



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**



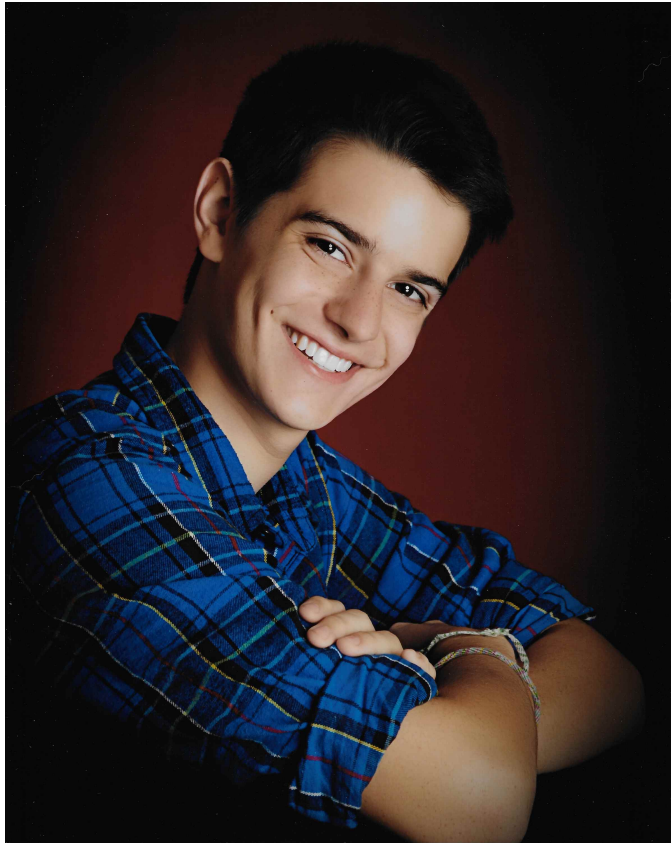
Teen drivers were involved in over 250 crashes resulting in **fatalities.**



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...”

**GROUND
YOUR
PARENTS**
.COM





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



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O N A



ROADMAP to SAFE DRIVING



BUCKLE UP

Using a safety belt is one of the most effective ways to save lives and reduce injuries in crashes. It's also the law! Ensure everyone in the car wears their safety belt, even in the backseat.



MAINTAIN YOUR VEHICLE

Regular maintenance is key to ensuring your car is safe to drive. This includes checking the tire pressure, oil, ensuring windows are clean, and engine is running smoothly.



SCAN THE ROAD AHEAD

Always pay attention to the road, scan ahead for road hazards, and drive defensively. Keep in mind speed limits, and any relevant road signage.



NEVER DRIVE IMPAIRED

Drugs and alcohol can alter your ability, perception, attention, coordination, reaction time, and other skills needed to drive alert and safe. Never get in the car with a driver who has been drinking or doing drugs, and always have a plan to have a safe ride home. Speak up! Take the keys from anyone who is not fit to drive.



KEEP YOUR DISTANCE

When driving, a good rule of thumb is to maintain at least a three-second following distance, giving you time to react and avoid potentially dangerous situations. You can calculate this by using a fixed object, such as a pole or an overpass to determine how far in front of you the car is.



ELIMINATE DISTRACTIONS

Activities such as applying makeup, eating, and using a phone while driving are dangerous distractions. Program the GPS before you leave, and focus on JUST DRIVING when you drive. Pull over to a safe location if you must interact with your phone.



DON'T DRIVE TIRED

Drowsy driving affects reaction time and driving ability. Driving after being awake for 18 hours is similar to driving impaired. Ensure you've had plenty of rest before driving. Regular breaks are essential for long journeys.



OBEY POSTED SPEED LIMITS

Speed is a factor in more than 33% of all fatal teen crashes. By paying attention and obeying all posted speed limits, we can all greatly reduce the likelihood of being involved in a crash.



LIMIT PASSENGERS

When a teen driver has their friends in the car, the risk of a crash increases dramatically! Two additional passengers increase the risk of a crash by 188%.



RESTRICT NIGHTTIME DRIVING

Reduced visibility, inexperience, and driver drowsiness are all factors that make driving at night more dangerous for teens. Graduated Driver Licensing ensures teens drive during less dangerous hours until they have gained more experience on the road. Curfew restrictions apply during nighttime driving hours for all licensed teens aged 16 & 17.

GROUND YOUR PARENTS



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.

OVER
**\$20K IN
PRIZES**

FOR MORE INFORMATION CONTACT:



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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



Dad, did you know that when you text and drive the risk of being involved in a fatal crash is increased by 23 times? It's just not worth it! Please remember that I need you, and I want you to come home safe.

THE **SARCASTIC** APPROACH



Super safe driving, Dad! Should we blindfold ourselves and have a thumb war with a scorpion next? What could possibly go wrong?

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HEY, CAN WE TALK?

TIPS FOR STARTING A SAFE DRIVING DIALOGUE



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TEEN
SAFE & DRIVING
COALITION

State Farm

FDOT

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HOW TO START SAFE DRIVING CONVERSATION WITH YOUR PARENTS:



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

- For every 10MPH over 50MPH 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 30 times more likely to be ejected from a vehicle during a crash.³

SOURCES:

1 National Highway Traffic Safety Administration (NHTSA), 2 The Virginia Tech Transportation Institute, Distracted Driving Research Study, 3 Children's Hospital of Philadelphia Research Institute

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

- | | |
|--|---|
| <ul style="list-style-type: none"> ■ 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/music playlist before I drive, or do you think it's okay for me to handle it while driving? | <ul style="list-style-type: none"> ■ 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 should I respond to a driver who is 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 response:

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?

