

Lifesavers Conference

Chicago, Illinois

March 14, 2022

Special Population Groups: Younger Drivers

Speakers



Ron Replogle

Moderator

Mothers Against

Drunk Driving



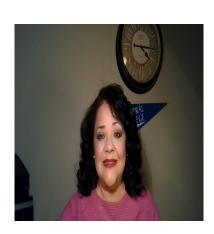
Shaina Finkel
National President
Students Against
Destructive
Decisions



Angel Albino Robles
Project Director
Proyecto FIESTA XII
Pontifical Catholic
University
Puerto Rico



Mary Jo Price



PhD

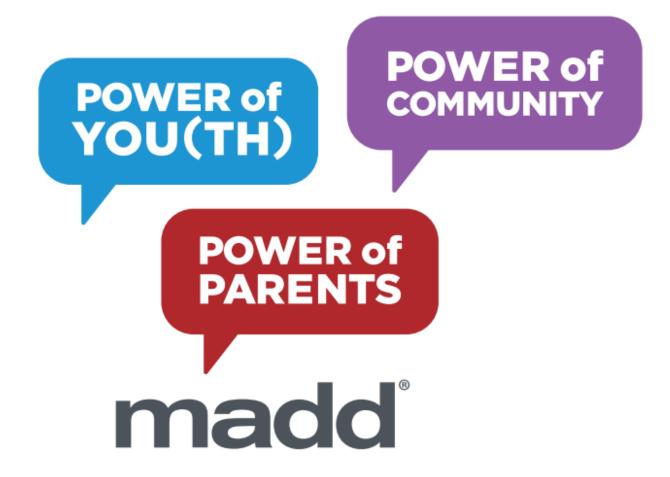
Dean of Students
and Outreach
North Central
Texas College

Program Manager
BVIPC & Statewide Initiatives
The Reality Education for Drivers
(RED) Program

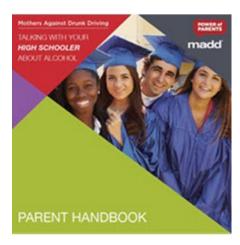
Statistics

- 74% of teens say their parents are the biggest influence on their decisions to drink underage
- While illicit drugs, including marijuana and opioids, are concerning for young people, alcohol continues to be the number one drug of choice among youth.
- Teen alcohol use kills about 4,300 people below the age of 21 in the U.S. each year
- Kids who start drinking young are seven times more likely to be in an alcohol-related crash
- Adolescents report drinking more when they are exposed to parents who appear tolerant of underage drinking. However, environment can play a protective role for youth; for example, clear parental disapproval of underage alcohol consumption and a teenager's close alliance to parents and family can be protective factors against adolescent alcohol use.
- High school students who use alcohol or other substances are five times more likely
 to drop out of school or believe good grades aren't important.

Underage Drinking Prevention



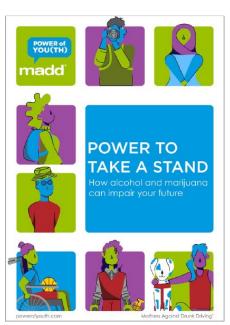




Power of Parents®

Parents are the leading influence on teens' decisions about drinking. MADD began *Power of Parents*, in partnership with Dr. Robert Turrisi from Pennsylvania State University.

The goals of the program are to influence parental communication to prevent underage drinking, maintain the 21 minimum drinking age law in all 50 states and engage new supporters to carry on MADD's lifesaving work. Learn more at madd.org/powerofparents



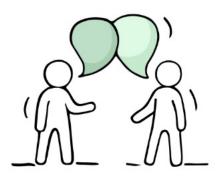
Power of You(th)®

Power of You(th), highlights the power youth have to influence the decisions of their peers in a positive way. This program utilizes research-based information on the dangers of underage drinking and works directly with teens to encourage them to make healthy choices and to set a positive example for their peers.

The goals of the program are to educate youth on the 21 minimum drinking age law, how alcohol and drugs impact their brain, discuss the importance of never riding with an impaired driver and offer teens tools to resist peer pressure while empowering them to take the next step and influence their peers to make healthy choices.

Learn more at powerofyouth.com

NO MORE VICTIMS



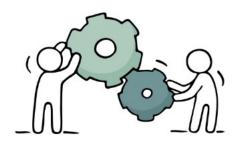
Power of Community

Communities must work hard to create environments in which it is easier for young people and adults to make safe and healthy choices. The goal of MADD's *Power of Community* Program is to help create communities where youth and adults work together to prevent underage drinking and drunk driving through limiting access to youth and encouraging adults to make safe choices when it comes to alcohol.

