

**READY!**

**SET!**

**GO!**

**Creating a Traffic  
Safety Campaign**

**Oklahoma Challenge**



OklahomaChallenge.org has lots of great traffic safety resources.

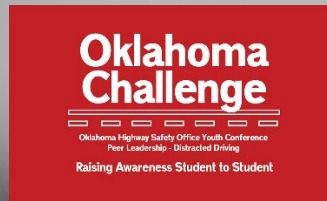
You can find this kit at:  
[Oklahomachallenge.org/readyssetgo](http://Oklahomachallenge.org/readyssetgo)

Oklahoma  
Challenge

is funded in part with grants from







## Teens & Driving: THE PROBLEM

Nationally, teen drivers were involved in approximately 911, 483 crashes resulting in 2,042 fatalities and 364, 095 serious injuries in 2019.

Oklahoma has more than 150,000 registered teen drivers, age 15-19. According to the Oklahoma Highway Safety Office, in 2020 teen drivers were involved in 10, 621 crashes resulting in 67 fatalities and 309 serious injuries. Nationally, drivers aged 16 & 17 have the highest crash rates of any age group. Peer pressure is an especially potent contributing factor in teen driver vehicle crashes.

A recent National Highway Safety Administration (NHTSA) study found:

- Teens were 2 ½ times more likely to engage in potentially risky behavior when driving with a teenage peer versus driving alone.
- The likelihood of risky behavior increased to 3x when traveling with multiple passengers.
- Seat belts were not worn in 1/3 of the deaths and serious injuries involving these teen drivers.

Teen drivers are inexperienced and therefore more likely to underestimate dangerous situations and allow shorter distances between vehicles. Graduated Driver Licensing (GDL) laws are designed to allow new drivers to gain experience and skills before being allowed full driving privileges. GDL laws have been remarkably effective in reducing fatalities and serious injuries among teen drivers.

### **Teen Fatalities, Serious Injuries & Crashes**

- Like overall statewide fatalities, Oklahoma's number of teen driver fatalities has been declining but there is still much work to do.
- In general, teens are more likely to be involved in a crash when driving with other teens in the vehicle.

*\*Data provided by OHSO. Data includes all fatalities, serious injuries, and crashes involving a teen driver.*

# Oklahoma Challenge

Oklahoma Highway Safety Office Youth Conference  
Peer Leadership - Distorted Driving  
Raising Awareness Student to Student

## Top 3 Teen Driver Issues

### Distraction



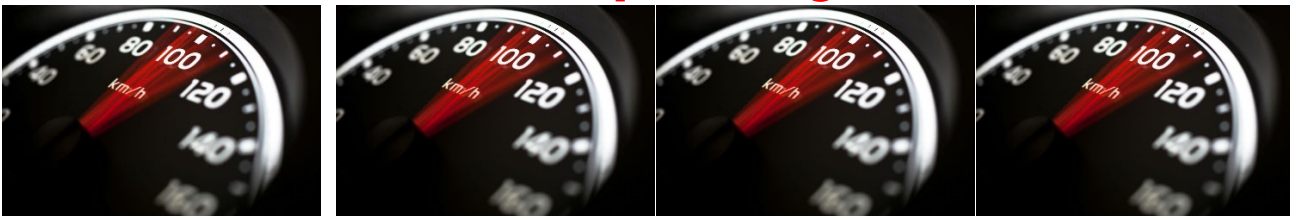
According to the [AAA Foundation for Safety](#), Distraction plays a role in nearly six out of 10 teen crashes, four times as many as official estimates based on police reports. The top distractions for teens include **other passengers** in the vehicle and **interacting with a smartphone**.

### Not Buckling Up



In research published in 2019, 45 percent of teen drivers killed in a crash were not wearing a safety belt. Teens who buckle up significantly reduce their risk of dying or being seriously injured in a crash. And according to the [National Highway Traffic Safety Administration](#), of the 22,215 passenger vehicle occupants killed in 2019, 47% were not wearing seat belts.

### Speeding



Speeding is a factor in nearly 30 percent of fatal crashes involving teen drivers. A previous AAA survey of driving instructors found that speeding is one of the top three mistakes teens make as novice drivers.

## **Smartphone Distraction is an issue for all of us...**

### **Teens and Adults. All of us.**

Smartphone distracted driving has become much more common.

- Over 95% of people view distracted driving as a problem, yet most people do it anyway. More than a third of all drivers call it a habit.<sup>1</sup>
- Thousands, tens of thousands of people are injured, and hundreds die every year due to smartphone distracted driving.<sup>2</sup>

It goes beyond texting and driving.

### Some of the things people say they do while driving include<sup>1</sup>:

- Read texts, emails or social media 68%
- Type texts, emails or social media 60%
- Watch videos or look at pictures 54%
- Surf the web 54%
- Play games 38%

Taking action and speaking up can help reduce distracted driving.

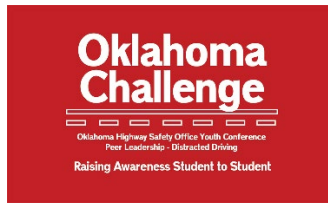
- More than ½ of people (57%) are more likely to stop using their phone if a friend or passenger pressures them to.<sup>1</sup>

Talking about smartphone distracted driving can make a difference.

- 60% of drivers say spreading the word and talking about distracted driving has an impact on how they behave behind the wheel.<sup>1</sup>

<sup>1</sup> Online survey with 603 respondents conducted by Kantar Added Value. Data represented here were collected 10/2019 – 12/2019. National panel sample (ages 15-54, drive and have a smartphone.)

<sup>2</sup> US Department of Transportation National Highway Traffic Safety Administration, Distracted Driving 2018 Traffic Safety Facts Research Note, April 2020, Tables 2 & 4.)

