

# GETTING IT TO CLICK!

## *Connecting Teens And Seat Belt Use*



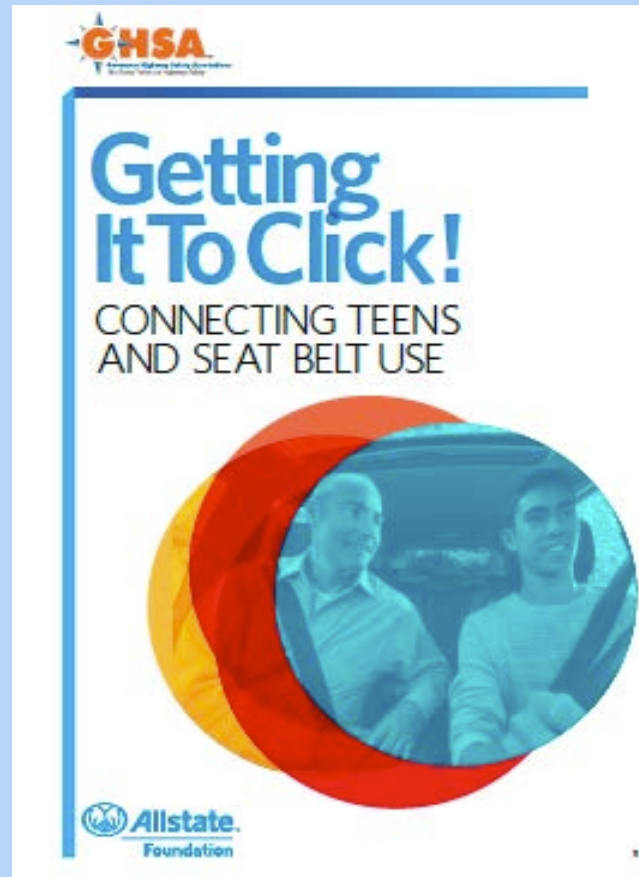
Karen Sprattler  
Sprattler Group

July 23, 2014



# GETTING IT TO CLICK!

## *Connecting Teens And Seat Belt Use*



<http://www.ghsa.org/html/publications/pdf/gitc.pdf>

# EXPERT PANEL

- **Kathy Bernstein Harris**
  - National Safety Council
- **Anita Boles**
  - National Organizations for Youth Safety (NOYS)
- **Hilda Crespo**
  - Aspira
- **Chuck DeWeese**
  - New York Governor's Traffic Safety Committee
- **Sandy Sinclair**
  - National Highway Traffic Safety Administration (NHTSA)
- **Allan Williams**
  - Researcher
- **Jonathan Adkins**
  - Governors Highway Safety Association (GHSA)
- **Laura Glaza**
  - The Allstate Foundation

# BASIS FOR THE REPORT

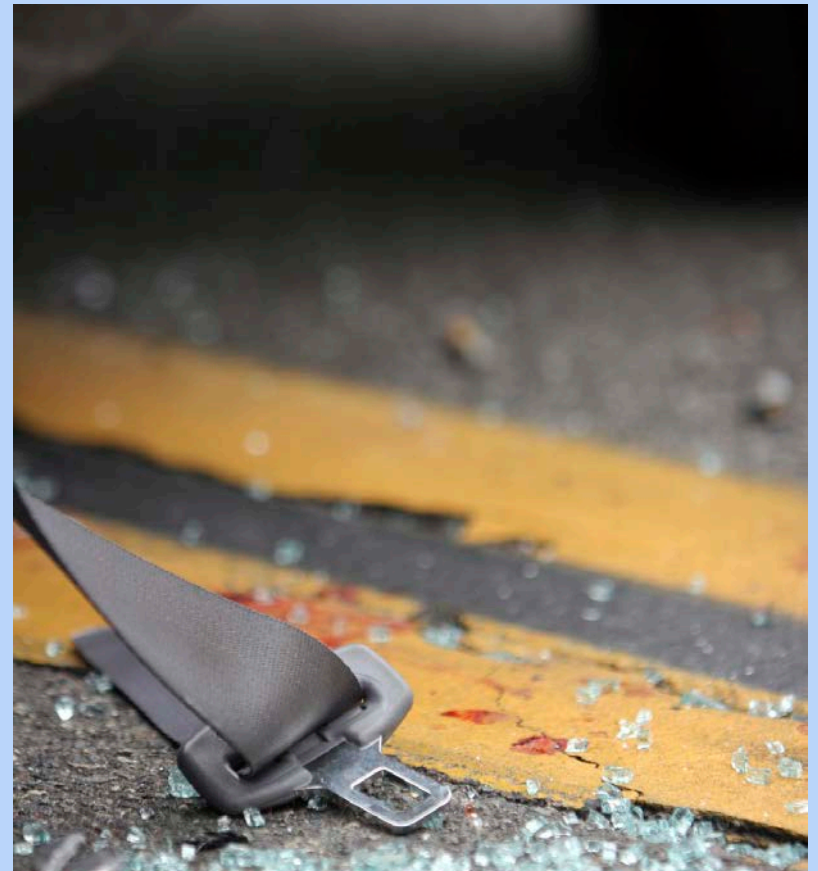
- Expert Panel guidance and input
- January 2014 survey of State Highway Safety Offices assessing:
  - Teen-related seat belt laws and policies
  - Efforts to raise seat belt use
    - Statewide vs. local
  - Programs directed at:
    - Teens
    - Parents
    - Diverse communities
  - Programs carried out through:
    - Peer-to-peer efforts
    - Schools
  - Seat belt enforcement efforts directed at teens
  - Awareness campaigns aimed at teens