This is accomplished by:

- Promoting environmental strategies and limiting access
- Education and awareness
- Supporting law enforcement
- Forming/participating in Coalitions
- Advocacy

Through joint efforts with community partners and law enforcement agencies, the *Power of Community* program provides ongoing support to fulfill MADD's mission to prevent underage drinking and end impaired driving.





WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS. AND LIVES DON'T.

MADD - Power of Youth, Power of Parents and Power of Community Programs

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MADD

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The Buzz on Peer-to-Peer Programs:







Reaching
Students with
Mobility Safety
Messages

1981 FOUNDED

After suffering the loss of several students in separate alcohol-related crashes in Wayland, MA

1997 MISSION EXPANDS

Student leaders request expansion of mission and a name change.

Mission expands to address other issues that matter to teens:

- Teen Traffic Safety
- Substance Abuse
- Personal Health & Safety

TODAY

A national network of thousands of chapters in middle schools, high schools, colleges, and community organizations in 50 states

VISION

All students collaborate to create a healthier and safer world, one positive decision at a time.



MISSION

SADD empowers and mobilizes students and adult allies to engage in positive change through leadership and smart decision-making.

How SADD Works

Led by students, SADD encourages all members of the community to get involved in creating positive impact.

7,500+

Middle school, high school, college, & community SADD chapters

350,000+

Active student SADD members

32 Million+

Young people reached by the work of SADD

2 Million+

SADD Alumni

Student Led Programs

Mental Health



<u>1 in 6</u> U.S. youth aged 6-17 experience a mental health disorder each year

50%

50% of all lifetime mental illness begins by age 14, and 75% by age 24

73%

Of adolescents have felt they needed help regarding their mental & physical health

Underage Drinking
Prevention



In 2019, about <u>24.6 percent</u> of 14to 15-year-olds reported having at least 1 drink Leadership Development



Students who obtain a leadership role have a O.3 increase in grade performance

Teen Traffic Safety



cause of death for <u>15- to 20-year-olds</u> is motor vehicle crashes



In 2016, almost <u>one out of five</u> teen drivers involved in fatal crashes had been drinking.









Measured Learning





Evaluated



Positive

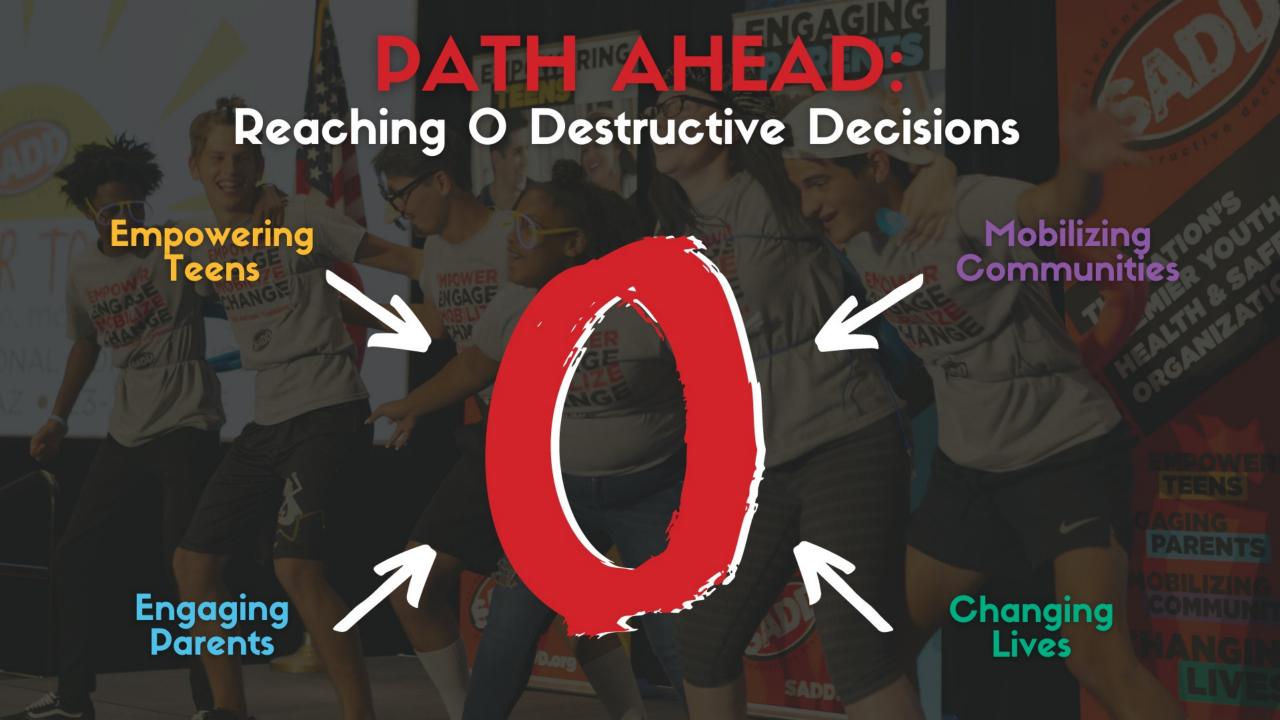


Youth Led



Incentive-Based

NHTSA. (2019). PEER-TO-PEER TEEN TRAFFIC SAFETY PROGRAM GUIDE. Washington, DC.