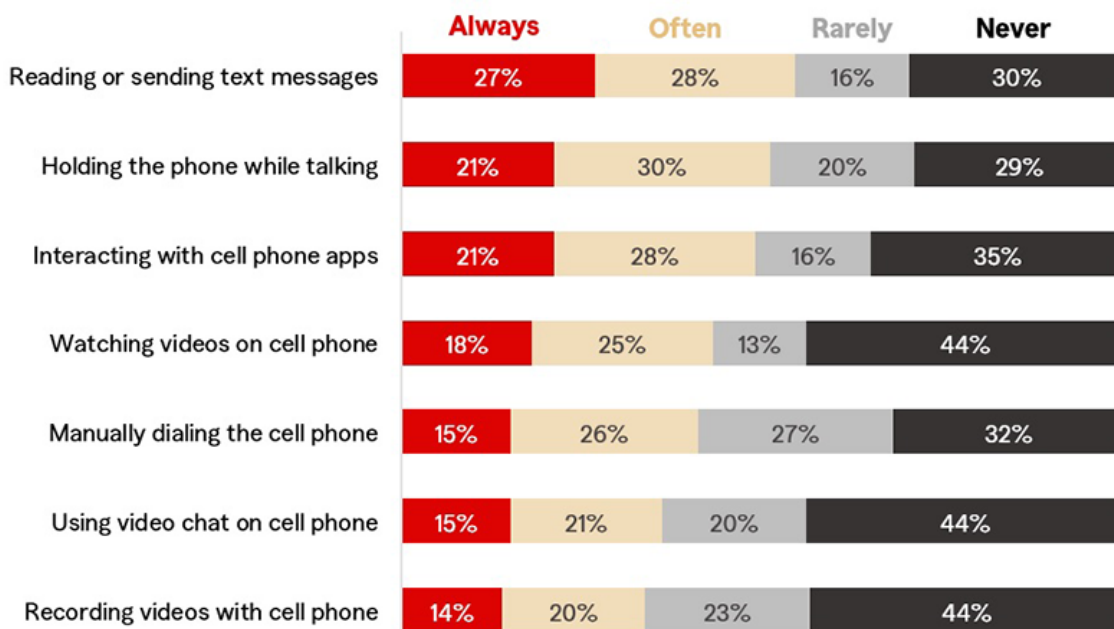


## Drivers are choosing to drive distracted even when they are fully aware of the danger.

New [State Farm research](#) completed in March 2022 suggests that consumers may not be fully focused on driving. The survey shows half of the drivers on the road admit to bad behavior – frightening stats:

- More than half of drivers said they “always” or “often” read or send texts.
- Nearly half interact with apps while driving.
- At least two in five drivers admitted to watching videos or manually dialing the phone while driving.
- One-third of drivers reported using video chat or recording video while driving.

### “How often, if at all, do you perform each of the following activities on your cell phone while driving?”

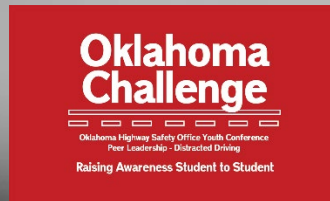


Note: Percentages may not add to 100% due to rounding.

Base: Respondents who had a valid driver’s license, drove at least one hour per week, and had a cell phone. (n=821)







## Preparing for your Teen Traffic Safety Day

The mission of Oklahoma Challenge is “working to save Oklahoma lives by reducing distracted driving, increasing seat belt use & empowering teens to share traffic safety messages.” We hope this is a life-changing day for your students but holding events isn’t our primary goal. Our overarching goal is to have teens influence those around them so that traffic safety becomes a priority resulting in fewer crashes, fewer injuries with less severity and in the end – LIVES ARE SAVED!

**We want your group/organization to be transformed because of your work with the Oklahoma Challenge.**

Prepping your students and faculty for the upcoming Teen Traffic Safety Day is one way to help do this. There are a myriad of activities you can do preceding and following your Oklahoma Challenge Teen Traffic Safety Day including pre and post behavior/attitude assessments, a series of morning announcements, activities and contests for your students and staff, a parking lot seat belt observation study, letters to the editor, a city proclamation and more. These activities can happen before and/or after your event.

**An assessment is essential.**

- Do the **pre traffic safety assessment** with your students. You know it’s important to assess whether what we do is making a difference. This is a scientific tool that measures behavior and attitudes before and after. Ideally the pretest is done 2 weeks prior to the event and the post assessment is done two weeks following your Teen Traffic Safety Day.

## Before your event

- **Brief your staff** on the upcoming Teen Traffic Safety Day and get them engaged. Offer traffic safety lesson plans to (English/Writing included in this toolkit, Math & Science coming soon.)
- Have every English class **incorporate an assignment centered around traffic safety** – write an essay on a traffic safety topic, do a research paper on a traffic safety issue or prepare a speech. This way all or many of your students are talking about traffic safety prior to your event.
- As a community leader **write a letter to the editor** of your local paper (a sample is included.) Teen traffic safety is a topic everyone can get behind and a letter from you in the paper will get people talking about traffic safety.
- **Invite local elected officials** to your Teen Traffic Safety Day. Oklahoma Challenge usually reaches out to legislators but an invitation from constituents means a lot more. (It's a great way to show off your facilities, programs, and highlight your needs too.)
- Have your local city council do a **Traffic Safety Proclamation**.
- Do a **series of announcements leading** up to the event.
- **Invite local media** to your event.
- Do the **pre traffic safety assessment** with your students. You know it's important to assess whether what we do is making a difference. This is a scientific tool that measures behavior and attitudes before and after. Ideally the pretest is done 2 weeks prior to the event and the post assessment is done two weeks following your Teen Traffic Safety Day.



## After your event

- **Debrief with your students** about the event, especially if you have had teen traffic incidents that impacted your student body. Talk about how it made them feel to see a rollover simulation or to use the impaired driving goggles.
- **Do the post assessment** with your students.
- Continue regular morning announcements about traffic safety. Perhaps you can start having “**Traffic Safety Tuesdays**” every week.
- Continue **traffic safety awareness activities** – we have included some great ones in this toolkit.
- Take any and every opportunity to promote traffic safety to your students– the more your students (and faculty!) hear the message the more likely they are to heed them.



## CRASH & INJURY TIME LINES

### DAILY TRAFFIC CRASH TOLL:

Every day in 2020...

...169 crashes occurred.

...75 persons were injured in a crash.

...1.8 fatalities occurred on Oklahoma roads.

### On the clock...

...7 crashes occurred every hour.

