



## **National Teen Driver Safety Week Webinar Questions & Answers** **September 12, 2008**

Participants asked the following questions as text messages during “Engaging High Schools in National Teen Driver Safety Week,” the DETA Webinar held on September 10, 2008. Because there was not enough time to respond to all the questions during the Webinar, The Children’s Hospital of Philadelphia research team provides answers below.

### **THE ESSENTIALS**

#### **Q: When exactly is National Teen Driver Safety Week this year?**

A: National Teen Driver Safety Week (NTDSW) is October 19-25, 2008 and will occur the 3<sup>rd</sup> week of October each year.

#### **Q: What’s the website again?**

A: The website for organizers is [www.ntdsw2008.org](http://www.ntdsw2008.org). By September 26, 2008, the parent site ([www.RaisingSafeDrivers.org](http://www.RaisingSafeDrivers.org)) and the teen site ([www.RideLikeAFriend.com](http://www.RideLikeAFriend.com)) will be finalized and available. These URLs work whether you type in “.org” or “.com”.

#### **Q: Is there a "catchy" phrase that's being used for this year's campaign/NTDSW?**

A: *Ride Like A Friend. Drive Like You Care.* This has been developed with and tested by teens.

#### **Q: Will the PowerPoint presentation be available on the website after today?**

A: We have provided a link to a video of the Webinar from the home page of [www.ntdsw2008.org](http://www.ntdsw2008.org). Check it out and share it with colleagues who missed the live Webinar. We are also developing a modified version of the Webinar presentation for use by practitioners promoting the campaign to fellow colleagues. If interested in using these slides, please contact Karen Holm at [holmk@email.chop.edu](mailto:holmk@email.chop.edu).



**Q: Why hasn't Pennsylvania enacted a "no passenger law" for new teen drivers?**

A: Your guess is as good as ours! If you are from Pennsylvania, please contact your local State Representative and ask that he or she actively support House Bill 163, which would add passenger restrictions to the Commonwealth's current GDL policy.

**CAMPAIGN MATERIALS**

**Q: When will the materials (i.e. posters and table tents) be available? How do we make the posters?**

A: All materials are available on the website, [www.ntdsw2008.org](http://www.ntdsw2008.org), in several formats for download to your computer. While we do not provide services or funds to print the posters or flyers, these files can easily be sent to a print house or printed on your printer. In addition, we provide customizable recruitment, communication, and press event materials to promote the NTDSW campaign in your community. You can use our sample letters to send to community businesses and local media companies asking for donations for printing needs or other supplies; these can be found in the "Materials" section of [www.ntdsw2008.org](http://www.ntdsw2008.org).

**Q: Is there a cost for these printed materials? Who can order these materials? Schools? State Farm Agents? State Farm volunteers? Other organizations? Private driving schools?**

A: There is no cost to download these materials from the [www.ntdsw2008.org](http://www.ntdsw2008.org) website. They can be reproduced for educational purposes by non-profit organizations, such as schools, hospitals and youth-serving groups, as well as for unrestricted use by State Farm and CHOP. The materials do not need to be ordered; they can be easily downloaded from the website. Other for-profit organizations may be granted use of these materials. Please contact Karen Holm with requests at [holmk@email.chop.edu](mailto:holmk@email.chop.edu).

**Q: Can we use these materials at other times of the year besides NTDSW?**

A: The materials can and should be used throughout the year.



**Q: Do you have printed material that specifically targets being a good passenger?**

A: Yes! Our campaign targets teen passengers, teen drivers and parents with materials and messaging for each. We have materials that you can print from the website. The “Be as good a passenger as you are a friend” poster, flyer, and table tent card and the “Ride Like A Friend” stickers directly target passengers. All of the activities on [www.ntdsw2008.org](http://www.ntdsw2008.org) also are designed to promote safe passenger behaviors.

**Q: What would you suggest as activities for a display at a company or something for adults and parents to promote awareness for National Teen Driver Safety Week?**

A: There are a few things you can do. First, we have developed parent materials that can be downloaded and printed to be distributed at the workplace in lunchtime or other sessions and/or through a company’s Human Resources/Benefits department. Second, the link to the parent website, [www.raising safed drivers.com](http://www.raising safed drivers.com), can be circulated around the workplace via e-mail (beginning September 26). Throughout NTDSW employees should be encouraged to get the message out to their families and friends. Finally, workplace sites and companies can become part of the week by sponsoring printing of materials and other activities at a school. Customizable letters to potential sponsors can be found in the Materials section on [www.ntdsw2008.org](http://www.ntdsw2008.org).