EMPOWER TEENS

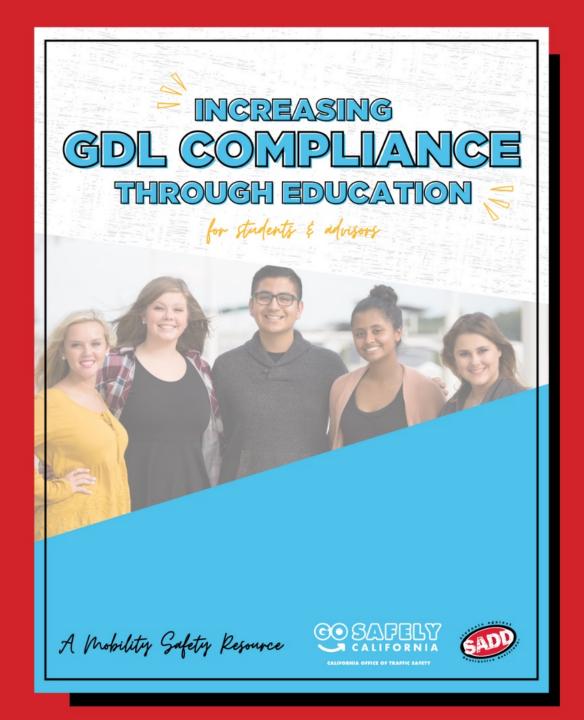
But, how do we reach them?

Underage Drinking Prevention





Increasing GDL Compliance



Distracted Driving & Digital Dependency





END DISTRACTED DRIVING AND DISTRACTED LIVING

THROUGH PEER-TO-PEER EDUCATION

Passport for Safe Driving





Leadership









Contract for Life





The Nation's Premier Youth **Health & Safety Organization**

CONTRACT FOR LIFE

A Foundation for Trust and Caring

This contract is designed to facilitate communication between young people and their parents about potentially destructive decisions related to alcohol, drugs, peer pressure and behavior. The issues facing young people today are often too difficult to address alone. SADD believes that effective parentchild communication is critically important in helping young adults to make healthy decisions.

Young Person/Teen

I recognize that there are many potentially destructive decisions I face every day and commit to you that I will do everything in my power to avoid making decisions that will jeopardize my health, my safety and overall well-being, or your trust in me. I understand the dangers associated with the use of alcohol and drugs, and the destructive behaviors often associated with impairment.

By signing below, I pledge my best effort to remain alcohol and drug free, I agree that I will never drive under the influence of either, or accept a ride from someone who is impaired, and I will always wear a seatbelt.

inally, I	agree to	call you if	f I am ever	in a situatio	n that th	reatens my	safety and	to communica	ite
egularly	about is	sues of imp	portance to	us both.					

Young Person/Teen

Parent or Caring Adult

I am committed to you and to your health and safety. By signing below, I pledge to do everything in my power to understand and communicate with you about the many difficult and potentially destructive decisions you face.

Further, I agree to provide for you safe, sober transportation home if you are ever in a situation that threatens your safety and to defer discussion about that situation until a time when we can both discuss the issues in a calm and caring manner.

I also pledge to you that I will not drive under the influence of alcohol or drugs, I will always seek safe, sober transportation home, and I will always remember to wear a seat belt.

Parent/Caring Adult









ENGAGE PARENTS

Parents rate the safety of their children as their number one priority - #NotShocking

MOBILIZE COMMUNITIES

"If you want to go quickly, go alone, but if you want to go far, you must go together."

- African Proverb

OURPARINERS









Law Enforcement Parents & Adult Allies

Community Coalitions

Media



has resources for YOU!

Adult Ally Training

Law Enforcement Support

Media Education

Student Mobility Programming



THANK YOU!

Shaina Finkel

National SLC President, SADD

sfinkel@sadd.org



www.SADD.org
Follow us @SADDNation



FIESTA Projects



Saving lives in the roads of Puerto Rico through peer-to-peer impaired driving education & prevention.

#PasaLaLlave

TRAFFIC SAFETY





What does FIESTA mean?

