

Elevating youth voices to save lives

Teaching multimedia journalism engages teens in road safety

August 25th, 2025

Who are we?



Aabri Spear
YMG Intern



Jayne O'Donnell
YMG Founder & CEO



What is YMG?

YMG trains high school students from under-resourced communities to create multimedia journalism that highlights solutions to health and road safety challenges where they live.

And we get them published!

This provides youth with skills, knowledge and a platform they can use to make a difference.



How we've amplified road safety

- **24** students contributed to **8** road safety articles in **5** publications since spring '24.
- Students and interns created **81** social media posts about distracted driving and other road safety topics since 2024.
- Students spoke on **2** distracted driving conference panels since May 2024. This panel is our third!
- A GHSA toolkit of our posts is available to SHSOs



We'd love to work with you to do more with students in your state.



Where we've worked

YMG has trained high school students and college interns in these towns and cities to create multimedia road safety content

- **California:** San Bernardino County
- **Connecticut:** East Hartford, Hartford, New Britain
- **Florida:** Miami
- **Illinois:** Chicago, Palatine
- **Maryland:** Baltimore, Essex
- **Michigan:** Kalamazoo
- **New Jersey:** Princeton
- **New York:** Queens
- **Pennsylvania:** Philadelphia
- **Texas:** Houston
- **Virginia:** Annandale, Arlington, Herndon
- **Washington, D.C.**



A snapshot of our GHSA toolkit - and how YOU can use it



- Download social media videos and graphics following toolkit instructions.
- Relevant content for any state is available.
- Data and information relates to distracted driving by teens, at night and more!

Images for use by any SHSO

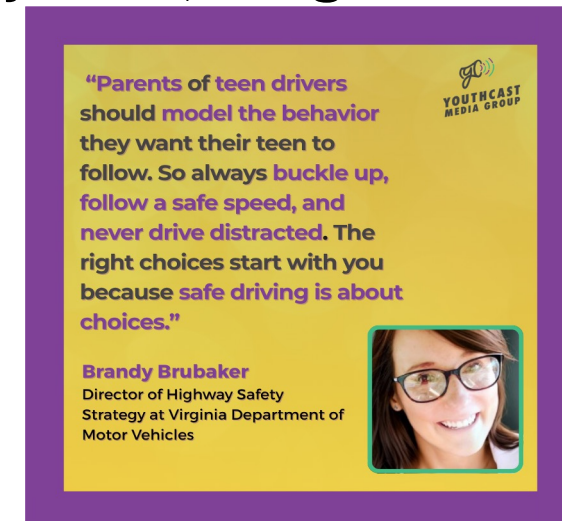
Download instructions: Click on an image to open it. Click the three vertical dots . Select Download.

Three Types of Distraction

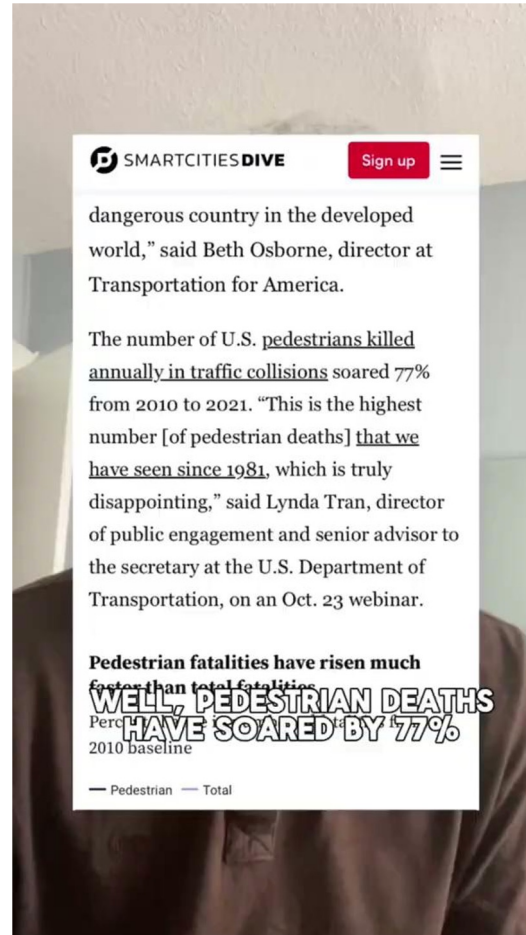


Suggested Caption: Did you know that distracted driving comes in three flavors? Manual distractions involve your hands being away from the steering wheel as you drive (like eating or reaching for something). Visual distractions involve your visual focus being away from the road (like observing a car crash or changing the radio). Finally, cognitive distractions involve your mind wandering from the task of driving (like thinking about work or a significant other). All three types of distraction come into play when you text and drive.

#DistractedDriving #NoDistractions

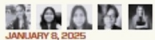


Popular road safety social media posts



HEALTH

Increasingly, high school students feel empowered to speak out against unsafe driving. They've seen that it can work.



BY BETHEL KIFLE, CINDY TINT, YANELI VICTORIANO, JOSE NEGRETE AND CARA KELLY

JANUARY 8, 2025



Credit Image Courtesy of Getty Images

This story was created as part of a news writing workshop by Youthcast Media Group, which offers free and paid training in multimedia journalism to diverse high school students from under-resourced communities.*

Teens are taking to the road every day in Texas as newly-minted drivers and passengers. And safety activists are trying new strategies to ensure they get home alive.

Car crashes remain a leading cause of death for teens, eclipsed only recently by gun violence. But the

THE BARBED WIRE

TEXAS TROUBLEMAKERS

By
Shaunavahn Reid, Alani Schwerdtfeger, Cindy Tint, Yaneli Victoriano, and Nichole Christian, Youthcast Media
Group

Posted on May 6, 2025

Posted on May 6, 2025

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ESB PROFESSIONAL/SHUTTERSTOCK



National road safety advocates are trying to drive down the number of crashes caused by distracted driving by encouraging passengers – particularly teens – to speak up instead of sitting silent in unsafe conditions.

It's a new tactic in an ongoing campaign against a national problem. Car crashes remain the leading cause of accidental injury deaths for teens in the U.S., according to data from the Centers for Disease Control and Prevention. Progress is being made – the number of people dying in crashes involving at least one young driver **dropped 5% in 2022 to 5,339**, according to the National Safety Council – but the death rate remains much higher than for drivers 20 and over.

Safety advocates are working to broaden awareness of passenger empowerment, particularly among teenagers who often are more at risk because they regularly ride in cars with teen drivers. Raising awareness, advocates argue, empowers teens to become more comfortable speaking up from the passenger seat to help save lives, including their own.

