


New School Based
Safety/Educational Programs:
**Getting Your Foot in the
Door**


Lifesavers Conference 2015



Welcome today's speakers

- **Diana Imondi Dias**, Traffic Safety Education Specialist at AAA Northeast
- **Andy Pilgrim**, Pro driver for GM Racing's Team Cadillac
- **Kelly Powell**, Safe Kids Palm Beach County Program Director, Community Partners

The Pioneer
Traffic Safety Education Program:
AAA School Safety Patrol



AAA School Safety Patrol Program™

- 95th Anniversary of the Program
- More than 630,000 patrollers in 33,000 schools nationwide
- AAA School Safety Patrol is effective in:
 - Reducing injuries and fatalities
 - Instilling leadership qualities and safety skills
 - Serving as the motorists' icon for school pedestrian traffic



AAA SSP Awards



- Since 1949, 408 Lifesaving Medals have been awarded
- AAA SSP Advancement Grants
- National School Safety Patrol Advisor of the Year
- Patroller of the Year Plaques

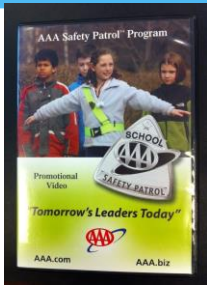


Responsibilities of Patrollers

- * Assist crossing guards by managing peers and students
- * Bus Monitors/ lead younger students to and from bus
- * Drop off/Pick-Up & School Ground Safety Patrol
- * Morning Announcements/ Flag Ceremony
- * Student leader/spokesperson for school safety programs and assemblies
- * Lead Walking School Bus Routes as part of community Safe Routes to School activity.



SSP Promotional Video/Photo Library



At Your Post



Get Creative!

- * "Parent meetings" become "family night/safety meetings"
- * Diary of a Wimpy Kid movie/pizza night
- * Harry Potter: Patrollers are "prefects"
- * After school Traffic Safety Club
- * Reporters and data collectors
- * Partnerships



Walk Safe Curriculum

Lesson plans available at
www.walksafe.us



Combine Program Offerings



Where to Begin?

- * Local Police Departments
- * Superintendent of Schools
- * Principal/Teacher
- * Town Transportation Director/Mayor's Office
- * Community Safe Routes to School Contact
- * School District Parent Engagement Liaison
- * Before/After School Programs Coordinator
- * Social Service Organizations serving local schools



Diana Imondi Dias
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Rhonda Shah
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Thank you!



WELCOME

WWW.TRAFFICSAFETYEDUCATIONFOUNDATION.ORG

Andy Pilgrim

- 1981 - Came to the U.S. as a computer programmer.
- 1984 - Started racing cars professionally.
- 1989 – Started Electronic Computer Svces.
- 1994 - Started speaking to students in Florida about the dangers of distracted driving.
- 1998 – Became a US Citizen.
- 2015 – Currently racing with Cadillac.



Today's Presentation

- 1. How do I get into Elementary and Middle Schools to present.
- 2. Research regarding receptive ages and learning behaviors.
- 3. Presenting mobility safety information to Grade 4 - 8 students and teaching a Mobility Curriculum.
- 4. Evaluation results.



How Do I Get Into Schools.

- Access to elementary and middle schools has been mostly facilitated by public school and commercial school, driver education teachers. (Racing related?)
- Many driver education teachers work in elementary and middle schools...
- Most of them are full time school teachers and part time driver education teachers.



Not Helpful...

- School Administration offices.
- PTA Groups.



Initial Presentation...

- I use a presentation of 30 to 60 minutes depending on the time allotted.
- This presentation gives students all the basic information they need.
- NOTE - I receive more data and I can also "market" my "Mobility Curriculum" to teachers in the process.



Presentation...

- Research highlighted a problem in 2012;
- At least 75% of new drivers drive with the same distracted driving habits and behavior they learned from watching "parents" driving, as they grew up.
- Middle and Elementary school students, grades 4 thru 8 are key, to help make desperately needed safety changes...



Evaluation Data...

- I have spoken to tens of thousands of elementary and middle school students over the last 4 years regarding parent driving behavior and how we can change things.
- I have amassed thousands of evaluation forms from students in 4 states. (CA, FL, TN, IL).



