



Promoting a Traffic Safety Culture in the Workplace

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Workplace Initiatives

- Workplace Policies
- Training and Education
- Employee Wellness
- Build the Culture



Workplace Policies

- Vehicle policy
 - Mobile devices
 - Seatbelts
 - Various other traffic laws (i.e. speeding)
- How to implement?
 - Employee involvement
 - Educate first, policy second
 - Promote “buy in”
- Resources
 - distraction.gov
 - trafficsafety.org
 - <http://www.mnsafetycouncil.org/nets/>



Training Education

- Training construct
 - Create awareness
 - Build knowledge base
 - Call to action
 - “Hand me another brick.”
- Incorporate the 4 E’s
 - Show what is “behind the curtain”
 - “Knowledge is the power to act.”





Training Education

- “Drive to Survive”
 - Training offered in early 2012 to St. Louis County employees
 - Covered the 4 E’s
 - Positive feedback from attendees
 - “This was by far the best training I have ever been to – Really raised my awareness.”



Training Education

- “Drive to Survive” Pre & Post Tests

Score	Pre	Post
0 Wrong	0	4
1 Wrong	4	1
2 Wrong	0	0
3 Wrong	2	1
4 Wrong	1	0
Sum	7	6





Employee Wellness

- n Incorporate driver behavior into existing employee wellness program
- n Create challenges
 - n Seatbelt
 - n Mobile devices
 - n Speeding





Essentia Health-East

- n Injury Prevention Programming for employees
 - n CPS case presentation for Trauma Conference
 - n Bicycle Helmet sale each spring
 - n Parenting a Teen Driver series





Enhancing Education to Keep Teens Safe on the Road

- Children's Hospital of Philadelphia (CHOP)
- www.teendriversource.org





Enhancing Education to Keep Teens Safe on the Road

- Workplace educators are charged with influencing their audiences' health-related behaviors on the teen driving topic
- Health educators have access to and credibility with parents and teens and can infuse this audience with evidence-based education, information and strategies
- Health educators want teen driver safety to be a priority
- Designed to help educators meet the US Dept of Health and Human Services Healthy People 2020 objectives





Miles to Go, a national report on teen driver safety, charts significant progress made between 2005 and 2010 to reduce the number and impact of crashes involving teens behind the wheel.

[Read More](#)

- 1
- 2
- 3
- 4
- 5
- 6

How can we help you today? Pick the group that best describes you

I educate & support teens

I educate & support parents

I educate & support policymakers

I am a teen

I am a parent/guardian

I am a researcher

Just looking?

Our Latest Research

[Teen seat belt use significantly higher in states with stronger laws.](#)

New Research Report

[Read about the progress we are making in teen driver safety.](#)



The Children's Hospital of Philadelphia®
RESEARCH INSTITUTE



Parents Are Key



- Goal: reinforce how important parents are to keeping teens safe
 - Get parents to talk to their teens about becoming responsible, skilled drivers
 - Learning activities designed to promote positive, preventive actions
- Outcome:
 - Prevent teen car crashes
 - Educate and support people in their role as “parents” of teen drivers





Research Based



- National Young Driver Survey (NYDS)
 - 5600 teens surveyed (representative of 10m teens)
 - 87% have a parent involved in teaching them how to drive
 - Way parents approach driving affects how teens perceive crash risk & practice safe driving behaviors





Research Based



- National Young Driver Survey (NYDS)
 - Involved parents who set rules and monitor their teens driving behavior have teens who are...
 - twice as likely to wear seat belts
 - half as likely to speed
 - 30% less likely to use a cell phone while driving
 - significantly less likely to drive with multiple passengers
 - Can lower teens' crash risk by half

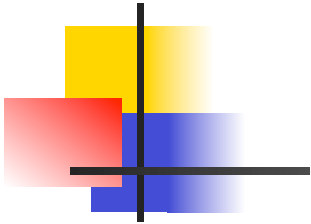




Planning

- 5 part series on parenting a teen driver
- Marketing
 - Location
 - *Daily Dose* - employee e-newsletter
 - Flyers to unit managers
- Lunch 'n Learn
- Contact hour credit
- Invite guest State Patrol





Parenting a new driver?

Join us for one or all 5 in the series
"Parenting a Teen Driver."