Facilitadores Instructores en Seguridad, Tránsito y Alcohol or:

Facilitators Instructors on Traffic Safety and Alcohol



#PasaLaLlave

What is a Proyecto FIESTAP

- #PasaLaLlave
 - Impaired driving awareness program.
 - This initiative began in 1991, subsidized with NHTSA funds through the PRTSC.
 - Chiefly aimed at college students.
 - Approach and tone are adjusted to be in sync to each college's idiosyncrasy.
 - Core Message is unique and clear: If you are going to drink alcohol, pass the car key!
 - Message is founded in the Act 22-2000, Vehicles and Traffic Law of Puerto Rico, accordingly amended.
 - Easy name/brand recognition and wellness association. Everyone in campus has heard about FIESTA!

Project Locations





#PasaLaLlave

General Problem ID

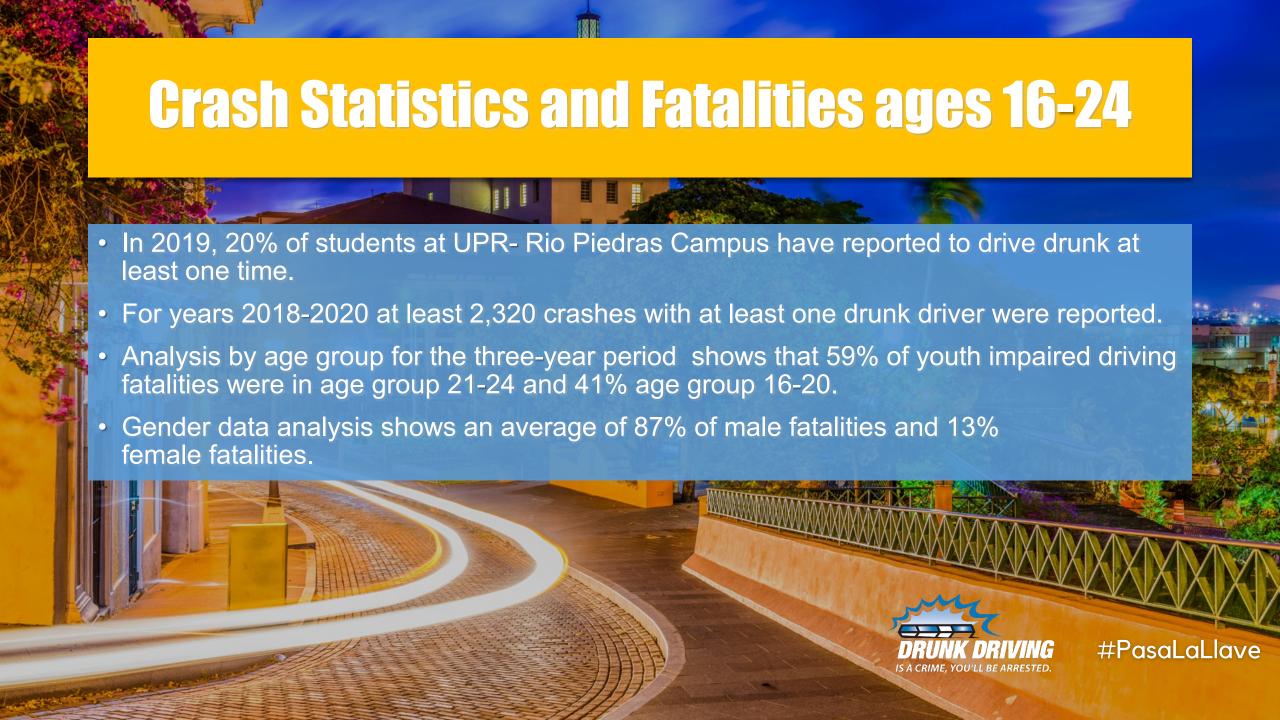


- Public health: College students have high prevalence of alcohol consumption.
- "Excessive alcohol consumption, including binge drinking, increases when students enter university" (Norman, Webb & Millings, 2019).
- Risky behavior such as DUI or DWI.

