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TEAM TEXAS

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PROJECT GOALS

- Incorporate Shared Risk and Protective Factor approach to traffic safety within Houston Region
 - Application of health model
 - Social ecological model
 - Theory of planned Behavior
- Utilize existing programmatic strengths as youth serving organizations to enhance project
- Develop 2 separate workshops on speeding and distracted driving
- Train a total of 45 stakeholders (adult and youth)

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RISK FACTORS

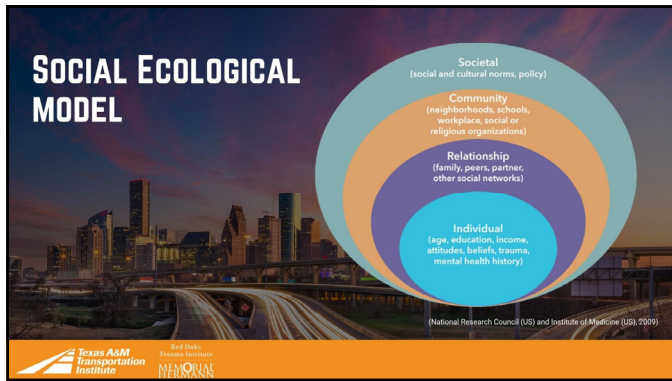
Characteristics at the biological, psychological, family, or community level that precedes and are associated with a higher likelihood of negative outcomes.

PROTECTIVE FACTORS

characteristics at the biological, psychological, family, or community level that are associated with a lower likelihood of negative outcomes or that reduces the negative impact of a risk factor

(Safe States, 2019)

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Group 1 Tik Tok
<https://vm.tiktok.com/ZMew49UpV/>

Discussion Questions & Answers
 Add individual answers to sticky notes under each question.

1A. Honestly, would you double tap (like) this tik tok? Why did you like it?

2A. Are videos like this common in your social media world? If not, how is it unique and share electronic examples of when you've seen this?

1B. Knowing what you know now, what do you think of this video? What was unique about the video?

2B. How would you positively reach out to the person in this video? Please explain what the comment "CRACK" means to you.

I love you but be safe!
 Hey bro/sis, lets not put yourself in danger!

Think of others safety be a positive influence!

Total: 81% decrease in agreement that driving 5 mph over the speed limit is safe

81% decrease in agreement that driving 5 mph over the speed limit is safe

43% decrease in agreement that driving 10 mph over the speed limit is safe

12% decrease in agreement that using a cell phone use while driving is safe

12% decrease in agreement that driving while multitasking is safe

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RESULTS - YOUNG DRIVERS

Pre: N = 17
 Post N= 10

Attitude

Attitudes are subjective evaluations of an object or behavior in terms of emotional reaction (e.g., "Speeding is exciting") and perceived utility (e.g., "Seat belts are useless").
(Ward et al., 2019)

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RESULTS - YOUNG DRIVERS

Intention

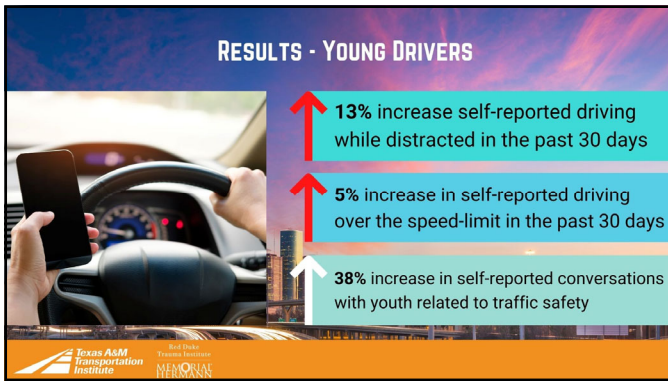
Intention is the deliberate decision to commit a behavior in an anticipated situation.
(Ward et al., 2019)

51% improvement in willingness to drive the speed limit at all times

42% improvement in willingness to not drive distracted.

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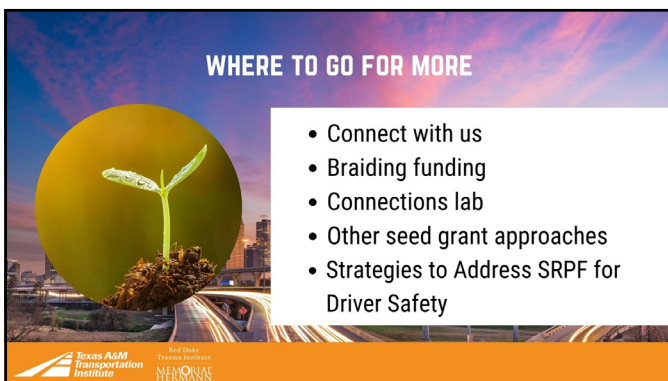
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