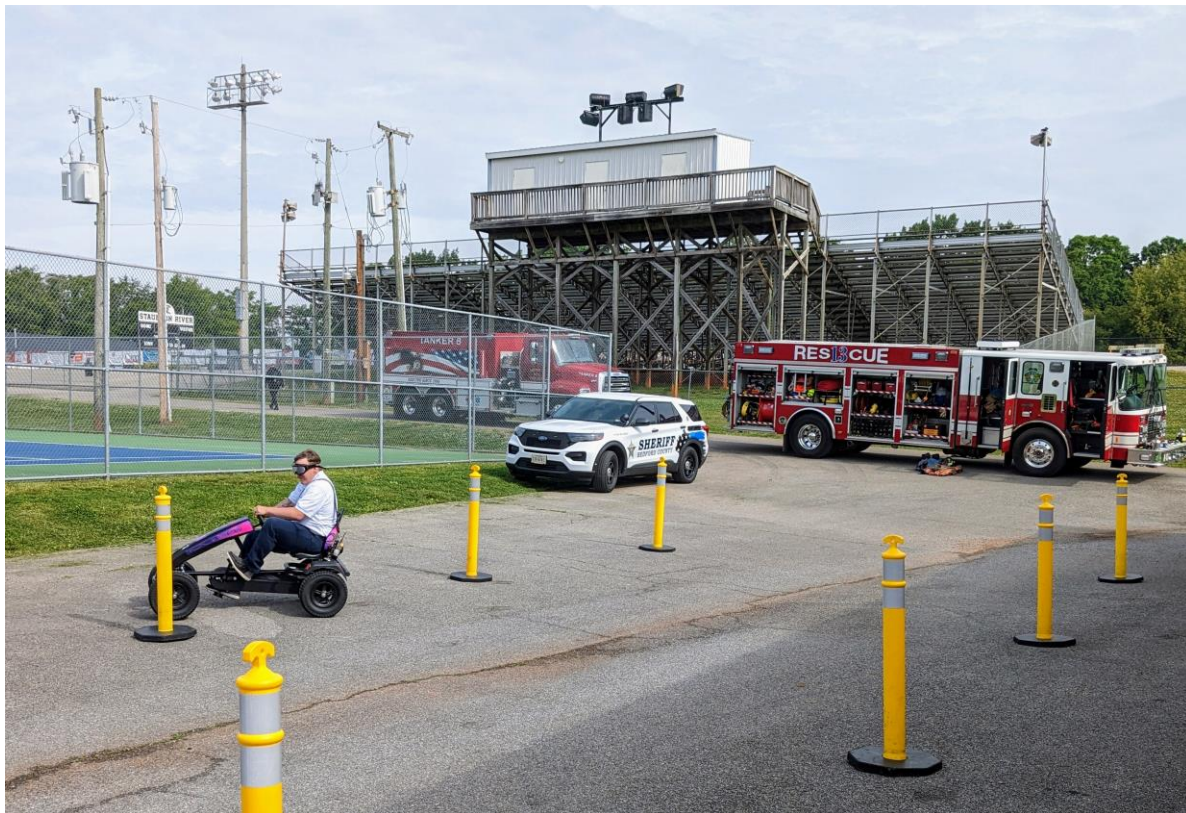
Partner with Other Public Safety Entities

- Trauma Hospitals/EMS/Fire – First Aid, Makeshift Tourniquets, Stopping Blood Loss, backboard and neck immobilization
- Medevac Helicopter, crash scene reenactment
- Include in Health or Driver's Education Curriculum



Partner with Public Health/Safety

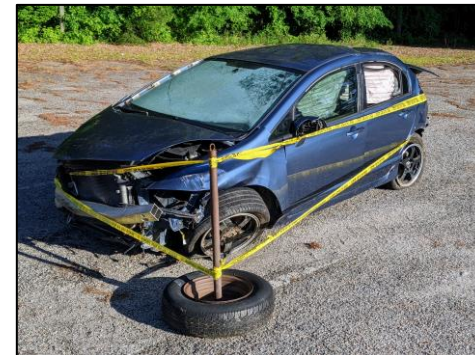
- Touch a Truck, general injury prevention
- Have them volunteer at stations and interact with students
- Have them go through each station as well – they learn too, and the kids love it!