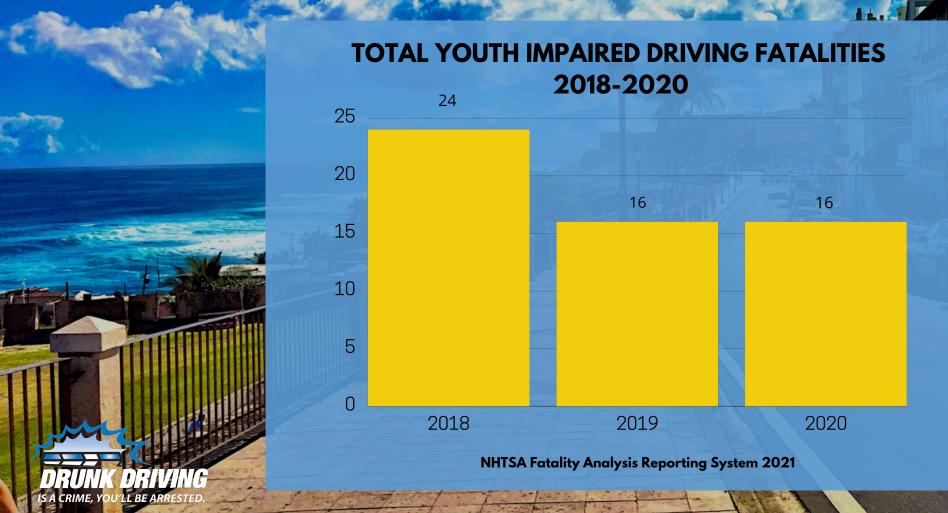
Youth alcohol consumption in PR

- The minimum age required by law to consume alcohol in Puerto Rico is 18 years old.
- Since elementary and middle school, children and pre-teens have reported consumption of alcohol and other substances.
- According to the Puerto Rico Mental Health and Anti Addiction Administration Youth Survey for years 2018-2020; 85,390 of students from 7th to 12th grade reported having consumed alcoholic beverages.
 - Alcohol continues to be the most consumed legal drug with 42.9%.
- According to the results obtained in the CORE 2019 study:
 - The annual prevalence of alcohol consumption in university students was 64.5%.
 - The study shows that 46.8% of students who consumed alcohol began this practice before college.
 - Of the students who reported consuming alcohol, 41.9% indicated that they drank 5 straight drinks in one sitting (binge drinking) or more in the last two weeks prior to the study.
 - 48.2% of students under the age of 21 consumed alcohol during the 30 days prior to the study.





Fatalities Ages 16-24





Project Objectives

- To educate about alcohol, its components, metabolization, effects in the human brain/body, risks, behavior, and individual decision-making in relation to traffic safety.
- DWI prevention and education among youth and college students from 16-24 years (P&E).
- To educate about Act 22-2000 of *Vehicle and Traffic in PR* with emphasis on Chapter 7.
- To conduct studies to identify alcohol and drug use patterns, knowledge and attitudes towards its consumption and driving among college students.
- Engage youth into the impaired driving conversation through creative strategies.



Peer-To-Peer Strategy







- Talk with students, not to students: avoid judgements.
- Within a given group, members educate other members. For example, youth interact with other youth to educate in pursuit of a positive change. In our case, the mission is to educate in order to prevent impaired driving.
- Learning can be interactive and FUN!!!



#PasaLaLlave

A FIESTA Educator is:

- Socially Responsible
- Has good leadership skills such as the following:
 - ✓ Effective Communication abilities
 - ✓Initiative
 - ✓ Creativity
 - √ Good interpersonal relationships
 - ✓ A civic volunteer spirit





Research Component



Research:

- The goal is to identify the needs of our community in order to guide and educate them about the consequences of DUI and DWI.
- We are also interested in measuring their drinking patterns, their knowledge about the consequences, their social responsibility and what they know about the law.



Research Component

Research:

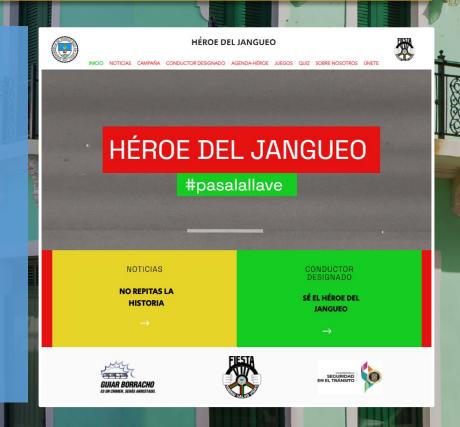
- Research may include surveys, polls, focus groups, on-line surveys, among others.
- Student's level of acceptance of the message is also considered and evaluated as well.
- Students' knowledge about Act 22-2000 and consequences of alcohol abuse are evaluated.





Research Examples

- Survey on alcohol consumption during the Christmas Holidays.
 - **Results:** Students consumption increases during holidays.
 - Action Plan:
 - Lectures and workshops during November and December.
 - Massive campaigns on social media.
 - Newsletters about alcohol-free activities students can do during the holiday vacations.