# OVERALL TEEN CRASH PROBLEM

- Crashes are the leading cause of death for the 15-20 year old age group
- 12.6 million young drivers aged 15-20 make up only 6% of total drivers, yet comprise
  - 9% of drivers involved in fatal crashes
  - 13% of drivers in all crashes
- Despite having slightly more drivers aged 15-20 in 2012 than in 2002
  - Crashes involving these young drivers declined 49% between 2003 and 2012

# HOWEVER.....

- More than half (51.2%) of fatally injured teen drivers aged 16-19 were unrestrained in 2012
  - This is a 6% increase over the last three years
  - Unrestrained drivers aged 20 and up increased only 0.8% over the same time period



# EVEN WORSE....



- Teen passengers killed in crashes use seat belts 25% less often than passengers aged 20 and over
- Fatally injured teen passengers use seat belts almost 20% less often than fatally injured teen drivers



## HOW CAN TEEN SEAT BELT USE BE INCREASED?

Key Elements  
of Teen Seat  
Belt Programs

State Efforts

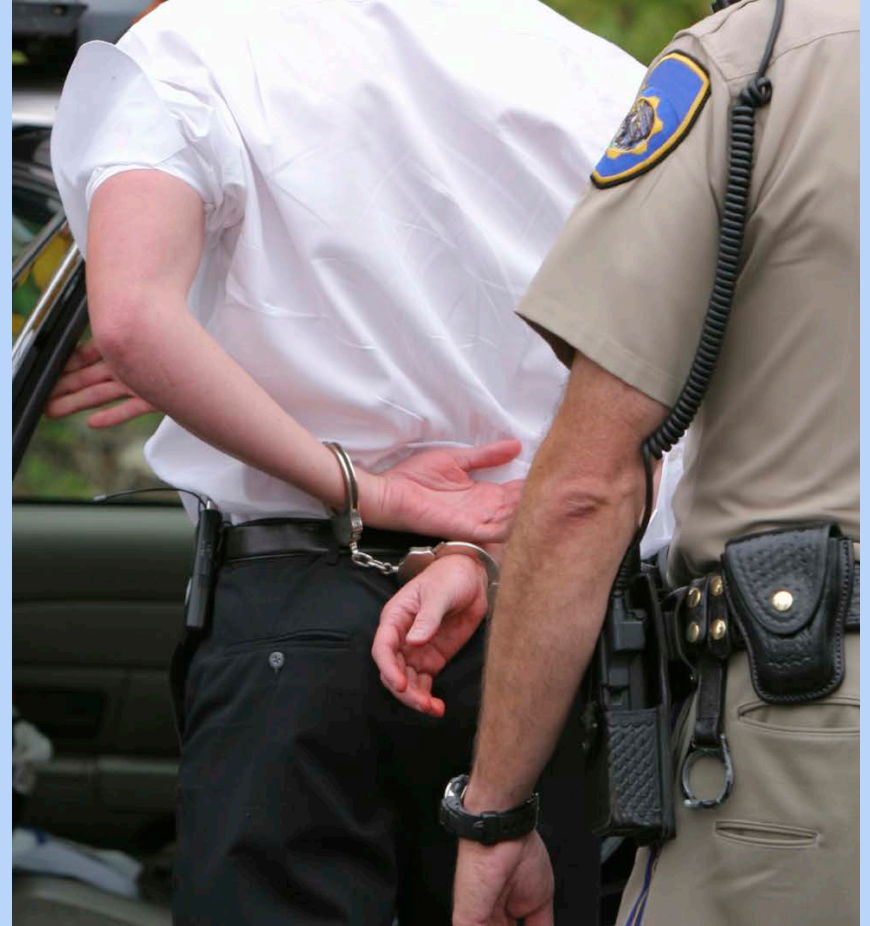


# INFLUENCING TEEN SEAT BELT USE

- Changing behavior at any age is difficult
  - No single “silver bullet”
- For teens, there are added challenges:
  - Cognitive development is still occurring
  - Lack of driving experience
  - Immaturity can influence risk-taking
- Teen driving behavior is learned
  - By riding with parents and other drivers from a young age
  - Formal driver education
- Addressing teen driving behavior requires multiple strategies

# TEEN SEAT BELT PROGRAM ELEMENTS

1. **Seat belt laws and their enforcement**
  - **Primary seat belt laws**