...1 crash occurred every 8.5 minutes.

...1 fatality occurred every 13.4 hours.



### MORE CRASHES OCCURRED...

...on Friday than any other day of the week.

...in October than any other month of the year.

...between 5:00pm and 5:59pm than any other hour of the day.



### MORE FATALITIES OCCURRED...

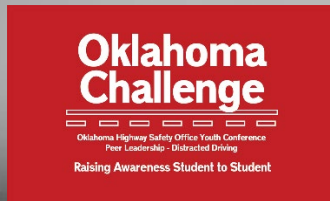
...on Monday than any other day of the week.

...in October than any other month of the year.

...between 3:00pm and 3:59pm, and between 5:00pm and 5:59pm, than any other hours of the day.







## **Ideas to Create Traffic Safety Awareness on your campus**

- Pick a random day and hand out treats to everyone buckled up as they leave the school parking lot.
- Host a poster contest – Have your staff display posters at school in the halls, cafeteria, classrooms, doors to parking lots, etc.
- Make an "it's not OK to text & drive" banner and have a banner-signing or pledge form-signing event during lunch. Then hang the banner with signatures in the entry hall of your school or in the gym.
- Have an assembly or presentation by someone impacted by distracted driving.
- Make school-wide announcements at school (every day for one week or once a week or monthly)
- Have a student-leader group chalk traffic safety messages around your campus.
- Do an observational study of seatbelt use for students and faculty...share your results.
- Have a traffic safety awareness week...use the National Highway Transportation Safety Calendar (NHTSA) to plan events, click [15179-2022-Events-Calendar-072321-v7-tag \(5\).pdf](#)

### **Ideal times to promote teen driving messages include:**

**Distracted Driving Awareness Month in April**

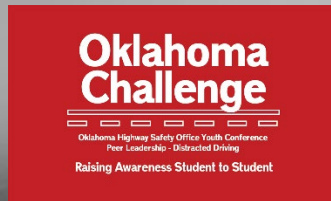
**Global Youth Traffic Safety Month in May**

**National Safety Month in June**

**National Teen Safe Driving Week (3<sup>rd</sup> week of October)**

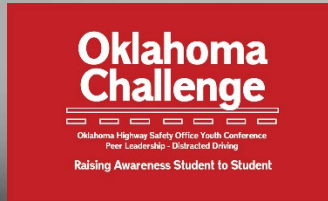
- Incorporate teen traffic safety messages into Parent/Teacher Conferences in the spring and fall
- During the holidays host a gingerbread house making contest with traffic safety messages
- Develop a traffic safety meme contest for your student body and share those memes on social media





## Sample Announcements

- We are kicking off our Safe Driving campaign for drivers and passengers! If you drive – finish your text before you start your car. If you are a passenger and you notice the driver getting or sending a text speak up! Say “You drive – I’ll text!” The life you save may be your own or someone you love.
- Car crashes are the #1 killer of American teenagers. Let’s change that statistic! It’s so much better to stay alive than to stay connected. (Insert mascot name) says turn off your phone before you drive and stay alive.
- (Insert Name) High School wants to keep our (Insert mascot) safe and happy. Take the pledge – “To never text while driving and to stop others from texting and driving while you are a passenger. Remember – it’s not OK to text and drive.”
- It is against the law to text and drive in Oklahoma. A \$100 ticket can be issued if you do. “U Drive. U Text. U Pay.” So put down your phone and just drive. C’mom – you can do this!
- Do you have your drivers permit or license? Practice safe driving. Before you start the engine turn off your cell phone. Car crashes are the number one cause of death for teenagers in the US. Cell phones are a big cause of distraction.
- Did you know that passengers in your car are one of the biggest distractions for teens while they drive? If you are riding in someone’s car, be a good passenger – help the driver navigate if needed, be the DJ and handle the music, be on the lookout for driving hazards. As a passenger you play a big part in arriving safely.
- Hey! You! That’s right, I’m talking to you. Don’t ride in the car with a driver who texts while driving. Use your voice and speak up! Be the “designated texter” and make sure the driver is free from cell phone distraction.
- Do you text and drive? If so, you are 23 TIMES more likely to be in a car crash compared to a driver that doesn’t text. So put down your phone and just drive. Avoid a crash and stay alive!
- If you don’t pay attention in class, you might fail. If you don’t pay attention when you drive, you might crash. Keep your eyes on the road, hands on the steering wheel and make sure your brain pays attention to the job of driving.



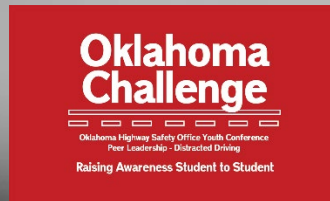
## Traffic Safety Lesson Plans

<This section is a **WORK IN PROGRESS!**>

### English Class Writing Prompts

- Traffic crashes are the #1 cause of death for people between the ages of 16 and 24, accounting for 44% of teen deaths in the United States. More than 3,800 young drivers are killed every year in What can students like you do to help make a positive change in these statistics?
- Oklahoma recently experienced a major tragedy when a group of students in Tishomingo were involved in a horrific crash. Discuss the decisions that impacted the crash and describe at least 3 alternate scenarios that could have played out if other decisions had been made.
- Write a skit where good & bad driving/riding situations are contrasted. Have a group of students act it out.
- I do do not wear my seatbelt every time I'm in the car. Why or why not?





## Sample Letter to the Editor

### 90 percent of drivers use their smartphones

*Driving distracted has become an epidemic!*

In April last year, State Farm released the results of a survey examining behaviors around distracted driving. It revealed that we are still texting, speeding, looking at social media, grooming, gaming and taking selfies while behind the wheel. **Nine out of 10** drivers said they engaged in distracted driving behaviors while driving.

This study isn't surprising. In 2017, a grandmother and her two grandchildren were killed on one of our turnpikes when a driver failed to stop and crashed into the back of them. In 2015, Oklahoma Highway Patrol Trooper Nicholas Dees was struck and killed by a vehicle east of Shawnee while investigating a traffic accident. Trooper Keith Burch was also on the scene and seriously injured. In both cases, distracted driving was suspected.

