



MINNESOTA TOWARD ZERO DEATHS

Toward Zero Deaths

Impact Teen Drivers
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State TZD Programs & Operations coordinator
May 6, 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.

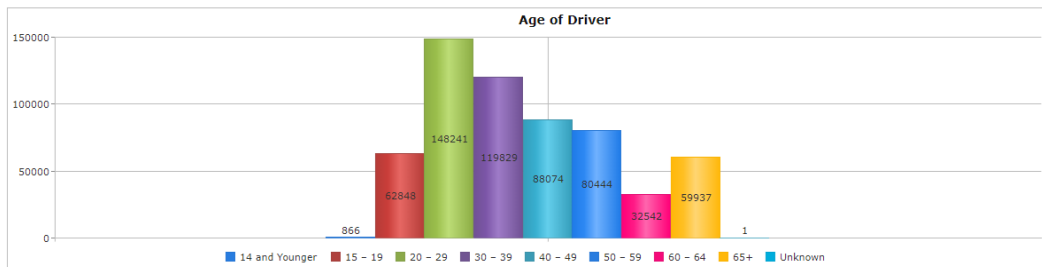


Why is this important?

- #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.

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Note: Data are preliminary and subject to revision.

Summary:

359,303 Total Collisions found
 657,685 Total Vehicles Involved
 263,462 Collisions resulting in property damage

Injury Details:

94,014 Collisions resulting in injury
 129,228 Total injuries reported

Fatality Details:

1,827 Collisions resulting in fatality
 1,969 Total fatalities reported

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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.
- Though teens are what they lead with, there are parent/teen GDL, elementary, middle school, college and leadership 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!

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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 on August 24, 2023.
- ✓ TZD regional coordinators identified schools to administer the in-person “What Do You Consider Lethal” module in Fall 2023. State Patrol/Regional Coordinator to present or other trained presenters.
- ✓ **Focus is on the 10th grade students in schools.**
- ✓ 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).
- ✓ Each TZD region is to onboard an additional two schools each year with a goal of eventually presenting in all high schools within their area.



What Do You Consider Lethal? Participant Evaluation Survey



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

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

BEFORE Program					Self-assessment of your safety knowledge and skills:					AFTER Program				
Disagree		Agree								Disagree		Agree		
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
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1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5



What Do You Consider Lethal? Participant Evaluation Survey



6. Think about what you already know and what you now know after this program about teen driving. Then evaluate change in your knowledge for the following topic areas **BEFORE** and **AFTER**:

1 = None 2 = A little 3 = Average Knowledge/Skills 4 = More than most 5 = A lot

BEFORE Program					Self-assessment of your safety knowledge and skills:					AFTER Program				
None		A lot								None		A lot		
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
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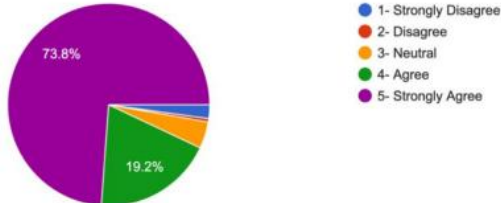
7. Finally, tell us your opinions about the quality of the program today:

Check the column that best reflects your opinion for each item:	Poor	Fair	Neutral	Good	Great
	1	2	3	4	5
Length and organization of the program:					
Information presented in the program:					
Tools and media used (e.g. the wheel, videos, etc.):					
Presentation style of the trainers:					
Level of my own engagement during the program:					
Overall, this program was:					

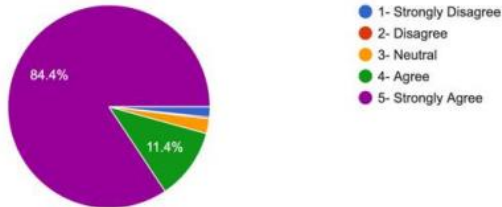
8. Use this space to write anything else you would like to share with us. Thank You!

Seat belts are important to my safety

(BEFORE program) Seatbelts are important to my safety.
730 responses

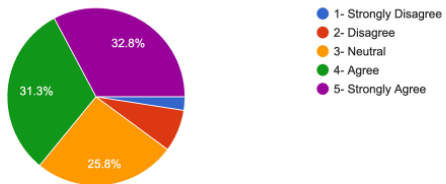


(AFTER program) Seatbelts are important to my safety.
730 responses

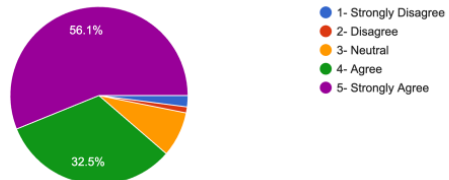


Everyday activities can be lethal when done while driving:

