

Young Driver Programs Promoting Highway Safety in Louisiana

Destination Zero Deaths www.destinationzerodeaths.com

I Got Caught Wearing My Seatbelt **regional**

Targeted to ages 15 to 24 at school zones or any sporting grounds in the North Shore region, this is an incentive program wherein Covington police officers visit local HS to reward students with "I Got Caught (on the front) Wearing My Seat Belt (on the back)" T-shirts as an incentive for wearing seatbelts. Those unbuckled will be educated about seat belt law and the importance of buckling up. This has expanded into a T-shirt design contest. **Contact Chief Tim Lentz (Covington), 985-892-8500 tlentz@covla.com; Dan Jatres, djaties@norpc.org 504-483-8505; Nelson Hollings, nhollings@norpc.org 504-483-8523.**

Rock The Belt **regional**

Targeted to ages 14 to 19 at high schools in Tangipahoa and Livingston Parishes, this program was put together by Ms. Lisa Gill, the faculty sponsor of Students Against Destructive Decisions (SADD) at Loranger High School in Tangipahoa. SADD students observe their fellow students leaving school for the day. They give a piece of candy based on whether or not they're buckled up: Smarties for those who are buckled, Dum Dums for those who are not. **Contact Lisa Gill, 985-517-4452 lisa.cutrer-gill@tangischools.org or Dylan Ivy, divy@lpsadd.org.**

It Can Wait **national**

Targeted to ages 15 to 24 at schools and community events across LA, AT&T's It Can Wait campaign shares a simple message: Keep your eyes on the road, not on your phone. A virtual simulator allows participants to experience and realize the harmful consequences of texting while driving. AT&T also offers DriveMode®, a free mobile app for AT&T Android and iPhone users that silences message alerts and auto-replies when the recipient is driving to let friends and family know he or she can't respond. Take the pledge to stop distracted driving! **Contact AT&T Louisiana Regional Director, External Affairs, 225-620-6055, or email LASafetycenter@la.gov for more info.**



Sudden Impact **statewide**

Targeted to 8th to 12th graders, this program is conducted at schools and hospitals in collaboration between the University Medical Center Trauma Level 1, LA State Police and a hospital facility. Students are exposed to a 7-hour demo experience in a hospital setting that covers topics on laws, decision making, impairment, seat belt use and distraction. Testimonies are also shared from different perspectives. **Contact Bridget Gardner, RN, 504-702-2296, bridget.gardner@lcmhealth.org.**



ThinkFirst of Ark-La-Tex **multistate**

Offered to ages 14-19 at high schools and community groups, this program was developed by America's neuro- surgeons for the National Injury Prevention Foundation. The goal is to educate teens about personal vulnerability and risk-taking behavior. Speakers (known as VIP or Voices for Injury Prevention) with traumatic injury speak with students and share their stories firsthand, with a message: "Think first and use your mind to protect your body". **Contact Donna Cavanaugh 318-226-0066, think1st@bellsouth.net. Visit www.thinkfirstlouisiana.org.**

5 to Drive **national**

Targeted to ages 15-19 at high schools and college universities, this is a NHTSA-led campaign usually conducted in time for National Teen Driver Safety Week. It aims to help parents talk to their teen drivers about "5 to Drive" rules: (1) No drinking and driving; (2) Buckle up every trip and every time – front seat and back; (3) Put the phone down. One text or call could wreck it all; (4) Stop speeding before it stops you; and (5) No more than one passenger at a time. **Contact Jessica Bedwell, LA Highway Safety Commission, jessica.bedwell@la.gov.**



BRAKES (Be Responsible And Keep Everyone Safe) **parishwide**

A program for 10th to 12th graders, BRAKES is a 30-45-minute presentation that talks about distracted driving, seat belt use, drugged and drunk driving, and speeding. It starts with an overview of crash statistics that leads into a series of short educational videos. Safety messages are integrated into games to enhance interaction with the students. A youth group from KEYS Alliance also implements projects that help increase traffic safety awareness. **Contact Bridget Bailey, bbailey@tangipahoa.org, or Taylor Addison, taddison@tangipahoa.org.**

Buckled Up! Every Seat, Every Trip

regional

Targeted to ages 15 to 24 at high school parking grounds and community events, this is an incentive program wherein the South Central Coalition works with local Sheriff Offices and school resource officers to reward young drivers (HS students) with T-shirts that display "Buckled Up" for wearing seat belt in school zones. The shirts become walking advertisements when worn to remind community members to buckle up. **Contact Cassie Parker, 985-851-2900, cassie@scpcdc.org.**



