



MINNESOTA TOWARD ZERO DEATHS

Toward Zero Deaths

Impact Teen Drivers
Annette Larson,
State TZD Programs & Operations coordinator
May 23, 2024

What Does Impact Teen Drivers Do?



- Impact Teen Drivers develops, promotes, and facilitates evidence-based education to stop the number one killer of teens—car crashes.
- We seek to change the culture of safe driving – thereby saving lives not only in this generation, but in all future generations of drivers.



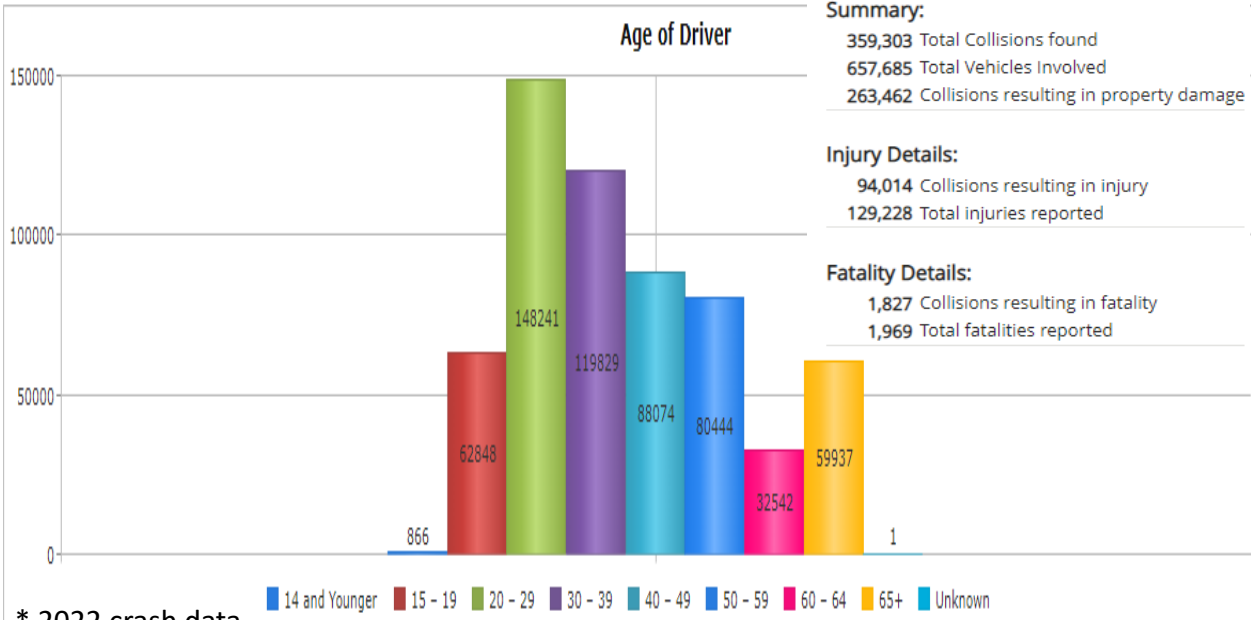
Why is this important?

- #1 cause of death among teens.
 - Approximately 4,000 teens die in the US annually.
 - **50% are passengers.**
- 400,000 seriously injured.
- 100% **PREVENTABLE!**

Goal reduce fatalities and serious injuries in our younger drivers and change traffic safety culture.



Note: Data are preliminary and subject to revision.



* 2022 crash data

Quick Facts of Impact Teen Driver

- Started initially with four states, now they have 27 states using their program (local and state level).
 - Program excels in grass roots community efforts.
 - Locally, Minnesota Safe Kids, North Dakota Vision Zero/NDDOT, and Children's Wisconsin have teamed up with Impact Teen Driver.
 - Supported by NHTSA, NSC, National Traffic Safety Board along with a plethora of traffic safety partners.
- **Program is evidence based and data driven.**



Quick Facts of Impact Teen Driver

- Though teens are what they lead with, there are other modules to grow the program.
- All modules are mobile friendly and include an on-line survey/evaluation.
- All modules are updated every three years to better the look, feel, and cultural appeal of the program. What is most effective and what resonates with teens? Keeping it fresh is key!