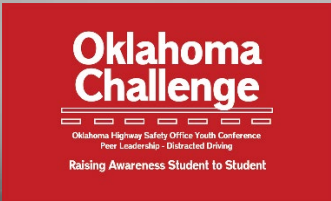
Unfortunately, these victims are not the only Oklahomans who have been negatively impacted by distracted driving and definitely not the last! In fact, when you use your cellphone while driving, you are just as impaired, if not more than impaired, as someone who is legally drunk!

Smartphone ownership has increased steadily since 2011 (53 percent of drivers in 2011 to 95 percent in 2020). Along with this increase comes more phone-related distracted driving, like accessing the internet, which has more than doubled between 2010 and 2020. Age has also greatly influenced the rate of distracted behaviors in 2020. Drivers under age 40 were significantly more likely to engage in distracted phone and navigation behaviors. And while 56 percent believed manually interacting with a phone while driving increases the likelihood of a crash – **consumers continue to put themselves and everyone on the road at risk.**

The bottom line is that auto crashes are the #1 killer of teens! According to the State Farm survey, younger drivers were significantly more likely to exhibit other risky behaviors while driving, including speeding, driving drowsy, failing to use turn signals, and driving under the influence of alcohol/drugs.

A lot has changed in our lives in the past few years, however, our distracted driving behavior, per this study, has not. As we try to figure out just what our 'new normal' means, let's start by taking personal responsibility for the safety of ourselves and others by making positive choices behind the wheel. Imagine if we ALL pledged today to keep our eyes on the road, our hands on the wheel and our minds on the primary task of driving, how much safer our Oklahoma roadways would be from exposure to reckless and potentially deadly or life-altering injuries due to distracted driving.

Distracted driving and crashes are preventable!



**Sample City/County/Proclamation**

**Whereas** more than 700 injury crashes involve distracted driving on an average day and the economic toll of all motor vehicle crashes in the U.S. annually exceeds \$400 billion (about \$1,200 per person in the US).

**Whereas** talking on a mobile phone even in hands-free mode, texting, programming your dashboard infotainment system or GPS device can divert your attention away from driving and result in physical or cognitive distraction;

**Whereas** [City/County/State] residents and all Americans deserve to live in communities that promote safe driving behaviors and healthy lifestyles;

**Whereas** preventing distracted driving injuries and deaths requires the cooperation of all levels of government, employers and the general public;

**Whereas** Oklahoma Challenge, the Oklahoma Highway Safety Office and [Chapter/Organization] work to promote policies, practices and procedures leading to increased safety on roads and highways;

**Whereas** Oklahoma Challenge and the Oklahoma Highway Safety Office and [Chapter/Organization] in promotes Hands on Wheel, Phone Down and Mind on Driving;

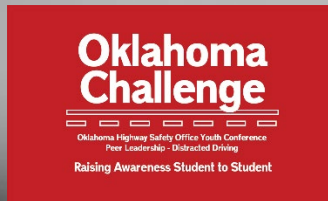
**Whereas** spring is a time when people begin to log more miles on the road, and it is imperative to focus attention on motor vehicle injury risks and prevention;

Therefore, [Mayor/Governor/Elected Official] of [City/County/State] does hereby proclaim [City's/County's/State's] support of Distracted Driving Awareness Month in April 2022 and strongly urges the citizens and businesses of [City/County/State] to observe Distracted Driving Awareness Month by practicing safe driving behaviors and pledging to drive distraction-free.

In witness whereof, I have hereunto set my hand and caused the Great Seal of [City/County/State] to be affixed in [Location] on the (Day of Month) of (Month), the year of two thousand and twenty-two.

----- (Mayor/Governor/Elected Official)





## Pre & Post Teen Traffic Safety Day Assessment

**Use Survey Monkey or Google to create an online survey. Give survey prior to event and two weeks after event to access student attitudes and behaviors. See an example here:**

**<https://docs.google.com/forms/d/e/1FAIpQLSdf9oLIAoZ1c9y9MQzT2wl3xyMN4YpBOd0hY4YUSuElst6z0A/viewform>**

In the last two weeks, I have been a passenger of a driver who reads a textmessage or email while driving.

- a. Yes, I have.
- b. No, I have not.

In the last two weeks, I have been a passenger of a driver who talked on thephone while driving.

- c. Yes, I have.
- d. No, I have not.

In the last two weeks, I have been a passenger of a driver who consumedfood or beverages while driving.

- e. Yes, I have.
- f. No, I have not.

In the last two weeks, I have been a passenger of a driver who engaged in personal grooming (doing hair, applyingmake-up, shaving, etc.) while driving.

- g. Yes, I have
- h. No, I have not.

In the last two weeks I have been a passenger of a driver in a car with oneor more other passengers who were loud and/or rowdy.

- i. Yes, I have.
- j. No, I have not.

Sending text messages or emails whiledriving is an unsafe activity.

- k. Strongly Disagree
- l. Disagree
- m. Neutral
- n. Agree
- o. Strongly Agree

Receiving text messages or emails while driving is an unsafe activity.

- p. Strongly Disagree
- q. Disagree
- r. Neutral
- s. Agree
- t. Strongly Agree

Talking on the phone while driving is an unsafe activity.

- u. Strongly Disagree
- v. Disagree
- w. Neutral
- x. Agree
- y. Strongly Agree

Consuming food or beverages while driving is an unsafe activity.

- z. Strongly Disagree
- aa. Disagree
- bb. Neutral
- cc. Agree
- dd. Strongly Agree

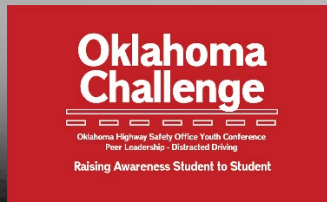
Engaging in personal grooming while driving is an unsafe activity.

- ee. Strongly Disagree
- ff. Disagree
- gg. Neutral
- hh. Agree
- ii. Strongly Agree

Driving with multiple passengers who are loud and/or rowdy is a dangerous distraction to the driver.

