Teen Safe Driving: A Peer Education Program

Keys to Safer Teen Driving
Connecting Teens, Tweens, Parents and the Community
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**DVD Contents PPT Copy**

“Embrace Life” Seat Belt Video

“Live to Drive Another Day” Teen-to-Teen Traffic Safety Messages (30 – 60-second PSAs)

“Mock Crash – Real Lessons” Fox 9 News Segment

“Moms, Alcohol and Texting”

“No Excuses” Seat Belt PSA

“Room to Live” Fox 9 News Segment on Seat Belts

“Split Second” Distracted Driving Personal Story

The Last-Message Documentary (AT&T)

“The Last Message”
About this Project

Keys to Safer Teen Driving is a pilot project of the Minnesota Teen Safe Driving Coalition, developed to support our goal of reducing teen traffic crashes, injuries and deaths.

The project contains segments designed for three audiences:

1. **B4 U Drive: Teens Reaching Tweens**, a leader’s guide designed to support teens in raising awareness and presenting traffic safety information to tweens;
2. **Teen Safe Driving**, a teen-to-teen awareness and education program; and
3. **Teen Drivers: The Parent’s Role**, an outline and discussion guide suitable for a parent education session within a driver’s education program or other community setting.

The Minnesota coalition is one of ten state coalitions supported by the National Safety Council with funding from the Allstate Foundation Teen Safe Driving Program. The coalitions are working to keep teens — and others on the road — safe, with an emphasis on parental, teen and community involvement, and on the behaviors and processes involved in graduated drivers’ licensing.

Organizations Represented on the Coalition

AAA Minneapolis
AAA Minnesota/Iowa
Allstate Insurance
Amplatz Children’s Hospital, University of Minnesota
Anoka School District
BestPrep
Brain Injury Association of Minnesota
Buckle Up for Meghan
Klick It for Kelsey
Mothers Against Drunk Driving (MADD)
Minnesota County Attorney’s Association
Minnesota Department of Health
Minnesota Department of Public Safety
Minnesota Network of Employers for Traffic Safety (NETS)
Minnesota Safety Council
Minnesota State High School League
Minnesota State Patrol
National Organizations for Youth Safety (NOYS)
Rice County Toward Zero Deaths (TZD) Safe Roads Coalition
Safe Communities of Wright County
Safe Kids Minnesota
Shreya R. Dixit Memorial Foundation
State Farm Insurance

Acknowledgements

*B4 U Drive: Teens Reaching Tweens, A Leader’s Guide* – significant material adapted from *Countdown2Drive*, Safe Kids USA; *Tween Traffic Safety*, Automotive Coalition for Traffic Safety, Inc.

*Teen Safe Driving: A Peer Education Program* – significant material adapted from *Teens Behind the Wheel*, the Minnesota Wireless Foundation

*Teen Drivers: The Parent’s Role, Parent Session Outline and Discussion Guide* – Minnesota Department of Public Safety, Office of Traffic Safety

Additional sources acknowledged in the text.
Teen Driver Tool Kit

Be a Leader: Use These Tools to Change Driving Behaviors in Your School and Community!

Introduction

You have made the first step in changing behaviors of teen drivers and passengers by picking up this program. Its purpose is to provide an educational tool teens can use to talk to other teens about key driving dangers and risky behaviors. The task of reinforcing safe driving messages – especially to this at-risk group – is vital to keeping your friends safe on our roads.

Tool kit components:

- Background on teen crashes
- Teen drivers: The issues
- Lesson plan and suggested activities
- PowerPoint® presentation
- DVD of traffic safety video segments that can be used throughout the training program
- Additional resources, including class exercises, fact sheets, Minnesota traffic laws, activities to use all year long and more

Teen leader preparation

- Read the teen driving crash information provided in the leader’s guide to help you understand the extent of the problem and to convey its seriousness to your audience.
- Research/compile information about teen driving issues in your community.
- If your school has traffic policies, review them and distribute copies. For example:
  
  Are there requirements/guidelines regarding driving on school property or using the parking lot (seatbelt use, speeding, distracted driving)?
- How would being charged with driving while impaired affect a student’s ability to participate in school activities?