The new focus on passenger empowerment grows out of longstanding evidence showing that simply having a passenger in the car with a teen driver increases the probability of a crash. The risk of death per mile driven doubles with two young passengers and increases when new passengers are added, according to the AAA Foundation.

In a poll conducted by Youthcast Media Group of 134 high school students across the U.S., about 77% said they had been a passenger while the driver texted or checked their phone or social media while driving. Seventy percent said they'd been in a car where other passengers were causing distractions.

 New effort fights distracted driving from passenger seat: graphic showing 77% on mobile phone and 55% under a spotlight representing survey data.

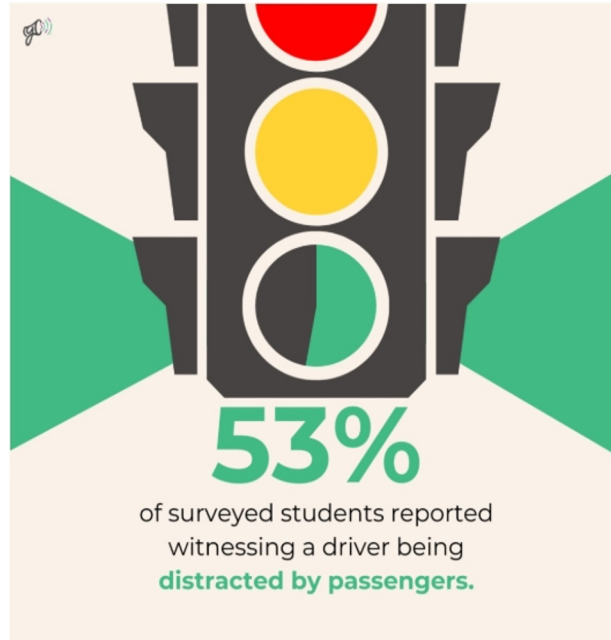


YOUTH TODAY

T Why you can trust MindSite News

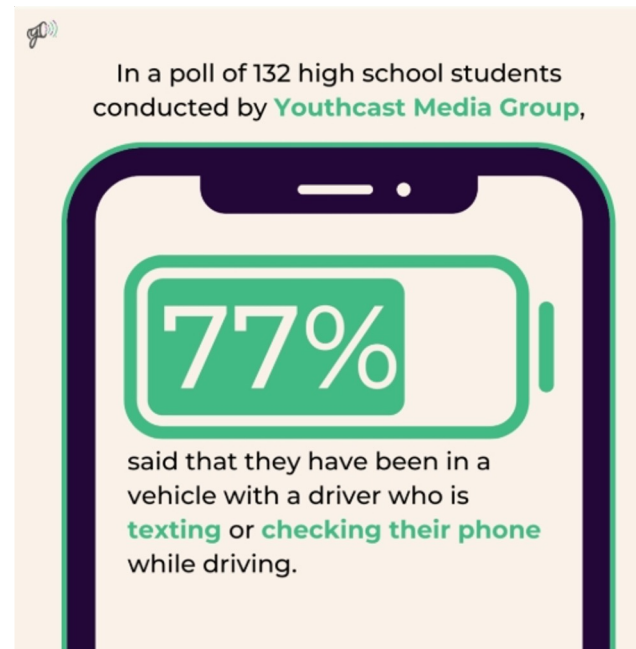


From the voices of our students



Asked what they'd do different after a boot camp, one student said: "I'll keep in mind to **speak up if I feel unsafe in a car** or if the driver is getting distracted and putting our lives in danger."

"[I plan] to start or **support a campaign** against Distracted Driving through schools."



What we've learned and recommend

- **Teens are really interested in this topic!**
- Most, if not all, students have distracted driving **“lived experience.”**
- Give students a variety of entry points/ways to **cover road safety to get & keep them engaged.**
- Allowing youth to research this topic keeps them **engaged and well informed.**
- **Encourage conversations** about distracted driving in youth and their communities.



Jasmin Dinh, middle, and Rossy Soto, right, of Annandale High school in Virginia are shown during an interview about a dangerous intersection in Fairfax County.



THANK YOU for listening!
**Ask us how we could support
your lifesaving efforts!**

jodonnell@youthcastmediagroup.org

703-216-4538



Appendix

YMG's road safety-related training, presentations

Fall 2023 Transportation Equity Workshop - 12 students from the DC-area, Philadelphia and Miami wrote three stories about the impact of transportation on their communities' health. Two distracted driving articles were published.

February 2024 ReadyCT Canva Class - A Canva 101 class that taught students in Hartford, Connecticut how to make fact-based graphic and video social posts about distracted driving.

January/May 2024 and April/July 2025 social media boot camps - Students produced nearly 150 social media posts based on interviews with people impacted by distracted driving, along with road safety experts.

Ohio State Traffic Safety Summit (May 2024) - CEO Jayne O'Donnell Jayne and then-intern Hermes Falcon spoke on separate panels at this state conference. Hermes was on a teen panel and he presented examples of our distracted driving social media posts to the audience, while Jayne discussed media coverage of traffic safety.

DRIVE SMART Virginia (August 2024) - O'Donnell and former student creator Daisy Garriga presented at this distracted driving summit about our social media work and displayed poster boards.

Passenger empowerment boot camp (Fall 2024) - Sponsored by the National Road Safety Foundation, this program resulted in two articles that ran in The Barbed Wire and Youth Today and seven graphics. Thirteen students and two interns participated.



Student social posts

YMG's Instagram posts on distracted driving with the most views:

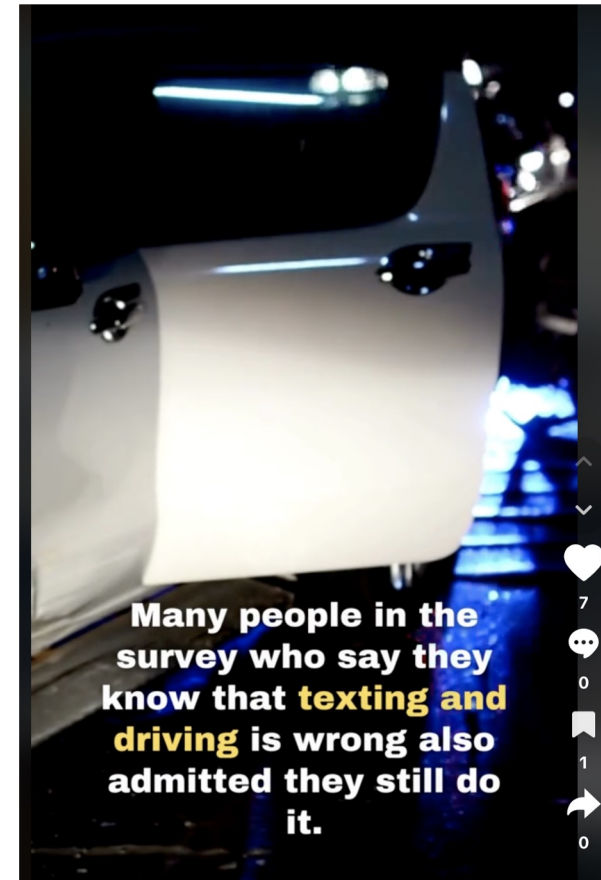
<https://www.instagram.com/reel/C64lhHJRlly/>

