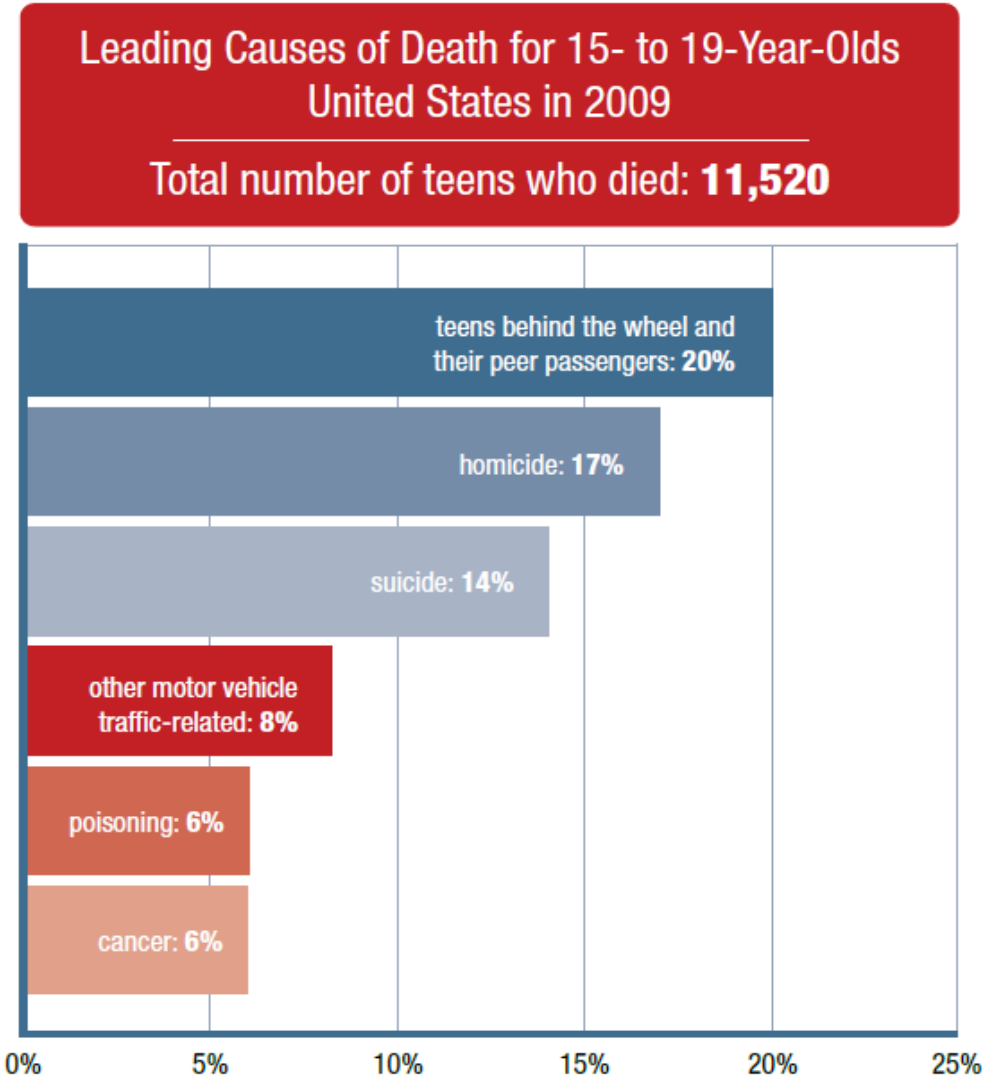
The Children's Hospital *of* Philadelphia®
RESEARCH INSTITUTE

Transitioning Teens from Passengers to Drivers
Considerations for Intervention Development

Dennis Durbin, MD, MSCE
Professor of Pediatrics

Scientific Director
The Center for Injury Research and Prevention
The Children's Hospital of Philadelphia