Minnesota teens are suffering life-changing injuries and dying in traffic crashes. You can help change their behavior!
Lesson Plan Outline

This program can be conducted in one class period
(30 to 50 minutes)

1. Before you begin, find out how much your audience knows about teen driving issues and risks. (Open discussion, 3-5 minutes. Prepare yourself by reviewing information on pages 6 and 7.)
   Sample questions:
   — What is the number one killer of teens? (Motor vehicle crashes)
   — How many teens can legally be in the vehicle of a new driver? Why? (See page 13) 
   — Is it legal for teens to use a cell phone while driving? See page 13 for “Teen Driver Laws”

2. Discuss motor vehicle crashes and teen driving including issues specific to your community. (See material on pages 7-8.) (3-5 minutes)

3. Have participants take Graduated Driver License (GDL) awareness survey (page 13). (3-5 minutes)

4. Discuss the survey and review Minnesota GDL law and other teen driving road rules (page 11). (5-10 minutes)

5. Present the PowerPoint® program and accompanying DVD segments of your choice. (10-15 minutes)
   - DVD Menu
     — “Embrace Life” Seat Belt Video
     — “Live to Drive Another Day” Teen To Teen Traffic Safety Messages
     — “Mock Crash – Real Lessons” Fox 9 News segment
     — “Moms, Alcohol and Texting”
     — “No Excuses” Seat Belt PSA
     — “Room to Live” Fox 9 News segment on seat belts
     — “Split Second” Distracted Driving Personal Story
     — “Texting Can Wait” Video (AT&T)
     — “The Last Message”

6. Focus on additional topics of your choice. (5-8 minutes)
   - Fact Sheets
     — Teenage Driver Crash Risk Factors (page 15-16)
     — What’s In Your Wallet? Sample Insurance Quote for Teen Drivers (page 17)
     — What If? Scenarios That Put You at Risk (page 19)
     — Teen Drivers at Risk – We Can Make Good Choices (page 20)
   - Distracted Driving
     — How to Use the “Rate Your Risk” Quiz (page 21)
     — “Rate Your Risk” Quiz (page 22)
     — Distracted or Fatigued Driving Signals (page 23)
     — “What Would You Say?” Cartoon Activity (page 16)
   - Seatbelts
     — Don’t Wear a Seat Belt? What’s Your Excuse? (page 24)

7. Lead closing discussion on what attendees will do differently to make a difference at your school and in your community. Pass out evaluation.
Background on Teen Crashes

Teen drivers, and passengers of teen drivers, are at higher risk of crashes and death. Traffic crashes are the leading cause of death among teens in Minnesota and the U.S. as a whole, taking more lives than the next four causes combined.

Leading Causes of Death for U.S. Teens

Source: NHTSA

- Each year, more than half of Minnesota teens killed are not wearing a seat belt.
  Source: Minnesota Department of Traffic Safety

- Driver distraction contributes to 80% of crashes and 65% of near crashes.
  Source: Virginia Technical College, Transportation Institute

- On average each year, 64% of fatal crashes involving a teen driver, there were passengers in the vehicle.
  Source: Minnesota Department of Public Safety

- Each year, more than 5,000 youth (ages 16-20) are killed in passenger vehicle crashes.
  Source: NHTSA
While many teens think “it can’t happen to me” the risk of permanent injury, scarring, disfigurement, brain damage and long-term emotional suffering are all too real. Inexperience results in common patterns and risk factors.

Predictable and preventable patterns

- Teens are prone to making simple driving errors, often while speeding.
- They are twice as likely to crash at night.
- Crashes while driving to and from school, especially after school, and with other teens in the car is common.
- Teen passengers increase distractions and promote risk taking behaviors.
- Teens are the age group least likely to buckle up.

Common risk factors

- **Failure to wear seat belts.** Teens have the lowest seat belt use rate of all motorists. By buckling up you increase your chances of survival by 50%!
- **Inattentiveness/driving with other teens.** Driver inattention/distraction is the most common contributing factor in multiple-vehicle crashes. Teen passengers significantly increase the risk of a crash.
- **Driving at night.** Mile for mile, 16- and 17-year-olds are about three times more likely to be involved in a fatal crash at night than during the day.
- **Excessive speed.** Illegal/unsafe speed is the most common contributing factor in single-vehicle crashes. Teen drivers have difficulty judging safe speeds and adjusting their speed to driving conditions.
- **Fatigue.** A person who has been awake for 24 hours experiences impairment nearly equal to an alcohol-concentration level of .08 percent.
Teen Safe Driving
Resources and Materials
Graduated Driver’s License Awareness Survey

