

Impact

--- Teen Drivers ---

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What **Do**
You Consider
LETHAL? 



SAFE
KIDS
STANISLAUS
COUNTY

Why does it matter?

#1 killer of teens in America!

4000 teens lose their lives each year!



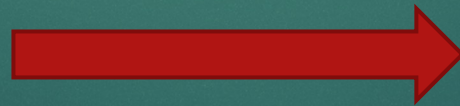
What Do You Consider Lethal?

Implementation

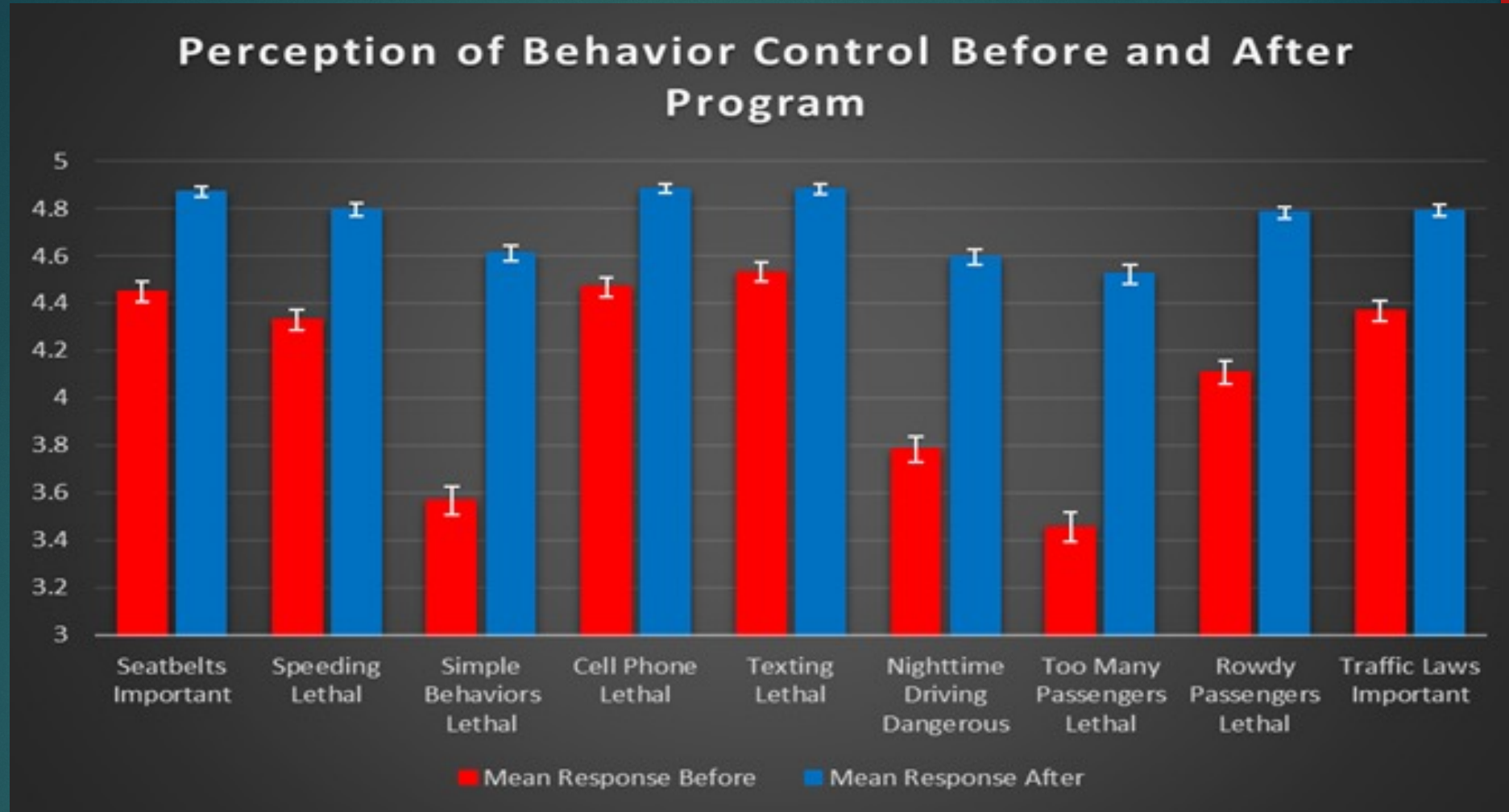
- Emergency Department Registered Nurse to Injury Prevention Professional in 2013

Non-Evidence Based Program

Evidence Based Program



What **Do**
You Consider
LETHAL? 