<https://www.instagram.com/reel/C6zzoAwt5k4/>

Our most popular distracted driving TikTok posts:

<https://www.tiktok.com/t/ZP8RPHaFf/>

<https://www.tiktok.com/t/ZP8RPsWmj/>





OUR JOURNEY

Vitendo 4 Africa Youth



Vitendo 4 Africa Mission

To empower stronger healthier **immigrant individuals and families** through **advocacy**, the provision of **supports and services**, and by **strengthening alliances** and developing **strategic collaborations**.

Resource
Coordination

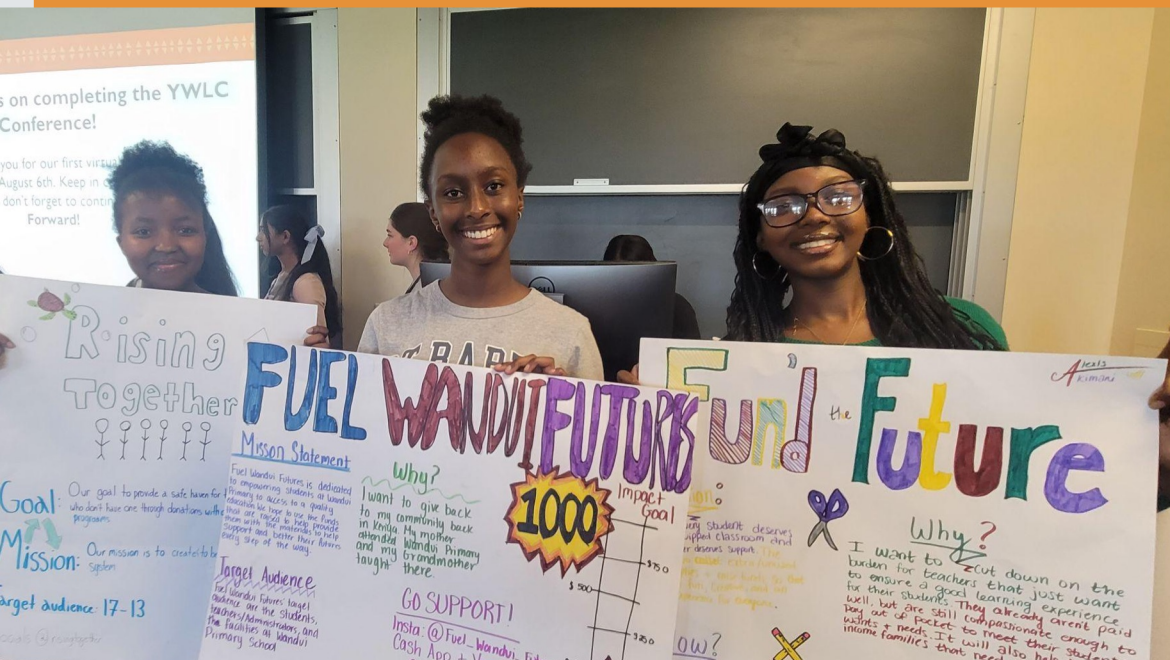


Supports and
Services



Youth Leadership Development Programs

- V4A Youth Mentorship
- College and Job readiness
- Civic Engagement
- TRACTION- Teens Taking Action To Prevent Traffic Crashes
- Teen Mental Health First Aid training





HOW IT ALL STARTED

May 2023-
Missouri Equity and
Engagement Summit in
Jefferson City



July 14-28, Vitendo 4 Africa hosted a Community Camp



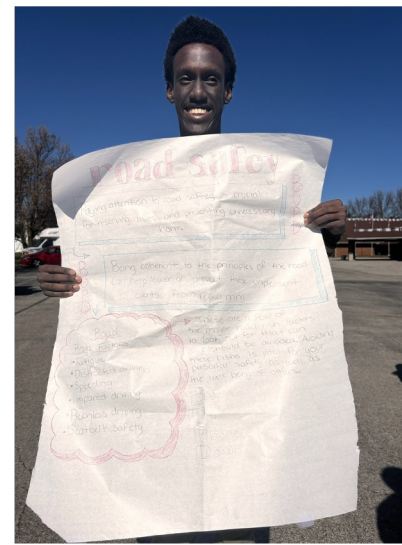
HAZELWOOD WEST

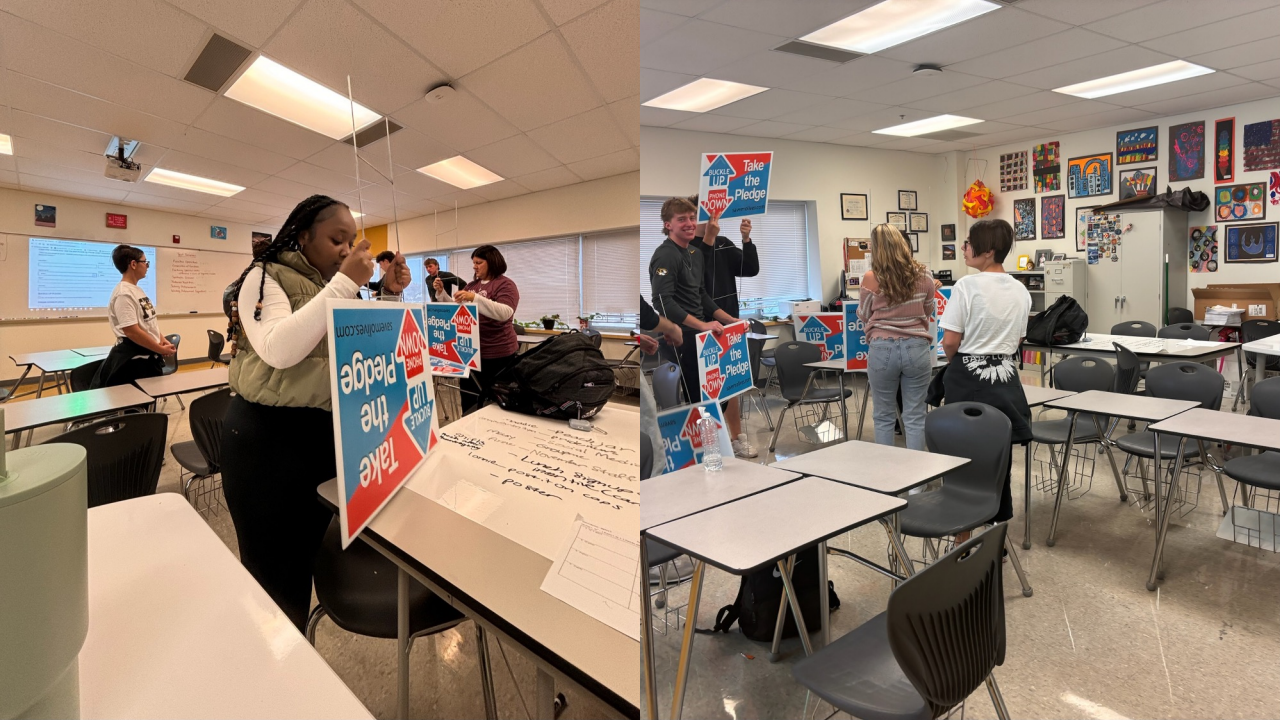
Frank, Greenspan, Stella went back to their school and talked about road safety and the benefits of it. We also put a buckle up video on the jumbotron at the end of our school's soccer game. There is already a BUPD sign at our school so we out there with our shirts and pointed to the sign as people were leaving the school.