Impact (41/52)

Our final choice is Impact Teen Drivers. Overall, there are many great aspects of the program, from the free and high-quality resources and empowering message

Things to improve include:

- Socioeconomic Access
- Community Outreach

Aspects to take from other programs:

- Humor (SAFE)
- Mental Health & Native American Reservation work (SADD)
- Community Courts (Alive @ 25)



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How is it Going?

- ✓ It is a state-wide TZD program.
- ✓ Train-the-Trainer training was held.
- ✓ TZD regional coordinators identified schools in Fall 2023.
- ✓ State Patrol/Regional Coordinator to present or other trained presenters.
- ✓ **Focus is on the 10th grade students in schools.**

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How is it Going?

- ✓ Students will be taking a survey after both modules (QR codes and links will be available).
- ✓ So far, 15 schools participate in fall of 2023.
- ✓ The online module “Are You Living in a Dreamworld” to be administered in March/April 2024 (ultimately before Prom).
- ✓ **Goal for each TZD region is to add two additional schools each year with a goal of eventually presenting in all high schools within their area.**

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What Do You Consider Lethal? Participant Evaluation Survey

what do you consider
LETHAL?

Thank you for participating in the *What Do You Consider Lethal?* program today!

Please complete this survey to help us best understand if this program is effective.
Do not put your name on this survey so that we can keep your answers confidential.

First, tell us a little about yourself:

1. What is your age (in years)? _____
2. Which gender do you identify as (if any)? _____
3. Which race and/or ethnicity do you identify as (if any)? _____
4. Circle the License you have: None Learners Permit Provisional License Full License

Next, tell us about your perspective:

5. Think about how you *felt before* and what you *feel now after* this program about teen driving. Then indicate your perspective for each of the following items **BEFORE** and **AFTER**:

5. Think about how you *felt before* and what you *feel now after* this program about teen driving. Then indicate your perspective for each of the following items **BEFORE** and **AFTER**:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

BEFORE Program					Assessment of your perspective:	AFTER Program				
Disagree		Agree				Disagree		Agree		
1	2	3	4	5	Seatbelts are important to my safety.	1	2	3	4	5
1	2	3	4	5	Speeding can be lethal.	1	2	3	4	5
1	2	3	4	5	Doing something simple like applying lip gloss while driving a vehicle can be lethal.	1	2	3	4	5
1	2	3	4	5	Cell phone use while driving can be lethal.	1	2	3	4	5
1	2	3	4	5	Texting, messaging, or using any kind of social media app while driving can be lethal.	1	2	3	4	5
1	2	3	4	5	Driving at night is more lethal than driving during the day.	1	2	3	4	5
1	2	3	4	5	Having too many passengers in the car can be lethal for teen drivers.	1	2	3	4	5
1	2	3	4	5	Passengers that act rowdy or distract the driver in any way can be lethal for teen drivers.	1	2	3	4	5
1	2	3	4	5	Following traffic laws is important to me.	1	2	3	4	5
1	2	3	4	5	I will make safe choices whenever I drive a vehicle.	1	2	3	4	5
1	2	3	4	5	I will speak up as a passenger to promote safe driving.	1	2	3	4	5



BEFORE Program					Self-assessment of your safety knowledge and skills:	AFTER Program				
None		A lot				None		A lot		
1	2	3	4	5	I know which passenger behaviors can be lethal.	1	2	3	4	5
1	2	3	4	5	I know which driver behaviors can be lethal.	1	2	3	4	5
1	2	3	4	5	I know my state's Graduated Driver Licensing (GDL) laws.	1	2	3	4	5
1	2	3	4	5	I know the risks and consequences of unsafe driving.	1	2	3	4	5
1	2	3	4	5	I know how to make good decisions as a passenger.	1	2	3	4	5
1	2	3	4	5	I know how to make good decisions when driving.	1	2	3	4	5
1	2	3	4	5	I know how to talk with friends about safe driving.	1	2	3	4	5

