

Do As I Say, Not As I Do

Working with Parents to Educate
the Next Generation of Drivers

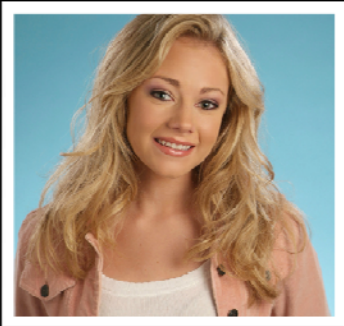
2015 Lifesavers Conference, Chicago
March 17, 2015 10:45 a.m.-12:15 p.m.

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OUR CHILDREN ARE DYING IN CRASHES

From their own distracted driving
and the driving of others



Casey Feldman, 1988 - 2009



Kassy Kerfoot
*April 24, 1991 -
December 29, 2009*
Meridian, ID





**Ashley
Johnson, 16**
*January 10, 1994 -
May 10, 2010*





**Conor
Lynch, 16**
1994 - 2010

FACTS

- ✓ Forty 40% of teens report being in a car with a person who was using a cell phone while driving in a way that put others in danger
- ✓ The fatal crash rate per mile driven for 16-19 year olds is nearly 3 times the rate for drivers over 20

—“Fatality Facts, Teenagers”, IIHS 2014

DO WE ...

- ✓ See others driving distracted and criticize them...
— Yet drive distracted ourselves?
- ✓ Tell our children not to drive distracted...
— Yet drive distracted with our children in the car?
- ✓ Encourage our employees to drive safely...
— Yet require their prompt responses to texts and e-mails, even when driving?

“I WOULD DO ANYTHING TO KEEP MY CHILD SAFE...” YET



88% of us feel threatened when other drivers use cell phones



Yet 67% of us continue to use our cell phones

Traffic Safety Culture Index. AAA Foundation for Traffic Safety, November, 2013.

	Read text message or email (%)	Typed/sent text message or email (%)	Talked on a cell phone of any kind (%)	Used the Internet (%)
All drivers	36.0	27.2	69.1	17.3
16-18	34.7	27.4	55.7	17.6
19-24	50.3	41.3	72.4	22.4
25-39	53.7	45.8	78.7	32.8
40-59	40.2	28.3	74.7	16.8
60-74	12.6	6.1	58.5	3.1
75+	6.1	4.6	38.6	2.6

AAA Foundation for Traffic Safety- 2014 Traffic Safety Culture Index (January 2015), Table 11.
 — US residents ages 16+ who reported having a driver's license and having driven at least once in the past 30 days, weighted to reflect US population



EndDD.org PSA

PARENTS

You can help keep your children safe by

- ✓ Telling them you were wrong to have driven distracted and are changing the way you drive
- ✓ Being the driver you want your teen to be by modeling safe driving

IT IS NOT ENOUGH TO JUST TALK ABOUT TEXTING

- ✓ Texting is highly dangerous—but teens need to learn about all types of distractions
- ✓ Cell phone use, for texting and calling, was involved in less than 25% of 2011 distracted driving fatalities
— <http://www-nrd.nhtsa.dot.gov/Pubs/811737.pdf>
- ✓ “Texting only” programs miss opportunities to educate teens

Talking on cell phone, hands-free or hand-held; Eating, reaching, personal grooming, changing music, etc also kill and maim

PARENTS

Who have driven distracted with their children in the car (likely most of us) can:

- ✓ Admit They Were Wrong To Do So
— Ask for children’s help to drive distraction-free, keeping focus on parent’s driving and not lecturing teen about his or her driving
- ✓ Model Safe Driving
— Be the drivers they want their teens to be, modeling safe distraction-free behaviors
- ✓ Adopt a Family Safe Driving Agreement
— EndDD.org has one available at www.enddd.org/simple-steps-we-can-take-for-safer-driving/

DISTRACTED DRIVING EDUCATIONAL RESOURCES

- ✓ EndDD.org power point presentations with talking points for adults
— Schedule adult presentations for community groups, businesses, PTA events and at schools. www.enddd.org/host-a-presentation/
- ✓ EndDD.org Distracted Driving Brochure

CREATING A CULTURE WHERE SAFE NON-DISTRACTED DRIVING IS ACCEPTED AND EXPECTED

Speaking up when others drive distracted
EndDD.org Bystander Intervention

- ✓ Acknowledge the dangerous behavior
- ✓ Voice your Feelings
- ✓ Solve the problem by offering a solution

Adapted from Bacchus Network.

TRAINING PARENTS

To be better supervisors of their
children's driving—Why?

- ✓ Crash risk declines significantly for young drivers over time
- ✓ Declines of up to 25% in 6 months; 40% by 18 months and 60% by 36 months

—Measuring Changes in Teen Age Driver Crash Characteristics During the early Months of Driving, AAA Foundation for Traffic Safety, 2011

RESOURCES FOR PARENTS

- ✓ Children's Hospital of Philadelphia (CHOP) Center for Injury Research and Prevention (CIRP)
— www.teendriversource.org/more_pages/page/teen_driving_plan_tdp/researcher
- ✓ Developing Evidence-Based "Parent Coaching" sessions
— Improving Parental Supervision of Novice Drivers Using an Evidence-Based Approach, 2013 AAA Traffic Safety Foundation 2013
- ✓ "Not So Fast-Parenting Your Teen Through the Dangers of Driving"

— Tim Hollister's book for parents of teen drivers that provides up-to-date, practical and science-based advice for keeping young drivers safe. www.nsfteendriving.com. Soon available in Spanish.

RESOURCES FOR PARENTS

- ✓ **Safe Roads Alliance**
— Parents Supervised Driving Program, in 20 states providing books for parents through DMV offices. www.theparentssuperviseddrivingprogram.com
- ✓ **Traffic Safety Education Foundation**
— Andy Pilgrim's organization working to teach parents how to better train their children to be safe drivers. www.theparentdrivingzone.com

IT STARTS WITH YOU—CHANGE THE WAY YOU DRIVE



Change the way others drive

Stay Informed. Educate Others. Do YOUR part to help End Distracted Driving.

Please take a moment to like us on Facebook and follow us on Twitter:



“End Distracted Driving” & “The Casey Feldman Network”



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