Educational Strategies















- Lectures and workshops across the campus community
- Workshops in public and private highs schools, offcampus
- Social media publications (FB, IG, TW, YouTube)
- Creative campaigns
- Safety fairs
- Campaigns in the community
- Educational tables



Select Project Strategies







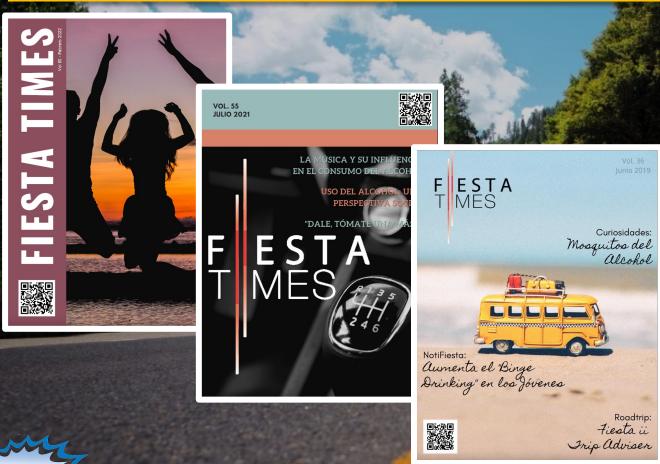


UPR – Río Piedras Campus

- ✓ Drunk Driver Victims' Cemetery: the exhibition of a crashed car is paired with the installation of crosses that simulate a cemetery.
- ✓ Approx. 3,000 people are reached yearly via this strategy.



FIESTA Times Magazine



- Monthly publication
- Articles developed by our peer facilitators and program staff
- Topic: Consequences of consuming alcohol and DWI.
- The magazine has a monthly reach of almost 16,000 people



Select Project Strategies









UPR – Ponce Campus

- ✓ Live Theater DWI-Crash: one-on-one interaction is achieved through the simulation of a car crash caused by drunk-driving. Theater strategies are used.
- ✓ Approx. 3,000 students are reached yearly through the Live Theater crash simulation strategy.



Hall of Terror





UPR – Ponce Campus

✓ Students participate in a series of horror scenes and interact with characters related to the consequences of DUI.



Select Project Strategies





Pontifical Catholic University of Puerto Rico (Ponce)

√Video Production: custom
videos are produced by students
and staff personnel. All are aimed
at drunk-driving prevention
through the engagement of
emotions and use of quality
visuals. Three of these videos
have been projected at southern
PR cinemas.



Educational Presentations





Pontifical Catholic University of Puerto Rico (Ponce)

✓ FIESTA XII: a total of 960 college and high school students directly participated in the FIESTA XII 90 min. Educational Presentation, during year 2018 – 2019.





Video













3 likes







Fiesta IX UPR Ponce

Publicado por Lilimar Figueroa Narváez [7] - 26 de noviembre de 2019 - 3

ijiMAÑANA!!! Pasa por nuestro Cookie Bar Fiestero y comprométete a pasar la llave durante la celebración de Acción de Gracias. Te esperamos #graciasporpasarlallave #graciasporlavida



Nov

Gratis!

302

Personas alcanzada

14 Interacciones

Promocionar publicación

Thank You!



Video





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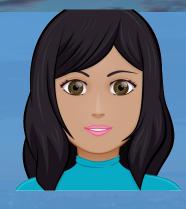
Collaborators



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- ✓ Pontifical Catholic University of Puerto Rico
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Emmanuel Ocasio-Acevedo

- ✓ FIESTA II Coordinator
- ✓ University of Puerto Rico, Río Piedras Campus
- ✓ San Juan, PR







Tammy Horton, Higher Education Prevention Specialist at Texans for Safe and Drug-free Youth Austin, Texas

Dr. Roxanne Del Rio, Dean of Students, North Central Texas College Corinth, Texas

Did You Know?

10% of Texas college students say they drove drunk or stoned. In the past month.³





The rate of past year marijuana use among young adults in the U.S. is the highest it's been In 35 years.'

39% of Texas college students have used marijuana.



19% of Texas college students say they've used a prescription drug with the intent of getting high.³



Heavy marijuana use is linked to decrease in failing grades and less likely to graduate from high school or college. A person's IQ can drop up to 8 **points** from regular use of marijuana.²



What does Alcohol use in Texas look like?

- •79% of Texas college students have used alcohol at least once in their lifetime.
 - •58% reported using alcohol in the past month.
- •37% of males and 34% of females reported binge drinking in the past month.
- •Even more alarming, 7% of males and 4% of females reported binge drinking six or more times in the past month.
- •1 in 5 Texas college students drive after drinking at least once a month.
- •22% say they've knowingly ridden in a car with a driver who was impaired.

College students tend to drink MORE...than same-age peers <u>not</u> in college!