Presented by Jenn Hoff, RN
Injury Prevention Coordinator
Essentia Health - Trauma Program

Module 1:
Let driving laws be your guide
January 12, 2012 12:00 - 1:00
Auditorium (front)

Module 2:
Factors that influence teen crashes
February 9, 2012 12:00 - 1:00
Auditorium (front)

Module 3:
Techniques for talking to your teen driver
March 8, 2012 12:00 - 1:00
Auditorium (front)

Module 4:
Encourage safe driving decisions
April 19, 2012 12:00 - 1:00
Auditorium (rear)

Module 5:
Navigate the first years of driving
May 10, 2012 12:00 - 1:00
Auditorium (rear)

Feel free to bring your lunch.
1 contact hour per session





“Enhancing Education to Keep Teens Safe on the Road”

- Module 1: *Let Driving Laws be Your Guide*
- Module 2: *Factors That Influence Teen Crashes*
- Module 3: *Techniques for Talking to Your Teen Driver*
- Module 4: *Encourage Safe Driving Decisions*
- Module 5: *Navigate the First Years of Driving*





Essentia Health

407 EAST THIRD STREET
DULUTH, MN 55805

Certificate of Attendance

has attended:

***Parenting a Teen Driver
Let Driving Laws Be Your Guide***

January 12, 2012

1.0 Contact Hour

**Linda Wagner, MA, RN, CNS
Director, Clinical Education
Essentia Health East**



Module 1: *Let Driving Laws be Your Guide*

- Key Message
 - 4 key GDL objectives that help reduce crash risk
 - MN law verses best practice
- 21 Attendees
- 4 evaluations returned
 - 2 did not know of GDL
 - 1 learned more



Module 2: *Factors That Influence Teen Crashes*

- Key Message
 - Teens need boundaries/limits
 - Parents who are highly supportive AND closely monitor and set rules have teens with less crash risk
- 21 Attendees
- 13 evaluations returned (1 has no one of driving age yet)



What house rules will parents implement?

- Seatbelt for everyone in the car = 12
- No impaired driving = 12
- No speeding = 12
- No cell phone = 12
- Follow all driving laws = 12
- No sibling passengers = 3
- No non-sibling passengers = 3 “not at first”
- No high-speed roads = 5
- No driving in bad weather = 7
- Nighttime driving limitations = 8
- Parents control access to the keys = 8
- Increased privileges for responsible behavior = 9
- Other
 - Always call no matter what time or where if drinking
 - No driving if “we are in a hurry to get somewhere, sick, lack of sleep, or emotional state...”





What will you do differently because of what you learned in this session?

- “I wish I had a class like this when my children started to drive”
- “Like the idea of a code word”
- “Set customs and rules for kid drivers”
- “Keep the keys”
- “Curfew”
- “Set rules together”
- “Hold firm to my rules and keep teaching”
- “Be the holder of the keys when my kid drives”
- “Get more involved in their world”
- “More deliberate talks regarding driving”
- “More cautious regarding my pre-drivers as passengers”
- “Will have longer practice period”





Module 3: *Techniques for Talking to Your Teen Driver*

- Key Messages
 - Use reflective listening
 - Importance of parental monitoring
 - Remain a driving teacher after the license
 - Expect resistance
- 17 Attendees
- 7 evaluations returned





What communication techniques will you plan to implement?

- Provide positive reinforcement=6
- Set expectations=6
- Lead by example=6
- Explain reasons for setting rules=6
- Be responsive to my teen's concerns=6
- Use reflective listening techniques=6
- Be an active listener=7
- Be on my teen's time clock=7





House Rules

- “Do your teens friends know about your house rules regarding driving?”
 - Yes = 3
 - No = 4
- “Will you plan to discuss these rules with your teen’s friends?”
 - Yes = 7
 - No = 0
- Do you plan to discuss driving rules with your teen’s friends’ parents?
 - Yes = 5
 - No = 2



Module 4: *Encourage Safe Driving Decisions*

- Key Messages
 - Driving is a health matter
 - How parents promote safe/unsafe driving decisions
 - Setting boundaries, increasing privileges
 - Consequences = “Reality Check”
- Invited guest: Lt. Jason Hanson to show “Young Forever”
- 9 Attendees
- No evaluations



“Young Forever”

verbal video comments

- “Every parent should see that video”
- “Video was too graphic, I’m already nervous enough. It was too much for me.”
- “It’s important that we see what can happen.”
- “Yes, it’s graphic, but it’s reality.”
- “I was warned it would be graphic so I chose not to attend.”