ONE DAY TRACTION!

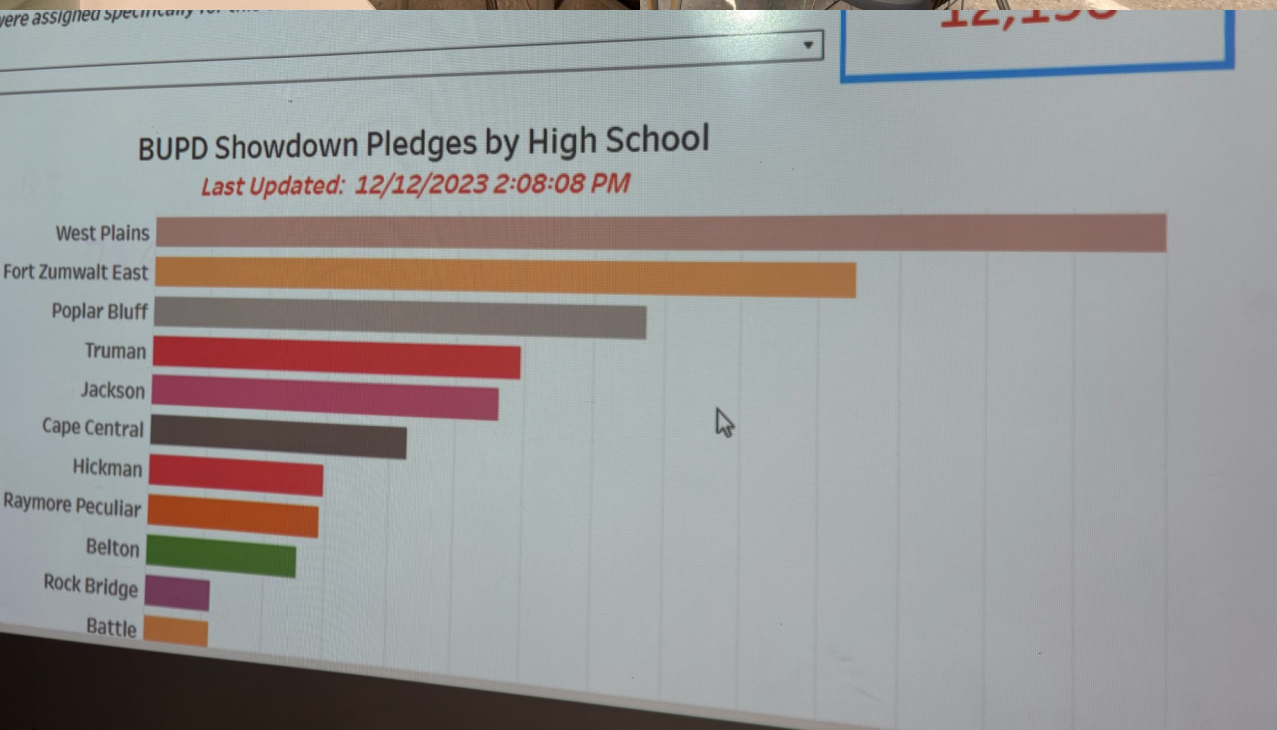
On November 9th, 2023, MODOT held a one-day traction workshop in St. Louis. People from all different schools in the area showed up. They got to learn correct seat belt use, along with education on distracted driving, speeding and impaired driving.





FZE/STCUO

Amaliah and Anne went back and entered their school into the Missouri BUPD pledge challenge. We came up in second place due to lunchtime walkaround, interrupting halftimes at games, social media reminders, and collaborating with well-known athletes to spread the message. We also put yard signs all over the outside campus of our school. After all this being done, we had 845 people who pledged to Buckle Up and Phone Down(BUPD)



DOCDASH + V4A

In March, V4A partnered with DocDash to reach out to non-English speaking drivers. We explained how to set up DocDash in their vehicle as well as the benefits it brings to them. As well as the convenience it would bring to the officer, if they were to get stopped



AUGUST 20TH-CHRIST COVENANT CHURCH

108 participants
18% unbuckled
82% buckled

August 20th-
PCA Church

47 participants
16% unbuckled
84% buckled

August 27th - Fountain
of Worship

69 participants
18% unbuckled
82% buckled

September 10th - New
City Fellowship

126 participants
20% unbuckled
80%% buckled



TRACTION

**August 20th-Christ
Covenant**

Church

110 participants

96 buckled 80%

14 unbuckled 20%

August 27th -

Fountain

of Worship

70 Participants

63 Buckled 90%

**August 20th-Christ
Covenant
Church**

110 participants

96 buckled 80%

14 unbuckled 20%

**September 10th -
New City
Fellowship**

120 participants

92 buckled 76%

28 unbuckled 23%



“Your life is like a book; every day is a page”- Will

These are the brightest people I know. They are smart, funny, caring, talented, logical and welcoming. We all have our talents, and we use them to complement one another. We love each other as if we were siblings, and that's all we need.