1. For the first six months of licensure, teen drivers are allowed only _____ passenger(s) under age 20 who are NOT members of the driver’s immediate family, unless they are accompanied by a parent or guardian. (choose one)
   a. 0          b. 1          c. 3          d. 4          e. No limit

2. A parent can withdraw consent for their child (under age 18) to drive by submitting a form to the Department of Public Safety. True False

3. It’s illegal for a 16 year old licensed teen driver to use a cell phone while driving. True False

4. It’s illegal for _______ to text or access the Internet, when the vehicle is in motion or a part of traffic.
   a. Teen drivers only  b. All drivers

5. For the first six months of licensure driving is prohibited during these hours:
   a. midnight – 5 a.m.
   b. 1:00 – 6:00 a.m.
   c. 11:30 p.m. – 5:00 a.m.
   d. There is no curfew

6. Minnesota law requires _______ to be buckled up or to be in a proper child restraint.
   a. Only front seat occupants  b. Everybody  c. Only those under age 18

7. A new driver’s greatest chance of being in a fatal crash occurs _______
   a. during the first 6 to 12 months after receiving a license as a teenager
   b. when a teen is issued an instruction permit and learning how to drive
   c. after reaching the legal drinking age.

Source: Minnesota Department of Public Safety, Office of Traffic Safety
Graduated Driver’s License Awareness Survey: Answer Key

1. b

2. True
   Reinforce that it is a privilege to have a driver’s license, and until the age of 18 parents can fill out a revocation form.

3. True
   It’s illegal for drivers under age 18 to use a cell phone — whether hand-held or hands-free – except to call 911 in an emergency. It’s also illegal for drivers of all ages to compose or read text messages and emails, or access the Internet using a wireless device while the vehicle is in motion or a part of traffic.

4. b

5. a (please review exemptions here)
   • Driving when accompanied by a licensed driver age 25 or older
   • Driving between home and place of employment
   • Driving to/from home and a school event for which the school has not provided transportation; driving for employment purposes

   **The nighttime limitation is lifted after the first six months of licensure.**

6. b

7. a
What is Graduated Driver Licensing (GDL)?

GDL laws support a three-stage driver licensing system that gradually allow full driving privileges for young beginners. This helps teens hone their driving skills during the first year of licensure by reducing exposure to high-risk situations, such as carrying teen passengers and driving at night. Violating these laws is a misdemeanor.

These laws apply only to newly licensed teen driver for the first six or 12 months, or until they reach age 18.

The three stages are:
— Supervised learning (instruction permit) phase
— Intermediate (provisional license) phase, which limits unsupervised driving in high risk situations
— Full licensure phase

Teen Driver Laws: A Summary

**Nighttime Driving Limitations**

For the first six months of licensure: Driving is prohibited midnight – 5 a.m.

Exemptions:
• Driving when accompanied by a licensed driver age 25 or older.
• Driving between home and place of employment.
• Driving to/from home and a school event for which the school has not provided transportation.
• Driving for employment purposes.

The nighttime limitation is lifted after the first six months of licensure.

Statute: 171.055 Subd. 2(b)

**Passenger Limitations**

For the first six months of licensure: Only one passenger under the age of 20 is permitted, unless accompanied by a parent or guardian.

For the second six months of licensure: No more than three passengers under the age of 20 are permitted, unless accompanied by a parent or guardian.

Exemption: Passengers under age 20 who are members of the driver’s immediate family are permitted.

Statute: 171.055 Subd. 2(c)

**Cell Phone Use and Texting**

It’s illegal for drivers under age 18 to use a cell phone, whether hand-held or hands-free — except to call 911 in an emergency.

It’s illegal for drivers of all ages to compose, read, or send text messages or access the Internet while the vehicle is in motion or a part of traffic.

Statute: 171.055 Subd. 2(a), 169.475

**Drinking and Driving**

It is illegal for a person under age 21 to drive after consuming any amount of alcohol. Drivers under the legal drinking age with an alcohol-concentration of 0.08 or higher will face regular DWI laws and sanctions.

Statute: 169A.33, 169A.20

Source: Minnesota Department of Public Safety, Office of Traffic Safety

Crash rates for 16- to 19-year old drivers are higher than those of any other age group.
Teenage Driver Crash Risk Factors

A person’s greatest lifetime chance of being in a fatal crash occurs during the first 6 to 12 months after receiving a license as a teenager.

