



# MINNESOTA TOWARD **ZERO** DEATHS

## Toward Zero Deaths

Impact Teen Drivers

Sue Johnson, NW Regional Coordinator

October 22, 2024

### Vision

To prevent fatalities and serious injuries on Minnesota's roads to get to zero



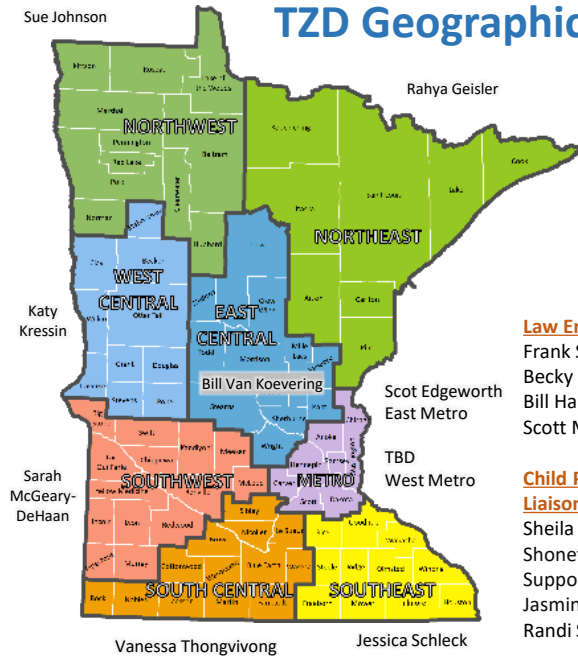


## Mission

To move Minnesota toward **zero** deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.



## TZD Geographic Regions



**Statewide TZD Communications & Marketing Director**  
Kristine Hernandez

**Statewide TZD Program & Operations Director**  
Annette Larson

**Law Enforcement Liaisons**

Frank Scherf, Northeast  
Becky Putzke, Northwest  
Bill Hammes, Metro  
Scott McConkey, South

**Child Passenger Safety Liaisons**

Sheila Denton, Southern  
Shonette Micco, Hospital Support  
Jasmine Wangen, Northwest  
Randi Smith, Northeast

## 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.
- Seek to change the culture of safe driving – thereby saving lives not only in this generation, but in all future generations of drivers.
- All ITD's IEMs adopt an "engage, educate, empower, and evaluate" approach. Free from graphic imagery or fear-based tactics, these modules resonate with teenagers through relatable anecdotes and humor while imparting practical and evidence-based strategies to enhance road safety for both drivers and passengers.

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## Impact Teen Driver

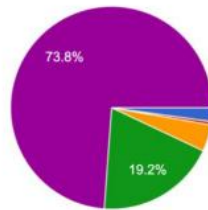
- 32 number of trained presenters in Minnesota
  - 15 presentations reaching 1,137 number of 10<sup>th</sup> graders
- Curriculum focus:**
- Impaired driving
  - Speed/reckless
  - Seat belts
  - Distraction
  - Being a good passenger



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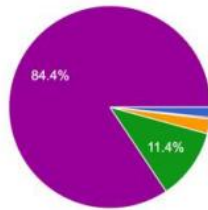


(BEFORE program) Seatbelts are important to my safety.  
730 responses



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

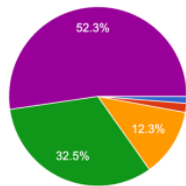
(AFTER program) Seatbelts are important to my safety.  
730 responses