Children Pay Attention Early...

- My observations show: children start paying attention to parent driving habits and driving in general around 4 years old.
- From speaking to children ages 3 thru 14 – ages 9 to 12 seems to be the sweet spot as far as participation, enthusiasm and understanding with regard to this Mobility information.



Understanding the Bridge...

- I use “The Bridge” as a guide.
- When they are younger, many of them know; texting while driving, tailgating, speeding up for yellow lights, running through stop signs etc. is distracted/bad/dangerous driving.



Age to Understand “The Bridge”

- The Bridge – If I see my parents driving distracted for years, then it will teach me unsafe driving habits and I will be more dangerous and more vulnerable when I start driving on my own....
- I have found children around age 8 and older understand the bridge. Not so much if they are younger...



Brain Development...

- Recently attended a conference on brain development.
- New Research Information - The brain has only two growth spurts. The first around age 3 and the final one right before puberty.
- Many life experiences and ideas are cemented after the second brain growth spurt.
- This confirmed some of my observations regarding learning sweet spot ages, 8 - 12.



More Presentation points...

- Distracted Driving is causing increased problems for pre-driving age children, both inside vehicles and as pedestrians.
- Sadly, injuries and fatalities for pedestrians, cyclists, skate boarders, runners etc., are all on the increase.
- Why? Because of distracted drivers.

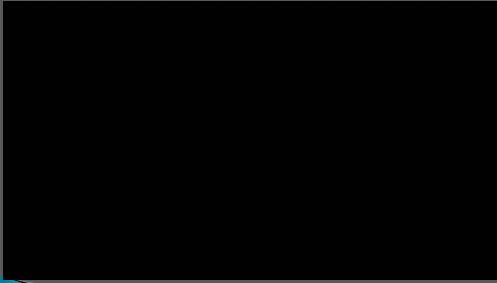


Define Distracted Driving...

- While traveling inside a vehicle, younger children aged between 8 and 14 need to be able to Recognize Distracted Driving when they see it – Education can help.
- Examples of Distracted Driving?? Help please students...Define "U don't care"
- Video for PSA1 is Next.



PSA One - Wake Up



Solutions

- Encourage students to say something if they see distracted driving. 98% of them will see it their own parents first.
- A good reason to use: Say this is something you learned in school today.
- NOTE - No arguing, this is a distraction also.



Solutions & Teacher Interest...

- It can be difficult to talk to an adult, even your own parent.
- Talk to someone, family friend, a teacher etc.
- Teachers will be monitoring the students as I present. They become very interested in knowing more about the Mobility Curriculum.



Define Another Problem..

- Unfortunately, more and more drivers are Driving Distracted in slow traffic areas.
- NOTE - I'm finding Students want to participate freely.
- You will never win as a pedestrian or cyclist, in a collision with a 6,000lb SUV.



Solution...

- Children Grade 4 thru 8 can use "Tools" and develop "Skills" to keep them safer.
- NOTE: I Always tell students to use safety equipment while on your bicycle or skate board if they have it. It can obviously help with injuries and on occasion save lives.



Solutions – The Tools...

- Eye Scanning, Situation Awareness, Low Eyes, Keeping your ears open, Blind Spot recognition, Anticipation and much more. They want to be the helper....
- A Reminder – All this applies whether you are walking, riding a bicycle, skate boarding, Skating etc.
- NOTE - These Skills will directly apply when driving, the students love this...



Solutions – Seat Belt use...

- One of the most important things you can do as a passenger is to wear your seat belt.
- Also, please make sure to encourage everyone else in the vehicle to wear their seat belt too. (Why is it important for ALL to wear them? Loose Passenger Impacts)



Parents need an Out...

- Over 90% of students will recognize distracted driving in their own parents.
- Parents were not taught about this ever; not in driving school or parent school.
- NOTE - Less than 2% of all parents get it...



Teachers and Student Mobility

- The students have been enthusiastic and readily participate in class when I speak.
- It was only after teachers told me their enthusiasm was not normal, that I revised my questions to them.
- These children are hungry for information to help/empower them.



The Mobility Curriculum...

- The curriculum can be downloaded at www.theparentdrivingzone.com.
- Any teacher can use the curriculum. Positive feedback so far. Driver education teachers quickly understand the connections...
- If teachers have questions they can email me or we can talk on the phone etc.