(BEFORE program) Doing something simple like applying lip gloss while driving a vehicle can be lethal.
732 responses

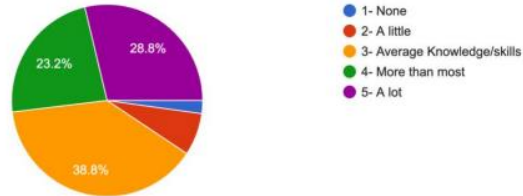


(AFTER program) Doing something simple like applying lip gloss while driving a vehicle can be lethal.
732 responses

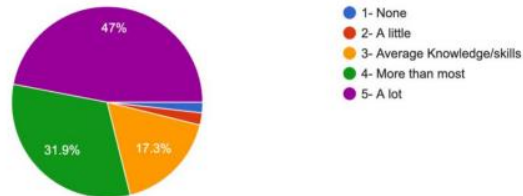


I know Passenger behaviors can be lethal:

(BEFORE program) I know which passenger behaviors can be lethal.
730 responses



(AFTER program) I know which passenger behaviors can be lethal.
730 responses



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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

1482%

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Grizzlies.

Riptides.

Ecstasy.

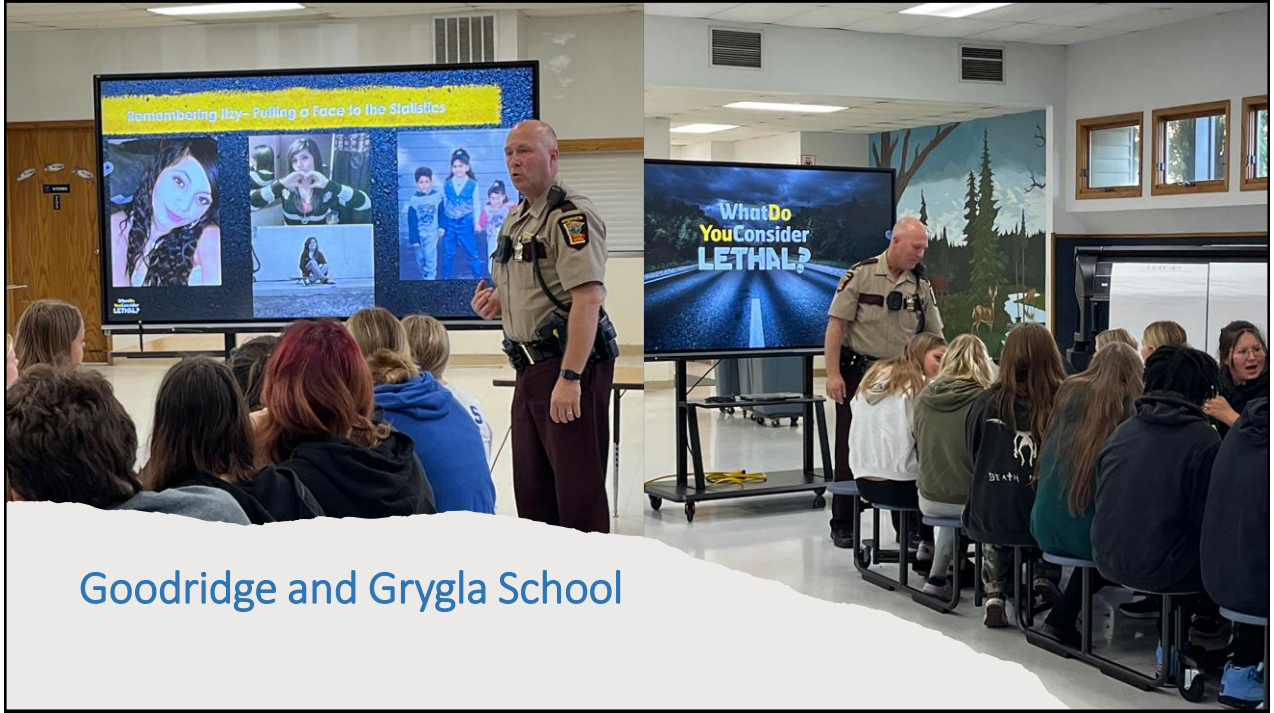
Swords.

Lip Gloss.

what do you consider lethal?

While everything on this list can be fatal, car crashes are the leading killer of 15 to 20 year-olds, resulting in over 2,000 lives lost each year. Three-fourths of these crashes had nothing to do with drugs or alcohol. (CDC 2012)

Mankato West High School



Goodridge and Grygla School



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.

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Questions



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