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

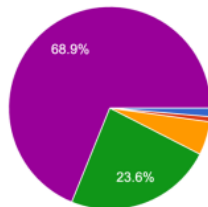
**Attitudes about speed:**

(BEFORE program) Speeding can be lethal.  
732 responses



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

(AFTER program) Speeding can be lethal.  
732 responses



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

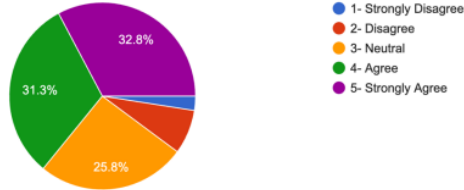




**Everyday activities can be lethal when done while driving:**

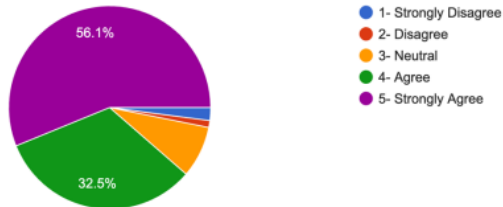
(BEFORE program) Doing something simple like applying lip gloss while driving a vehicle can be lethal.

732 responses



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

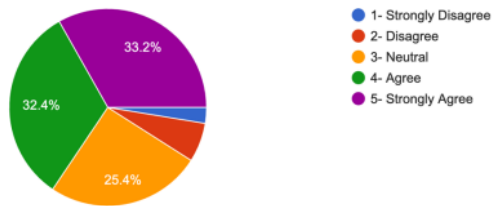
732 responses



**Attitudes about too many passengers:**

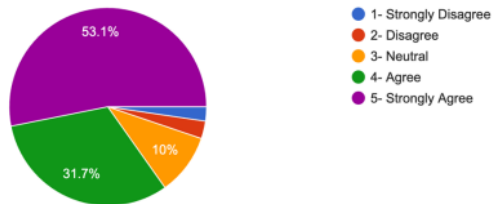
(BEFORE program) Having too many passengers in the car can be lethal for teen drivers.

732 responses



(AFTER program) Having too many passengers in the car can be lethal for teen drivers.

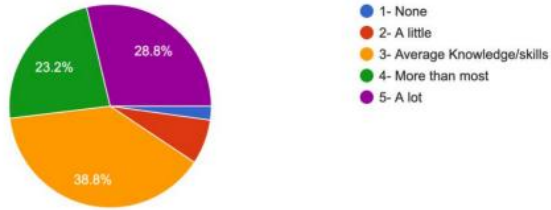
732 responses





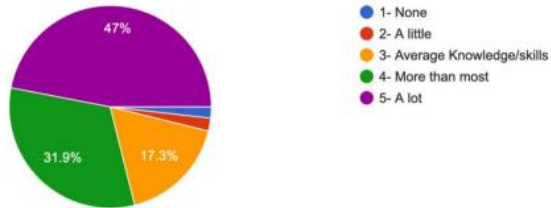
(BEFORE program) I know which passenger behaviors can be lethal.

730 responses



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

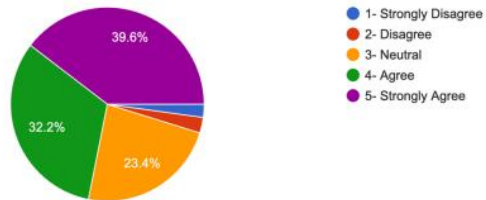
730 responses



**Speaking up as a passenger:**

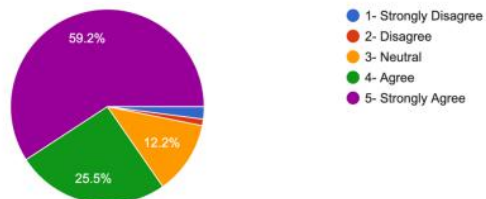
(BEFORE program) I will speak up as a passenger to promote safe driving.