  - **Secondary seat belt law states**
    - 8 have teen primary laws
  - **All seating position laws**
  - **GDL-related additional penalties for teen seat belt non-use**



# TEEN SEAT BELT PROGRAM ELEMENTS



## 2. Peer-to-peer efforts

- Adults are not the only influencers of teens
- Giving teens responsibility for creating and carrying safe driving messages can be effective
- Peer programs can affect teen norms and attitudes

# TEEN SEAT BELT PROGRAM ELEMENTS

## 3. Parental involvement

- Leading source of learning to drive information for teens
- Role models for driving
- Enforcers of informal family and formal state policies that regulate teen drivers
- Parents must be well-informed and involved



# TEEN SEAT BELT PROGRAM ELEMENTS



## 4. Community

- Community support reinforces the importance of teen seat belt use
- Experts believe community programs that combine education, peer-to-peer persuasion, publicized enforcement and parental monitoring have potential for increasing teen seat belt use

# TEEN SEAT BELT PROGRAM ELEMENTS

## 5. Social media

- Communicating with teens is a new game
- Traffic safety messages must keep up with how teens communicate with each other and the greater world



# TEEN SEAT BELT PROGRAM ELEMENTS



## 6. Incentives

- In many programs, teen seat belt compliance is encouraged through the use of competition and/or prizes

# TEEN SEAT BELT PROGRAM ELEMENTS

## 7. Diversity

- Increasing racial and ethnic diversity underscores the need for culturally-competent seat belt programs and messages for both teens and their parents