The death rate for teen male drivers and passengers is more than 1.5 times greater than female teen drivers. (19.4 killed per 100,000 male drivers compared with 11.1 killed per 100,000 female drivers.)

Teens are at greatest risk on the road due to inexperience. The following is a list of other primary risk factors.

**Poor Hazard Detection**
The ability to detect hazards in the driving environment depends upon perceptual and information-gathering skills and involves properly identifying potential threats. It takes many hours of driving experience for young novice drivers to acquire this ability.

**Low Risk Perception**
Risk perception involves assessing the degree of threat posed by a hazard and one’s ability to deal with the threat. Young novice drivers tend to underestimate the crash risk in hazardous situations and overestimate their ability to avoid the threats they do identify.

**Risk Taking**
Teens tend to take more (and dangerous) risks while driving than adults due to overconfidence in their driving abilities and because the part of the brain that leads them to anticipate the consequences of their actions doesn’t fully develop until they reach the mid-20’s.

**Not Wearing Seat Belts**
Teens tend to wear seat belts less often than other drivers and passengers.

**Distracted or Inattentive Driving**
Distracted or inattentive driving is when a driver engages in any activity that might distract them from the primary task of driving — and increases their risk of crashing. Teens are more likely to engage in distracted driving behaviors such as using electronic devices for texting, accessing the internet or talking on a cell phone.

**Carrying Passengers**
For teens, the risk of being in a crash increases when they transport passengers. The fatality risk of drivers aged 16-17 years is 3.6 times higher when they are driving with passengers than when they are driving alone, and the risk of a fatal crash increases as the number of passengers increases. Other teen passengers may distract the teen drivers and encourage them to take more risks, especially young males riding with young male drivers.
Night Driving

The 2009 – 2010 Minnesota fatal crash rate for teen drivers (age 16 – 19) between 9 p.m. and 3 a.m. is 1.6 times higher than the remaining hours in the day. This is because the task of driving at night is more difficult; teens have less experience driving at night; teens are more sleep deprived, and because teen recreational driving is more likely to occur at night and involves alcohol more often than during the day.

Alcohol and Drugs

Driving under the influence of alcohol and/or drugs is a factor in serious crashes involving teen drivers, especially fatal crashes. Not only are drivers under age 21 more likely to be involved in fatal crashes than older drivers, but their risk for fatal crash involvement increases more sharply at all levels of alcohol use.

Source: Minnesota Department of Public Safety, Office of Traffic Safety
What’s In Your Wallet?

Sample Insurance Quote for Teen Drivers

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Limit/Deductible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injury &amp; Damage</td>
<td>100/300/100</td>
</tr>
<tr>
<td>Uninsured Motorist</td>
<td>100/300</td>
</tr>
<tr>
<td>Underinsured Motorist</td>
<td>100/300</td>
</tr>
<tr>
<td>PIP/No-Fault</td>
<td>20/0/0</td>
</tr>
<tr>
<td>Comprehensive</td>
<td>750</td>
</tr>
<tr>
<td>Collision</td>
<td>750</td>
</tr>
<tr>
<td>Towing</td>
<td>Yes</td>
</tr>
<tr>
<td>Glass</td>
<td>Yes</td>
</tr>
</tbody>
</table>

2005 Chevrolet Cavalier Sedan

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Limit/Deductible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injury &amp; Damage</td>
<td>100/300/100</td>
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<td>Uninsured Motorist</td>
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</tr>
<tr>
<td>PIP/No-Fault</td>
<td>20/0/0</td>
</tr>
<tr>
<td>Comprehensive</td>
<td>750</td>
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<tr>
<td>Collision</td>
<td>750</td>
</tr>
<tr>
<td>Towing</td>
<td>Yes</td>
</tr>
<tr>
<td>Glass</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Source: Minnesota Department of Public Safety, Office of Traffic Safety
If you are the passenger, what would you say to the driver? Add your “one-liner.”

1
2
3
4
5
“What If?” Scenarios That Put You at Risk

What’s the hazard? What should you do? What should you say?

• You’re driving two friends home from school. Everyone is buckled up as you requested. As you drive, the friend in the back seat unbuckles his/her seat belt and reaches across the front seat to turn up the radio. The friend in front turns around and starts tossing books into the back seat.

• You’re out driving around with friends at night. The music is playing loudly. One friend yells at you to speed up and make a u-turn to pick up a friend who is on the opposite side of the street.

