



# Promoting Parent Involvement in Teen Driving

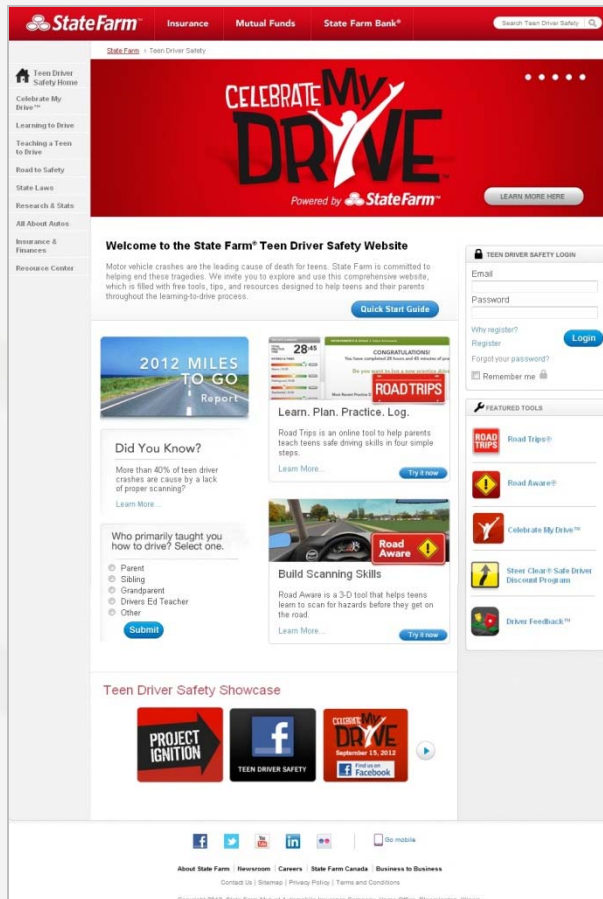
## An In-Depth Look at State Initiatives

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# http://teendriving.statefarm.com



The screenshot shows the State Farm Teen Driver Safety Website. At the top, there is a navigation bar with the State Farm logo and links for Insurance, Mutual Funds, and State Farm Bank. Below this is a large red banner with the text "CELEBRATE My DRIVE" and "Powered by State Farm". A "LEARN MORE HERE" button is visible on the right side of the banner. Below the banner, there is a "Welcome to the State Farm Teen Driver Safety Website" section with a paragraph of text and a "Quick Start Guide" button. To the left of the main content, there is a sidebar with a "Teen Driver Safety Home" link and a list of navigation options: "Celebrate My Drive", "Learning to Drive", "Teaching a Teen to Drive", "Road to Safety", "State Laws", "Research & Stats", "All About Autos", "Insurance & Finance", and "Resource Center". The main content area features several sections: "2012 MILES TO GO Report", "Did You Know?" (with a link to "Learn More..."), "Who primarily taught you how to drive? Select one." (with radio buttons for Parent, Sibling, Grandparent, Drivers Ed Teacher, and Other, and a "Submit" button), "Learn. Plan. Practice. Log." (with a "Try It Now" button), "Build Scanning Skills" (with a "Try It Now" button), and "TEEN DRIVER SAFETY LOGIN" (with fields for Email and Password, and a "Login" button). Below the login section, there is a "FEATURED TOOLS" section with links to "ROAD TRIPS", "Road Aware", "Celebrate My Drive", "State Clear It Safe Driver Discount Program", and "Driver Feedback". At the bottom of the page, there is a "Teen Driver Safety Showcase" section with logos for "PROJECT IGNITION", "TEEN DRIVER SAFETY", and "CELEBRATE My DRIVE". The footer contains social media icons, a "About State Farm" link, and copyright information: "© Copyright 2012, State Farm Mutual Automobile Insurance Company, Home Office, Bloomington, Illinois".



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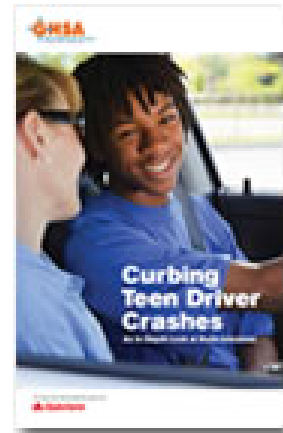
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# GHSA takes a look at...

- Protecting Teen Drivers (2010)
- Curbing Teen Driver Crashes (2012)
- Promoting Parent Involvement (2013)





# This report discusses

- Why parents are important
- What they need to know
- The obstacles for parent engagement & how to overcome them
- The elements of a good parent program
- Promising programs





# Why parents?

- Primary teacher/coach
- Primary enforcer road rules, safe driving behaviors/practices
- Primary influencer (even more so than peers)



# What do parents need to know?

- Inexperience & brain development the culprits

The playing field is level for teens.