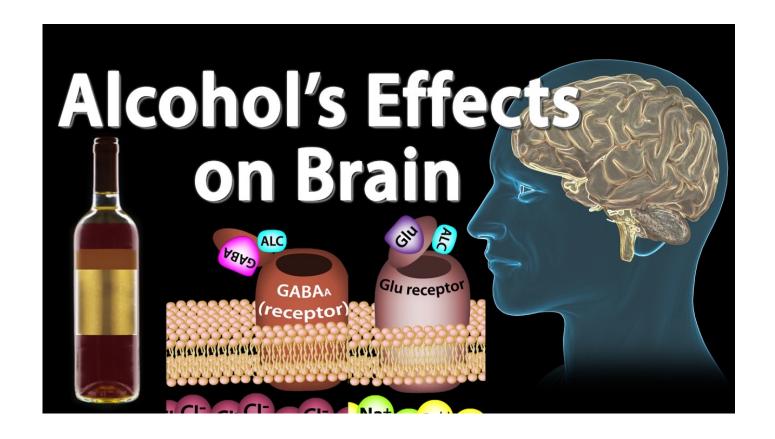
Underage and risky drinking are still problems on college campuses.











The fact is that our brains are still developing until the age 25





Screening & Brief Intervention

College Prevention Tools

How Screening and Brief Intervention (SBI) can help college students?

Alcohol, Marijuana and Prescription Drug Screening events on Texas college campuses."

Screening & Brief Intervention(SBI)

Prevention & Awareness Tool

An evidence-based prevention strategy that allows students to reflect on their drinking behaviors through screening and a brief motivational interview.

SBI:

- Prevents
- Limits



College Prevention Tools



- College Alcohol Policy (CAP) Analysis
- College Alcohol Policy Online Searchable tool



TxSDY's Screening and Brief Intervention Program for Alcohol and Prescription Drug/Marijuana

Innovative, Brief & Sustainable

Target high risk populations:

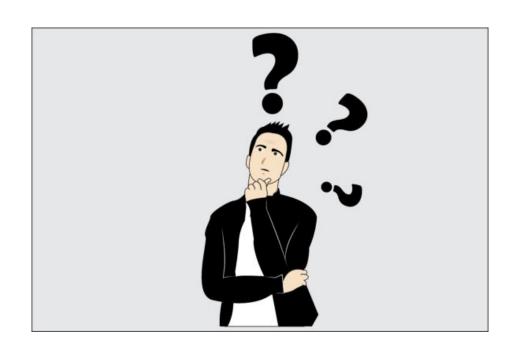
- First year students
- Athletes
- Members of Fraternities/Sororities







How does SBI work?







Screening & Brief Intervention

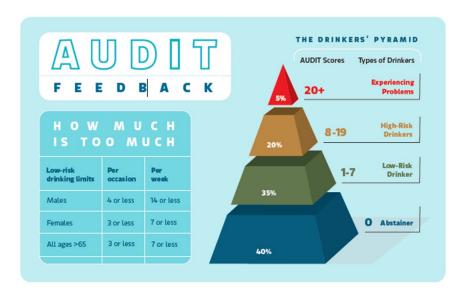
Prevention & Awareness Tool Components

Screening





Audit Feed Back



Brief Intervention

Research





SBI ENCOURAGE:

abstinence for those who shouldn't drink

REDUCE:

alcohol use to low-risk levels & alcohol related harm to self & others







Tammy Horton

Higher Education Programs - Senior Specialist thorton@TxSDY.org





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DRUG-FREE

YOUTH

Lifesavers Conference March 13 – 14, 2022 Chicago, Illinois

ID-05 Special Population Groups: Younger Drivers (1111502, 1112649, 1112951)

Learn about successful partnerships and programs using outreach, education, and strategies as a primary prevention tool to address underage drinking prevention and traffic safety among the younger driver population. Presenters will share an overview of their programs and strategies for engagement at the upperclassman and college settings. Presenters will also discuss ways they have expanded collaborative opportunities to broaden their prevention efforts.

Moderator: Ron Replogle, MADD

Speaker(s): Shaina Finkel SADD, Angel Albino, Tammy Horton (Dr. Roxanne Del Rio),

Mary Jo Prince

Ron Replogle National Law Enforcement Initiatives Manager Mothers Against Drunk Driving National Office 511 E. John Carpenter Freeway, Suite 700 Irving, TX 75062

REALITY EDUCTION FOR DRIVERS - THE RED PROGRAM -

"AN EFFECTIVE INTERVENTION FOR SAVING YOUNG LIVES ONE PROGRAM AT A TIME"



Mary Jo Prince, Program Manager







COMMUNITY SNAPSHOT:

College Station & Bryan, Texas
Home to Texas A&M University an
Blinn Community College-Bryan Campus



Populations

College Station: 125,886

• Bryan: 90,653

Enrollments

Texas A&M University: 66,871
 (Main Campus)

• Blinn Community College: 6,142

CHALLENGE #1:

POPULATION & ENROLLMENT INCREASES IN LAST 25 YEARS

Year	College Station Population	Texas A&M - Main Campus Enrollment		
1996	60,440	41,892		
2001	72,020	44,618		
2011	96,603	49,861		
2021	125,886	66,871		
Growth	+108.28%	+59.63%		