Invite Others to Engage



- Drama/Theater Class in Mock Crash with Local Fire/EMS
- Have a Towing Company bring a damaged vehicle on site
- Vehicle Maintenance and general car care as a new driver – trivia/prize wheel
- State and local law enforcement



Victim Advocates and Level One Trauma Hospitals

- Combine learning, with education and real-life consequences
- Leverage DSV for our Family Ambassadors speaking roster – share real world stories and the lasting effects of crashes
- Coordinate with Trauma Nurses and Community Teams at local hospitals



Local Law Enforcement

- SFST's, Field Sobriety, DUI Checkpoint
- What to expect at a traffic stop
- Penalties and consequences
- Community Engagement, or Traffic roles



Texting while driving may also be a primary factor in motor vehicle crashes, with two out of every five teenagers in the same study admitting that they have ridden with a teen driver who was texting.

Make it Fun and Interactive

- Rollover simulator
- Ask law enforcement
- Have your SRO participate and connect you with decision-makers within the department
- Recruit/share “day in the life”
- Share local stories of crashes



Pre/Post Surveys

“We had to think outside the box when creating this program,” said Janet Brooking, Executive Director of DRIVE SMART Virginia. “We wanted this to be an effective way to educate teens in a safe and engaging environment. Our participant surveys have shown the program is working, with 95% of teens surveyed saying they would recommend the program to their peers.”



Engage Business, and National Groups

- MADD, SADD, YOVASO
- AAA, State Farm, Travelers
- Safety Teams from Manufacturing
- Toll authority – I66, Globalvia
- Independent insurance agents



Most social media sites are designed to distract with continual updates used for engagement and advertising purposes, and teens can be highly susceptible.



Regional and Statewide Teen Programs

- Share the Road - ATA
- VTTI – Sharing the Road
- YOVASO – start a local chapter
- B.R.A.K.E.S – Be Responsible And Keep Everyone Safe
- Think Fast Interactive