- jj. Strongly Disagree
- kk. Disagree
- ll. Neutral
- mm. Agree
- nn. Strongly Agree





## Sample Teen Traffic Safety Day Press Release

### For Immediate Release

**Contact:** **School Contact Name**  
**School Name, Town**

Insert School Name Students Important Factor in Ending Teen Distracted Driving

**Your town name (Month Day, Year)** -- A crashed motorcycle, climbing up in semi-trucks, driving with impaired goggles around cones and more than a dozen other safe-driving, interactive-learning opportunities filled the day for **insert #** students who gathered together for an Oklahoma Challenge Teen Traffic Safety Day. Students learned ways they can help reduce crashes, injuries, and deaths in their local communities.

"The Oklahoma Challenge is unique because it encourages teens to address distracted driving in their community through peer education and leadership," said Linda Terrell, Director of the Oklahoma Challenge Project. "We are proud to be working with **insert school name** to have teens talking to teens about this lifesaving issue. They listen to each other." According to Terrell, research shows young people are the key to changing the habits of their peers. A recent survey found 44 percent of teen drivers responded they would be thankful if a passenger complained about their texting while driving and 78 percent said they're likely not to text and drive if friends tell them, it's wrong. In addition, 90 percent of teens and adults surveyed said they'd stop texting while driving – if someone in the car just asked.

The goal of the Oklahoma Challenge is to reduce the numbers of deaths and injuries throughout the state due to distracted driving and increase the use of seatbelts.

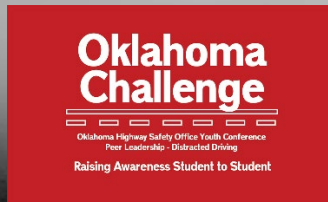
"This program provides a unique opportunity for students as it empowers them to address the issue of distracted driving in their schools through creativity and leadership." In addition, students heard from college students who shared ways to say no to a distracted driver and ways they can stop texts from arriving in their phones during travel. Oklahoma Challenge promotes traffic safety by hosting events like this throughout Oklahoma and is funded in part by grants from the Oklahoma Highway Safety Office, State Farm, and the Oklahoma State Medical Association Foundation.

Every year, about 421,000 people (about half the population of Montana) are injured in crashes involving a driver who was distracted in some way. Annually, over 330,000 accidents caused by texting while driving lead to severe injuries.

Each day ten people are killed in crashes involving a distracted driver. Seat belts saved an estimated 14,668 lives and could have saved an additional 2,456 people if they had been wearing seat belts. "Most people do not realize the enormity of the distracted driving epidemic, which disproportionately hurts and kills young drivers who are learning to drive yet driving distracted. It is a deadly combination." Linda Terrell, Oklahoma Challenge Director said. "The problem is very serious in Oklahoma, where traffic crashes account for 44 percent of all teen deaths." Visit [Oklahomachallenge.org](http://Oklahomachallenge.org) for more information and free traffic safety resources.

###





## **Teens & Traffic Safety: Co-Pilot**

### **Be the best passenger**

You are not always the one driving...maybe you haven't got your permit yet, your BFF picks up for school every day or your friends just want to show off their car and take you for a spin. With that, you are going to have the opportunity to flex your passenger muscles. This is your opportunity to be the best co-pilot there is.

### **Here is how you can be a safe passenger and help everyone arrive alive:**

#### **Always Buckle Up**

The driver is responsible for everyone in the car. As a passenger you can make the driver's job easier by wearing their seatbelt. A driver can get ticketed if you are not buckled up. Make this the first thing you do when you get in the car. It shows respect and shows that you take safety seriously.

#### **Don't Distract the Driver**

"Oh my God, look at that!" Tempting the driver to take their eyes off the road is a big no-no. Distracting the driver can cause serious accidents or injuries. If the driver does not have his or her eyes on the road at all times, someone could get hit or hurt and no one wants that to happen. Casual conversation is great, but showing videos, blasting the radio, or trying to point things out can wait.

Try to keep all interactions to a reasonable level - the more people in the car, the more distractions there may be from conversations, music, people using mobile phones.

If you pay attention to the road you will be able to see when a driver may need to concentrate more and could help the driver's focus by, for example, pausing a conversation or turning down the radio.

- If you think there is an emerging danger do let the driver know – but do not shout or grab the steering wheel.
- At night, don't turn on interior lights while the car is moving as this can interfere with the driver's night vision.

### **Be the Co-Pilot**

The best co-pilots take care of the dashboard and phones while the pilot operates the vehicle. Offer to take control of phones, GPS and radio so the **driver's hands** are on the wheel at all times. The same goes for climate controls. Let the driver be in charge of driving and you take care of the rest.

### **Be the Navigator**

A lot of crashes happen because the driver is looking one way when they are supposed to be looking another way. This often happens when the driver is trying to figure out where they are going. As the passenger, you can do all the navigating so that the driver can focus on driving and not searching.

You can work the GPS or read the directions off your phone so that the driver remains focused at all times. You will be able to see more anyway because you won't be concentrating on the road, so you can get everyone there safer.

### **Don't Be a Backseat Driver**

While the driver is driving, do not distract them by having loud reactions to their driving style or telling them how to drive. It is okay to calmly tell the driver to slow down or stop the car if their driving is making you feel extremely unsafe. If the driver is following all the rules of the road, let them be.

The minute you put a driver's skills into question they will either feel insecure and may make a mistake while driving, or they may get angry and start driving more erratically.



## **Most Importantly – SPEAK UP!**

Sometimes you might be concerned about the driver's behavior, but you are worried about their reaction. Clearly your safety is paramount, and the safety of other road users including the driver. You need to speak up. However, if you feel worried about being direct in addressing the issue, perhaps you might try one of the following approaches:

**Texting & Driving** If you're in the car with a driver who's texting, gently remind them that every day **11 teenagers die as a result of texting and driving**. All- You're 23X more likely to have a collision if the driver is texting. Step in and be the designated texter if the driver feels the need to read or return a text.