• You are stopped at a red light when another car pulls up beside your car. Your friends roll down the windows and start yelling at the group in the other car. The other driver starts revving the car’s engine and looking over at you. The light turns green. Your friends yell, “Take him!”

• You’re riding home from a party with a friend who agreed to be the designated driver. Another friend in the car asks the driver how many beers he/she had. The driver answers, “I only had two. I know when to stop.”

• You and your friends are driving all night to get to a friend’s party. You have all just finished exams and are anxious to get there. One friend jokingly tells the driver not to fall asleep. The driver laughs and tells the other friend that won’t happen because he/she has been taking stimulants and is wide-awake.

*From the National Safety Council “Alive at 25” Defensive Driving Course*
Teen Drivers at Risk: We Can Make Good Choices!

What factors and behaviors put teens at higher risk behind the wheel?

- Inattention/distraction: Whether texting (against the law for all ages) or hauling a carload of friends, teens can lose focus on the task of driving.
- Speed: Illegal or unsafe speed is the most common contributing factor in single vehicle crashes. Teens in particular have difficulty adjusting speed to driving conditions.
- Fatigue: Teens are busy and overscheduled. Driving tired creates impairment similar to driving under the influence.
- Failing to buckle up!
- Inexperience. For example, most crashes involving teens occur at intersections because of their lack of experience in judging distance and speed.

What can we do about it?

- Be a good role model by buckling up, driving the speed limit, don’t be distracted or impaired.
- Be a good passenger! Buckles on, hands and feet where they belong, little or no conversation and be helpful if the driver needs it.
- Be the designated call taker or texter.
- If you know somebody is driving, avoid calling them or sending text messages.
- Speak up if you don’t agree with what is happening in the vehicle, and encourage others to speak up. You need to feel safe and comfortable when driving or riding.
How to Use the “Rate Your Risk” Quiz

Copy and distribute the “Rate Your Risk” quiz.

Are You a Distracted Driver?

- Read each driving scenario aloud.
- Ask students to check the appropriate box for each scenario.
- Have students total each column for “Never,” “Sometimes,” and “Frequently.”
- Ask them what they think are acceptable actions or frequency for distracted driving. Emphasize it only takes being distracted while driving once to result in a life-altering crash.

Distracted or Fatigued Driving Signals.

Read each driving scenario aloud.

- Have students raise their hands if they answered “yes” to any of the questions.
- Ask students how they can avoid driving distracted or fatigued.
- Suggestions – Turn off cell phones while driving. If it is necessary to place or take a call, pull off the road to a safe location for the duration of the conversation.
- Pre-set the climate control, radio or CD player.
- Postpone complex or emotional conversations with passengers.
- If you are experiencing symptoms of being overly fatigued, postpone driving further.

Key points for lecture:

- Driving is a skill requiring constant mental and physical coordination.
- Driving instructors estimate a driver makes 200 decisions every mile.
- If you take your eyes off the road for three to four seconds at 55 mph, the vehicle travels the length of a football field.
- A driver’s ability to manage distractions varies widely and can change from day to day depending on level of stress and fatigue.
- Distracted and sleepy drivers fail to recognize potential hazards on the road and react more slowly to traffic conditions, decreasing their “margin of safety.”

Give the “Rate Your Risk” Quiz

Source: Network of Employers for Traffic Safety
“Rate Your Risk” Quiz

Are you a distracted driver? While driving, how often do you . . .

(Check one box for each question.)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Never</th>
<th>Sometimes</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turn to talk to a friend in the back seat?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check messages on your cell phone?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make a call on your cell phone?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eat or drink?</td>
<td></td>
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</tr>
<tr>
<td>Change the radio station or CD?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shave, put on make-up or brush your hair?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do your homework or read?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dig for items in a backpack, purse, glove</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>compartment or pockets?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goof around with friends in a car next to or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ahead of you in traffic?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add the number of checkmarks in each column and write the totals below.

Never: _____________
Sometimes: _____________
Frequently: _____________

Source: Network of Employers for Traffic Safety
Distracted or Fatigued Driving Signals

Have students raise their hands to indicate a “yes” answer to any of these situations

Has this ever happened to you?