## X. APPENDIX C: STATE PROGRAMS AND CONTACTS

State	Program	Focus	Contact Information
Delaware	Teen Driver Task Force	Community involvement	<b>Kimberly Chesser</b> , Traffic Safety Program Manager, Delaware Office of Highway Safety, <a href="mailto:kimberly.chesser@state.de.us">kimberly.chesser@state.de.us</a> , (202) 744-2742
	Driver Education Module for Parents	Parent involvement	
Florida	Teen Leadership Academy	Peer-to-peer	<b>Will Crittson</b> , Program Manager, Florida Department of Transportation Safety Office, <a href="mailto:william.crittson@fdot.state.fl.us">william.crittson@fdot.state.fl.us</a> , (850) 414-4207
Iowa	Creative Victims	Diversity, peer-to-peer	<b>Patrick Hoyt</b> , Bureau Chief, Governor's Traffic Safety Bureau, IA DPS, <a href="mailto:hoytp@iastate.gov">hoytp@iastate.gov</a> , (515) 725-6120
	S.A.F.E. (Seatbelts Are For Everyone)	Peer-to-peer, enforcement	
Kansas	S.A.F.E. (Seatbelts Are For Everyone)	Enforcement, peer-to-peer, incentives	<b>Laura Moore</b> , State SAFE Coordinator, Kansas Traffic Safety Resource Office, <a href="mailto:lmoore@kdotksa.org">lmoore@kdotksa.org</a> , (800) 416-2522
Massachusetts	Driver Education Mandatory Parent Segment	Parent involvement	<b>Michelle Ellicks</b> , MA Registry of Motor Vehicles, <a href="mailto:michelle.ellicks@state.ma.us">michelle.ellicks@state.ma.us</a> , (857) 368-9457
Missouri	Bottle of the Belt	Peer-to-peer, enforcement, incentives, social media	<b>Carrie Wolken</b> , Youth Program Coordinator, MoDOT - Traffic & Highway Safety, <a href="mailto:carrie.wolken@mdot.mo.gov">carrie.wolken@mdot.mo.gov</a> , (572) 751-5420
Montana	SOAR (Safe On All Roads)	Diversity, peer-to-peer, social media, enforcement	<b>Janel Kenny</b> , State Highway Traffic Safety Section, MT DOT, <a href="mailto:janel@mt.gov">janel@mt.gov</a> , (406) 444-7417
		Peer-to-peer, community involvement, enforcement, incentives	<b>Shaile Cozle</b> , Cultural Liaison, MT DOT, <a href="mailto:acozle@mt.gov">acozle@mt.gov</a> , (406) 444-7201
New York	Bottle of the Belt	Peer-to-peer, community involvement, enforcement, incentives	<b>Chuck DeWeese</b> , Assistant Commissioner, Governor's Traffic Safety Committee, <a href="mailto:chuck.deweese@dot.ny.gov">chuck.deweese@dot.ny.gov</a> , (518) 474-5777
North Dakota	Stay Alive CLICK then DRIVE	Parent involvement	<b>Karin Mongeon</b> , Traffic Safety Manager, ND DOT, <a href="mailto:kmongeon@nd.gov">kmongeon@nd.gov</a> , (701) 328-4424
	Code for the Road	Social media	
Pennsylvania	Teen Seat Belt Mobilization	Enforcement	<b>Girish (Gary) Modi</b> , P.E. Chief, Highway Safety, Risk Management and Crash Data Analyst, Division Of Highway Safety & Traffic Operations, PA DOT, <a href="mailto:gmodi@pa.gov">gmodi@pa.gov</a> , (717) 787-6852
Texas	Teen Click It or Ticket	Peer-to-peer	<b>Terry Pence</b> , Traffic Safety Director, Traffic Safety Section, TX DOT, <a href="mailto:terry.pence@tdot.gov">terry.pence@tdot.gov</a> , (512) 416-2167
	Teens in the Driver Seat	Peer-to-peer	
Wisconsin	The Power of Zero	Diversity, peer-to-peer	<b>Jill Berkert</b> , State Program Manager, WI DOT, <a href="mailto:jill.berkert@dot.wi.gov">jill.berkert@dot.wi.gov</a> , (800) 366-0550