CHALLENGE #2

NORTHGATE ENTERTAINMENT DISTRICT







CHALLENGE #3

OFF-CAMPUS LIVING, TAILGATING & OTHER SPECIAL EVENTS









CHALLENGE #4: INCREASED VIOLATIONS BY MINORS IN LAST 3 YEARS

	CITATIONS/VIOLATIONS BY MINORS UNDER AGE 21							
Year	Minor Driving Under the Influence of Alcohol		Minor in Possession of Alcohol (MIPs)		Minor Consumption of Alcohol (MICs)		Misrep of Age	
	F	M	F	M	F	M	F	M
2019	N/A	N/A	280	332	12	7	7	27
2020*	2	0	209	270	2	4	19	18
2021	0	1	500	536	12	11	42	79

Source: College Station Police Department, * COVID PERIOD

January 2022

OPPORTUNITY:

TO SAVE LIVES WITH REALITY EDUCATION FOR DRIVERS INTERVENTION

Overview		
GOALS	(1)To prevent motor vehicle-related injuries and deaths across Texas; (2) To steer young drivers towards safer driving habits	
PRIMARY DEMOS	Young drivers ages 15 - 25 who have exhibited unsafe behaviors: Impaired, Drowsy and Distracted Driving, Speeding and Seatbelt Misuse	
AUDIENCE	Majority are Class C Misdemeanor Offenders who have been referred By Municipal Judges, County Justices of the Peace and Teen Court Coordinators	
FORMAT	The 5-hour classes are offered for FREE and conducted both on Zoom and In-Person	

Reality Education for Drivers Program - RED

Overview			
CONTENT	In addition to fact-based information, classes utilize actual news story videos accounts of real-life traffic-related injuries and fatalities PLUS impactful accounts told first-hand by surviving family members whose lives were changed forever due to losses of lives; classes also include virtual tours of a hospital trauma center and morgue		
CLASS FREQUENCEY /SIZES	Advanced registration is required. RED Classes are conducted 3 times per month with approximately 25-30 participants per class - always full!		
MEASURES	Both Pre- and Post-Tests are given to participants as a gauge of their relative knowledge prior and retention of info after the class; Participants also provide person program evaluations		

Reality Education for Drivers Program - RED A Quick Glance





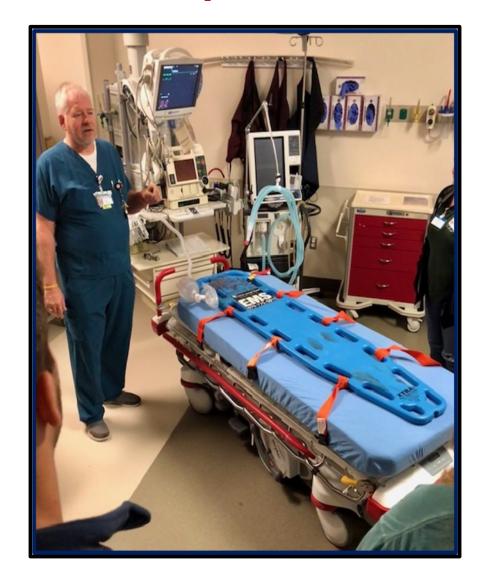
Reality Education for Drivers Program - RED A Quick Glance







The Hospital and Morgue - Virtual Tour





The RED Program Fits the FRAMES Model: Brief Intervention's Six Key Elements

- FEEDBACK of Personal Risks
- RESPONSIBILITY
- ADVICE
- MENU OF STRATEGIES
- EMPATHY
- SELF-EFFICACY

• FEEDBACK - Personal Risks



RESPONSIBILITY







ADVICE









Menu of Strategies











Empathy

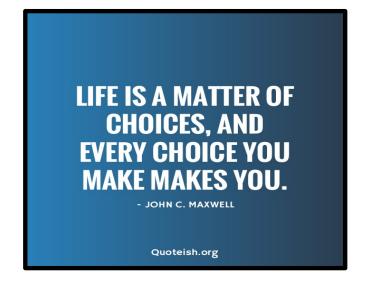




Everyone makes mistakes. It's what you do afterwards that counts.

Self-Efficacy











THANK YOU!

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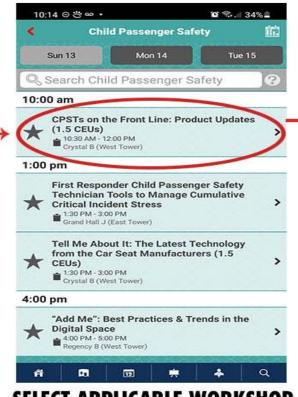
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