Podcast with Mayor of Florissant



Key benefits of **youth-led road safety awareness** to the community:

1. **Peer-to-Peer Influence** – Young people are more likely to listen and respond when road safety messages come from their peers. Youth-led efforts create relatable and impactful education that resonates strongly with other youth.
2. **Promotes Responsible Driving and Walking Habits** – Early awareness helps build a culture of safety among young drivers, cyclists, and pedestrians, reducing risky behaviors like speeding, distracted driving, or jaywalking.
3. **Community Engagement** – Youth-led initiatives bring families, schools, and neighborhoods together around a shared goal of safer roads, strengthening community bonds.
4. **Reduction of Accidents and Injuries** – By promoting safe practices such as seatbelt use, helmet wearing, and respect for traffic laws, these programs can directly reduce traffic-related injuries and fatalities.
5. **Leadership and Empowerment** – Involving youth in road safety campaigns empowers them to take ownership of solutions, builds leadership skills, and encourages civic responsibility.
6. **Long-Term Impact** – When young people adopt safe road behaviors early, it creates lifelong habits that contribute to safer communities for generations.
7. **Cultural and Language Accessibility** – Youth can help bridge communication gaps in immigrant and diverse communities by spreading road safety messages in ways that are culturally relevant and accessible.

Follow us on:

Facebook, Twitter, linkedin, Instagram and
YouTube: @vitendo4Africa

Email: info@vitendo4africa.org

website: www.vitendo4africa.org

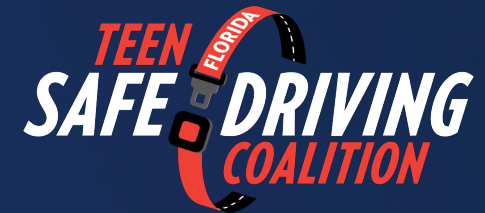
Tel: 314-252-0488





THE
KIEFER
FOUNDATION

**LEVERAGING YOUTH VOICES
TO CREATE AND DELIVER
AUTHENTIC AND RELEVANT
COMMUNICATIONS
CAMPAIGNS**



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KIEFER
FOUNDATION

**TO END DISTRACTED DRIVING AND
ALL ASSOCIATED TRAFFIC
DEATHS AND INJURIES**



Engage all members of the community to **work together** to developing and improving **teen safe driving programs, practices and activities** that reduce teen fatalities and serious injuries in Florida.

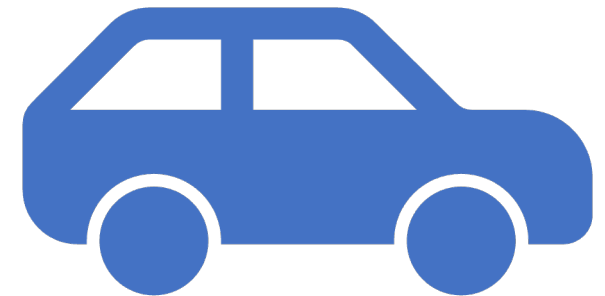


Why Focus on Teen Drivers?

- Traffic crashes are the leading cause of fatality and serious injury among teens/young adults (aged 14-19)

THESE DEATHS ARE PREVENTABLE!

- Education
- Better Decisions
- More Experience Behind-the-Wheel
- **Positive Parent/Caregiver Role-Modeling while Driving**



When does
{your child} start
learning to drive?

Parents are the #1 Influencer



74% of teens say their parents are the leading influence on their decisions about drugs and alcohol.¹



41% of teens say their parents continue to engage in unsafe driving behaviors (such as texting) even after their teens asks them to stop.²

28 % of teens say their parents justify unsafe behavior.³

Source:

1) Mothers Against Drunk Driving (MADD).

2 & 3) Study by Liberty Mutual and SADD, as reported by the National Highway Traffic Administration (NHTSA)

“I know using a phone while driving is unsafe...”

But, you know who’s the worst about it? My mom!

When I tell her to put it down, she tells me she’s a great multitasker...”

**GROUND
YOUR
PARENTS
.COM**





The ***Ground Your Parents Campaign*** is designed to be a fun and interactive tool for teens to encourage their parents/caregivers to make safe and smart decisions while driving.



Is Your Parent an Unsafe Driver?

HELP THEM MAKE
SAFER CHOICES

Order the FREE kit!



The Ground Your Parents Kit Includes:

- 8 Collateral Pieces
 - Infographic & Promotional Posters
 - How to Talk with My Parents “Tip Card”
 - Parent Report Cards
 - Parent Driving Citations
 - Safe Driving Reminder Tent Cards
 - Safe Driving Reminder Sticky Notes
 - Safe Driving Affirmation Cards
- Each kit is designed to serve 100 students





ROADMAP to SAFE DRIVING



BUCKLE UP

Using a safety belt is one of the most effective ways to save lives and reduce injuries in crashes. It's also the law! Ensure everyone in the car wears their safety belt, even in the backseat.



MAINTAIN YOUR VEHICLE

Regular maintenance is key to ensuring your car is safe to drive. This includes checking the tire pressure, oil, ensuring windows are clean, and engine is running smoothly.



SCAN THE ROAD AHEAD

Always pay attention to the road, scan ahead for road hazards, and drive defensively. Keep in mind speed limits, and any relevant road signage.



NEVER DRIVE IMPAIRED

Drugs and alcohol can alter your ability, perception, attention, coordination, reaction time, and other skills needed to drive alert and safe. Never get in the car with a driver who has been drinking or doing drugs, and always have a plan to have a safe ride home. Speak up! Take the keys from anyone who is not fit to drive.



KEEP YOUR DISTANCE

When driving, a good rule of thumb is to maintain at least a three-second following distance, giving you time to react and avoid potentially dangerous situations. You can calculate this by using a fixed object, such as a pole or an overpass to determine how far in front of you the car is.



ELIMINATE DISTRACTIONS

Activities such as applying makeup, eating, and using a phone while driving are dangerous distractions. Program the GPS before you leave, and focus on JUST DRIVING when you drive. Pull over to a safe location if you must interact with your phone.



DON'T DRIVE TIRED

Drowsy driving affects reaction time and driving ability. Driving after being awake for 18 hours is similar to driving impaired. Ensure you've had plenty of rest before driving. Regular breaks are essential for long journeys.



OBEY POSTED SPEED LIMITS

Speed is a factor in more than 33% of all fatal teen crashes. By paying attention and obeying all posted speed limits, we can all greatly reduce the likelihood of being involved in a crash.



LIMIT PASSENGERS

When a teen driver has their friends in the car, the risk of a crash increases dramatically! Two additional passengers increase the risk of a crash by 168%.



RESTRICT NIGHTTIME DRIVING

Reduced visibility, inexperience, and driver drowsiness are all factors that make driving at night more dangerous for teens. Graduated Driver Licensing ensures teens drive during less dangerous hours until they have gained more experience on the road. Curfew restrictions apply during nighttime driving hours for all licensed teens aged 16 & 17.