# KANSAS

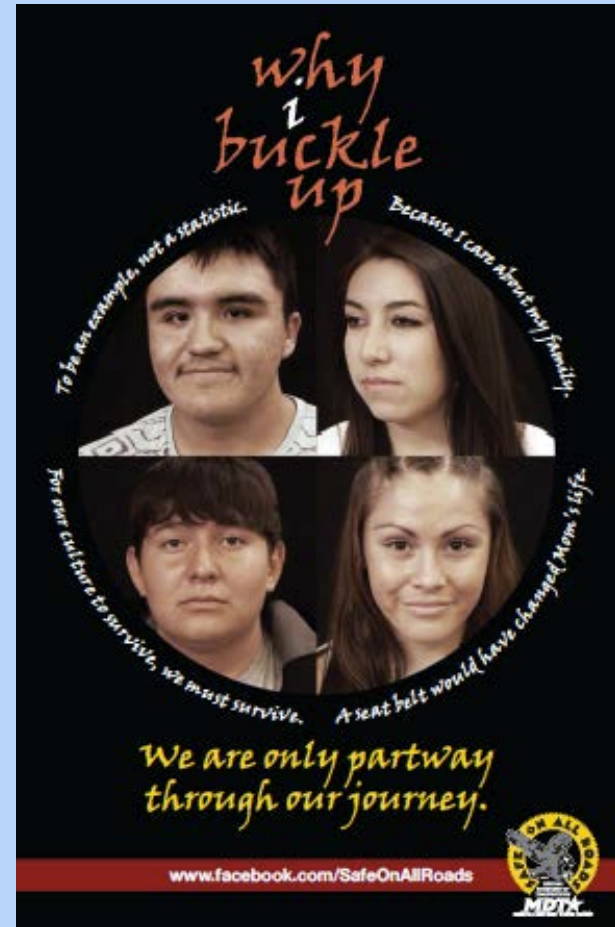
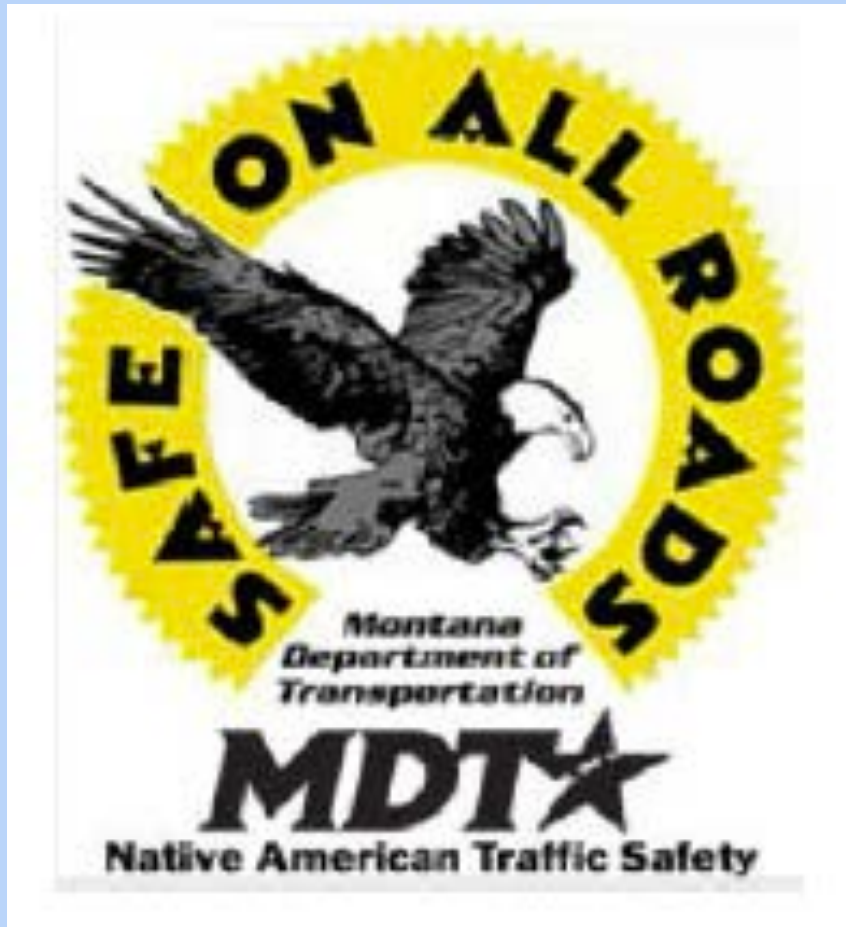


**S**eatbelts  
**A**re  
**F**or  
**E**veryone

# MASSACHUSETTS



# MONTANA



- **Funding for teen programs**
- **Rigorous teen seat belt program evaluations**
- **Shifting gears to social media and the Millennials**
- **Finding the right message and format to reach teens**

**GOING  
FORWARD**

**Next Steps**

# RECOMMENDATIONS



# TO IMPROVE TEEN SEAT BELT COMPLIANCE.....

- Use data-driven problem identification methods to prioritize teen seat belt programming
- Create culturally and ethnically sensitive messaging and programs
- Evaluate teen seat belt programs for effectiveness
- Make additional resources and assistance available to states to shift from traditional to social media
- Research the refinement of seat belt messaging to reach teens least likely to use seat belts

# DISCUSSION







**TARGETING  
TEEN  
DRIVERS:  
RESEARCH  
AND  
REALITIES**

**Tuesday,  
September 9**

**10:45am-  
12:15pm**