1. One of your passengers gasped or screamed because of something you did or did not do while driving.
2. You unintentionally ran a stop sign or red light.
3. You swerved suddenly to avoid an animal, child, car or road hazard.
4. You slammed on your brakes because you didn’t realize the car in front of you was slowing down or had stopped.
5. Your car drifted onto the shoulder.
6. Another driver flipped you off and you don’t know why.
7. You don’t remember driving from one place to another.
8. You took a wrong turn on the highway or missed an exit even though you knew where you were.
9. Your car drifted over the center line or into another lane of traffic.

These are examples where a driver can either be distracted or excessively tired while driving. Recognizing these signs is important. Take action to correct your driving before it is too late.
Don’t Wear a Seat Belt? What’s Your Excuse?

1. Seat belts are uncomfortable.
   Maybe. Of course, if you’re involved in a car crash—without your seat belt—you would smash into the steering column, slam into the dashboard, or crash through the windshield. This, too, can be uncomfortable.

2. Only geeks wear seat belts.
   Really? Without seat belts, geeks, punks, jocks, slackers and honor students would all fly through the windshield at the same rate. In fact, even being really cool won’t keep you in your seat without your seat belt.

3. I’ll never crash. I’m a good driver.
   Unfortunately, even good drivers can be hit by unsafe or drunk drivers. Few people intend to have crashes.

   Without your seat belt you have all the freedom in the world—to crash into your windshield, to slam into another person, or to be thrown from your car and slide along the pavement.

5. I am often in a hurry and it takes too long to buckle up.
   It only takes a couple of seconds to buckle up. You can suffer a lifetime for not taking all that “extra time” to buckle up.

6. Why should I buckle up if I don’t want to? The only one I am hurting is myself. I’ll take my chances, after all, it’s my neck.
   First of all, it’s the law. Secondly, in a crash, your unbelted body turns into a human torpedo that can injure or kill other passengers. Driving alone? While you may be only physically hurting yourself, you are financially harming all of us. Americans are paying billions per year in injury related costs for people who don’t wear seat belts through higher automobile and health insurance rates.

7. My car is equipped with air bags; they’ll protect me.
   Not likely. Air bags are designed to be used with seat belts to protect drivers and passengers. Plus, an air bag is not a soft pillow. An air bag inflates at 200 mph.

8. It’s better to be thrown clear from the car in a crash.
   Wrong. The chances of being killed in a crash are four times greater when an occupant is thrown from a vehicle.
Suggested Year-Round Activities
Each year in Minnesota less than half of all motor vehicle occupant fatalities are buckled up. From 2008-2010 in Minnesota 409 unbelted motorists were killed in crashes and 814 suffered serious, life altering injuries. Participate in the Click It or Ticket campaign — a combination of enforcement and public awareness activities with the goal of raising Minnesota’s seatbelt rate and saving lives. Partner with your local law enforcement and community to show your support for the campaign.

**Distracted Driving Added Enforcement Day**  
April 19, 2012

Driving is a complex task that requires the attention and concentration of the driver. Driver distraction is a leading factor in crashes in Minnesota, accounting for at least 25 percent of all crashes annually, resulting in at least 70 deaths and 350 injuries. Making the commitment to safe driving is an integral part of this campaign use the resources and campaign incentives to drive home their concern for the safety while on the road.

**Partner With Local Law Enforcement and Community Organizations**

**Click It or Ticket Campaign**  
May 23 – June 3, 2012

**Organize a Mock Crash**

**Traffic Safety Today and Every Day!**

**Host a Fatal Vision Goggle Demonstration**
Teen/Youth School PA Announcements

The right equipment.
Cross-country stars need running shoes. Baseball players need gloves...And Minnesota motorists need seat belts — and that means you!
Minnesota law requires drivers and all passengers — even in the back — to be belted. Drivers or passengers can be ticketed.
Buckle up and avoid more than a $100 seat belt ticket. Extra seat belt patrols are on [YOUR CITY] roads now. Click It or Ticket!

Spring fashion.
What’s the latest in spring fashion? A seat belt. It’s comes in a variety of colors, looks great with all the latest styles and it will save your life.
Minnesota law requires drivers and all passengers — even in the back — to be belted. Drivers or passengers can be ticketed. Buckle up and avoid more than a $100 seat belt ticket. Extra seat belt patrols are on [YOUR CITY] roads now. Click It or Ticket!