**Q: When will the Facebook application be available for use?**

A: The Facebook application for the “Countdown to the Driver’s Permit” will be available in the coming weeks. We have encountered some technical issues and will inform everyone when it will be up and running. Starting September 26<sup>th</sup>, check out the teen site ([www.RideLikeAFriend.org](http://www.RideLikeAFriend.org)) to learn when the Facebook application can be downloaded.

Parents are the fastest growing segment of users on Facebook. From “raising safed drivers.org”, we will also include information about a Facebook “cause page” developed by State Farm for parents who are interested in promoting teen driver safety. From this page, parents can download an interactive widget that provides “teen driver tips of the week” from leading safety experts and other parents.

To find the page and download the widget, go to Facebook.com, and type “Teen Driver Safety” into the search function.



## **CAMPAIGN MESSAGES**

**Q: How did you arrive at the 6 month time period for "no passengers" - - instead of 3 months or 9 months or 12 months?**

A: The epidemiological research has shown that the first 6 months<sup>1</sup> or 1,000 miles<sup>2</sup> of independent, unsupervised driving poses the highest crash risk for a new teen driver. In keeping with the evidence and current recommendations<sup>3</sup>, we view 6 months as a MINIMUM for restrictions and tested this specific restriction – no passengers - with teens. We realize that several states have adopted stringent graduated driver licensing laws, where passengers are not allowed in cars driven by teens for the first 9 to 12 months. We agree that teenagers should not carry child or teen passengers until they have garnered enough experience under lower risk conditions.

**Q: Was there any concern about sending forward what could be perceived as mixed messages? On the one hand, teens aren't supposed to have passengers for the first 6 months; yet they also are receiving lots of messages about how to be a safe passenger/driver. (So maybe this would make them think that they don't need to observe the 6 month restriction.)**

A: We recognized that the ideal safety situation is no passengers during the 1<sup>st</sup> 6 months/1<sup>st</sup> thousand miles. This is the clear message for parents to deliver to their teens and to enforce. Unfortunately, this behavioral objective tested very poorly with teens (see the webinar for details), which is why we adopted the "safe passenger" theme. To address the mixed message issue, we included the message discouraging passengers in the 1<sup>st</sup> 6 months/1,000 miles throughout the creative materials and websites' homepages. This message and the safe passenger behavior message are positioned as complementary and noncompetitive. The very first way teens can be a good friend is to not drive friends until they have gained sufficient experience and to not ride with friends until they have garnered sufficient driving experience.

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<sup>1</sup> Mayhew, D.R., Simpson, H.M., Groseillers, M., & Williams, A.F. (2001). Impact of the graduated driver licensing program in Nova Scotia. *Journal of Crash Prevention and Injury Control*, 2,179-192.

<sup>2</sup> McCartt, A.T., Shabanova, V.I., & Leaf, W.A. (2003). Driving experience, crashes and traffic citations of teenage beginning drivers. *Accident Analysis and Prevention*, 35, 311-320.

<sup>3</sup> Current optimal provisions for GDL describe the intermediate, junior license phase as lasting 6 months as a minimum. ([http://www.iihs.org/laws/gdl\\_intermediate.aspx](http://www.iihs.org/laws/gdl_intermediate.aspx))

*The answers provided in this document are the opinion solely of the Young Driver Research team at the Center for Injury Research and Prevention at The Children's Hospital of Philadelphia and are not necessarily the views of State Farm Insurance Companies®.*



**Q: I know we are targeting teen but what about training our middle-schoolers now to be good passengers?**

A: Middle school kids, particularly younger siblings of teen drivers, do need to learn about safe passenger behaviors. It is likely that some of our materials produced with high school students could work with middle-school children, but these younger students were not part of the development or pre-testing. The research team does not know how these materials would be received by the younger population. Please let us know if you use them, how they were received and how effective.

The research team at the Center for Injury Research and Prevention at CHOP will be beginning a multi-year research program in 2009 to determine effective approaches to encourage seat belt use, rear-seating and safe passenger behavior for elementary and middle school children over age 8. This work is funded by the Pennsylvania Department of Transportation through the Delaware Valley Regional Planning Commission.

**Q: Why not have buckling up as something drivers also should do?**

A: Not using seat belts is a major risk factor for injury among motor vehicle occupants in crashes, in all age groups, but especially among teenagers. It is important to promote consistent seat belt use in this age group, and many programs, such as *Click It Or Ticket*,<sup>4</sup> have improved belt use.