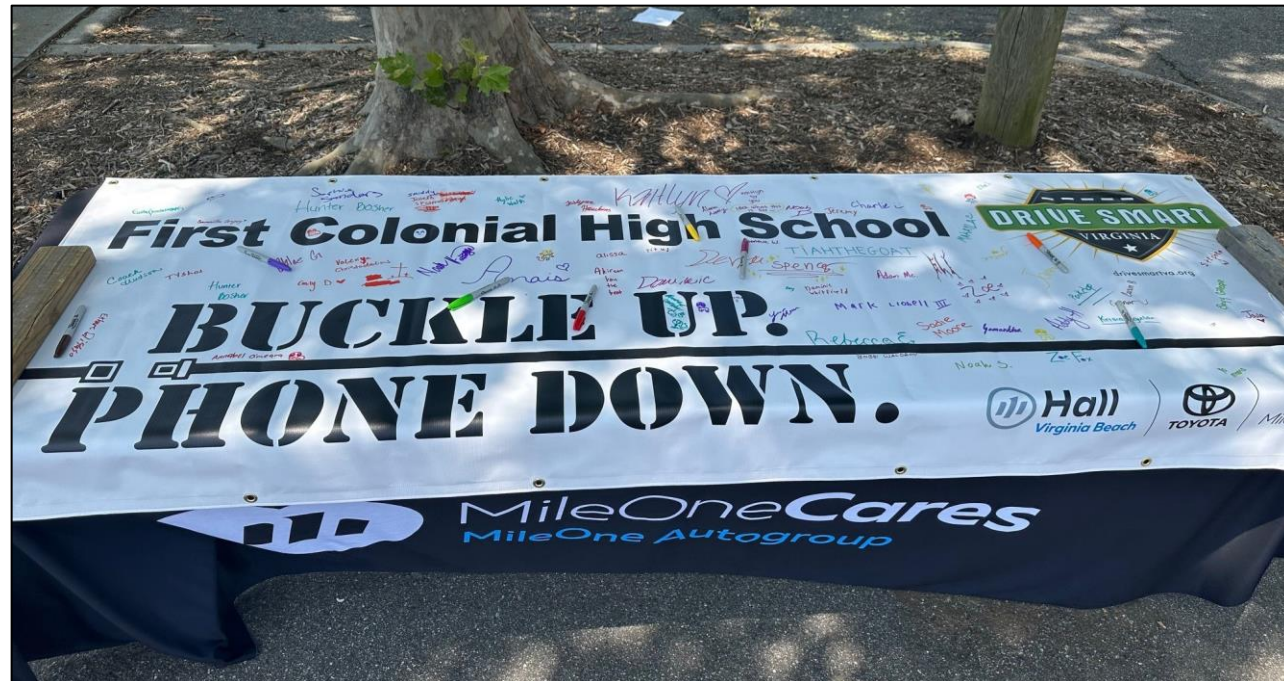
State Farm Partnership

80% of those surveyed also answered that they would be less likely to drive distracted after participating in this program, a clear sign of success. “In the past several years, tens of thousands of teens have participated in this program thanks to crucial grant funding from State Farm”



MileOne Auto/MileOne Cares

- Buckle Up. Phone Down. Pledge
- Car dealerships near you?
- Vouchers for discounts to dealership
- Sponsorship at other school events
- Tire and oil pressure checks



Engagement Can Be Simple

- Sign a banner to be hung in the school with a pledge to not drive distracted
- Use impairment goggles and tape, or any straight line
- 9 Step, 10 second, slap hands, nose touch



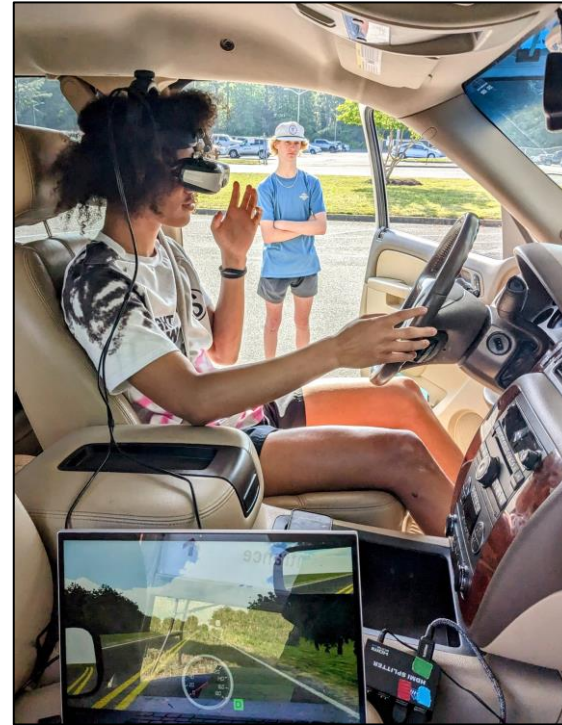
Get Creative!

- Marry with Halloween, Homecoming, Prom, Spirit Week activities
- Inform the school paper or yearbook team
- Have Mass Comm students interview peers
- Conduct Pre/Post surveys and share your results
- Invite a local sports team
- Piggyback on cultural icons
- National Night Out
- Invite local media



Engage Everyone!