Speak Up.
In class, you need to raise your hand to speak up. When you’re in a car driving, you don’t.
If your friends are driving unsafe — texting, talking, acting rowdy or not buckling up — speak up! Use your voice to stop unsafe driving. Your voice can save a life.
Remember, Minnesota law requires drivers and all passengers — even in the back — to be belted.
Drivers or passengers can be ticketed. Buckle up and avoid more than a $100 seat belt ticket. Extra seat belt patrols are on [YOUR CITY] roads now. Click It or Ticket!

Dnt Txt n Drv
There is nothing LOL about texting and driving. In fact, it’s illegal in Minnesota. When you drive with friends, make sure your driver keeps their thumbs on the wheel. Serve as their designated texter to keep drivers focused on driving.
And remember, Minnesota law requires drivers and all passengers — even in the back — to be belted.
Drivers or passengers can be ticketed. Buckle up and avoid more than a $100 seat belt ticket. Extra seat belt patrols are on [YOUR CITY] roads now. Click It or Ticket!
Click It or Ticket Sample Social Media Posts

Interactive ideas: have “followers/likers” change profile photo to them in a seat belt for chance to win a prize; do a “question and answer day” (answer questions submitted); “cutest kid in a car seat” photos — call on followers to post photos of their kids in car seats; etc.

• During Oct. 14-27, [YOUR AGENCY] will increase seat belt education and enforcement efforts to make sure [YOUR CITY/COUNTY] motorists are buckled up. We can avoid preventable deaths and injuries. Buckle up and speak up — make sure everyone is buckled up in your vehicle.

• Remember, extra seat belt patrols are on the roads. Stay safe and avoid a ticket — buckle up.

• Show your support of the seat belt! Change your profile photo of you in a seat belt and make sure your friends know that extra seat belt patrols are on the roads. Buckle up, every seat.

• Be sure you buckle up — and speak up. Insist every passenger is buckled up. You are the first step in enforcing the seat belt law. Drivers and passengers must be buckled up.

• Did you know — in [YOUR COUNTY], during the last three years, there were ## traffic deaths and only ## of those killed were buckled up. Let’s stop these tragedies: buckle up and speak up — make sure everyone is belted when you drive.

• (If in Greater Minnesota): Did you know that 80% of unbelted traffic deaths occur in Greater Minnesota? Buckle up! Rural, two-lane roads are dangerous — take action to stay safe and get belted.

• Do you know a teen or a young adult? Do they buckle up? Make sure they do. These groups have the lowest seat belt use rate — and as a result, they are at greatest risk in a crash.

• Buckle up in your truck. Your truck might be tough, but you still need to buckle up!

• Just because you’re in the back seat doesn’t mean you are immune to the laws of physics. In a crash, unbelted passengers will slam into and injure others in the vehicle. Buckle up, every seat!

• Only half of the children killed/injured in crashes over the last five years were properly secured. Make sure your child is in the correct seat for their size — visit buckleupkids.mn.gov.

• Booster seats are the law in Minnesota — for kids who have outgrown a forward-facing restraint. Keep them riding in a booster until age 8 or 4 feet 9 inches. Boosters help seat belts fit kids properly.

• [YOUR AGENCY] is working overtime to make sure [YOUR CITY] is buckled up. Extra patrols are on the roads now. Buckle up and remind your passengers to get belted too.
Distracted Driving News Conference Ideas

Use these ideas to generate media coverage distracted driving enforcement and education effort. Also included are news conference advisory templates for use with media.

These ideas provide a unique or interesting visual to accompany your news and may deliver greater media attention.

“Thumb Out Texting”
Set up event at popular community location (high school, business center, rec sports leagues, “Main Street” events, etc.). Ask participants to “thumb out” texting — take their thumb print and have them stamp it on a large sign (such as a large sheet of paper). Sign could read “[YOUR CITY] is Giving the Thumbs Down to Texting and Driving.” Invite media for photo-op and interviews.

“City Bans Texting”
Ask city officials to ban all city employees from cell phone use behind the wheel while in city vehicles; promote to media.

“Texting Ticketer”
News event to present your agency’s top “texting” enforcer.

“Distracted Boosters”
Recruit a local high school cheerleading squad to perform a “pay attention” cheer for media. Try to coordinate the media event with a high school’s pep rally or other school function.

“Operation Donate Facebook Status Day” (see enclosed “how to” document) Recruit local high school teens (SADD groups, etc.) to recruit friends to donate their Facebook status for the “pay attention” message on a given day. Try to coordinate around high profile events such as prom.

