



STIPDA

State & Territorial Injury Prevention Directors Association

Spectrum of Prevention Questions for Workgroups

Summary Document

1. In your state, what is being done to [insert Spectrum of Prevention level]?
2. What are the barriers to improving [insert Spectrum of Prevention level] at the local, state, and national levels?
3. What are some national strategies that would mobilize action and ensure that [insert Spectrum of Prevention level] and teen driving are viewed as a priority?

Spectrum of Prevention 1: Strengthening Individual Knowledge and Skills

1. PSAs through RAD
Safety Belt Challenge

OK- Law Enforcement Administration Course
Buckle UP in Your Truck Campaign
Project Under 21—underage drinking/driving campaign

NC- High School Teen Safety Belt Program-parking privilege is an incentive

TN –School-based Tool Kit—GDL Education
Service Learning Model-integrates curriculum and community service
Content= teen driving

OH – Black Box Pilot Program—parental involvement to review data with kids

2. Buy in (school administrators, community coalitions
Right Personnel (credible with knowledge and skills)
Law Enforcement involvement
Training
How to collaborate with all types of issues (high risk behaviour that has been segmented)
Evaluation (SMASH)

Spectrum of Prevention 2: Promoting Community Education

Training for enforcement
ENF Laws

CMTY Education

Course for habitual offenders (includes young drivers; offenders pay)

Traffic Safety messages at DMVS

Students that take drivers education take information home to parents

SADD high school grant program

Parents, Community, Outreach to middle school

Traffic safety (belts, speed, impaired driving)

Observation surveys; media; town hall meetings

CHP-3 different programs in schools

CA DMV-Teen Website

Work with school nurses-drive traffic safety programs in schools

Work with superintendent to get in schools

Drive Smart—Colorado Springs

High School Program

7 Week program; student run

3 E's approach

Law enforcement funded

Alive at 25 Program—Colorado

½ day class taught by law enforcement

Self-funded (\$30/student; scholarships)

20,000 students a year

Parent curriculum being developed

Need—traffic safety program to deliver through churches

Spectrum of Prevention 3: Educating Providers

1. WA-EMS DUI Prevention Program

OK- Medical students paid internships with the injury prevention SVD at state health department

Teen Motor Vehicle Coalition—working with area law enforcement to train other law enforcement officers to recognize role and better understanding of GDL requirements

2. Barriers:

Teachers overloaded; curriculum is full

Media messages sell 'safety' (e.g. air bag) so many people think they're protected

Adult behaviour doesn't mirror that expected of teen drivers

Crashes are 'normal' not as reactionary topic as gun or school violence

Resistance due to limited time

Getting into schools

Implementation

Perception of No Need

Low on priority list

Funding

Spectrum of Prevention 4: Fostering Coalitions and Networks

1. OH Teen Driver Coalition-funded by Chrysler; goal to improve GDL; developed website ohioteendriver.org; used billboards to advertise website; held reception and news conference

Iowa Kyds Initiative-spearheaded by Commissioner of Public Safety for GDL, other

LA County- network of schools working to get school-based drivers ed

Community Coalitions in rural Colorado-\$ provided by state (from fines for DUS- requires education for young drivers about drinking and driving)

GA rural roads project- coalition in areas to look at improving data collection and engineering changes

OH -Codes

2. Barriers:

Geography

Political in-fighting/turf issues

Getting decision makers involved

Lack of champion to maintain momentum/energy

Can lose focus with too many directions, people, etc.

Previous failed attempts/history of no successes

Educating those you are trying to engage in best practices, science-base, evaluation

Perceptions

Getting people's time especially when overcommitted

3. All state highway safety offices engaging stakeholder sin priority setting processes for national funding

What's Working:

Having strong, local leaders involved

Providing food

Word of mouth

Developing informal relationships with political leaders

Spectrum of Prevention 5: Changing Organizational Practices

1. GA Department of Driver Services using database to track the type of drivers education program taken by new driver (evaluation impact)

CA- Create Standards for Drivers Education

Created strategic advancement forms to track areas of greatest MV-related morbidity and mortality and allocate funding accordingly

MA--SADD supplement 1-time car crash presentations with supplemental information r.e. effective long-term prevention

WA—State Highway Patrol used data r.e. highest risk group (males driving pick-ups at night) and implemented program of signs encouraging them to buckle up at high-way off ramps.

2. Barriers:
 - Hard to get schools to partner
 - Shifting political priorities
 - MV prevention not ‘sexy’ issue
 - Funds not allocated according to burden

Spectrum of Prevention 6: Influencing Policy and Legislation

2. Barriers:
 - Restriction of state employees to communicate with legislators
 - Prevailing attitudes:
 - Too many laws already
 - It is just an accident
 - Just common sense
 - Standard definition of GDL and Drivers Education
 - No interest in data
 - Fear of the process
3. On-going relationships with legislators
 - Utilize power of the media
 - Use people stories vs. group data
 - Involve coalitions and grass roots
 - Incorporate non-traditional partners (truckers)

Remaining Questions?

Legislative: policies to motivate teens?
Increase public interest in traffic safety?
Are non-enforceable laws effective anyway?