Module 5: *Navigate the First Years of Driving*

- Key Messages
 - Review phases of driving
 - How to choose a driving school
 - Reiterate importance of practice (more than the minimum required)
 - Keeping the car a nag-free zone
- Showed “Room to Live” news feature
- 8 Attendees
- 7 Evaluations



TOOLS/RESOURCES



The screenshot shows the 'teendriversource' website. The header features the logo 'teendriversource' with the tagline 'Research put into action' and a navigation menu with buttons for 'I AM A PARENT/GUARDIAN', 'TOOLS', 'STATS & FACTS', 'MULTIMEDIA', 'EVENTS', and 'USEFUL LINKS'. A 'Who We Are' link is also visible. The main content area is titled 'I Am A Parent/Guardian' and features a section for 'Parents Matter'. This section includes a paragraph about car crashes and the role of parents, followed by a list of links under 'Learn More:'. To the right, there is a photo of a group of teens walking on a school path, with a quote below it: 'Teens who say their parents set rules and pay attention to their activities in a helpful, supportive way are half as likely to crash.' Below the photo is a 'Downloadable Tools' section listing several fact sheets and activities.

teendriversource
Research put into action

Who We Are →

I AM A PARENT/GUARDIAN TOOLS STATS & FACTS MULTIMEDIA EVENTS USEFUL LINKS

I Am A Parent/Guardian

Parents Matter

Car crashes are the greatest danger your teens face. The good news? These crashes are preventable. In fact, you (parents or other trusted adults), play a vital role in keeping teens safe on the road. The Teen Driving Research team at The Children's Hospital of Philadelphia (CHOP) and others are exploring ways to help you raise safe drivers. Our research has found that you can cut your teens' crash risk in half by staying involved, setting rules, and being supportive.

Knowing that you need guidance you can trust, we have compiled the best information from clinicians, researchers, driving instructors, teens, educators, and others. From parenting advice to a downloadable driving log and much more, we will help make this challenging time a rewarding experience for both you and your teen.

Learn More:

- ▶ The Facts About Teen Driving
- ▶ Why Your Teen Needs You
- ▶ Your Changing Teen
- ▶ You Can Help Your Teen
- ▶ Expect Resistance
- ▶ Parent As Driving Teacher: A Useful Guide
- ▶ Choosing a Car For Your Teen
- ▶ Your Teen With Special Needs
- ▶ Help Make Positive Change



Teens who say their parents set rules and pay attention to their activities in a helpful, supportive way are half as likely to crash.

Downloadable Tools

- ▶ Fact Sheet: Parenting Tips to Keep Teen Drivers Safe
- ▶ Fact Sheet: Setting House Rules to Reduce Teen Crash Risk
- ▶ Fact Sheet: Developing Driving Experience
- ▶ Fact Sheet: Teach Your Teen to be a Smart Passenger
- ▶ Parent/Teen Activity: Driving Lesson Timeline

www.teendriversource.org





Evaluation

- This is the _____ session I've attended
 - 2 = 2
 - 3 = 1
 - 4 = 2
 - 5 = 2
- I would recommend including the "Room to Live" video in future classes.
 - Yes = 7





Final Evaluation (8 respondents)

- I would recommend the 5-part series on parenting a teen driver to others
 - Yes = 8
- In the future, would you recommend the presenter decrease the number of sessions?
 - Yes = 2 (down to 4, if you can cover the content)
 - No = 6
- Because of this class, I better understand the graduated driver licensing process.
 - Yes = 8





Final Evaluation (8 respondents)

- Because of this class, I will change my parenting style when it comes to my teen driver
 - Yes = 7
 - NA = 1 (child is through the process)
- I believe a parent component should be part of all drivers' education classes.
 - Yes = 7
 - Did not answer = 1
- I believe it was valuable to have the State Patrol officer present "Young Forever" as a part of the series.
 - Yes = 5
 - Did not answer = 1
 - Did not view = 2





My Evaluation/Observations

- Opportunity:
 - to address misperceptions that teens and parents have regarding driving
 - to explain the GDL law
 - to give parents facts to back up the rules they set
 - to reinforce how important parents are in the learning to drive process and influencing decision making
 - to partner with law enforcement
- Areas for improvement
 - Be more diligent on collecting evaluations & better tool
 - Some redundancy, so plan to cover content in 4 sessions
 - Session one has the background information regarding the NYDS study-need to emphasize important to attend
 - Need ability to offer it to others not on the campus





Planning for Fall

- Dates/Locations determined (9/27, 10/25, 11/29, 12/20)
- Article will appear in Woman Today magazine
- Will solicit the advice of market research
- Working on getting teleconference set up or taping presentations





Build the Culture

- How can I make a difference?
 - Model it
 - Encourage it
- Become involved
- Act on opportunities
- Ask questions





Questions?

