

Palm Card Regional Pilot (Distracted Driving, Seat Belts & Speed)
Break-out Session Notes
2011 SE MN TZD Workshop
May 19, 2011

Facilitators: Capt. Nancy Silkey, Minnesota State Patrol District 2100
Kathy Cooper, Rice County Safe Communities coordinator

Palm Card Regional Pilot Project

- The Palm Card idea came from the 2010 SE TZD Workshop – FACES4 presentation.
 - Goals are to educate public and eliminate crashes.

- Discussion included:
 - Educational message and format - most effective and create the greatest impact
 - Effectiveness of current cards
 - Additional ideas
 - Other traffic safety educational messages to focus on
 - Other educational opportunities for use of palm cards
 - Format:
 - Double sided
 - Sleeve style to put ticket and Central Payables Court Card
 - Both... some LE may want sleeve style and non-LE may want other (cheaper) style
 - Enlarge for Educational Poster

Speed Palm Card

Karen Schaar, Olmsted County Safe Communities Coordinator worked with Adam Newbloom, Drivers Ed Instructor to develop and pilot the Speed Palm Card in Olmsted County.

- Pilot project a success
- Looking to revamp card to utilize throughout SE Minnesota.
- Discussed effectiveness of cards and additional ideas.

- Comments and suggestions for current card:
 - Too much graphics and text on right side of card
 - Add statute # and text to card (people often say “Where does it say that?”)
 - Add “speed kills” and/or “Please” in front of “Don’t Speed”
 - Add “Fines start at \$___” (? Up to \$300 in fees)
 - Add speed and stopping distance (i.e. comparison to a football field)
 - Suggested “headstone” but already on flyer “texting/driving”
 - Change picture to highlight “speed”
 - Add “insurance rates will increase” (see bullet below)
 - Discussed difficulty of enforcing and reducing speeders, especially if legislation allows tickets under 10 miles over the speed limit not to go on drivers’ records.

- There was a suggestion to create a card geared towards “people jumping lanes to be the first out of a stop light”
 - State the time saved (i.e. driving x mph vs. x mph, you get there only x seconds faster)

- Rice County requested “speed cards” to be handed out at parades.
- Another request for “digital form” and corresponding “posters”

Distracted Driving Palm Card

- Used during safe and sober waves
- Short survey completed:
 - 40% of officers handed out 21+ cards each
 - 80% felt flyers well received by public
 - Officers felt cards were helpful and passed along public comments such as “It’s good we are addressing distracted driving.”
 - 70% of officers would use palm cards for future saturations
- Comments and suggestions for current card:
 - Picture too comical – this is a serious message
 - Suggest picture showing a crash
 - “teen” or “mother w/child
 - maybe multiple photo’s
 - Add “split 2nd” to be distracted
 - Too much stuff on current card
 - Texting is as dangerous as drinking and driving
 - Maybe smaller size
 - Too many words on card – suggest using bullets
 - Add “driving should be the only action”
- AT&T video was mentioned as being good
- Creation of an additional card suggested to focus on “teen driving”
 - Possibly a “bookmark”
 - Kathy Cooper has a bookmark that lists statutes (used in 2008)
 - Add information regarding “graduated drivers license” (i.e. # of kids allowed in car)
 - Add “Be aware of surroundings” (i.e. “Duty to drive with due care”)

Seat Belt Palm Card

- May mobilization starts Monday, May 23, 2011
- A nurse in the group commented that she specifically thanks patients that have come into the emergency room for “wearing their seat belts”
- Comments and suggestions for current card:
 - Add “stay in the cage”
 - Liked colors and Deputy quote
 - Possibly add data of # that didn’t survive
 - Add statute #
 - Comment: “I wish someone would have written me a seat belt ticket”
- A car that was involved in a crash is available for display by contacting Goodhue County. This will be on display at the Goodhue County Fair.

Ted Foss Move Over Law

- Liked “envelope” sample

- Comments and suggestions for current card:
 - Add picture of Ted Foss’s car
 - Card needs more exposure than just by law enforcement
 - Maybe look at EMS side – lots of towns ask for handouts for packets – ambulance services

Other Comments / Discussion

- Capt. Silkey indicated these cards are a good “tool” to be able to use in the workplace.
- Law Enforcement likes palm cards and being given the “option” of handing them out
- Cards could be used at anytime, not just during saturations
- Additional cards suggested:
 - Creation of additional smaller “envelope” with TZD logo and other data to be compatible with new ticket sizes that will be coming out soon
 - Parent as “Role Model” – Kids watch you drive
 - Bring back “bookmark” for teen driving
 - New card for DWI waves “saturation”