2022 Lifesavers Conference – Chicago, IL
A Comprehensive Approach to Changing the Culture of Distracted Driving
Florida Teen Safe Driving Coalition

- **Vision**
  - To support and expand a culture of teen safe driving

- **Mission**
  - Engage, educate and mobilize all members of the community to work collectively on developing and improving teen safe driving programs, practices and activities that reduce teen fatalities and serious injuries in Florida
Students Against Destructive Decisions (SADD)

SADD’s mission is to empower young people to successfully confront the risks and pressures that challenge them throughout their daily lives.

- Empower
- Engage
- Mobilize
- Change

SADD was founded on the simple philosophy that young people, empowered to help each other, are the most effective force in prevention.
Why Should We Focus on Traffic Safety?

• Traffic crashes are the leading cause of death among teens/young adults (aged 14-19)

  THESE DEATHS ARE PREVENTABLE!

• Education
• Better Decisions
• More Experience Behind-the-Wheel
• Positive Parent/Caregiver Role-Modeling while Driving
Teen drivers were involved in over 250 crashes resulting in fatalities.

That’s 24% of fatalities!

Source: Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
Anthony Phoenix Branca

12/7/1994 – 11/7/2014
When does your child start learning to drive?
Parents are the #1 Influencer

74% of teens say their parents are the leading influence on their decisions about drugs and alcohol.¹

41% of teens say their parents continue to engage in unsafe driving behaviors (such as texting) even after their teens asks them to stop.²

28% of teens say their parents justify unsafe behavior.³

Source:
1) Mothers Against Drunk Driving (MADD).
2 & 3) Study by Liberty Mutual and SADD, as reported by the National Highway Traffic Administration (NHTSA)
“I know using a phone while driving is unsafe. You know who’s the worst about it? My mom! When I tell her to put it away, she tells me she’s a great multitasker...”
The *Ground Your Parents Kit* is designed to be a fun and interactive tool for teens to encourage their parents and caregivers to make safe and smart decisions while driving.
Is Your Parent an Unsafe Driver?

HELP THEM MAKE SAFER CHOICES

Order the FREE kit!
The FREE Ground Your Parents Kit Includes:

• 8 Collateral Pieces
  • Infographic & Promotional Posters
  • A Parent/Teen Talking “Tip Card”
  • A Parent Report Card
  • A Parent Driving Citation
  • Safe Driving Reminder Tent Cards
  • Safe Driving Reminder Sticky Notes
  • Safe Driving Affirmation Cards

• 200 kits available, each kit serves 100 students
FLORIDA TEEN SAFE DRIVING COALITION

GROUND YOUR PARENTS CONTEST

Is Your Parent an Unsafe Driver?
HELP THEM MAKE SAFER CHOICES & WIN SCHOLARSHIPS & SCHOOL GRANT MONEY.

FOR MORE INFORMATION CONTACT:
GROUNDYOURPARENTS.COM

OVER $20K IN PRIZES
GETTING YOUR POINT ACROSS
SO THAT YOUR PARENT WILL LISTEN

As the teen child in your parents’ life, your voice can have a tremendous impact on their decision to drive safe! Remember that every parent responds differently, so it’s important to try the approach you think would be most effective in changing their behavior for the better. Keep a cool tone, and if needed, remind them that your concern comes from a place of love and safety.

THE DIRECT APPROACH
Hey Mom, using your phone while driving endangers us and everyone else on the road. Please, can you focus on driving safely?

THE REFLECTIVE APPROACH
Mom, do you remember that time when we almost rear-ended that other car because you were trying to do too many things while driving? Safety depends on us paying attention. Let’s just focus on driving from now on, okay?

THE SUBTLE APPROACH
I really hate it when people don’t give their full attention to the road. It’s like they are saying they don’t care about my safety.

THE SENTIMENTAL APPROACH
Mom, if anything ever happened to you, I would be devastated. It’s really important to me that you make the safe choice... Please, let’s focus on driving and leave the phone for when we’re safely parked.

THE GUILT APPROACH
Dad, did you know that parents are the number one influence on my decision to drive safe? You wouldn’t want me to drive this way, so why are you doing it? Let’s do better together!

THE FACTUAL APPROACH
I really hate it when people don’t give their full attention to the road. It’s like they are saying they don’t care about my safety.