- Your Principal, Your Department Head, You!
- Your Special Education students
- Use rotations to move smaller groups of students through each activity over block schedules



Other Ideas

- DARE
- FCCLA
- Summer Camp
- Cop Camp
- VDH Car Seat Checks
- Back to School



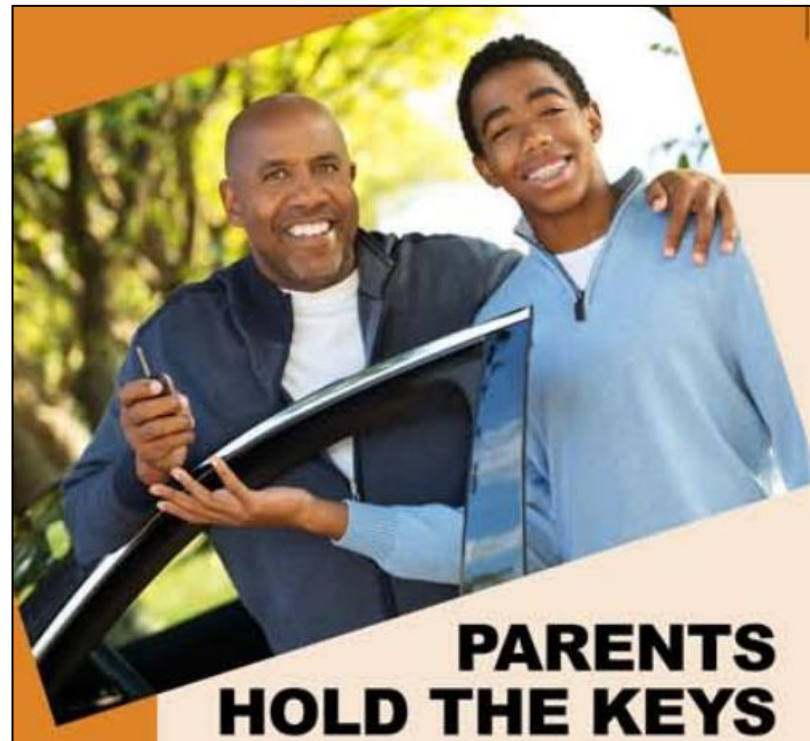
PSA's, Scholarships, and More

- Partners For Safe Teen Driving www.safeteendriving.org
- Project Yellow Light www.projectyellowlight.com
- YOVASO www.yovaso.org/campaigns-2/



Most teen driver crashes are due to three “critical errors:” lack of scanning, speeding, and distractions. - CHOP

www.teendriversource.research.chop.edu



NHTSA and TSM Resources

- www.trafficsafetymarketing.gov
- www.nhtsa.gov
- Calendar of national safety emphasis months
- Image library, social media, info sheets, newest data



NOVEMBER

9/12 – 12/14
Rail Grade Crossing Campaign
Primary Message: *Stop. Trains Can't.*
 Paid Media

11/23 – 11/27
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

11/24
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Buckle Up. Every Trip. Every Time.*

11/28 – 12/13
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages:
Buzzed Driving Is Drunk Driving
If You Feel Different, You Drive Different

STOP! TRAINS CAN'T.

BUCKLE UP

buzzed driving is drunk

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT



DMV Resources

A few of our favorites, many are in English and Spanish

- <https://www.dmv.virginia.gov/safety/resources>
- Obtaining a Virginia Driver's License or ID Card (141)
- Virginia is TOUGH on Drunk and Drugged Driving (168)
- Moving Violations and Point Assessments (115)
- A Different Kind of Crash Course Driver Improvement Program (114)
- Parents in the Driver's Seat (16)



Safety Belt Law

Under Virginia law, the drivers and all front seat passengers must wear safety belts. A driver transporting anyone younger than age 18 must ensure that the passenger is properly secured in a safety belt, booster seat or child safety seat no matter where the child is seated in the vehicle.

Texting Law

Text-messaging or reading text messages while driving are prohibited.

Sanctions

- ▶ Texting while driving convictions are assessed three demerit points.
- ▶ If your teen is under the age of 18 and has ten or more unapproved absences from school on consecutive school days, a court may suspend their driving privilege for any period of time, or until they reach the age of 18.
- ▶ A second or subsequent conviction for a violation of the passenger, curfew or cell phone/wireless communication device restrictions may result in a court suspension of your teen's driver's license for up to six months.
- ▶ If your teen receives a conviction for a demerit point, safety belt and/or child restraint violation committed while under the age of 20, DMV will require them to attend a driver-improvement clinic.
- ▶ If your teen receives a second conviction for an offense committed while under age 18, DMV will suspend their driving privilege for 90 days. If your teen has no other means of transportation, they may petition the juvenile and domestic relations court in their jurisdiction for restricted driving privileges to drive between home, work, and/or an institution of higher learning.
- ▶ After the third demerit point conviction for an offense committed while under age 18, DMV will revoke your teen's driving privilege for one year or until they reach age 18, whichever is longer. No restricted driving privileges will be granted during this time.