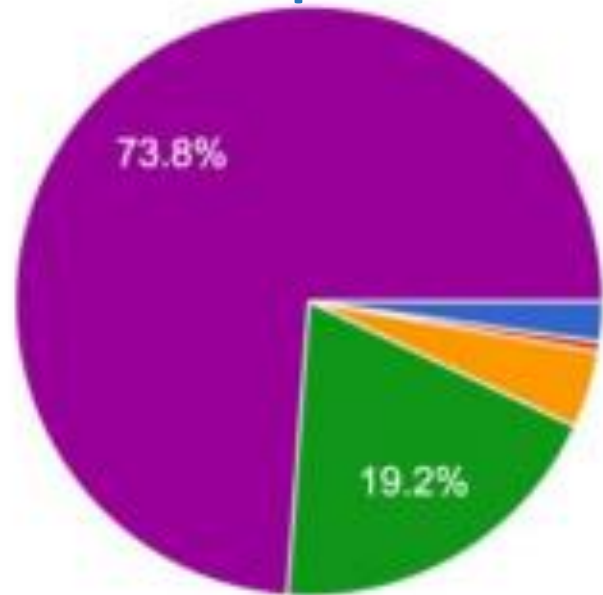
7. Finally, tell us your opinions about the quality of the program today:

Check the column that best reflects your opinion for each item:	Poor 1	Fair 2	Neutral 3	Good 4	Great 5
Length and organization of the program:					
Information presented in the program:					
Tools and media used (e.g. the wheel, videos, etc.):					



BEFORE - Seat belts are important to my safety

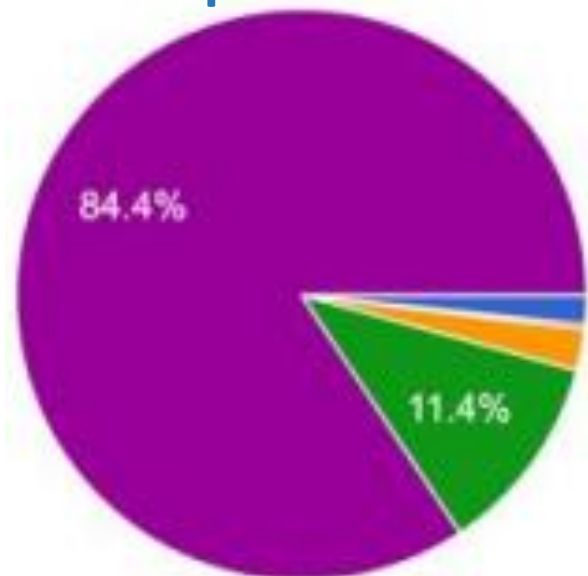
- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree



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After- Seat belts are important to my safety

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

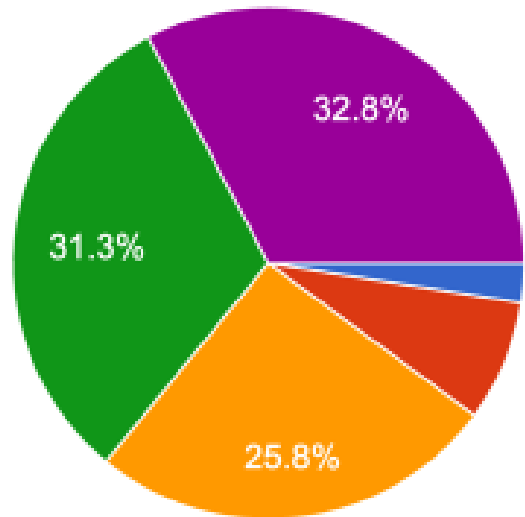


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Everyday activities can be lethal when done while driving:

BEFORE - Doing something as simple as applying lip gloss while driving can be lethal.