THE SENTIMENTAL APPROACH
Mom, if anything ever happened to you, I would be devastated. It’s really important to me that you make the safe choice... Please, let’s focus on driving and leave the phone for when we’re safely parked.

THE SUBTLE APPROACH
I really hate it when people don’t give their full attention to the road. It’s like they are saying they don’t care about my safety.

THE SARCASM APPROACH
Super safe driving, Dad! Should we blindfold ourselves and have a thumb war with a scorpion next? What could possibly go wrong?
HOW TO START SAFE DRIVING CONVERSATION WITH YOUR PARENTS:

1. ARM YOURSELF WITH FACTS. Here are some driving statistics to help you get your perspective to the parent or adult caregiver in your life:

- For every 10 MPH over 50 MPH you travel, your risk of fatal crash is doubled.¹
- Using your phone while driving increases your risk of crashing by 23 times.²
- People not wearing a safety belt are 3 times more likely to be ejected from a vehicle during a crash.³

2. GAME THEM INTO UNDERSTANDING. In this exercise you’re going to ask your parents a few “what if” style questions to see how they would respond to certain driving situations you may encounter. The key is to listen, and let your parents/guardian offer their perspective. Remember to let them give their responses and allow them to validate their answers before giving your own input or suggestions.

- How would you feel if I was in the car with a driver who was using their phone?
- What would you want me to do if the driver of my vehicle didn’t want to follow the speed limit?
- Would you rather I set the GPS/travel playlist before I drive, or do you think it’s okay for me to handle it while driving?
- How would you feel if I was seriously injured (or worse) in a car crash? What if I harmed someone else because I took a risk?
- How would I respond to a driver who was impaired by drugs or alcohol?
- How would you feel if I didn’t wear a seatbelt?

3. TURN THE TABLES. At this point, you’ve likely heard your parent or adult caregiver give feedback on the above unsafe situations, or their potential for tragic outcomes. Let’s re-frame this to your parent or caregiver’s driving habits... Use these examples to create your own responses:

- Mom/Dad, sometimes when you use your phone while driving, I feel like we might be creating a risky situation for ourselves and others. You mean so much to me. I would hate it if something bad happened. Can we work together to avoid phone usage while driving in the future?

PRO TIPS FOR DEALING WITH A DEFENSIVE PARENT

Sometimes, it’s natural for people to get defensive when bad behavior is being called out. It’s important to remember it does not have to do with you. Individuals may respond defensively because they might feel threatening, blaming, shifting focus, or shutting down. Here are some ways you can address this behavior in a respectful manner.

- Refrain from reacting defensively. Recognize if you feel yourself starting to get angry, and take a deep breath. Collect yourself if needed.
- Shift your focus back to your parent. Mom/Dad, I love you and I just want you to be safe. I would be devastated if something happened to you.
- Move toward a solution. Once your parent has calmed down or had a chance to cool off, use resolution tactics to generate a positive outcome.

- What if we set up the “Do Not Disturb!” function on your phone?
- How about if we placed a sticky note or picture of me near the dash to remind you to drive safe?
- What if we planned a reward system for your consistent good driving habits?

GROUNDFORYOURPARENTS.COM
The purpose of the Safe Driving Report Card for Parents is to identify areas of encouragement or driver improvement for parent-drivers. As a teen, you play an important role in your parent’s prioritization of safe driving habits. Often, parents forget that they are the number one role-model for safe driving behavior with their teens! Help remind them how important it is that they always model responsible and courteous driving.

Be sure to let them know that you will be monitoring and evaluating their driving behavior. The following rubric will be used to judge your parent’s driving performance:

1 / SHOWS DRIVER-VEHICLE READINESS (PRE-DRIVING SAFETY EVALUATION)

- Parent applied safety belt and ensured all passengers are buckled.
- Parent applied headlights (if driving at nighttimes)
- Showed correct wearing position
- Showed correct mirror position and use of steering wheel
- Set GPS or Map prior to driving
- Set music playlist or ensured media was set prior to driving