LEADING CAUSE OF DEATH FOR TEENS



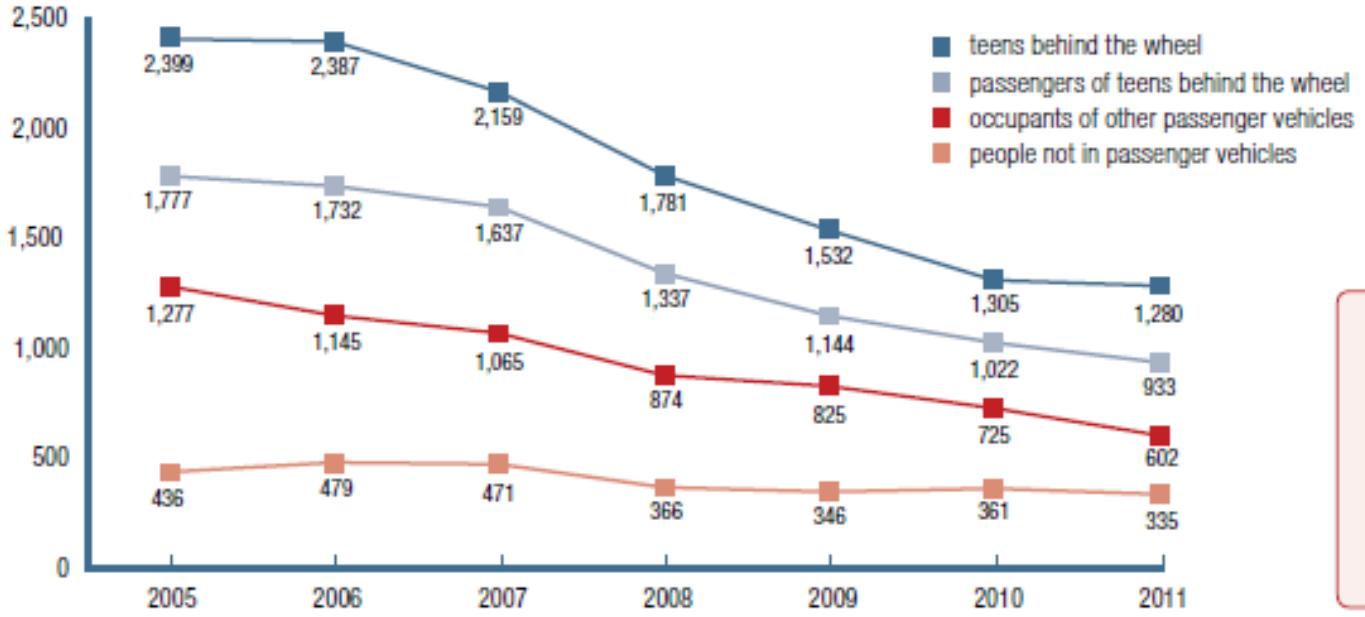
Crashes kill 5 times as many teens as cancer or poisoning

For each fatality, 400 more children and youth receive medical treatment for injuries.

We're Making Progress

Crash Fatalities with Teens Behind the Wheel (2005 – 2011)

Total number of deaths in 2011: **3,150**
Total number of fatal crashes in 2011: **2,400**