Mom/Dad, I learned that speed is a factor in many serious crashes. Sometimes I feel like we could all do a better job of being mindful of our speed. I want you to be safe. Can we work together to address this issue? I've got some sweet surprises in store for you, if you do...

Mom/Dad, wearing a seatbelt is one of the easiest driving decisions we can make! It takes two seconds and it could save your life. I don't ever want to feel the pain of losing you. If you make a conscious choice to buckle up for every trip, I will reward you with some of your favorite things. Not to mention, you'll also be setting a great example for me!

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 by minimizing, 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?



DOES YOUR PARENT MAKE THE GRADE? **A+**

SAFE DRIVING REPORT CARD

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 teen! Help remind them how important it is that they always model responsible and courteously 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 ensures all passengers are buckled
- ▶ Parent applied headlights (if driving at nighttime)
- ▶ Showed correct seating 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 a 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
- ▶ Makes smooth and effective starts and stops, used controlled braking
- ▶ Ensured appropriate spacing between vehicles at all times while driving
- ▶ Goes the entire trip without using or manipulating a cell phone
- ▶ Was courteous, and allowed other vehicles to merge when needed
- ▶ Abides by all yield signs when merging into traffic

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, work crews, or law enforcement.

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 performance 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.

Recommended Areas For Improvement:



FLORIDA UNSAFE DRIVING CITATION

IN THE DOMECILE DESIGNATED BELOW THE UNDERSIGNED CERTIFIES THAT THEY HAVE JUST AND REASONABLE GROUNDS TO BELIEVE AND DOES BELIEVE THAT ON		COMPLAINT (RETAINED BY TEEN SAFETY ADVOCATE)
DATE	TIME	<input type="checkbox"/> AM <input type="checkbox"/> PM
FIRST NAME	MIDDLE	LAST
STREET ADDRESS		
CITY	STATE	ZIP
UPON A PUBLIC STREET OR HIGHWAY, OR OTHER LOCATION, NAMELY		
DID UNLAWFULLY COMMIT THE FOLLOWING OFFENSE		
<input type="checkbox"/> Made a left turn on red <input type="checkbox"/> Made a U-turn in a "No U-turn" zone <input type="checkbox"/> Exceeded posted speed limit by 10 mph or more <input type="checkbox"/> Answered a call or sent a text while driving <input type="checkbox"/> Took hands off the wheel to get something in back seat or purse <input type="checkbox"/> Performed any grooming tasks (apply makeup, comb beard, etc.) <input type="checkbox"/> Tailgating the car in front of them <input type="checkbox"/> Getting angry or exhibiting road rage (yelling, hand gestures, rage-honking) <input type="checkbox"/> Harsh or sudden braking - anything that causes passengers to abruptly stop <input type="checkbox"/> Any usage of a phone while travelling through a School Zone or Work Zone <input type="checkbox"/> Failed to "move over" a lane or reduce speed for stopped emergency vehicles, work crews, or law enforcement. <input type="checkbox"/> Other _____		
AND HAS BEEN ISSUED THE FOLLOWING PUNISHMENT		
<input type="checkbox"/> Take away car keys for 1 hour <input type="checkbox"/> No friends over this weekend <input type="checkbox"/> Loss of phone privileges for 1 hour <input type="checkbox"/> Loss of gaming access for 1 hour <input type="checkbox"/> Extra chores: make your parents clean your room <input type="checkbox"/> Walk the dog <input type="checkbox"/> Take out the trash <input type="checkbox"/> Clean/Wash the car <input type="checkbox"/> Teen gets to pick the music in the car <input type="checkbox"/> Timeout: play "Baby Shark" for 3 times on repeat <input type="checkbox"/> Film a TikTok video with parents holding a "shame" sign		
X VIOLATOR SIGNATURE		I AGREE AND PROMISE TO COMPLY AND ANSWER TO THE CHARGES AND INSTRUCTIONS SPECIFIED IN THIS CITATION
X ISSUER SIGNATURE		ISSUER NAME



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)

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FOLD ▼ HERE

FLORIDA TEEN SAFE DRIVING COALITION

**SAFE DRIVING
REMINDER**



Hey ,

Please remember **NOT** to

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TEAR ▲ HERE

**SUGGESTED
REMINERS**

- 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



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FLORIDA TEEN SAFE DRIVING COALITION

SAFE DRIVING REMINDER



Hey ,

Please remember to



**GROUND
YOUR
PARENTS**

TEAR ▲ HERE

SUGGESTED REMINDERS

- 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

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FLORIDA TEEN SAFE DRIVING COALITION

SAFE DRIVING AFFIRMATION



Hey

RECIPIENT

I

REWARD

Because You

SAFE DRIVING BEHAVIOR

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

Presented by

AFFIRMING PARTY

TEAR ▲ HERE

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
- Rake 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
- Stayed 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 we you started driving
- Ensured all of your passengers were properly bucked 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 wreckers.
- 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)	
20 eligible Florida high schools will receive a \$1,000 grant to support a traffic safety need or project, courtesy of State Farm.	20 total winners @ \$1,000 each
Superlative Prizes (For Students)	
Most Creative Reminder Sticky Note Placement	\$1,000
Best Safe Driving Recognition Entry	\$1,000
Best Parent “Punishment/Chore” Entry	\$1,000

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!

Melissa Valido

Florida Teen Safe Driving Coalition

Coalition Leader

(c) 850-570-8879

www.FLteensafedriver.org

info@flteensafedriver.org

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