GROUND YOUR PARENTS



GETTING YOUR POINT ACROSS

SO THAT YOUR PARENT WILL LISTEN

As the teen child in your parents' life, your voice can have a tremendous impact on their decision to drive safe! Remember that every parent responds differently, so it's important to try the approach you think would be most effective in changing their behavior for the better. Keep a cool tone, and if needed, remind them that your concern comes from a place of love and safety.

THE **DIRECT** APPROACH



Hey Mom, using your phone while driving endangers us and everyone else on the road. Please, can you focus on driving safely!

THE **SUBTLE** APPROACH



I really hate it when people don't give their full attention to the road. It's like they are saying they don't care about my safety.

THE **GUILT** APPROACH



Dad, did you know that parents are the number one influence on my decision to drive safe? You wouldn't want me to drive this way, so why are you doing it? Let's do better together!

THE **SARCASTIC** APPROACH



Super safe driving, Dad! Should we blindfold ourselves and have a thumb war with a scorpion next? What could possibly go wrong?

THE **REFLECTIVE** APPROACH



Mom, do you remember that time when we almost rear-ended that other car because you were trying to do too many things while driving? Safety depends on us paying attention. Let's just focus on driving from now on, okay?!

THE **SENTIMENTAL** APPROACH



Mom, if anything ever happened to you, I would be devastated. It's really important to me that you make the safe choice... Please, let's focus on driving and leave the phone for when we're safely parked.

THE **FACTUAL** APPROACH



Dad, did you know that when you text and drive the risk of being involved in a fatal crash is increased by 23 times? It's just not worth it! Please remember that I need you, and I want you to come home safe.

GROUNDYOURPARENTS.COM

HEY, CAN WE TALK?

TIPS FOR STARTING A SAFE DRIVING DIALOGUE



GROUND
YOUR
PARENTS



GROUNDYOURPARENTS.COM



THE *SENTIMENTAL* APPROACH



Mom, if anything ever happened to you, I would be devastated. It's really important to me that you make the safe choice...
Please, let's focus on driving and leave the phone for when we're safely parked.



HOW TO START SAFE DRIVING CONVERSATION WITH YOUR PARENTS:



1. ARM YOURSELF WITH FACTS. Here are some driving statistics to help give perspective to the parent or adult caregiver in your life:

- For every 10MPH over 50MPH you travel, your risk of fatal crash is doubled.¹
- Using your phone while driving increases your risk of crashing by 23 times.²
- People not wearing a safety belt are 30 times more likely to be ejected from a vehicle during a crash.³

SOURCES:

1 National Highway Traffic Safety Administration (NHTSA), 2 The Virginia Tech Transportation Institute, Distracted Driving Research Study, 3 Children's Hospital of Philadelphia Research Institute

2. GAME THEM INTO UNDERSTANDING. In this exercise you're going to ask your parent/caregiver a few "what-if" style questions to see how they would respond to certain driving/passenger situations you may encounter. The key is to listen, and let your parent/caregiver offer their perspective. Remember to let them give their responses and allow them to validate their answers before giving your own input or suggestions.

- | | |
|--|---|
| ■ How would you feel if I was in the car with a driver who was using their phone? | ■ How would you feel if I was seriously injured (or worse) in a car crash? What if I harmed someone else because I took a risk? |
| ■ What would you want me to do if the driver of my vehicle didn't want to follow the speed limit? | ■ How should I respond to a driver who is impaired by drugs or alcohol? |
| ■ Would you rather I set the GPS/music playlist before I drive, or do you think it's okay for me to handle it while driving? | ■ How would you feel if I didn't wear a seatbelt? |

GROUNDYOURPARENTS.COM

3. Turn the Tables. At this point, you've likely heard your parent or adult caregiver give feedback on the above unsafe situations, or their potential for tragic outcomes. Let's re-frame this to your parent or caregiver's driving habits.... Use these examples to create your own response:

Mom/Dad, sometimes when you use your phone while driving, I feel like we might be creating a risky situation for ourselves and others. You mean so much to me. I would hate it if something bad happened. Can we work together to avoid phone usage while driving in the future?

Mom/Dad, I learned that speed is a factor in many serious crashes. Sometimes I feel like we could all do a better job of being mindful of our speed. I want you to be safe. Can we work together to address this issue? I've got some sweet surprises in store for you, if you do...

Mom/Dad, wearing a seatbelt is one of the easiest driving decisions we can make! It takes two seconds and it could save your life. I don't ever want to feel the pain of losing you. If you make a conscious choice to buckle up for every trip, I will reward you with some of your favorite things. Not to mention, you'll also be setting a great example for me!

PRO TIPS FOR DEALING WITH A DEFENSIVE PARENT

Sometimes, it's natural for people to get defensive when bad behavior is being called out. It's important to remember it does not have to do with you. Individuals may respond by minimizing, blaming, shifting focus, or shutting down. Here are some ways you can address this behavior in a **respectful** manner.

✓ Refrain from reacting defensively

Recognize if you feel yourself starting to get angry, and take a deep breath. Collect yourself if needed.

✓ Shift your focus back to your parent

Mom/Dad, I love you and I just want you to be safe. I would be devastated if something happened to you.

✓ Move toward a solution

Once your parent has calmed down or had a chance to cool off, use resolution tactics to generate a positive outcome:

- What if we set up the "Do Not Disturb" Function on your phone?
- How about if we placed a sticky note or picture of me near the dash to remind you to drive safe?
- What if we planned a reward system for your consistent good driving habits?



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■ *How should I respond to a driver who is impaired by drugs or alcohol?*

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- What if we planned a reward system for your consistent good driving habits?



response:

Mom/Dad, sometimes when you use your phone while driving, I feel like we might be creating a risky situation for ourselves and others. You mean so much to me. I would hate it if something bad happened. Can we work together to avoid phone usage while driving in the future?

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DOES YOUR PARENT MAKE THE GRADE? **A+**

SAFE DRIVING REPORT CARD

The purpose of the Safe Driving Report Card for Parents is to identify areas of encouragement or driver improvement for parent-drivers. As a teen, you play an important role in your parent's prioritization of safe driving habits. Often, parents forget that they are the number one role-model for safe driving behavior with their teen! Help remind them how important it is that they always model responsible and courteously driving.

Be sure to let them know that you will be monitoring and evaluating their driving behavior.

