


Parents and GDL Compliance:
Current Trends and Elements of a
Good Parent Program


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We'll share...


- What parents know and think about teen driving
- Why parents are struggling with GDL compliance
- Elements of a "good" parent program
- Tools to help parents help their teens

Pam Fischer, Principal
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Specialists in Transportation Safety, Outreach & Education






GHS
Governors Highway Safety Association
The States' Voice on Highway Safety



State Farm




<http://www.ghsa.org/html/publications/pdf/sfteens13.pdf>




What's addressed?

- Why parents are important
- What they need to know
- Obstacles for parent engagement & how to overcome them
- Elements of a "good" parent program
- Promising programs




Why parents?

- Primary teacher/coach
- Primary enforcer road rules, safe driving behaviors/practices
- Primary influencer (even more so than peers)




What do parents need to know?

- Development & behavioral issues coupled with inexperience the culprits
- Key risk factors
- GDL is their tool




What do parents need to know?

- Parenting style matters
- Driver ed/training is just the beginning
- Use a parent-teen driving agreement




What are the obstacles?

- Parents don't recognize risks
- Unfamiliar with GDL, viewed as guideline or minimum standard
- Lack of time




What are the obstacles?

- My teen is a good, safe driver
- I'm not always the best role model, but I know how to parent



Elements of a "Good" Parent Program

- Discusses the risks for teen drivers
- Explains how, why GDL works to address risk
- Reviews the critical role parents play teaching, supporting & managing their novice drivers
- Explains the importance of & provides opportunity to try out a PTDA






What are the Elements of a "Good" Parent Program

- Employs a theory-based program model that includes evaluation
- Delivered by trained, educated facilitators
- Emphasizes parents/teens working together for safety



Promising Parent Programs

www.njteendriving.com/share-the-keys



www.youngdriverparenting.org

www.iknoweverything.com







<http://www.dontdrivestupid.com/parents/>

<http://opi.mt.gov/Programs/DriverEd/Index.html>

Bob Scopatz
VHB, Inc.

What is the Safety Impact of Parental Involvement Programs?




VHB Vanasse Hangen Brustlin, Inc.

Are teens with involved parents safer drivers?


- Simple question

But...




Finding 1: It's hard to get data

- Small pool of answers
- 3x as many parents answered as teens




Finding #2: Insurance Companies

- The *first* source of information on parental involvement is the insurance company (58%)...of the rest:
- 31% said "word of mouth"
- 17% said "teen's school"
- 12% said "advertisements"
- 10% said "web search"
- **1% said "the DMV"**




Finding #3: Safety

- 10 crashes total, only 4 resulted in a PAR
- <7% of teen drivers had been cited
- Almost everybody speeds (a bit...)
- Everybody knows where to lie on a survey




Need a Different Approach

- Talk to groups of parents
- Talk to groups of teens
- Look for themes and examples




Theme 1: Motivation

- Little sense of urgency
- Too much work
- Not enough time
- Why drive when we can text?




Theme 2: Communication

- Talking about this is stressful
- Guidance is VERY welcome
- Lead by example!
- At-home plus on-road matters.




Theme 3: Time Management

- Everyone is busy
- Creative shoe-horning and multi-tasking
- Parental time investment is a surprise!



Theme 4: Compliance

- Passenger restrictions—ignored
- Parents know it happens, not how much
- Parents are okay with it...sometimes






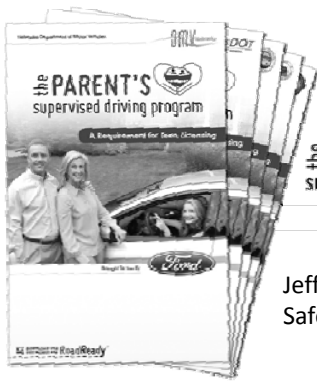
Theme 5: Unique Challenges

- Fatigue—not enough sleep, ever
- Hazard Perception—welcome training

Raises Other Questions

- What is an “involved parent?”
- Does involvement = compliance?
- Does compliance = safety?






the PARENT'S supervised driving program

A Requirement for Teen Licensing

Jeff Larson, President
Safe Roads Alliance

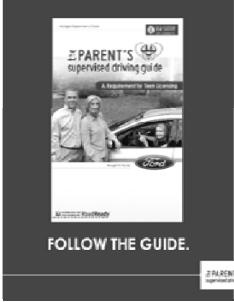


State Partners




Program Tools

Information Experience



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RoadReady

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© 2013 Parent's Supervised Driving Program