Mean responses to individual perception of behavior control questions before (red bars) and after (blue bars) participation in the *What Do You Consider Lethal?* program.

High School: How Do I Get Started?

- Researched High School Curriculum:
 - What subjects would ***What Do You Consider Lethal?*** fit within the current curriculum?
 - **HEALTH**: “Choices” and “first aid” topics
- Outreach Efforts
 - Introduction e-mails introducing evidence-based program and Doctors Medical Center’s commitment to injury prevention in the community.
 - **Persistence**: (If necessary) Follow up with a phone call and/or arrange an in-person meeting

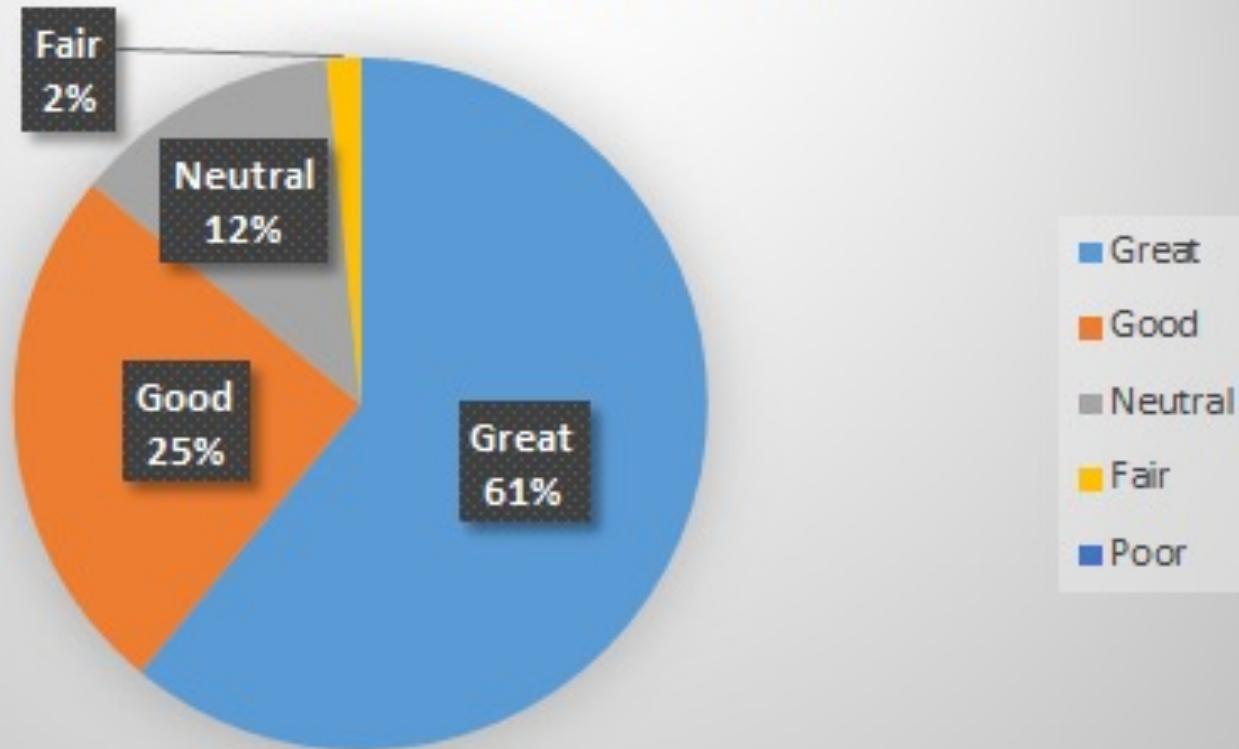


Helpful Hints

- Be flexible (assembly vs. classroom)
- Make connections to past school sites
- Reinforce advocacy for the importance of the topic in injury prevention
- Partner with local media
- Follow up with gratitude
- **Establish a relationship**



Level of Engagement



Respondent impressions of their level of engagement throughout the program.