Project SNAP (Social Norming for Alcohol Prevention)

regional

Offered to ages 15 to 24 at high schools and college universities, this is a social norming program by the South-west LA Area Health Education Center (SWLAAHEC). Using the social norms approach, young drivers are educated about impaired driving prevention and consequences of driving drunk. Each campaign and its associated activities are geared toward positive reinforcement in changing driving perceptions, thereby changing behaviors. **Contact Gecyka Williams, 337-989-0001, snap@swlahec.com.**

Sheriff's Safety Town **regional**

Targeted to children in the Northwest region of Louisiana, Sheriff's Safety Town was founded by Sheriff Steve Prator in 2008. It is the first and only permanent program in the Northwest LA that promotes early childhood safety education. This project aims to increase occupant protection awareness and usage among children and adults in Northwest LA. Materials are purchased and distributed to participants. Pre and post tests will measure effectiveness. **Contact Lt. Richard Corbett, Richard.corbett@caddosheriff.org. Visit www.sheriffssafetytown.org.**

Alive at 25 **national**



The National Safety Council offers this highly interactive Defensive Driving Course (DDC) program to young drivers between the ages of 16 and 24 to take responsibility for their driving behavior. Skill practices and on-the-spot defensive driving techniques help change bravado to confidence. Instructors use personal examples and even humor to get their point across. They use workbook exercises, interactive media segments, group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road. **Contact the National Safety Council, South Louisiana Chapter at 504-888-7618, or toll-free at 800-672-3389. Details online at www.metro-safety.org.**

You Are Worth It **regional**

Targeted to teenage drivers at local schools in the Northeast region, this program is a one hour presentation lead by Bill Baldrige. YAWI believes the young people of our communities are our future. Their mission is to empower them to make smart decisions and motivate them through education and encouragement to be strong leaders of tomorrow. Their educational approach utilizes live victims of bad decision making involving impaired driving, distracted driving, and bullying. They bring a powerful message which will be remembered and applied as students are faced with real world situations. **Contact Bill Baldrige of You Are Worth It at 337-302-6715. Visit <http://www.yawi.org>.**

Arrive Alive **regional**

Targeted to teen drivers aged 15 to 19 at high schools, this is a prevention program that the South Central Regional Safety Coalition conducts in partnership with coalition members and sponsors Using simulators, students experience drunk driving as well as texting and driving first hand without actually being in a dangerous situation. Pre and post-event surveys are conducted to gauge opinions and determine level of increased education. **Contact Cassie Parker, 985-851-2900, cassie@scpcdc.org**

Young Driver Safety Program **regional**

Targeted to high schools, colleges, and companies, this is in an informative addition to Employee Wellness Training or Orientations. A 30-40 min. presentation integrates a curriculum that educates on the social, psychological, behavioral and physiological aspects of unsafe drive behavior. Topics include seat belt use, awareness test on distracted driving, review of traffic laws, brief video on mathematics behind speeding inertia, ABC's of BAC, fatal vision goggle demos, and how to share the road with vulnerable users. **Contact Kenyatta Robertson, krobertson@crpcla.org, 225-383-5203.**

Ready, Set, Drive **parishwide**

Targeted to middle schools students and parents of young drivers in Greater Baton Rouge, this program is conducted by The Safety Place in partnership with LHSC and State Farm. It offers a unique, fun and educational experience that deploys a driving simulator and a number of interactive activities that will help teen drivers learn the negative effects of distracted driving and underage drinking, while coming up with ways to promote positive behavior change. **Contact Crystal Pichon, 225-372-3991 crystal@safetyplacela.org or Robin Bennett robin@safetyplacela.org. Visit www.safetyplacela.org. Visit www.readysetdrive.com – The Safety Place.**



One Simple Decision **regional**

Targeted to teen drivers age 15-19 at high schools in the Central Louisiana region, One Simple Decision is designed to modify driving behavior by illustrating the consequences of choices made behind the wheel. Through the combination of driving simulation, intense interactions and first-person consequences videos, drivers are immersed in a personal experience that results from "One Simple Decision" they chose to make when driving. This simulation experience was created with the direct participation of law enforcement, judicial and trauma personnel and focuses on the consequences of distracted and impaired driving. The key risks addressed include driving impaired by alcohol, fatigue, and legal/illegal drugs. This program is presented through a partnership with State Farm, Central Louisiana Human Services District, and the CenLA Highway Safety Coalition. **Contact Destiny Kunefke, 409-225-2591, destiny@rapc.info**