ZERO CRAZY
STOPPING RISKY BEHAVIOR BY PEERS

napp@sbcglobal.net napp@sbcglobal.net napp@sbcglobal.net

Youth Transportation
SAFETY PROGRAM
“Tell me something, and I’ll forget.

Show me something, and I may remember it.

Involve me, and I’ll understand.”

Chinese Proverb
Driver inexperience is the #1 cause for teen crashes along with these situations:

- Night/Drowsy Driving
- Speeding/Racing
- Distractions
- Low Seat Belt Use
- Impaired Driving

(Source: National Safety Council, 2007)
ACTIVE ELEMENTS

- High School (since 2002)
- Junior High (added 2010)
- University (added 2012)
  Focuses on impaired driving

REACH:

- Over 1,000 schools (over 750 in Texas)
- Over 1 million teens reached
PROGRAM ELEMENTS

• We provide resources, materials, and information and activate teens to spread the message about safe driving throughout the year

• Research based (utilizing student surveys, field observations, and data collection)

• Uses consistent, positive messaging to change culture
TDS AWARDS

Teens in the Driver Seat
SUMMIT
@TeensDriverSeat #TDSSummit

May 15-17, 2016
Great Wolf Lodge / Grapevine, Texas
www.t-driver.com/TDSSummit/
Free CPE class for Texas teachers - limited seating.
Schools with multi-year TDS deployment & “pre and post” surveys, 2007 to 2015
<table>
<thead>
<tr>
<th>Survey Question/Statistic</th>
<th>Percent Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Students Able to Cite 3 or More Top Risks</td>
<td>15.2 %</td>
</tr>
<tr>
<td>Driving “a lot” after 10 p.m. without anyone over 21 years old</td>
<td>18.2 %</td>
</tr>
<tr>
<td>Texting while driving “a lot”</td>
<td>31.8 %</td>
</tr>
<tr>
<td>Driving 10+ mph over the posted speed limit “a lot”</td>
<td>13.2 %</td>
</tr>
<tr>
<td>Drivers not wearing a seat belt “a lot”</td>
<td>33.9 %</td>
</tr>
<tr>
<td>Never drinking and driving</td>
<td>14.7 %</td>
</tr>
</tbody>
</table>

Pre-TDS sample size = 1,548; post-TDS sample size = 2,620
TEEN LED ACTIVITIES

• Guiding vs. Leading
• Encouraging them to use their voice – even with adults
• Keep this issue on the radar
• No message or activity too small
FUNDING SOURCES

- Save a Life™
  Texas Department of Transportation

- FMCSA
  Federal Motor Carrier Safety Administration
  U.S. Department of Transportation

- CDOT
  Colorado Department of Transportation

- H-G-A-C
  Houston-Galveston Area Council

- Nebraska Office of Highway Safety

- GDOT
  Georgia Department of Transportation

- NHTSA
  National Highway Traffic Safety Administration

- DSN
  Drive Smart Nebraska
STATES REACHED IN U.S.
AN ONGOING COLLABORATION OF MESSAGING
ACTIVITY ORIGINS

CATCH THE CRZY!™

END the CRZY habit of distracted driving.
ZERO CRAZY ACTIVITIES

- Twice per school year – Fall seat belt use, Spring electronic use
- Pre-observation / 3 weeks of activities / Post-observations
- Return everything for points towards annual contest and a $100 gift card
- Cool factors:
  - Allows teens to research – see what kind of results they can achieve
  - Change the culture of risky driving in communities
  - Teaches correct seat belt usage and focuses on NO electronic use
  - Shows that most teens / drivers do what is safe (social norming)
  - 9 out of 10 schools that conduct the activity show an improvement
ZERO CRAZY ACTIVITY BENEFITS

- Allows teens to research – see what kind of results they can achieve
- Change the culture of risky driving in communities
- Teaches correct seat belt usage and focuses on NO electronic use
- Show that most teens / drivers do what is safe (social norming)
- 9 out of 10 schools that conduct the activity show an improvement
TTI provides guidance and tips for observations

High School teams document:
- Seat belts – teen driver and all teen passengers
- Electronic use – teen driver’s gender and if visibly using a device (music player, phone, GPS, remote, etc.)

Junior High teams document:
- Seat belts – only teen passengers (not drivers)
- Electronic use – driver’s gender and if visibly using a device
### Fall 2015 Seat Belt Results

<table>
<thead>
<tr>
<th></th>
<th>Pre-Counts</th>
<th>Post-Counts</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Texas High Schools Overall</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drivers</td>
<td>78.4%</td>
<td>90.1%</td>
<td>+11.7%</td>
</tr>
<tr>
<td>Passengers</td>
<td>71.6%</td>
<td>76.0%</td>
<td>+4.4%</td>
</tr>
<tr>
<td><strong>Texas High Schools First Year</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drivers</td>
<td>76.5%</td>
<td>87.9%</td>
<td>+11.4%</td>
</tr>
<tr>
<td>Passengers</td>
<td>70.5%</td>
<td>74.5%</td>
<td>+4.0%</td>
</tr>
<tr>
<td><strong>Texas High Schools Second Year</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drivers</td>
<td>91.6%</td>
<td>97.6%</td>
<td>+6%</td>
</tr>
<tr>
<td>Passengers</td>
<td>81.2%</td>
<td>89.1%</td>
<td>+7.9%</td>
</tr>
</tbody>
</table>
### Spring 2016 Electronic Use Results

<table>
<thead>
<tr>
<th>All Schools Overall</th>
<th>Pre-Counts</th>
<th>Post-Counts</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling</td>
<td>3,454</td>
<td>3,600</td>
<td></td>
</tr>
<tr>
<td>Drivers</td>
<td>87.5%</td>
<td>91.4%</td>
<td>+3.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All Schools First Year</th>
<th>Pre-Counts</th>
<th>Post-Counts</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling</td>
<td>1,238</td>
<td>1,295</td>
<td></td>
</tr>
<tr>
<td>Drivers</td>
<td>85.4%</td>
<td>88.8%</td>
<td>+3.4%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>All Schools Second Year</th>
<th>Pre-Counts</th>
<th>Post-Counts</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling</td>
<td>542</td>
<td>636</td>
<td>+6%</td>
</tr>
<tr>
<td>Drivers</td>
<td>89.2%</td>
<td>92.0%</td>
<td>+2.8%</td>
</tr>
</tbody>
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CONTACT INFORMATION

Stacey Tisdale, MAIS, CPE
Research Specialist
s-tisdale@tti.tamu.edu
210-321-1232
@teensdriverseat