Elementary and Middle Schools:

- Boys and Girls Clubs
- Police Activities League (PAL)
- Afterschool programs



BOYS & GIRLS CLUBS
OF STANISLAUS COUNTY



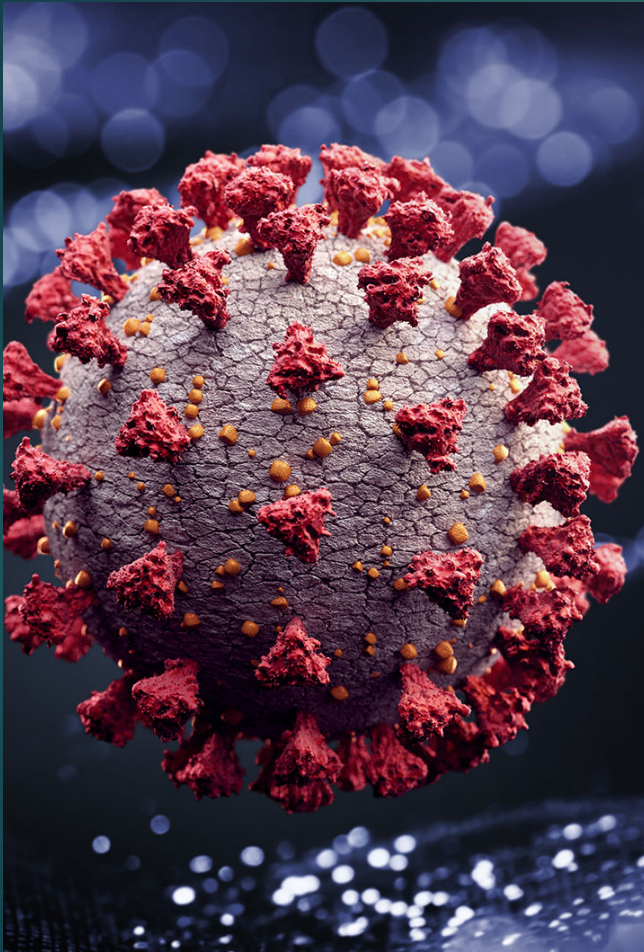
Other Venues

- Police Departments
- Hospital Trauma Symposiums
- Community events
- College health classes
- Driver's education classes

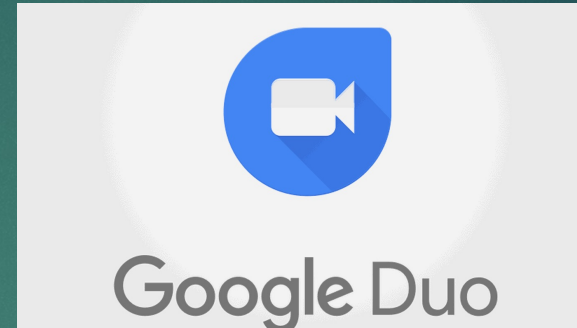


COVID-19

The Solution



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Adaptations

- ▶ Follow up with t-shirts for student participation after the class
- ▶ Have students complete survey after the presentation to collect data
- ▶ Interactive Learning Modules
 - ▶ www.impactteendrivers.org/school-resources



What Do You Consider Lethal? Teen Module

60 minutes

[View Content](#)

Increase Your Reach

- Create Real Impact Contest
- Social Media (hospital and Safe Kids Stanislaus)
- Press Events
- Safe Kids California Coalition
- CA Injury Prevention Group



facebook



Instagram



Train the Trainers



Partnerships

- Impact Teen Drivers
- California Highway Patrol
- Safe Kids Stanislaus
- Students