The following rubric will be used to judge your parent's driving performance:

1 / SHOWS DRIVER-VEHICLE READINESS (PRE-DRIVING SAFETY EVALUATION)

- ▶ Parent applied safety belt and ensures all passengers are buckled. ☐
- ▶ Parent applied headlights (if driving at nighttime) ☐
- ▶ Showed correct seating position ☐
- ▶ Showed correct mirror position and use of steering wheel ☐
- ▶ Set GPS or Map prior to driving ☐
- ▶ Set music playlist or ensured media was set prior to driving ☐

2 / EXHIBITS SAFETY & COURTESY WHILE DRIVING

- ▶ Utilized appropriate turn signals when switching lanes ☐
- ▶ Utilized appropriate turn signals when making turns ☐
- ▶ Performed a full and complete stop at all stop signs. ☐
- ▶ Looked both ways to scan for road hazards before proceeding through a intersection (once the light turns green) ☐
- ▶ Maintained appropriate speed as advised by posted speed limits ☐
- ▶ Parent yielded the right-of-way to all bicyclists and pedestrians ☐
- ▶ Makes smooth and effective starts and stops, used controlled braking. ☐
- ▶ Ensured appropriate spacing between vehicles at all times while driving ☐
- ▶ Goes the entire trip without using or manipulating a cell phone. ☐
- ▶ Was courteous, and allowed other vehicles to merge when needed. ☐
- ▶ Abides by all yield signs when merging into traffic. ☐

3 / AUTOMATIC POINT DEDUCTION AREAS

- ▶ Made a left turn on red. ☐
- ▶ Made a U-turn in a "No U-turn" zone ☐
- ▶ Exceeded posted speed limit by 10 mph ☐
- ▶ Answered a call or sent a text while driving ☐
- ▶ Took hands off the wheel to get something in back seat or purse. ☐
- ▶ Performed any grooming tasks (apply makeup, comb beard, etc.) ☐
- ▶ Tailgated the car in front of them ☐
- ▶ Getting angry or exhibiting road rage (yelling, hand gestures, rage-honking) ☐
- ▶ Harsh or sudden braking - anything that causes passengers to abruptly stop ☐
- ▶ Any usage of a phone while travelling through a School Zone or Work Zone ☐
- ▶ Failed to "move over" a lane or reduce speed for stopped emergency vehicles, work crews, or law enforcement. ☐

GRADING SCORES

☐ EXEMPLARY

No Boxes in Section 3 Checked
Driving performance was safe and courteous. Your parent-driver followed all traffic laws, and speeds, and did not use or engage with their phone while driving. Parents in this category will have exhibited safe driving tendencies for the entire duration of the trip.

☐ NEEDS IMPROVEMENT

Any Boxes in Section 3 Checked
Driving performance in that area was below desired safety standards. Your parent-driver followed some traffic laws, but perhaps they were not mindful of their speed, used their cell phones while driving, or didn't buckle up. More attention to safety should be given.

Recommended
Areas For
Improvement:

DOWNLOAD OUR **TIP CARD FOR TALKING TO PARENTS**
TO START THE **SAFE DRIVING CONVERSATION**
GROUNDYOURPARENTS.COM





FLORIDA UNSAFE
DRIVING CITATION

IN THE DOMECILE DESIGNATED BELOW THE UNDERSIGNED CERTIFIES THAT THEY HAVE JUST AND REASONABLE GROUNDS TO BELIEVE AND DOES BELIEVE THAT ON

COMPLAINT
(RETAINED BY TEEN SAFETY ADVOCATE)

DATE	TIME <input type="checkbox"/> AM <input type="checkbox"/> PM	
FIRST NAME	MIDDLE	LAST
STREET ADDRESS		
CITY	STATE	ZIP
UPON A PUBLIC STREET OR HIGHWAY, OR OTHER LOCATION, NAMELY		
DID UNLAWFULLY COMMIT THE FOLLOWING OFFENSE		
<div><div><input type="checkbox"/> Made a left turn on red</div><div><input type="checkbox"/> Made a U-turn in a "No U-turn" zone</div><div><input type="checkbox"/> Exceeded posted speed limit by 10 mph or more</div><div><input type="checkbox"/> Answered a call or sent a text while driving</div><div><input type="checkbox"/> Took hands off the wheel to get something in back seat or purse</div><div><input type="checkbox"/> Performed any grooming tasks (apply makeup, comb beard, etc.)</div><div><input type="checkbox"/> Tailgating the car in front of them</div></div> <div><div><input type="checkbox"/> Getting angry or exhibiting road rage (yelling, hand gestures, rage-honking)</div><div><input type="checkbox"/> Harsh or sudden braking - anything that causes passengers to abruptly stop</div><div><input type="checkbox"/> Any usage of a phone while travelling through a School Zone or Work Zone</div><div><input type="checkbox"/> Failed to "move over" a lane or reduce speed for stopped emergency vehicles, work crews, or law enforcement.</div><div><input type="checkbox"/> Other _____</div></div>		
AND HAS BEEN ISSUED THE FOLLOWING PUNISHMENT		
<div><div><input type="checkbox"/> Take away car keys for 1 hour</div><div><input type="checkbox"/> No friends over this weekend</div><div><input type="checkbox"/> Loss of phone privileges for 1 hour</div><div><input type="checkbox"/> Loss of gaming access for 1 hour</div><div><input type="checkbox"/> Extra chores: make your parents clean your room</div><div><input type="checkbox"/> Walk the dog</div></div> <div><div><input type="checkbox"/> Take out the trash</div><div><input type="checkbox"/> Clean/Wash the car</div><div><input type="checkbox"/> Teen gets to pick the music in the car</div><div><input type="checkbox"/> Timeout: play "Baby Shark" for 3 times on repeat</div><div><input type="checkbox"/> Film a TikTok video with parents holding a "shame" sign</div></div>		
X VIOLATOR SIGNATURE	<div><div><div>YOU'RE FOUNDED</div><div>19</div></div><div>I AGREE AND PROMISE TO COMPLY AND ANSWER TO THE CHARGES AND INSTRUCTIONS SPECIFIED IN THIS CITATION</div></div>	
X ISSUER SIGNATURE	ISSUER NAME	



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SAFE DRIVING FACT

Sending or reading a text message takes your eyes off the road for 5 seconds.

At 55 mph, that's like driving the length of an entire football field with your eyes closed.

Source: National Highway Traffic Safety Administration (NHTSA)

**GROUND
YOUR
PARENTS**

FOLD ▼ HERE

FLORIDA TEEN SAFE DRIVING COALITION

SAFE DRIVING REMINDER



Hey ,

Please remember **NOT** to

GROUNDYOURPARENTS.COM

TEAR ▲ HERE

SUGGESTED REMINERS

- Use your phone while driving
- Eat while driving
- Drink or use drugs while driving
- Tailgate the car in front of you
- Get angry or exhibit road rage
- Exceed posted speed limits



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SAFE DRIVING FACT

Distracted driving is anything that takes your attention away from the task of driving. That includes taking your eyes off the road, hands off the steering wheel, or mind off driving.

Source: National Highway Traffic Safety Administration (NHTSA)

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SAFE DRIVING FACT

Speeding and driving aggressively translate to less vehicle control, increased stopping distances, and greater risk to others on or near the roadway.

