

# **TOPP PowerPoint notes**

## **Teen Occupant Protection Project - Tennessee**

### **Slide 1 - 4**

**Slide 5** - Counties had similar populations of youth 15-20 years old.  
Very large and very small rural populations excluded  
One larger and one smaller received each level of treatment  
Each of the 3 regions of the state was represented

**Slide 6** - Binder with front and spine artwork  
Graduated Driver License FAQs  
Letter from the GHSO Director  
Leader's Guide  
Teen Driving Overview  
Rate Your Risk Quiz (including Teacher's Edition)  
What's the Hazard Quiz (including Teacher's Edition)  
How Well Do You Know the GDL Law Quiz (including Teacher's Edition)  
GDL Program Review  
GDL Guidelines At-A-Glance Wallet Card (also sent in bulk to schools)  
GDL Guidelines At-A-Glance Magnet (also sent in bulk to schools)  
Young Driver/Parent Contract  
Brochure (also sent in bulk to schools)  
CD with TV and radio PSAs  
Posters (also sent in bulk to schools)

### **Slide 7**

#### **Content**

- 2 – 30 second TV PSAs / 3 – 60 second Radio PSAs
- Stressed importance of seatbelts to keep freedom of having DL
- (Jack/Officer Bob) and (Pedal Boy)
- 1<sup>st</sup> TV PSA focused on freedom / 2<sup>nd</sup> TV PSA focused on freedom and embarrassment

- Radio PSAs developed to complement posters and TV PSAs
  - Wheels
  - Fashion Week
  - Talking License

Wheels and TV executions performed best on all communication and message take-away measures

**Play TV PSA after talking about slide**

### **Slide 8**

### **Slide 9**

- PowerPoint presentation on Seatbelt Safety & TN GDL Laws shown to parents/students during freshman orientation.
- Conducted a GDL survey
- THP officer demonstrated what can happen in a rollover crash with emphasis on detrimental effects of not wearing a seatbelt.
- Three players from the NHL Nashville Predators Hockey Team spoke to student assembly regarding the importance of seatbelt use.
- Utilized GDL law and seatbelt use as topic for school-wide TCAP (required standardized testing) writing assessment practice.
- Played TV & Radio commercials from GDL School Toolkit on school closed circuit as part of announcements.
- Sponsored poster art competition among students with “Buckle Up” as theme.
- School Resources Officers (SROs) set up “checkpoints” at school parking lot exits after school to remind students to “Buckle Up”.
- Gave GDL quiz to Drivers Education classes.

- 2,980 letters, brochures and GDL magnets were mailed to parents of driving age students in Bradley county.

### Slide 10

- Garnered a lot of support in the schools
- Educators felt the message was positive
- Many schools indicated plans to continue using the toolkit in the upcoming school year

### Slide 11

### Slide 12

How to tell teens vs. adults in moving vehicles

- Parking decals
- Creative license plates
- Time of day with location
- Car decorations/embellishments (e.g., rims, rear mirror ornaments, car tags)
- Personality (e.g., dancing, hand movements)

*About site selection*

- *15 sites – 10 random(any time)/5 targeted*
- *Shopping areas, mall, parking lots, movie theaters*
- *Schools – close to property but never on it*
- *Hours for schools that are targeted 7:30 – 8:30 a.m. / 2 – 4 p.m.*

### Slide 13

- No observed differences between targeted vs. random sites
- Seat belt usage higher in ...
  - Cars and vans
  - Female drivers
  - Adult drivers
  - Caucasians
  - Presence of female passenger in front seats

- Fluctuations in seat belt use due to...
  - Holidays – spring break, Christmas – less teen presence in the original targeted areas
  - Seasonal factors
    - Lower usage in winter
- Combination of all 3 components lead to...
  - Decreased the gap between adult and youth drivers
- Seat belt rate significantly increased in...
  - Social marketing than control counties
  - Enforcement than no enforcement
  - Multiple intervention counties
- Increased seat belt use with each additional level of intervention
  - ...for youth

## Slide 14

## Slide 15

### Training

- 39% had previous training on GDL
- 53% had over 30 minutes of training

### Pre-Post Knowledge

- Indicated increase of knowledge regarding 3 of the 6 incidents/violations that extend a learner's permit or restricted phase of GDL
  - 6 or more pts on driving record
  - Conviction of a 2nd seat belt violation
  - Contributing to the occurrence of a crash

### Pre-Post Attitudes – Likelihood of issuing citation

- Exceeding # passengers – Pre (33.3%)/ Post (53.8%)
- Not wearing a seatbelt – Pre/Post (74.4%)

## Slide 16

## Slide 17

## Slide 18

- Short questionnaire on seat belt
  - Knowledge of TN GDL
  - Self reported seat belt use
  - Recent ticket/traffic stop experiences
  - Attitudes toward enforcement of seat belt and other driver safety laws
- Distributed and collected in DMV driver's license testing sites in all 8 counties
- Developed for ages 15 and above
  - 3 age categories
    - 17 and under
    - 18 to 25
    - 25 and older
- 17% of respondents were ages 17 or younger

## Slide 19

- Seat belt usage
  - Reported rate of wearing seatbelts – From 76% (G) – 90% (M/B)
- Why they wear seatbelts
  - Most common reason – “It's the law”
  - Least common reason – “To save on insurance”
- Barriers
  - Most common “Forgetting to put them on”
  - Least common “Wrinkled clothing/Fear of being trapped”
  - Comfort/forgetting/trapped – higher in youth
  - Short trips – higher in females

## Slide 20

### Have copy of KAB form on hand

#### Knowledge

- 10% thought there were no restrictions on an intermediate license
  - Highest responses
    - Restrictions on night time driving
    - Limitations on the numbers of passengers

- Perceptions on sources of information about seatbelts
  - Most common source – TV ads
  - More than 22% reported they had no exposure to any information
  - Many reported school activities relative to seat belt use
  - Greater exposure reported by younger respondents
  - Greater exposure reported by female over male
  
- Perceptions of enforcement
  - 17 and younger – Only 34.2/ 37.4 % (male/female) felt “Very likely” they would be stopped
    - But, 73.2/ 72 % (male/female) felt “Very likely” that they would be ticketed once stopped
    - And, 60.2/ 69.4 % felt “Very likely” a judge would uphold the ticket
  - 17 and younger (male/female) felt they had been pulled over because:
    - Kind of car – 7.6/ 22.5%
    - Clothing – 3.7/ 7.4 %

**Slide 21**

**Slide 22 - End**