2 / EXHIBITS SAFETY & COURTESY WHILE DRIVING

- Utilized appropriate turn signals when switching lanes
- Utilized appropriate turn signals when making turns
- Performed a full and complete stop at all stop signs
- Looked both ways to scan for road hazards before proceeding through an intersection (once the light turns green)
- Maintained appropriate speed as advised by posted speed limits
- Parent yielded the right-of-way to all bicyclists and pedestrians
- Performed any grooming tasks (apply makeup, comb beard, etc.)
- Took hands off the wheel to get something in back seat or purse
- Answered a call or sent a text while driving
- Exceeded posted speed limit by 10 mph
- Made a U-turn in a “No U-turn” zone
- Made a left turn on red
- Parent applied safety belt and ensures all passengers are buckled
- Parent yielded the right-of-way to all bicyclists and pedestrians
- Maintained appropriate speed as advised by posted speed limits
- Looked both ways to scan for road hazards before proceeding through an intersection (once the light turns green)
- Set GPS or Map prior to driving
- Set music playlist or ensured media was set prior to driving

3 / AUTOMATIC POINT DEDUCTION AREAS

- Made a left turn on red
- Made a U-turn in a “No U-turn” zone
- Exceeded posted speed limit by 10 mph
- Answered a call or sent a text while driving
- Took hands off the wheel to get something in back seat or purse
- Performed any grooming tasks (apply makeup, comb beard, etc.)
- Tailgated the car in front of them
- Getting angry or exhibiting road rage (yelling, hand gestures, rage-honking)
- Harsh or sudden braking — anything that causes passengers to abruptly stop
- Any usage of a phone while travelling through a School Zone or Work Zone
- Failed to “move over” a lane or reduce speed for stopped emergency vehicles

GRADING SCORES

EXEMPLARY
No Boxes in Section 3 Checked
Driving performance was safe and courteous. Your parent-driver followed all traffic laws, and speeds, and did not use or engage with their phone while driving. Parents in this category will have exhibited safe driving tendencies for the entire duration of the trip.

NEEDS IMPROVEMENT
Any Boxes in Section 3 Checked
Driving performances in that area was below desired safety standards. Your parent-driver followed some traffic laws, but perhaps they were not mindful of their speed, used their cell phones while driving, or didn’t buckle up. More attention to safety should be given.

DOWNLOAD OUR TIP CARD FOR TALKING TO PARENTS TO START THE SAFE DRIVING CONVERSATION
GROUNDYOURPARENTS.COM
DID UNLAWFULLY COMMIT THE FOLLOWING OFFENSE

- Made a left turn on red
- Made a U-turn in a "No U-turn" zone
- Exceeded posted speed limit by 10 mph or more
- Answered a call or sent a text while driving
- Took hands or head off the wheel to get something in back seat or purse
- Performed any grooming tasks (apply makeup, comb beard, etc.)
- Tailgating the car in front of them
- Getting angry or exhibiting road rage (gaiting, hand gestures, rage-honking)
- Harsh or sudden braking - anything that causes passengers to abruptly stop
- Any usage of a phone while traveling through a School Zone or Work Zone
- Failed to "move over" a lane or reduce speed for stopped vehicles
- Any usage of a phone while driving, including through a School Zone or Work Zone
- Any usage of a phone while driving, including
- Other

AND HAS BEEN ISSUED THE FOLLOWING PUNISHMENT

- Take away car keys for 1 hour
- No friends over this weekend
- Loss of phone privileges for 1 hour
- Loss of gaming access for 1 hour
- Extra chores: make your parents clean your room
- Walk the dog
- Take out the trash
- Clean/flush the car
- Teen gets to pick the music in the car
- Timeout: play "Baby Shark" for 3 times on repeat
- Film a TikTok video with parents holding a "shame" sign
SAFE DRIVING FACT
Sending or reading a text message takes your eyes off the road for 5 seconds.
At 55 mph, that's like driving the length of an entire football field with your eyes closed.
Source: National Highway Traffic Safety Administration (NHTSA)

SAFE DRIVING REMINDER
Hey [NAME],
Please remember NOT to

SUGGESTED REMINDERS
• Use your phone while driving
• Eat while driving
• Drink or use drugs while driving
• Tailgate the car in front of you
• Get angry or exhibit road rage
• Exceed posted speed limits

GROUND YOUR PARENTS
GROUNDYOURPARENTS.COM

FLORIDA TEEN SAFE DRIVING COALITION
 STATE FARM
FDOT

SAFE DRIVING FACT
Sending or reading a text message takes your eyes off the road for 5 seconds.
At 55 mph, that's like driving the length of an entire football field with your eyes closed.
Source: National Highway Traffic Safety Administration (NHTSA)
Hey

Please remember to

- Keep a safe driving distance
- Count to 10 if someone on the road makes you angry
- Pull over if you need to use your cell phone
- Obey posted speed limits
- Wear your seatbelt
- Allow a safe following distance between vehicles
- Use your turn signals during the entire trip
- “Move Over” for stopped law enforcement, emergency & service vehicles
- Give 3 feet for bicyclists

GROUNDYOURPARENTS.COM
FLORIDA TEEN SAFE DRIVING COALITION

SAFE DRIVING AFFIRMATION

Hey [RECIPIENT],

Because You [REWARD].