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- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

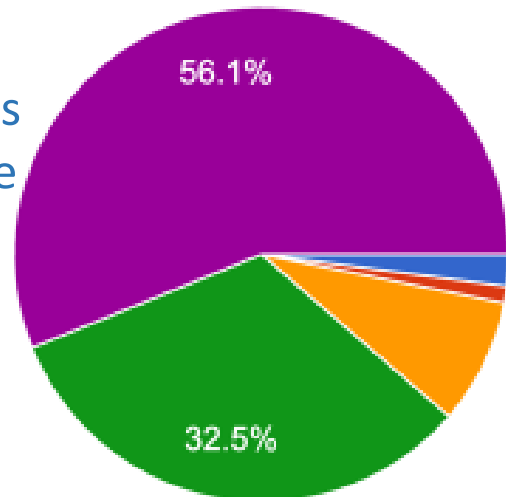


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- 5- Strongly Agree

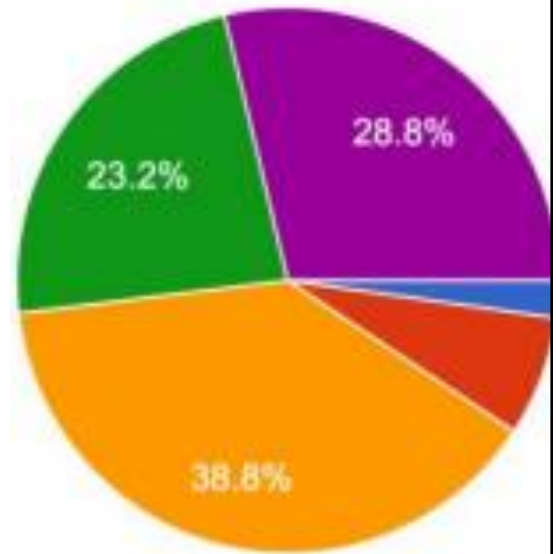


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I know Passenger behaviors can be lethal:

BEFORE – I know which passenger behaviors can be lethal.

- 1- None
- 2- A little
- 3- Average Knowledge/skills
- 4- More than most
- 5- A lot

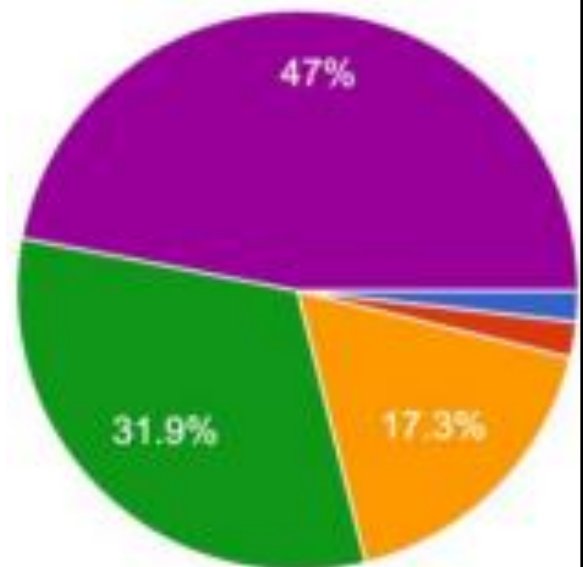


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Facilitators

- Minnesota State Patrol
- Regional Coordinators
- TZD County Coalition Coordinators
- Educators
- TZD Community Leaders



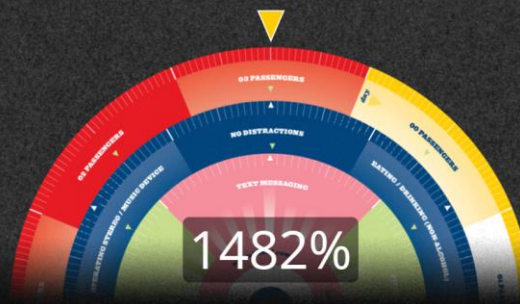
Mankato West
High School

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Wheel of Distraction

Hot latte or icy slurpee? Burrito or french fries? Applying your makeup? Adjusting the stereo? Having any or all of these distractions in your car can heighten the risk in causing a crash.