Zero Tolerance

If your teen is under age 21, they cannot purchase, possess or consume alcohol. It is illegal for any person under the age of 21 to operate any motor vehicle after illegally consuming alcohol. If your teen is convicted of driving after illegally consuming alcohol and was found to have a BAC of 0.02 and less than 0.08, the court penalty will include a suspension of their driving privilege for one year from the date of conviction, and a minimum mandatory fine of \$500, or the requirement that they complete at least 50 hours of community service.

Learner's Permit

If your teen wants to go driving with their learner's permit, there must be a licensed driver at least 21 years of age seated next to them at all times. The driver accompanying your teen must be legally permitted to drive and be alert to assist your teen.

There are exceptions. The driver supervising your teen's driving may be as young as 18 years of age if they are your teen's brother, sister, half-brother, half-sister, stepbrother, stepsister, or first cousin.

Of course, the person accompanying your teen must not be under the influence of alcohol or drugs.

The in-car driver education teacher will administer your teen's final road test. If your teen successfully passes the test, the school will issue them a completion certificate. The certificate, combined with your teen's learner's permit, acts as a valid driver's license for 180 days.

Court Licensing Ceremony

If your teen is under age 18 when they meet the requirement for DMV to issue a driver's license, DMV will mail their driver's license to the juvenile and domestic relations court in their jurisdiction. Within the 180 day period, you and your teen will receive a notice from the juvenile and domestic relations court that will tell you when to appear in

court for a licensing ceremony. During this ceremony your teen will receive their driver's license.

If your teen is age 18 or older on the date of the ceremony, you are not required to attend the ceremony with them.

If your teen is age 18 or older when they meet the requirements for DMV to issue their driver's license, DMV will mail the license directly to your teen. Your teen will not be required to attend a juvenile licensing ceremony.

If your teen held a valid driver's license issued by another state and exchanged it for a Virginia driver's license, they will not be required to attend a juvenile licensing ceremony.

Stay Involved

Take an active role in the first years of your teen's driving. After your teen is licensed, don't opt out – continue to monitor their driving behavior. Your involvement may save a life.

Parents *in the Driver's Seat*

Now that your teen has a learner's permit, you have rights and responsibilities that can minimize the risks they will face on the road.



**Driving
is not a right
for teens.
It's a privilege
parents grant
to teens.**



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It Doesn't Have to Be Expensive

- Drunk goggles run between \$80-\$120 and come in many strengths and impairment types
- Painter's Tape, Gym Floor Lines, Parking Lot Lines
- Mini Basketball Hoop or Bag Toss
- Dexterity Games – toddler toys, stack cups, pick up pennies
- Have students “compete” against each other - relay



DRIVE SMART Resources



Teens, Parents, & Educators



News

WEEK OF FEBRUARY 19, 2024

- BEST BOOSTER CAR SEATS OF 2024**

U.S. News

To help you choose the best booster car seat for your child, we considered safety features, weight and height limits, ease of installation, and price.

- ESSENTIAL WINTER DRIVING TIPS: HOW TO DRIVE IN THE ICE AND SNOW**

Motor Trend

It's more than just slowing down, as shown at Bridgestone's Winter Driving School.

- EXPLORING THE 3 TYPES OF DISTRACTED DRIVING: UNDERSTANDING THE RISKS ON THE ROAD**

Weekly News Digest

Sign up to receive the week's driving safety news in your inbox. We'll send you one email a week, every Monday morning curated with top articles with both a nationwide and Virginia lens.