SAFE DRIVING BEHAVIOR

THANKS for MODELING the SAFE DRIVING BEHAVIORS that YOU WANT ME TO FOLLOW!

Presented by [AFFIRMING PARTY]

SUGGESTED REWARDS

• Mow the lawn
• Clean the house or a specific room (vacuumed, mopped, cleaned the dining room table, etc.)
• Sweep out the garage/front porch
• Raise the leaves
• Cook a meal
• Babysit or offer to watch your siblings
• Wash/detail the car
• Make coffee or treat your parents to their favorite specialty drink
• Buy flowers
• Walk the dog/give dog a bath
• Make a TikTok video praising their safe driving
• Planted a baby tree in your honor

SUGGESTED SAFE DRIVING BEHAVIORS

• Obeyed all posted speed limits
• Didn’t use your cell phone while driving
• Buckled up
• Stopped calm when that driver cut you off
• Used your turn signals the entire trip
• Scanned the road for hazards before entering the intersection of a recently turned green light
• Adjusted your speed, and turned on your headlights when it was raining
• Programmed the GPS/Music before you started driving
• Ensured all of your passengers were properly buckled up
• Yielded to the pedestrian in the crosswalk
• Gave 3 feet for bicyclists
• “Moved Over” for stopped law enforcement, emergency, sanitation, utility service vehicles and tow trucks or wrecker
• Waited until you were home to eat/snack
• Drove with two hands on the wheel at all times
Campaign Event Timeline

November 2021
Register to receive a FREE Ground Your Parents Kit! You can request a free kit up until the close of the contest period, while supplies last.

January 2022
We will begin shipping your Ground Your Parents Kits in January to the address provided in your entry form.

March 30, 2022
The Ground Your Parents contest will close on March 30, 2022. All student superlative entries, and school essay responses must be received by this deadline to be considered eligible.

April 15, 2022
All selected winners for the school grant and individual superlative scholarship will be notified of their winnings by April 15th, 2022.
### Grant & Scholarship Prizes

#### Traffic Safety Grant Prizes (Florida High Schools)

<table>
<thead>
<tr>
<th>Description</th>
<th>Prize</th>
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<tbody>
<tr>
<td>20 eligible Florida high schools will receive a $1,000 grant to support a traffic safety need or project, courtesy of State Farm.</td>
<td>$1,000</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Prize</th>
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<tbody>
<tr>
<td>20 total winners @ $1,000 each</td>
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#### Superlative Prizes (For Students)

<table>
<thead>
<tr>
<th>Description</th>
<th>Prize</th>
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<tbody>
<tr>
<td>Most Creative Reminder Sticky Note Placement</td>
<td>$1,000</td>
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<tr>
<td>Best Safe Driving Recognition Entry</td>
<td>$1,000</td>
</tr>
<tr>
<td>Best Parent “Punishment/Chore” Entry</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
Superlative Categories

• **Most Creative Reminder Sticky Note Placement**
  Did you locate that one spot where your parents were least expecting to see a safe driving reminder? Maybe you peppered your entire house with sticky notes. Show us your best tent card or sticky reminder placement areas! Whether it’s a photo collage or a TikTok Video compilation of all the reminders you placed around your house – we want to see it!

• **Best Safe Driving Recognition Entry**
  Did you mow the lawn for your mom or dad because they drove safe? Wash the dishes? Babysit your siblings? Surprise them with their favorite caffeinated beverage? Whatever you did to show your gratitude for your parents safe driving, we want you to share it with us! Get creative!!

• **Best Parent “Punishment/Chore” Entry**
  Did you make your parents listen to the “Baby Shark” song on repeat 20 times? Take away their phone privileges for an hour? Perhaps you made a TikTok video where you made them learn a funny dance as punishment? Whatever the case is, we look forward to you sharing your best parent “punishment/chore” entry.
Thank you!

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info@flteensafedriver.org

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