Source: Florida Department of Transportation, Strategic Highway Safety Plan.

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SAFE DRIVING FACT

Compared with other age groups, teens and young adults often have the lowest seat belt use rates.

Source: Centers for Disease Control (CDC)

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SAFE DRIVING FACT

Driving after being awake for more than 20 hours is the equivalent of driving with a blood-alcohol concentration of 0.08% – the U.S. legal limit.

Source: National Safety Council (NSC)

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PARENTS**

FLORIDA TEEN SAFE DRIVING COALITION

SAFE DRIVING REMINDER



Hey **Dad**,

Please remember to

**Obey the
Speed Limit**



TEAR ▲ HERE

SUGGESTED REMINDERS

- Keep a safe driving distance
- Count to 10 if someone on the road makes you angry
- Pull over if you need to use your cell phone
- Obey posted speed limits
- Wear your seatbelt
- Allow a safe following distance between vehicles
- Use your turn signals during the entire trip
- "Move Over" for stopped law enforcement, emergency & service vehicles
- Give 3 feet for bicyclists

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FLORIDA TEEN SAFE DRIVING COALITION

SAFE DRIVING AFFIRMATION



Hey **Mom**,
RECIPIENT

I **Did the Dishes**
REWARD

Because You **Buckled Up**.
SAFE DRIVING BEHAVIOR

**THANKS for MODELING the SAFE DRIVING
BEHAVIORS that YOU WANT ME TO FOLLOW!**

Presented by **Jake**
AFFIRMING PARTY

TEAR ▲ HERE

SUGGESTED REWARDS

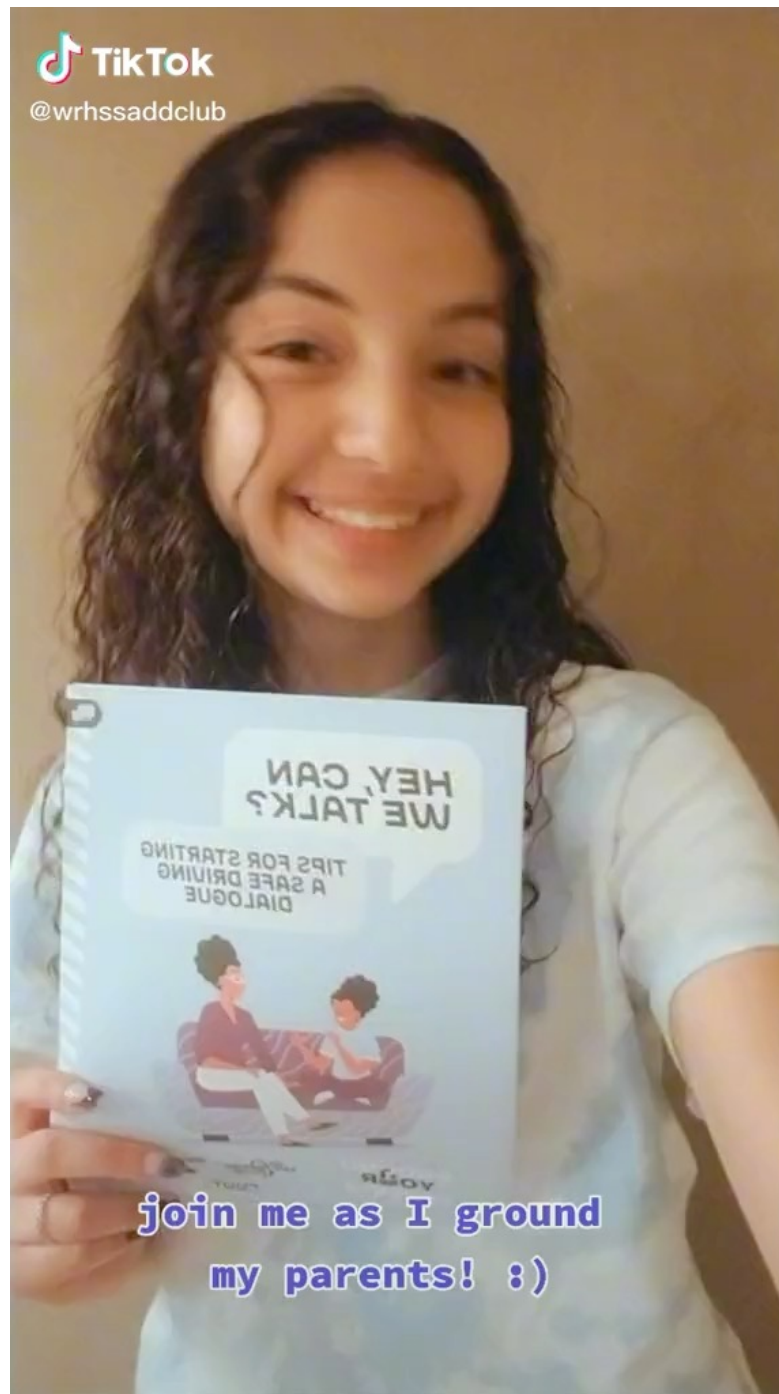
- Mow the lawn
- Clean the house or a specific room (vacuumed, mopped, cleaned the dining room table, etc.)
- Sweep out the garage/front porch
- Rake the leaves
- Cook a meal
- Babysit or offer to watch your siblings
- Wash/detail the car
- Make coffee or treat your parents to their favorite specialty drink
- Buy flowers
- Walk the dog/give dog a bath
- Make a TikTok video praising their safe driving
- Planted a baby tree in your honor

SUGGESTED SAFE DRIVING BEHAVIORS

- Obeyed all posted speed limits
- Didn't use your cell phone while driving
- Buckled up
- Stayed calm when that driver cut you off
- Used your turn signals the entire trip
- Scanned the road for hazards before entering the intersection of a recently turned green light
- Adjusted your speed, and turned on your headlights when it was raining
- Programmed the GPS/Music before we you started driving
- Ensured all of your passengers were properly buckled up
- Yielded to the pedestrian in the crosswalk
- Gave 3 feet for bicyclists
- "Moved Over" for stopped law enforcement, emergency, sanitation, utility service vehicles and tow trucks or wreckers.
- Waited until you were home to eat/snack
- Drove with two hands on the wheel at all times



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Campaign Details



FREE DIGITAL ASSETS



STATE FARM PARTNERSHIP



PRINTING COSTS

Additional Activation Methods



Host a "Parent Night"

Open House at Schools

Driver Education Classrooms

"One-off" style packaging

- Tax Collector Offices
- Tabling Events

Thank you!



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Executive Director

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Find me on LinkedIn – Melissa Hamrick