Store

Many of these items are available for download on our [Toolkits page](#) here.

Categories

Cart - 0 Items

Proceed to Checkout

Distracted Driving



****NEW!** Phone Do...**

PO-PDIL
"Phone Down It's The Law"
poster - reminding drivers of the

qty 1

Add to Cart



Buckle Up Phone D...

BR-DD-17
Distracted Driving Awareness
Month brochure - "Buckle Up

qty 1

Add to Cart



Buckle Up Phone D...

PO-DD-17
Distracted Driving Awareness
Month poster - "Buckle Up

qty 1

Add to Cart



Buckle Up Phone D...

PO-DD-14
"Buckle Up Phone Down" with
overhead graphic

qty 1

Add to Cart



Leverage the Walmart Foundation for Funding

<https://walmart.org/how-we-give/program-guidelines/spark-good-local-grants-guidelines>

Program Guidelines

Spark Good Local Grants are awarded through an open application process to eligible organizations operating locally and directly benefiting the service area of the facility from when they are requesting funding.

Grant amounts range from a minimum of \$250 to a maximum of \$5,000.

Grant applications are accepted and reviewed on a quarterly basis. Deadlines for submissions include:

Quarter 1: March 1 - April 15

Quarter 2: May 1 – July 15

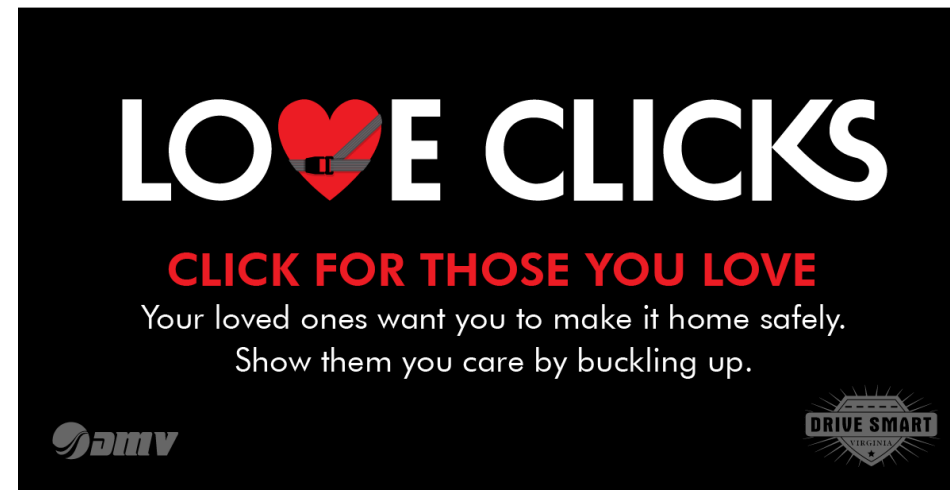
Quarter 3: Aug. 1 – Oct. 15

Quarter 4: Nov. 1 – Dec. 31



Upcoming Emphasis

- April is Distracted Driving Awareness Month
- May is National Bicycle Safety Month
- Teen Driver Safety Week is October 20-26
- October is Bicyclist and Pedestrian Safety Awareness Month



Per mile driven, drivers ages 16 to 19 have crash rates approximately four times greater than those of drivers ages 20 and older. A leading contributor is driver inexperience.



DRIVE SMART Virginia Summit

The 11th Annual Distracted Driving Summit will be held August 8-9, 2024, in Richmond, Virginia!

Join us at the Richmond Marriott, 500 E. Broad St., Richmond, VA 23219. More details to come! Registration should open in April.

Distracted driving is a growing danger on our nation's roadways. Since 2013, this annual conference focuses on how we can tackle distracted driving through technology, enforcement, corporate policies, education, and research.

At the Distracted Driving Summit, hundreds of attendees hear experts from around the country talk about the most cutting-edge solutions for distracted driving.

The Summit is a day-and-a-half event.



<https://www.drivesmartva.org/distracted-driving-summit/>



Questions?

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Ben Bruce – Strategic Partnership Manager

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