

# Teen Driving Advocacy Programs

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## Community Advocacy

### Why?

Change Behavior, Change Outcomes

### How?

Build Effective Partnerships  
Develop Solutions Proven To Work  
Sustain Continuous Improvement



## Building Effective Partnerships

- Fill the Vacuum of Leadership
  - Develop Cohesive, Coordinated Strategies
  
- Be A Connector; Bring together Champions, Activists & Doers
  - Advocacy Organizations
  - Public Agencies & Officials
  - Law Enforcement
  - Parent Groups
  - Private Sector
  - Schools: Boards & Educators
  - Families of Victims



## Building Proven Solutions

1. Do The Solutions Address Critical Issues & Needs?
  - Passenger and Night Driving Restrictions
  - Experience Requirements
  - Cell Phone Restrictions
  - Safety Belt Use
  - Alcohol Use
  - Specific teen skill gaps
  - Teen Behavior
  - Parent education & enforcement
  - Vehicle Selection



## Building Proven Solutions

2. Are The Solutions Effective?
  - Are Teens Engaged?
  - Is Behavior Changing?
  - Are Outcomes Changing?
  - Is Evaluation Part of the Process?
    - Evaluation is too often forgotten.
    - Evaluation is necessary for understanding, measuring, learning, replicating, expanding into national models.



## Examples of Existing Programs

- Teen involvement: SADD, Project Ignition (State Farm), Safe & Sober Prom (Madd/Nationwide)
- Parent Education & Enforcement: Parent Mentor Guide (ADTSEA); State DMV
- Law enforcement: Community/School Programs
- Corporate & Association-Led Public Education
  - The High Risk Years (IIHS)
  - Road Ready Teens (DaimlerChrysler)
  - Driving Skills for Life (Ford)
  - Online Driver Training for Teens (Insurance industry)
  - Parent Education Initiatives (GM)
- Social Marketing: Most of Us



## **National Safety Council Teen Driving Advocacy Agenda**

- Document The Science of GDL.
  - Share The Knowledge.
  - Influence Legislation.
- Educate & Motivate Parents To Apply GDL Principles.
- Expand Teen Behavior Programs Based On Measured Success.
- Use Social Norms Marketing & Relevant Media To Influence Teen Behavior.
- Build Effective Public-Private Partnerships & New Solutions.



## **Current NSC Initiatives**

- NSC leading 2<sup>nd</sup> GDL Symposium in 2007.
- Supporting GDL legislation in specific states.
- Parent Education Programs
  - Employers, community groups, state agencies, webcasts.
- *Alive at 25* in many states, particularly Colorado
- Community Teen Belt Use Programs
- Parent/Teen Education & Training Programs
  - Toyota Driving Expectations in five cities in 2006
  - Chicago On Track

