Teen Data on Perception of Behavior Control and Intended Behavior Choices Using Evidence-Based Programs

KELLY BROWNING, PH.D.
EXECUTIVE DIRECTOR
KBROWNING@IMPACTTEENDRIVERS.ORG

SAVING LIVES: OUR APPROACH

Engage participants using interactive tools and personal stories.
Educate participants using evidence-based strategies and programs that target teens and their influencers.
Empower participants to choose evidence-based strategies and solutions which result in behavior change behind the wheel—as driver or passenger.

OUR PROGRAMS

- ALL evidence-based
- Offered in a variety of formats
  - School assemblies and classroom presentations
  - Lead-the-Leader Workshops
  - Parent-Teen Workshops
  - Train-the-Trainer Workshops
THEORY OF PLANNED BEHAVIOR

- Assumes people make rational decisions
- Assumes their actual behavior is a product of their attitudes, social norms, and perceptions of behavior control
- Mathematically, these factors combine to predict behavior intention, which in turn is the most reliable predictor of future behavior.

SURVEYS

- Utilizes Likert Scale responses (e.g., Strongly Agree – Strongly Disagree)
- Pairs for before and after responses to allow calculation of contrasts for individuals
- Multiple questions from survey are used to create Perception of Behavior, Behavior Intention, Knowledge, and Safety Skill variables
METHODS & ANALYSIS

• Surveys are administered post program
• Data were analyzed in two ways:
  o First, Ordinal Logistic Regression which examines the probability of a more positive response post program
    ✓ Limitation – doesn’t match individual’s responses
  o Second, Paired t-Test which examines the difference between pre- and post- response averages after pairing them by individual

ORDINAL LOGISTIC REGRESSION (OLR)

PERCEPTION OF BEHAVIOR CONTROL (PBC)
### Behavior Intentions

#### Make Safe Choices as Driver

#### Speak Up as Passenger

#### Behavior Intentions Before and After Program

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Mean Response Before</th>
<th>Mean Response After</th>
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</thead>
<tbody>
<tr>
<td>Make safe choices as driver</td>
<td></td>
<td></td>
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<tr>
<td>Speak up as passenger</td>
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</tbody>
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### Knowledge and Skills

#### Self-assessment of Safety and Skills Before and After Program

<table>
<thead>
<tr>
<th>Knowledge and Skills</th>
<th>Mean Response Before</th>
<th>Mean Response After</th>
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</thead>
<tbody>
<tr>
<td>Make good decisions as a passenger</td>
<td></td>
<td></td>
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<tr>
<td>Make good decisions as a driver</td>
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<td></td>
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<tr>
<td>Talk with friends about safe driving</td>
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### Safety Skills
TEENS RESPONSES: QUALITY OF PRESENTATION

Overall Presentation
- 93% of students found the quality of presentations to be Great or Good overall.

Information Presented
- 95% of attendees found the information presented about distracted driving to be Great or Good.

WHAT YOU DO, AND HOW YOU DO IT MATTERS!

Kelly K. Browning, Ph.D., ITD, Executive Director

Impact Teen Drivers
(916) 733-7432 Phone

- info@impactteendrivers.org
- www.impactteendrivers.org
- www.whatdoyouconsiderlethal.com

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THANK YOU!