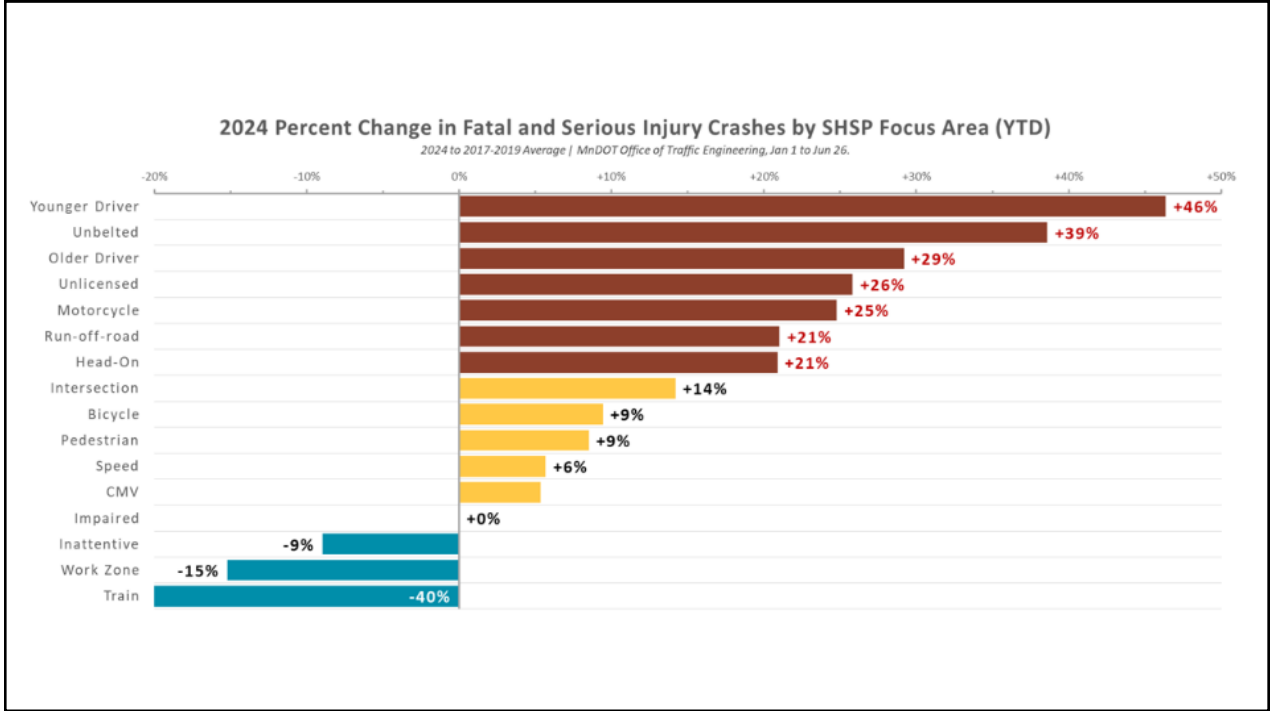
732 responses



(AFTER program) I will speak up as a passenger to promote safe driving.

732 responses





## Northwest Region – Kelliher High School






NW Region  
Lake of the  
Woods High  
School



East  
Central  
Region

Sartell  
High  
School





# South Central Region

## Cathedral High School



# South Central Region

## Worthing Spanish Session



South Central  
Region

Nicollet High  
School



## Working Together Towards Zero Deaths

- The Impact Teen Drivers program is designed for a classroom setting and it is to include all students whether they are a driver or a passenger.
- We chose to initiate this program with a focus on the 10<sup>th</sup> grade students because that is the age where most are in the process of obtaining their license or have just received their license. All ITD curriculum adopts an "engage, educate, empower, and evaluate" approach.
- The program focuses on passengers and empowering them to encourage and demonstrate safe behavior every time they get in a car.
- We look at this as a partnership with all traffic safety educators. Driver's Ed instructors educate in their classes, and we want to continue that education in the high school classrooms. 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. The goal is to present this education in a high school setting in order to reach ALL the students.

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## What is the plan moving forward?

- Continue to add more schools to the program each year. The goal is to add two schools each year.
- Continue to evaluate our efforts by quarterly and annual survey data results.
- Use that survey data to understand where more educational efforts are needed.

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Impact  
--- Teen Drivers ---

*Thank you!*

### Sue Johnson

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MnDOT

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