Under Their Influence
The New Teen Safe Driving Champions
A collaborative effort

Jonathan Adkins
Executive Director, Governors Highway Safety Association
(Washington, DC)

Chuck DeWeese
Assistant Commissioner, New York Governor’s Traffic Safety Commission (Albany, NY)

Jim Graham
Community Relations Manager, Ford Motor Company Fund & Community Services (Dearborn, MI)

Steve Grosz
General Manager/Lead Instructor, The Pulse, East Valley Institute of Technology (Mesa, AZ)

Laura Stephen
Senior Account Executive and Taking the Lead Program Director, KDKA-TV (Pittsburgh, PA)

Lauren Stewart
Director, Maine Bureau of Highway Safety (Augusta, ME)

Purnima Unni
Pediatric Trauma Injury Prevention Program Manager, Monroe Carrell Jr. Children’s Hospital of Vanderbilt (Nashville, TN)
Why other adult influencers?

• Teens spend more time with other adults

• Normal development process

• Some parents not involved and/or available

• GDL/safe driving reinforcements
Why partner?

- Resources
- Credibility
- Access to expertise
- Greater reach
- New channels
- New allies
How do you reach them?

• Look for natural affinity

• Identify what’s in it for them

• Do your homework, seek out the person who shares your goal

• Leverage networks, organizations

• Listen & match opportunities to daily activities
Once they’re on board...

• Monitor

• Communicate

• Celebrate

• Evaluate
What do they need to know?

• Keep it simple, focus on key facts:
  ✓ #1 killer
  ✓ Highest crash risk
  ✓ Inexperienced, brain development
  ✓ GDL
Overcoming resistance...

• Get to the root of the objection

• Offer low cost, easy ways to get involved

• Tap into grants
Questions?