3 Passengers - Nighttime No Distractions Text Messaging



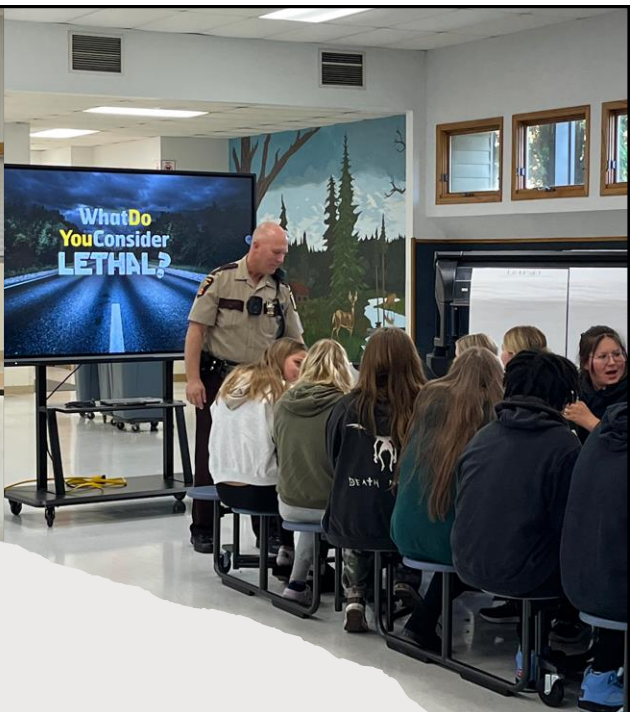
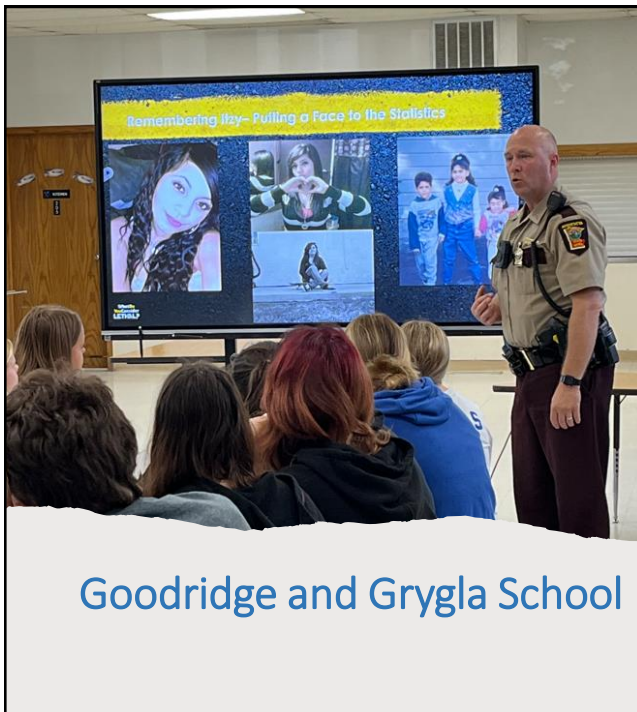
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Grizzlies.
Riptides.
Ecstasy.
Swords.
Lip Gloss.

what do you consider lethal?

While everything on this list can be fatal, car crashes are the leading killer of 15 to 19 year-olds, resulting in over 3,000 lives lost each year. Three-fourths of these crashes had nothing to do with drugs or alcohol. (CDC 2022)





LHS and Cleveland

Working Together Towards Zero Deaths

- **ALL** 10th grade students
- Designed for a classroom setting
- Empowering students to speak up and demonstrate safe behavior every time they get in a car.
- The more they hear it, the retention increases.



Life Without Logan is still the Driver's Education curriculum that the Minnesota State Patrol facilitates in Driver's Ed classes. ***This program will not be replacing that and will not be used instead of that.*** It will only be presented in a high school setting in order to reach **ALL** the students.

Questions



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-- Teen Drivers --