2019: 5520 teens and 3488 parents

2020: 1351 teens
were educated
about safe teen driving

Partnership

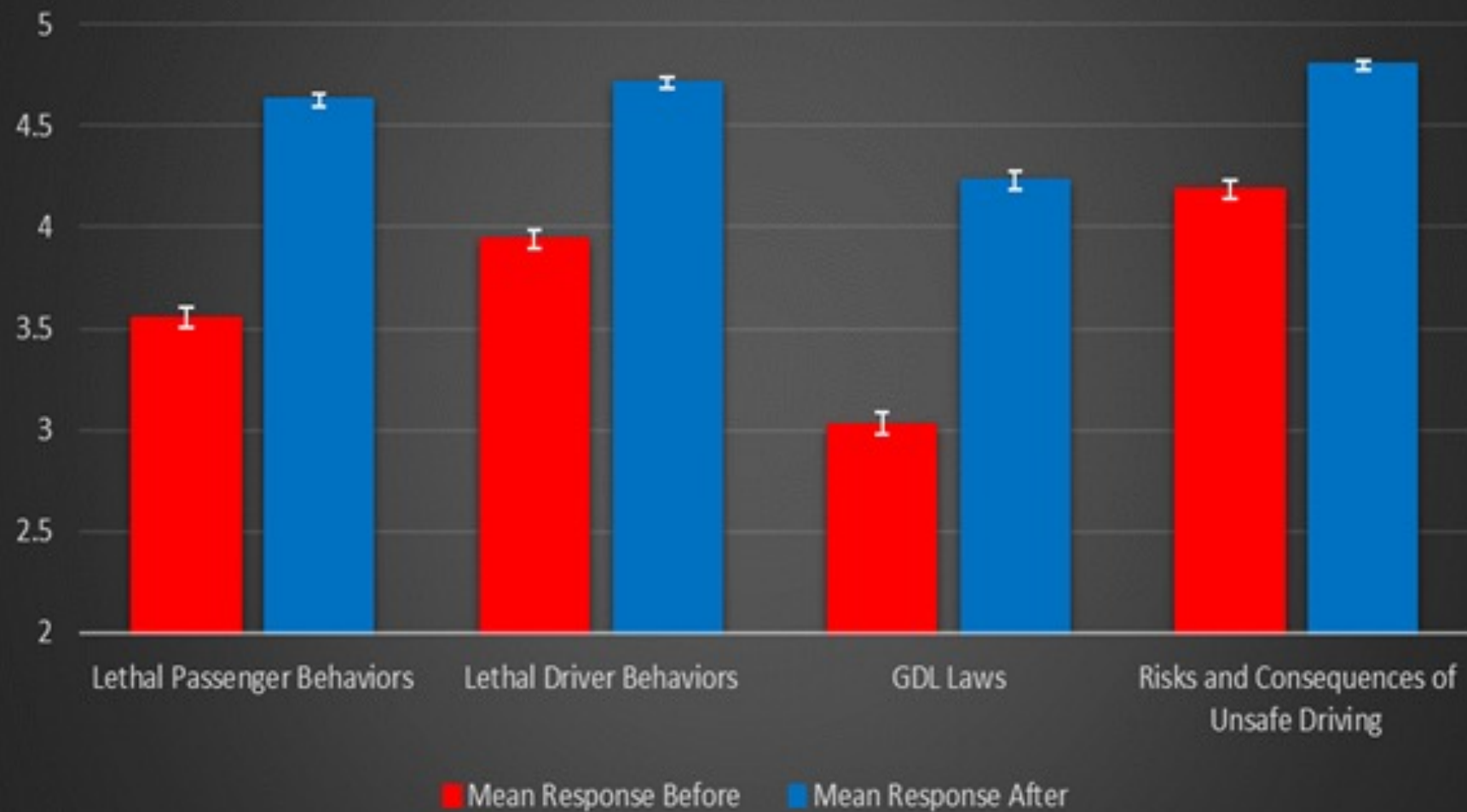
Injury Prevented &
Lives Saved



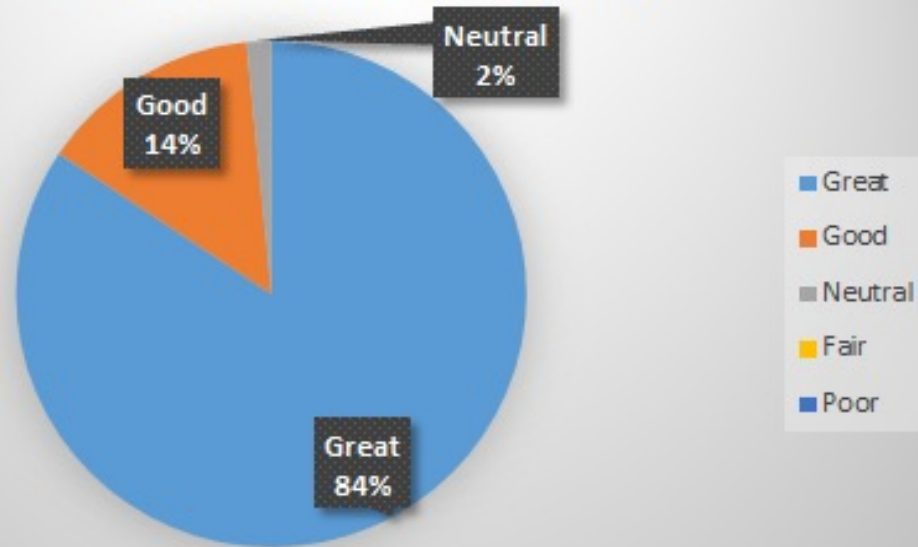
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Knowledge and Skills Before and After Program



Overall Program Quality



98% of attendees found the quality of presentations were *Great* or *Good* overall.

Information Content of Program



100% of attendees found the information presented about distracted driving to be *Great* or *Good*.

QUESTIONS??



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