- The key risk factors

Not always what parents think!

- GDL is their tool

Provide a primer, connect the dots, identify best practice



# What do parents need to know?

- Parenting style matters

Authoritative parent = less crash risk, risky behavior

- Driver ed/training just beginning

6-hours does not a driver make, progressive practice essential

- Use a parent-teen driving agreement

Outline the risks, rules & consequences while promoting ongoing dialogue



# What are the obstacles?

- **Don't recognize risks**

Help them fixate on the right risks through facilitated guidance

- **Unfamiliar with GDL, viewed as guideline**

Minimum standard to exceed, enlist trusted sources to promote GDL's proven principles

- **Lack of time**

Leverage the Web, incentives & mandates; provide practice tips & tools





# What are the obstacles?

- My teen is a good, safe driver

Use real stories and peers to motivate parents, stay firm on the restrictions

- Not the Best Role Models, But Don't Want to Be Told How to Parent

Lead by example, provide positive call to action, engage the community



# What are the Elements of a “Good” Parent Program

- Discusses the risks for teen drivers
- Explains how, why GDL works to address risk
- Reviews the critical role parents play teaching, supporting & managing their novice drivers
- Explains the importance of & provides opportunity to try out a PTDA



# What are the Elements of a “Good” Parent Program

- Employs a theory-based program model that includes evaluation
- Delivered by trained, educated facilitators
- Emphasizes parents/teens working together for safety

# Promising Parent Programs

## Share the Keys (NJ)



- ✓ Has all the “good” elements
- ✓ Network of facilitators, ongoing training
- ✓ Web access to materials, regular updates
- ✓ School-based delivery, incentives (no state mandate)
- ✓ Positive messaging, share not preach

*We built this program based on what the research says parents need to know to help make their teens’ safer, not on what we thought parents should know.*





# Share the Keys

## Pre/post-test findings:

81% will increase teen practice

76% will enforce GDL

76% intend to control the keys

30% authoritative parenting

## 6-month survey findings:

84% now understand GDL & enforce nighttime driving &  
passenger restriction

63% control the keys

47% spend 7 hrs/more practice driving w/teen

47% authoritative parenting



# Promising Parent Programs

## Connecticut's Parent/Teen Program

- ✓ Has 4 of the 7 “good” elements
- ✓ State mandate, 2-hours
- ✓ Delivered by driver education professionals
- ✓ Some positive messaging, behavioral objectives
- ✓ Content outline, but no set curriculum, new video
- ✓ Assessment planned for content & delivery

*Finding out whether there are more effective ways of presenting this information is a priority. We need to look at the evidence-based research that shows what works on content delivery.*



# Connecticut P/T Program

87% agree program should be required

85% strongly/somewhat agree information is helpful

18% increased confidence a great deal, 47% somewhat enhanced confidence in teaching teen to drive

90% aware of passenger restriction in 2<sup>nd</sup> 6 months of licensure  
(84% for non-participants)

77% know about nighttime driving restriction  
(52% for non-participants)

59% know about brain development issues (35% for non-participants)



# Promising Parent Programs

## Montana Parent Meeting/KEYS

- ✓ Has all of the “good” elements (KEYS)
- ✓ Traffic Education Standards include mandatory parent meeting
- ✓ Time & content standards (GDL, practice, PTDA) for parent meetings
- ✓ No guarantee all parents are reached (permit @16, no DE required)
- ✓ KEYS capitalizes on strong (76%) support for parental involvement, voluntary
- ✓ Five parent-teen, progression-based homework assignments, rating form, PTDA, practice log, overview of phases of learners tied to GDL

*KEYS stresses that practice is the only way to eventually gain mastery of driving and it takes years of driving to become competent.*

*Parents’ time is ALWAYS limited, but it’s only a 5-week commitment and the effects could last a lifetime!*





# Montana KEYS

Two recruitment strategies – one class required participation w/signed consent (opt out offered); other class voluntary. Families exposed to requirement 24xs more likely to participate, higher homework completion rates.

Pilot test found families strongly supportive of the materials, 90% reported willingness to do all activities across all 5 assignments.



# Key takeaways

- Promote GDL as a parent support program
- Help parents connect the dots between GDL provisions & risks
- Alert parents to GDL deficiencies & offer supplements
- Parents need to determine their teen's readiness to drive



# Key takeaways

- Educational materials/programs must be accurate, relevant, helpful & based on sound science
- Legislatures must overcome the fear of a mandate backlash, parents want & appreciate information
- More research is needed to determine when & who is best to reach parents, how much practice is best

Questions???