Usership Data

- Launched October 2013
- 8000+ downloads
- 6000+ accounts created
- 12,000+ hours of driving
- 315,000+ miles driven
- 50 states (PR and DC)




Manual vs. Automated Entry

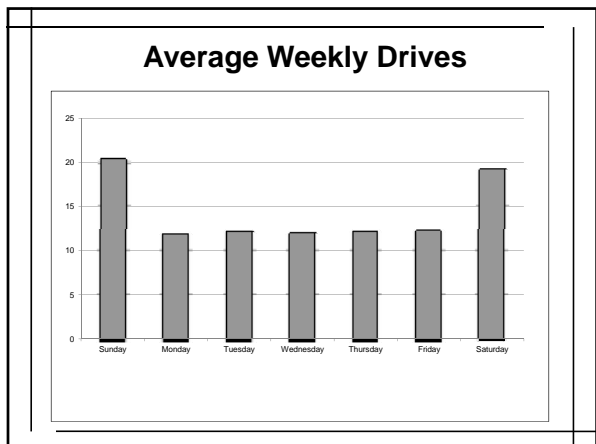
Average Drive Time

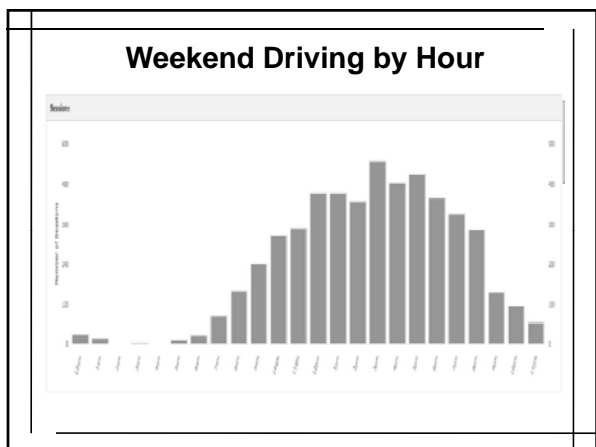
- Manual: 32.2 minutes
- Automated: 18.8 minutes
- **Variance: 58.4%**

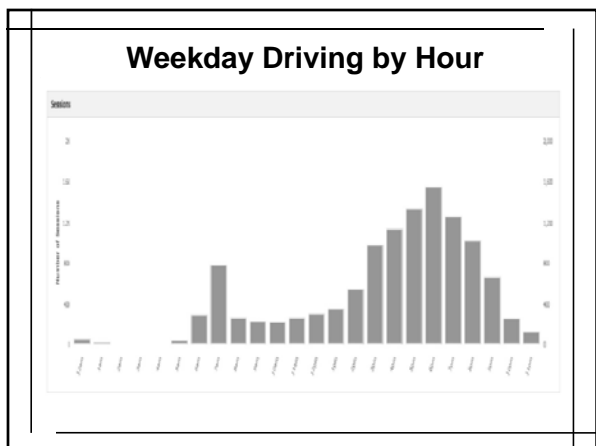
Example of Misrepresentation

- Manual: 5.3% (1 hour drive)
- Automated: 1.2% (50-70 minutes)









Meeting the Driving Requirement:
Based on 18.8 Minute Average

<u>Requirement</u>	<u># of Drives</u>	<u>Weekly Drives</u>
(State Mandate)	(6 months)	(6 months)
40	128	4.9
50	160	6.1
60	191	7.4
70	223	8.6


Meeting the Driving Requirement:
8.2 Miles per Drive

<u>Mileage</u>	<u># of Drives</u>	<u>Weekly Drives</u>
1000	121	4.7
2000	242	9.4

Meeting the Driving Requirement:
Estimated Driving

<u>Weekly Drives</u>	<u># of Drives</u>	<u>Total Hours</u>
(18.8 Min. Ave.)	(6 months)	(6 months)
2	52	16
3	78	24
4	104	32

<p style="text-align: center;">Pre-Licensing Implications</p> <ul style="list-style-type: none">• Mandated Supervised Driving Hours• Duration for holding Learner's Permit• Verification Requirements• Parental Messaging• Mandated Parental Participation

	<p style="text-align: center;">Thank you!</p> <p>Pam Fischer, Pam Fischer Consulting pfischer550@comcast.net, 908-684-1036</p> <p>Bob Scopatz, VHB, Inc. bscopatz@vhb.com, 919-334-5624</p> <p>Jeff Larason, Safe Roads Alliance (logo) jeff@saferoadsalliance.org, 617-429-9601</p>
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