

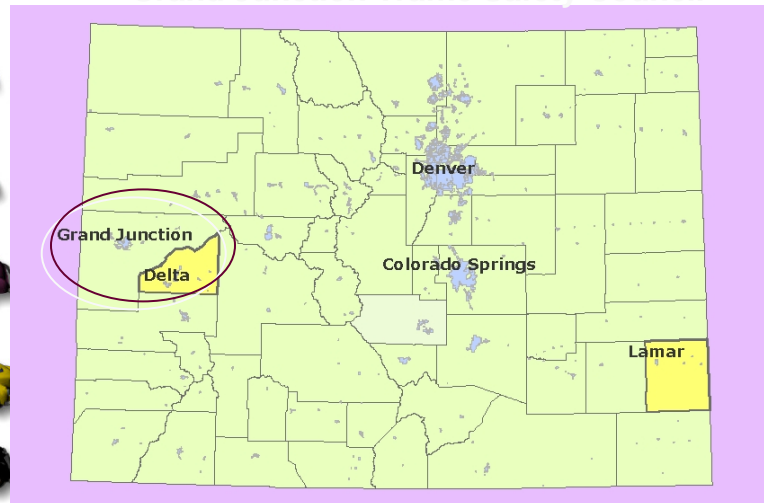


# Using Spectrum of Prevention to address the teen motor-vehicle injury prevention problem on a local level

- Sallie Thoreson
- Colorado Department of Public Health and Environment



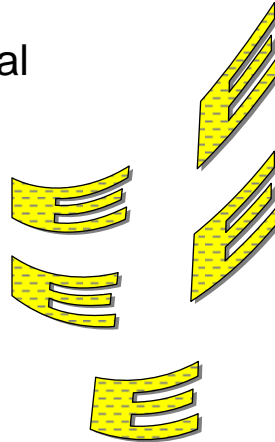
## Grand Junction Traffic Safety Council





## The E's on Injury Prevention

- Enforcement/Judicial
- Engineering
- Education
- Other E's
  - Economics
  - Environment
  - Empowerment
  - Evaluation



## Spectrum of Prevention

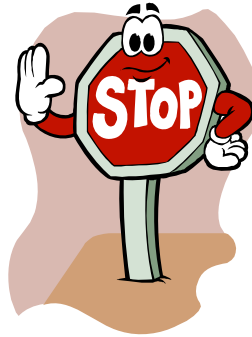
- Provides 6 levels of prevention
- Moves beyond individual education
- Provides solution for complex problems



# Grand Junction Traffic Safety Council



- Looked at the data
- Symposium in Jan. 05
- Fact-finding meetings
- Solution Matrix



# Solution Matrix



	Enforcement	Engineering	Education
Level 1			
Level 2			
Level 3			
Level 4			
Level 5			
Level 6			



## Level 1: Individuals

Teens grew up using car seats and wearing seatbelts

SO

they will use seatbelts.

**NO !**



## Level 1: Individuals

Mock crashes



Level 1: Individuals

Crash Videos



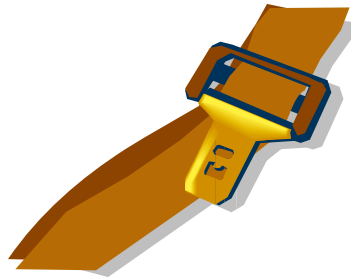
Level 1: Individuals

Drivers Education

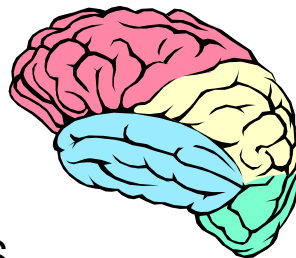


## Level 1: Individuals

### Seatbelt Challenge



## Remember the teen brain...



Risk taking = YES


Self regulation = NO





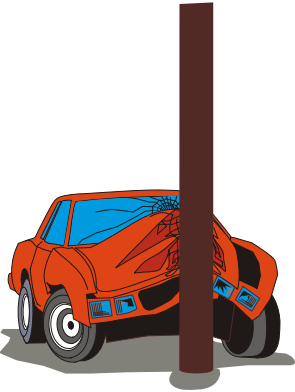
## Spectrum of Prevention

- 1: Strengthening Individual Knowledge and Skills
- 2: Promoting Community Education
- 3: Educating Providers
- 4: Fostering Coalitions and Networks
- 5: Changing Organizational Practices
- 6: Influencing Policy and Legislation



## Level 6: Policy and Legislation

- Graduated Drivers License
  - Very effective
  - Keeps kids from driving
  - Leads to parental restrictions
  - Law may need tweaking and Primary Law





## Level 6: Policy and Legislation -Enforcement

- Click It or Ticket
- More tickets
- Other enforcement activities



## Level 5:Organizational Practices-Schools

- Possible solutions
  - Closed campus
  - Parking is privilege
  - Health and safety curriculum
  - School climate





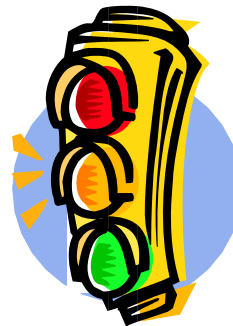
## Level 5:Organizational Practices-Judicial system

- Support enforcement
- Stronger penalties
- Restorative justice
- Data collection
- Communication/ coordination



## Level 5:Organizational Practices- Engineering

- Data collection
- Rural area study
  - Teen involvement in solutions
- Tools
  - Rumble strips
  - Delineators
  - Delay reduction
  - Double stop signs



## Level 4: Coalitions and Networks



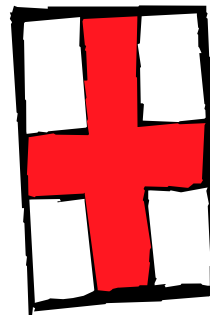
- Schools, health care providers, law enforcement, insurance providers, parents, safety advocates
- Underage drinking task force
- School health & safety curriculum



## Level 3: Educating Providers- health care providers



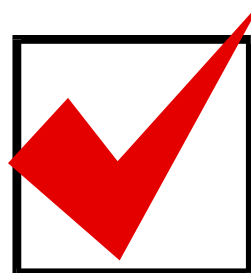
- Possible solutions
  - Counsel all teens/parents
  - Counsel high-risk youth
  - Credible community voice





## Level 3: Educating Providers- parents

- Parental management
  - Parental education
  - Driving restrictions
  - Monitoring
- Checkpoints program



## Level 3: Educating Providers- insurance providers

- Financial incentive for both parents and teens
- Can be a dramatic cost savings
- Local insurance agencies offer programs





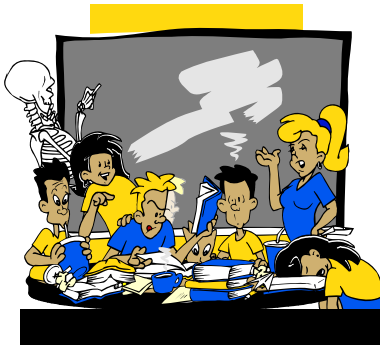
## Level 2: Community Education

- GDL information
  - To parents
  - To teens
  - In Spanish
- Community awareness
- Resources for parents and teens



## Level 1: Individuals

- Education-alone is not the answer
- Apply principles from other programs
- Consider social marketing and social norming



# Solution Matrix

	Three E's Inventory	Brainstorming Ideas	Action Plan
Level 1			
Level 2			
Level 3			
Level 4			
Level 5			
Level 6			