Grades 4 thru 8 Helpers...

- My Mobility Curriculum is currently being tested in central IL and looked at by other states and SafeKids Worldwide.
- Schools in IL putting it into "enrichment" class. 18 weeks, 12 mins, once a week.
- Other States are looking at putting it into P.E. class or Health and Safety.



Mobility Curriculum in 2 parts...

1. - Distracted driving recognition when traveling in a vehicle as a passenger..
2. - Discuss Mobility Skills such as Eye Scanning, Situation Awareness and Blind Spot Recognition etc.



Grade 4 thru 8 Helpers...

- Seat Belt Use – Critical...
- I use chapters from PDZ and DZ2. Students
- Video clip.... Eye Scanning.
- Students like PDZ video clips – Adult.



Eye Scanning



Grade 4 to 8 Evaluations

- I have been doing evaluation forms with elementary and middle school students on this for over two years.
- Blanks are contained at www.theparentdrivingzone.com.



Why do we need this...

- Tragic transfer of parental distracted driving habits and behaviors.
- Driving test a joke. Driving age is too young. Will not change...
- 99% of safety efforts focused in the wrong place.
- 95% of U.S. vehicles, auto transmissions.



Why do we need this...

- Teen Death and Injury rates are increasing. Pedestrians and Cyclists are fastest increase.
- Enforcement has not and will never change things.
- Relative U.S. position dropping lower and lower.



We CAN change this tragic situation...

Contact:

- Andy's EMAIL: - andy@andypilgrim.com
- Foundation - www.tse.foundation
- DVD Website - www.theparentdrivingzone.com



TRAFFIC SAFETY PROGRAMS IN SCHOOLS

Creating Productive Partnerships

A LITTLE BACKGROUND INFORMATION

- Safe Kids Palm Beach County since 1988
- PBC School District has 185 schools & over 183,000 students who speak 150 languages
- 805 buses that transport over 60,000 students each year

THE PARTNERSHIP

- Physical Education Department
- Walk to School Day
- Bike Safety
- Vehicle Safety



NEXT STEPS

- Transportation Department
- Communications Division
- School District Police
- PTA



ROAD BLOCKS



- Staff Turnover
- New Principals/Leadership
- State Required Testing
- Curriculum Approval??
- Give more than take
- Not planning in far enough advance

HOW TO KEEP IT STRONG

- Good, Better, Best....Don't promise the best if you don't have the resources to commit. Start small!
- Bring in additional partners – share the wealth.
- Support their efforts



KILL THEM WITH KINDNESS AND DUMP ON THE DATA

- DATA, DATA, DATA.....and more DATA
- Local, State, and National Data
- Seatbelt Surveys,
- Helmet Check Points
- Walkability Checklist
- Informal questionnaires with students
- Teacher & Parent Surveys
- The more data you can give a school, the more interested they become.

OUTCOMES

- Meet with Communications Division monthly and provide safety outreach messaging (social media, website, programs specific to Latino, Haitian, and African American communities.
- School District employees are now members of the Safe Kids Coalition
- Elementary School Programs: Walk to School, Bike to School, Helmet Fittings, Safety Fairs, Seatbelt & Booster Seat Drives, Classroom programs & presentations, surveys and newsletter articles

MORE OUTCOMES

- Middle School Programs: Countdown 2 Drive, Student Health Fairs, Pedestrian Safety Programs, Sports Safety Programs, Classroom programs & Presentations
- High School Programs: Fatal Dreams, Safety Field Day, Countdown 2 Drive, Sports Safety Programs
- Chairperson on State Wellness Committee for School District
- Partnered on several successful grants

TAKE IT ONE STEP AT A TIME



- Start small....
- Meet everyone.....
- Keep your word.....
- Plan in advance.....
- Data, Data, Data.....
- Long term relationship with many variables.....
- Good, Better, Best!

THANK YOU

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Q & A

- Time to get your questions answered!

Thank you!

- Please be sure to fill out the session evaluation .
- Open the app
- Click on Events
- Click on Occupant Protection for Children
- Click on our session: New School Based Programs
- Let us know what you thought.
- Be sure to get your CPS CEU passport stamped!