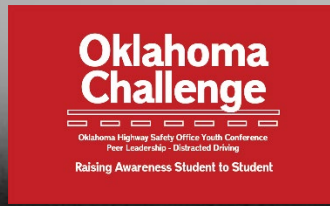
**Speed** If you feel the driver is going too fast, you should say so. However, if you are concerned about this, you might try something like:

"I'm sorry but I'm not a good passenger. Could I ask you to slow down a bit"? This should cause no offence to the driver. Alternatively, you could say that you are feeling carsick. Few drivers are prepared to have someone get sick in their car! However, if the driver still refuses to slow down then you must be direct, after all you might save his or her life as well as your own.

**Drinking or drugs** Never ever get into a car with a driver who has been drinking or taking drugs or who you suspect has been doing so. Do your best to persuade them not to drive.

Remind them that they could lose their license – if they are lucky not to crash – no matter how good a driver they are when sober, they are far more likely to kill someone when they are impaired. Tell them you will drive or call a friend to pick them up or even pay for an Uber.

Remember, anyone who is selfish enough to drink and drive and put themselves and others at risk deserves to be reported to the police. Always keep a phone number for a taxi or the Uber App on your mobile in case you are left without transport home. If you can't get a taxi or an Uber, call a friend or family member. Remember, they will much prefer to pick you up than have you risk your life in a car with a buzzed or drugged driver.



## Getting Parents Involved

### Pointers for Parents: Roadmap to Teen Driver Safety

Practicing with your teen driver is the best way to build experience. If you're not sure where to start, our Pointers for Parents will help. These lessons are your roadmap to teen driver safety.

To make it easy, you can sign up and get a new lesson delivered straight to your inbox each week. Or you can [browse all the Pointers](#) at your own speed. Once you get started, take a look at the tips below to get the most out of practicing with your teen.

When practicing driving with your teen, start with low-risk situations and work up to more complicated scenarios. Begin in daylight, good weather, and on remote roads or empty parking lots. Then, you can gradually move to dusk and nighttime driving, inclement weather and busier roads. Start with basic skills (turning, parking and backing up) before moving to more complex skills. And keep other passengers out of the vehicle when practicing with your teen, neither of you need distraction.

Remember:

Expect The only way your teen can learn is to make mistakes, so accept this, be positive and try to help minimize risk when the mistakes happen. Praise correct driving.

- **Give proper instructions** – Explain what your teen should do in advance, in a clear, calm voice.
- **Stay focused** – Remember that your teen is still learning, and you are the experienced driver. Scan the roadway for hazards and be ready to react, eliminate distractions, and always encourage this behavior in your teen.



- **Drive the way you want your teen to drive** – Remember, teens see their parents as role models. That doesn't change when they get a license. When you are behind the wheel, be the driver you want your teen to be. If he or she catches you – admit to your mistakes. It shows your new driver it is never too late to start driving safely.



## 10 Tips for Keeping Your New Teen Driver Safe

**Tip #1:** Buckle Up! It takes two seconds. No matter how far you're going, your seat belt must be worn properly each and every ride. It is your best line of defense in a car crash.

**Tip #2:** Set an example. You are the number one influencer of your teen's attitudes and behaviors. This means that as parents, it is important to be the driver you want your teens to be.

**Tip #3:** Talk to your teens about how to drive distraction-free. Teach them to put all distractions away before they start driving. Being safe behind the wheel means two hands on the wheel, eyes on the road, mind on driving, and ears alert.

**Tip #4:** Talk to your teens about how to be an aware and vocal passenger. Teach them to be an extra set of eyes for the driver, and make sure they know how to speak up if they feel unsafe inside a car.

**Tip #5:** Teach your teens to know their driver. Choose safety over convenience every ride. It's important as parents to know who your teen is getting into the car with, how long they have been driving, and their driving history.

**Tip #6:** Follow the Graduated Driving Licensing Law. Educate yourself on the provisions of your teen's license and remember this law is in place to keep your teen driver safe while they gain experience.

**Tip #7:** Practice, practice, practice! Your new teen driver needs as much behind-the-wheel practice with you as they can get. After they are a licensed driver, check in to see how they are doing. If they have picked up any bad habits, correct them during the check in.

**Tip #8:** Talk to other parents about your expectations when you aren't there. Make sure the parents of your teen's friends are on the same page with you when it comes to following the rules of the road.

**Tip #9:** Drowsy driving is distracted driving. Ensure you and your teen understand the importance of getting adequate sleep before driving.

**Tip #10:** Advocate for the Graduated Driver Licensing Laws at your teen's school. Get the administration on the same page about keeping young drivers safe at school events.

### Did You Know?

- Novice drivers are at the highest risk of a crash regardless of age. The first year for any new driver is the most dangerous.
- Just like any other complex skill we learn in life, driving takes lots of practice! Introduce distractions such as passengers and night-time driving gradually.
- Teen drivers are at the highest risk behind the wheel. The crash rate (per mile driven) for 16 year olds is four times that of adult drivers.
- Having passengers is a serious distraction for teen drivers. Carrying 3 or more passengers increases the risk of a crash for 16 and 17 year olds three-fold compared to driving alone.

**Interested in scheduling a Parent-Teen workshop?**  
Contact us at [info@impactteendrivers.org](mailto:info@impactteendrivers.org) or (916) 733-7432

**Or visit our website at:**  
[www.ImpactTeenDrivers.org](http://www.ImpactTeenDrivers.org)

**New Driver Deals**

Oklahoma Challenge



Before handing over the keys to your teen driver, there are some important issues to review. Driving is a big responsibility and can be incredibly dangerous, but filling out our [New Driver Deal](#) with your teen can help you get on the same page.

### **Make an Agreement to Drive with the New Driver Deal**

Before your teen can drive, you need to have a discussion with him or her about the rules and expectations for a safe driver on the road. Click [here](#) for more resources.

A written document, commonly called a Parent-Teen Agreement, is the best way to ensure these rules are understood and followed. Our version is called the New Driver Deal, and it will help you sort out all the questions that arise when your teen gets behind the wheel.

Questions like:

When can the car be used?

Who will pay for gas and insurance?

What are the rules around major driving risks, such as passengers and distractions?

The New Driver Deal is a flexible document, with no rule or privilege set in stone. As your teen gains experience, you'll want to give him or her more responsibility. Or, if your teen isn't following the rules, you might need to tighten some restrictions.

Car crashes are the leading cause of preventable death for teens, so you must prioritize your new driver's safety; this agreement will help you do it.