That being said, our focus in this year's campaign is primarily on passengers, the relationship between driver and passenger; this includes the driver setting and enforcing rules for passengers and passengers being a friend and showing respect by following those rules. Buckling up is, of course, a safety behavior that we want to encourage; in this particular campaign, we are positioning it as an integral way for passengers to show drivers respect. (In the table tent available under Materials, you will find: "Buckle Up. Saves more than your life, saves your friendship. Put it on before the driver has to ask.") Additionally, while this message is not targeted primarily to the driver, 1) we are explicitly encouraging teen drivers to set and enforce a seat belt rule in the car (which includes themselves), and 2) every teen driver has a high potential of being a passenger, so they too are learning this behavior.

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<sup>4</sup> Solomon, M. G., Ulmer, R. G., & Preusser, D. F. (2002). *Evaluation of Click It or Ticket model program. Report No. DOT HS 809 498*. Washington, DC: National Highway Traffic Safety Administration.



**Q: Do you encourage parents to set a good example by also buckling up?**

A: While this year's campaign is focused on teen drivers and passengers, we also understand the critical influence of parents on teens' decision-making and behaviors. On the parent site, [www.RaisingSafeDrivers.com](http://www.RaisingSafeDrivers.com), we have materials and information to help parents understand their children's risks when driving cars or riding in cars driven by teens. We provide driving resources, quick education tips, and a driving timeline (when to start and what to say). We also emphasize how important it is for parents to model safe driving behaviors, such as not talking or texting on cell phones while driving and obeying the speed limit.

**FORMATIVE AND EVALUATION RESEARCH**

**Q: How do we get this research? Is it possible to obtain the focus group report?**

A: On our website ([www.chop.edu/youngdrivers](http://www.chop.edu/youngdrivers)) you can find the results from our National Young Driver Survey (NYDS) and focus groups conducted with more than 5,600 high-school students across the country. This report is entitled "**Driving: Through the Eyes of Teens.**" Additionally, in the May 2008 issue of *Pediatrics*, CHOP researchers identified the factors that teens perceived as most important in a safe driving situation. The teens also estimated how often they see their peers exhibit these behaviors. Their answers revealed important gaps in teens' understanding of factors that can lead to crashes. The research used to inform this year's NTDSW (i.e., focus groups, online teen panel, creative pre-testing) will be included in manuscripts for peer-reviewed journals

**Q: Will there be a survey to distribute to the teens at each school where we will be going with this campaign?**

A: In response to this question, CHOP is creating an evaluation survey for the "Ride Like a Friend" campaign. If you are interested in having a PDF of a survey instrument to evaluate the campaign in your school(s), please contact Karen Holm at [holmk@email.chop.edu](mailto:holmk@email.chop.edu).



**Q: What are some of the examples of how NTDSW made a difference last year?**

A: CHOP conducted a media analysis of last year's NTDSW. We learned that media coverage of teen driver safety tripled in the month of October 2007 as compared to the previous 6 months. Through the media analysis we were able to track 1,572 media stories across the country. Five states issued official proclamations, and 15 states held teen driver events and activities. We counted 375 communities that organized initiatives for NTDSW. We also know that more than two-thirds of the media coverage was "on message" with NTDSW 2007 themes. Thirty-nine percent of the stories on teen driving that ran in October 2007 talked about "distractions," followed closely by "parent involvement" (33 percent). Due to the short time frame, we were not able to set up a campaign in which we could measure its effect on teen behavior, beliefs, knowledge, etc.

**Q: Since you are going to pilot in Philadelphia schools during NTDSW, have you not yet used these materials?**

A: The materials include the "teen voice" and have been tested for teen receptivity. The creative pre-testing elicited responses from over 100 Philadelphia-area teens and helped to inform the tagline ("Ride Like a Friend"), as well as the images and wording on all materials targeted at teens. The Philadelphia pilot is designed to test the materials in an "as-used" in-school setting, evaluating the dissemination process to inform future campaigns, as well as message effectiveness on changing attitudes, norms, and behaviors. We also urge stakeholders to participate in the follow-up survey after NTDSW to help us further refine the materials and website for future use.

***If you have additional questions or if you would like more information about the materials, website, or research, please contact Karen Holm at [holmk@email.chop.edu](mailto:holmk@email.chop.edu).***