Offer to Host a News Conference at Your School!
Letter to the Editor:

Dear Editor:

In the spring of 2010, there were many tragic traffic deaths involving teens — and many of those killed were not buckled up. We don’t want to repeat these preventable tragedies to end this school year.

As [NAME] High School students, we are urging every teen to speak up when they are in a vehicle — and insist every passenger buckles up.

It’s not easy telling friends what to do, but telling someone to buckle up is a lot easier than losing them forever as a result of a preventable traffic crash.

Remember, Minnesota has a primary seat belt law, meaning officers can ticket drivers and passengers that aren’t buckled up.

Let’s keep each other safe on our roads and all live to see our future. Speak up and buckle up.

Sincerely,

[NAME, STUDENT BODY PRESIDENT/STUDENTS/STUDENT GROUP, NAME OF HIGH SCHOOL]
Click it or Ticket Alternative Messaging in Your Community

In addition to conducting interviews with your local news outlets (newspapers, news radio, TV), consider alternative methods to communicating the Click It or Ticket message. This is especially effective to the target demographic that does not consume mainstream media or traditional news outlets: teens/young adults.

Community Ideas:
Ask your local movie theaters/businesses to donate marquee space to announce Click It or Ticket enforcement.

Post signage around recreational sports venues/leagues, basketball/bike parks, skate parks, etc.

Encourage sports rec leagues and high schools to include the buckle up Click It or Ticket message in any mailings/emails to teams and players.

Partner with community businesses (local restaurants/fast food chains, drive thru pharmacies, tire and oil change stations, etc.) to promote the effort with flyers, messages, window clings, Post-It notes, Holiday Stationstore coupons, etc. and provide incentives for belted customers. See Office of Traffic Safety online ordering catalog for materials: www.dps.state.mn.us/ots, click on “Resource Catalog.”

Ask local gas stations/convenience stores to post messages on top of gas pumps or on counters.

Work with local community colleges, vo-tech schools to promote the campaign among their students through blast emails to students or through social media (see enclosed documents).
Additional Resources

How To Implement a Ghost Out

How to Implement Mock Crash
http://www.sadd.org/campaign/mockcrash.htm

Allstate Foundation
http://www.allstatefoundation.org/teen-driving

AAA & Teens
http://teendriving.aaa.com/MN/

NOYS
http://www.noys.org/

Minnesota Department of Public Safety/Office of Traffic Safety
https://dps.mn.gov/DIVISIONS/OTS/TEEN-DRIVING/Pages/default.aspx

Minnesota Safety Council
http://www.minnesotasafetycouncil.org/traffic/youngdrivers.cfm
Teen Safe Driving Questionnaire and Class Evaluation

Driving with Passengers
When you are the driver, how many passengers do you usually travel with?  1  2  3  
How many are siblings?  0  1  2  3  
How many passengers when there is an adult in the car?______________
I drive without passengers _____ Yes _____ No

Driving at Night
Do you drive after 12:00 a.m. _____ Yes _____ No
Yes, only for work _____
Yes, only for school _____
Yes, I ride around with friends _____
Not Usually _____
Not without an adult passenger _____

Use of Safety Restraints
Do you wear seat belts when you drive?  Always  Sometimes  Rarely  Never
Do you wear a seat belt when you are a passenger?  Always  Sometimes  Rarely  Never

Cell Phones and Texting
Do you use a cell phone while driving?  _____ Yes  _____ No
Do you text while driving?  Frequently  Sometimes  Rarely  Never

Session Evaluation

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1. The session was clear and well organized.  1  2  3  4  5
2. Supporting materials for the session (exercises, videos, etc.) were useful.  1  2  3  4  5
3. I had knowledge about traffic safety laws and regulations before taking part in this program.  1  2  3  4  5
4. I learned something about traffic safety I did not know.  1  2  3  4  5
5. After taking part in this session I will change my driving behavior.  1  2  3  4  5
6. The leader used effective examples, demonstrations and activities.  1  2  3  4  5
7. The Graduated Driver Licensing (GDL) law was well reviewed.  1  2  3  4  5
8. I would recommend this session to others.  1  2  3  4  5

Comments: ___________________________________________________________________
__________________________________________________________________________

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Teen Leader: ____________________________________________

Please return to: Minnesota Safety Council, 474 Concordia Avenue, St. Paul, MN, Fax: 651-291-7584 or email to: lisa.kons@minnesotasafetycouncil.org