### **Issues to Review**

The New Driver Deal covers basic issues your teen needs to understand, like avoiding passengers and always wearing a seat belt. It also includes more customizable rules, like curfew hours and how far away from home your teen can drive after getting a license. Most important, the New Driver Deal

includes parental commitments to ensure you stay involved as your teen learns to drive. Parents are the number 1 influence on young drivers, so it's crucial for you to make the same commitment to safety as your teen.

### **Revise the Deal**

Remember, driving is a privilege and your teen's skills will change, which is why you should revisit your New Driver Deal on a regular basis. If your teen is making big improvements behind the wheel, you may want to grant him or her more privileges. Or, if your teen hasn't been sticking to the agreements, you may need to tighten the rules. Your teen should also feel empowered to hold you accountable to the parental commitments.

**Practice:** The New Driver Deal includes a section for additional family rules, which can be filled in to fit your needs. Talk to your teen about issues like who will pay for gas and insurance, or what the consequences will be for breaking the agreed-upon rules, and make sure everyone understands them before signing. The more committed you both are to your teen's safety, the more successful these lessons will be.

**Information from:** <https://cloud.safe.nsc.org/pointers-for-parents>



# Oklahoma Challenge

Oklahoma Highway Safety Office Youth Conference  
Peer Leadership - Distracted Driving  
Raising Awareness Student to Student

## Next Steps

Thank you so much for embarking on the traffic safety journey with us. We encourage you to think about incorporating this work into your calendar annually and plan to continue this important work – educating about traffic safety is not a “one and done” effort. Oklahoma Challenge can help you develop additional programs/activities/events to add variety and build on what you’ve already done. Keeping traffic safety top of mind for your students and staff is an impactful way to prevent crashes and save lives.

### Oklahoma Challenge wants to continue this conversation

Oklahoma Challenge is committed to working tirelessly to bring an end to distracted driving and increase seatbelt use so that roads in Oklahoma are safer for all. We are dedicated to working with teenagers to educate them on traffic safety and have them become a part of the solution by using their influence to spread the word.

Please reach out to us at [info@oklahomachallenge](mailto:info@oklahomachallenge) or by visiting our website at [OklahomaChallenge.org](http://OklahomaChallenge.org).

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**Raising traffic safety awareness student to student. #drivingsafematters**

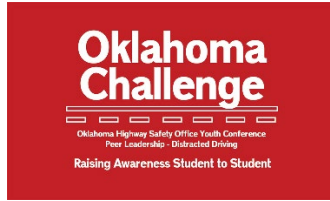
This Project is funded in part by a grant from:



*Educational Alternatives, 501 c-3, has been in the traffic safety and teen empowerment field since 1982 taking a leadership role in teen driving issues. EA has partnered with the National Highway Traffic Safety Administration, the Oklahoma Highway Safety Office and dozens of community organizations and court systems to focus on teenage drivers. Educational Alternatives was the lead agency partnering with General Motors in the successful Oklahoma primary seat belt law effort and the successful implementation of a five-state regional Teen Seat Belt use initiative.*

*Educational Alternatives is the founding and fiduciary partner in the Oklahoma Regional Community Policing Institute. The Institute is a partnership involving the Oklahoma Association of Chiefs of Police, the University of Oklahoma, Native American Law Enforcement, and a host of community partners training law enforcement across Oklahoma.*

Oklahoma Challenge



## **Musical Seatbelts**

### **Materials needed**

6 chairs, source of music, speaker or phone. Seatbelts if you have them.  
Candy/prizes. Choose an upbeat song that is popular with students. Pharrell "Happy", Miley Cyrus "Party in the USA", "Uptown Funk"

### **Get students ready**

Have students sit down in available seats +1 extra person standing. If you have seatbelts, great. If you don't know biggie...have student pretend to buckle their seat belt during each round.

**"We are going to play musical seatbelts today....Why? Because this is practice for every time they get in the car...buckling their seatbelts every time, without fail. We want buckling your seatbelt to become like muscle memory...that thing you do without even thinking about it every time you get in a car.**

When you hear the music stand up and move to your left. When the music stops, quickly take a seat and buckle your seat belt."

### **Set ground rules:**

"I bet you are much bigger than you were the last time you played musical chairs and you can hurt yourselves and others much more now, so we have some ground rules. Basically, keep your hands and bodies to yourselves and don't push or pull the chairs. We want a nice, clean game of musical seatbelts!"

### **Round 1 - Play music as students go counterclockwise. Stop music, 1 player is eliminated - 6 players**

**"What is the most effective safety device we have in our vehicles?"** Allow students to give answers.



“Seatbelts. Seatbelts save more lives than anything else. It’s very low tech but is the most effective. The thing is that seatbelts rely on you playing an active part in keeping yourself safe...the seatbelt is useless in a crash if it’s not buckled.”

**Round 2 - Play music as students go around. Stop the music. One player is eliminated - 5 players**

**“Tell me what would happen to your body if you fell from a 12-story building?”**

Allow students to answer.

“Yes. Two things are for sure – There is a BIG impact on your body and it’s probably NOT going to have a good outcome. Now think about this....if you are driving down the road at 60 miles an hour and you are not buckled and you have a collision....the impact on your body is the SAME as falling from that 12-story building. (Let that sink in for a second.) Wow, right? I don’t know anyone that would willingly jump from the top of a tall building—it’s just too risky, right? But I bet we all know people who get in their cars and choose not to buckle up....same risk as that 12-story descent but they think nothing of it.”

**Round 3- Play music as students go around. Stop the music. One player is eliminated - 4 players**

**“Pickup truck drivers and their passengers are far less likely to buckle up than people in other types of vehicles. Does anyone have a guess why that’s a terrible idea?”**

Well, pickups are larger and are usually higher off the ground, so they tend to want to stay in motion...making them 2X as likely to roll over in a crash than other types of cars. These people in pickups often think that they are safer in a truck, so they don’t buckle. But think about this...if that truck is rolling and you are rolling around in the cab of that truck because you aren’t buckled...is your head hitting pillows as it rolls around? No...”

**Round 4- Play music as students go around. Stop the music. One player is eliminated - 3 players**

Remind them this is nice, clean game of musical seatbelts.

**“From a physics point of view what would happen to you and your passengers if your car came to a sudden stop from hitting a tree? Allow students to call out answers.**

“There is concept called inertia...simply put something in motion tends to want to stay in motion until something else stops it. In this scenario everything in that car is going to keep moving toward the point of impact until something stops it. Everything. Think about when you have suddenly stopped in the car everything goes on the floor, right? The same is true here...your body is going to stay in motion until something stops it. If you are wearing a seatbelt...the seatbelt stops you. If not, something else is going to stop you...maybe the dashboard, maybe the windshield, maybe the tree or the asphalt outside. I promise it’s going to hurt a lot less if it’s the seatbelt that stops you.”

**Round 5- Play music as students go around. Stop the music. One player is eliminated – 2 players**

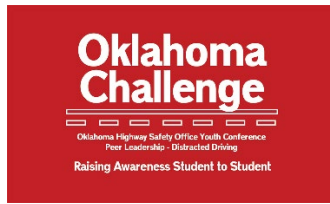
Let’s find out who the Musical Seatbelts Champion is....

**Round 6- Play music as students go around. Stop the music.**

“Ahhh....\_\_\_\_\_ is our Champion! Clap & cheer. Both our champion and our runner up get a prize.

But I have a surprise! I’m going to let all of you choose to be winners....If you will come up here and promise me that you will wear your seatbelt every time. Every time....for the rest of your life!”





## Quit Forking Around – Put It Down Awareness Activity



**Difficulty Level:** Easy Implementation

**Timeframe:** Any time (possibly during Distracted Driving Awareness Month in April)

**Overview:** Forking a lawn can be quite an amusing activity.

**Purpose:** To raise awareness on the consequences of distracted driving and send a message to put down your distractions.

### **How to implement Quit Forking Around:**

Step 1: Seek permission from your school administration, advisor or 4-H leader to host this campaign.

Step 2: Purchase approximately 500 Forks, and a pack of file folder labels (you can get these from an office supply store). Total cost for all supplies: \$10-\$15

Step 3: Use the labels you purchased to print off a few distracted driving facts to affix to the fork's handle. Here are some examples, feel free to create your own!

- Anything that takes your eyes off the road, hands off the wheel, mind off of driving = distraction!
- You're 8X more likely to be involved in a crash when you are driving distracted.
- Each day in the US approx. 9 people are killed and more than 1K people are injured by DD crashes.

Step 4: Fork the lawn! Place your message (using the forks) to spell out "Put It Down" on a well-trafficked area of your school or community center. You can be creative with this!

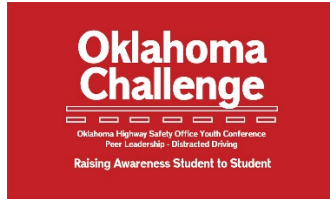
After your "Put It Down" message has been up for a week, you can change the message to display the number of teens who have been killed and/or seriously injured in a distracted driving crash.

Step 5: Add a sign in front of your lawn art to name the campaign. It can say "Quit Forking Around", or "The number of teens who were victims of distracted driving last year". Just be sure to tie in "Quit Forking Around & Put It Down" into your messaging.

Step 6: Be sure to inform your audience! You can use the school's morning announcements, make a bulletin board, or display a poster board next to your forked lawn to educate on the risks of driving distracted.

Step 7: Use social media to give your message more reach! Get clever and invent your own hashtags that relate to this activity! Be sure to mention #drivingsafematters, #oklahomachallenge #ohso





## Seatbelt Observation Activity

[Observational Seat Belt Survey \(mt.gov\)](http://mt.gov)

### Observational Seat Belt Use Survey & Compilation Forms

The Observational Seat Belt Use **Survey** Form is used to track detailed data regarding seat-belt use by drivers at a particular time and location. To use this form for Buckle-Up campaigns, please follow these instructions:

1. Position yourself at the school exit stop sign so that vehicles have to come to a complete stop.
2. Work in groups of 2. One person should observe drivers and passengers when the car stops at the exit and calls out the info in the same order as it is listed on the form. The second person will typically not have enough time to take their eyes off the form and be doing the circling of the information and or the writing.
3. Make sure you document the date/location/time on your pre-surveys so that your post-surveys can be done in the same location and time, if possible.
4. If a car has tinted windows or you are not able to determine if the driver or passenger(s) are wearing seat belts, skip this car.

The Observational Occupant Survey **Compilation** Form is for compiling your surveys. If you conduct your surveys in groups of 100, it will be very simple math to do the percentages and count up the numbers.

If your school wants to gather additional information, such as cell phone use and other distracting behavior observed during the survey, you have that option on this detailed form.

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## **OBSERVATIONAL OCCUPANT SURVEY--DATA COLLECTION FORM**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Names of Surveyors: \_\_\_\_\_

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male      Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male      Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male      Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male      Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male      Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:



## OBSERVATIONAL OCCUPANT SURVEY--DATA COMPILATION FORM

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Names of Data Collectors: \_\_\_\_\_

# of Vehicles Surveyed	
------------------------	--

VEHICLE INFO:	# Surveyed	% of Vehicles
# of Trucks		
# of SUV's		
# of Passenger Cars		
# of Vans		
# of Other Vehicles		

OCCUPANT INFO:	# Surveyed	% of Occupants
# of Occupants		
1		
2		
3		
4		
5+		

DRIVER INFO:	# Surveyed	% of Drivers
# of Belted Drivers		
# of Non-Belted Drivers		
# of Adult Drivers		
# of Youth Drivers		
# of Male Drivers		
# of Female Drivers		

DRIVER ACTIVITY:	# Surveyed	% of Activity
# Cell Phone		
# Music		
# Texting		
# Reading		
# Other		

PASSENGERS:	# Surveyed	% of Passengers
# of Belted Passengers		
# of Non-Belted Passengers		
# of Adult Passengers		
# of Youth Passengers		
# of Male Passengers		
# of Female Passengers		

PASSENGER ACTIVITY:	# Surveyed	% of Activity
# Cell Phone		
# Music		
# Texting		
# Reading		
# Other		

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