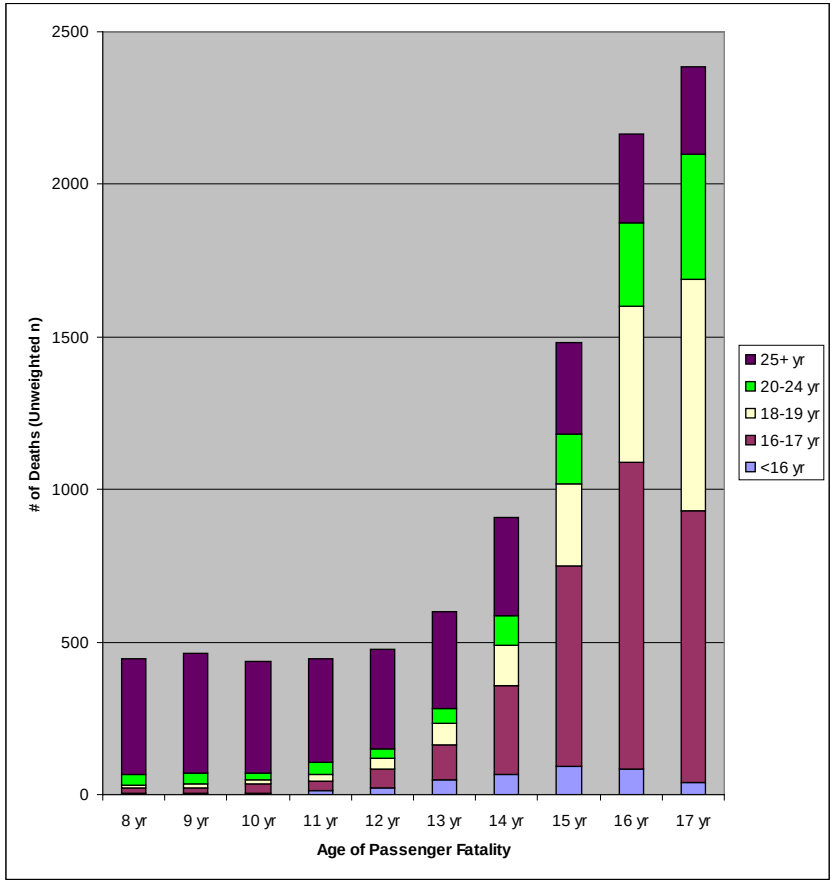
- Since 2005, deaths in crashes with teens behind the wheel declined 47 percent.
- 263 fewer people died in 2011 as compared to 2010, an 8 percent reduction in teen-driver related crashes.

Teens and Driving

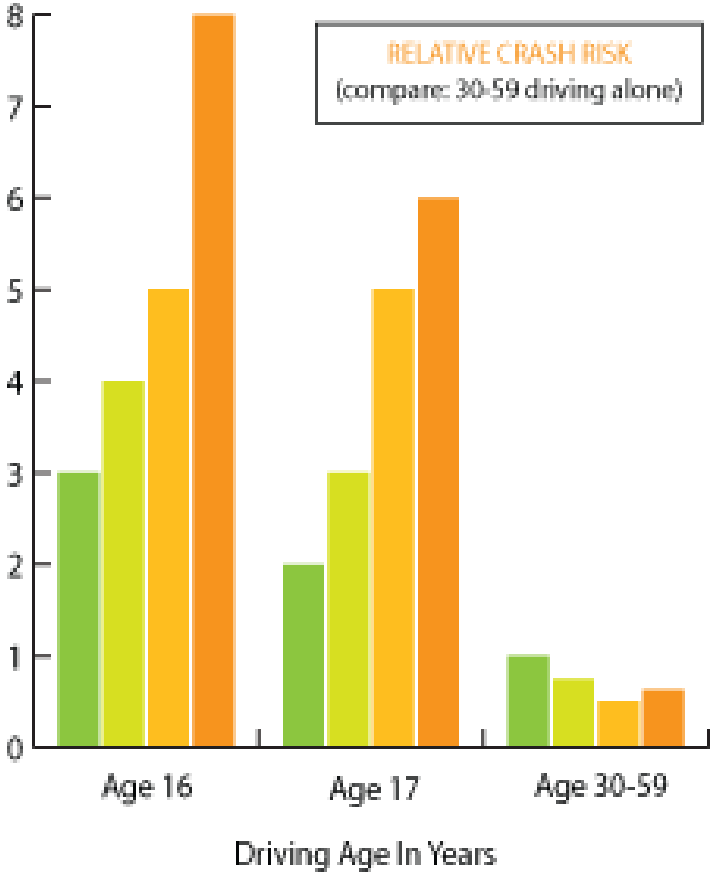
Special Considerations

- They often drive with their friends
  - As children age, they are more likely to ride with a teen driver
- They are novice drivers
  - Inexperience leads to majority of teen crashes
  - Peer passengers increases the risk

TEENS RIDING WITH TEENS



As children age, they are more likely to be killed in crashes with a teen driver



Passengers increase the risk of fatal crashes for novice teen drivers

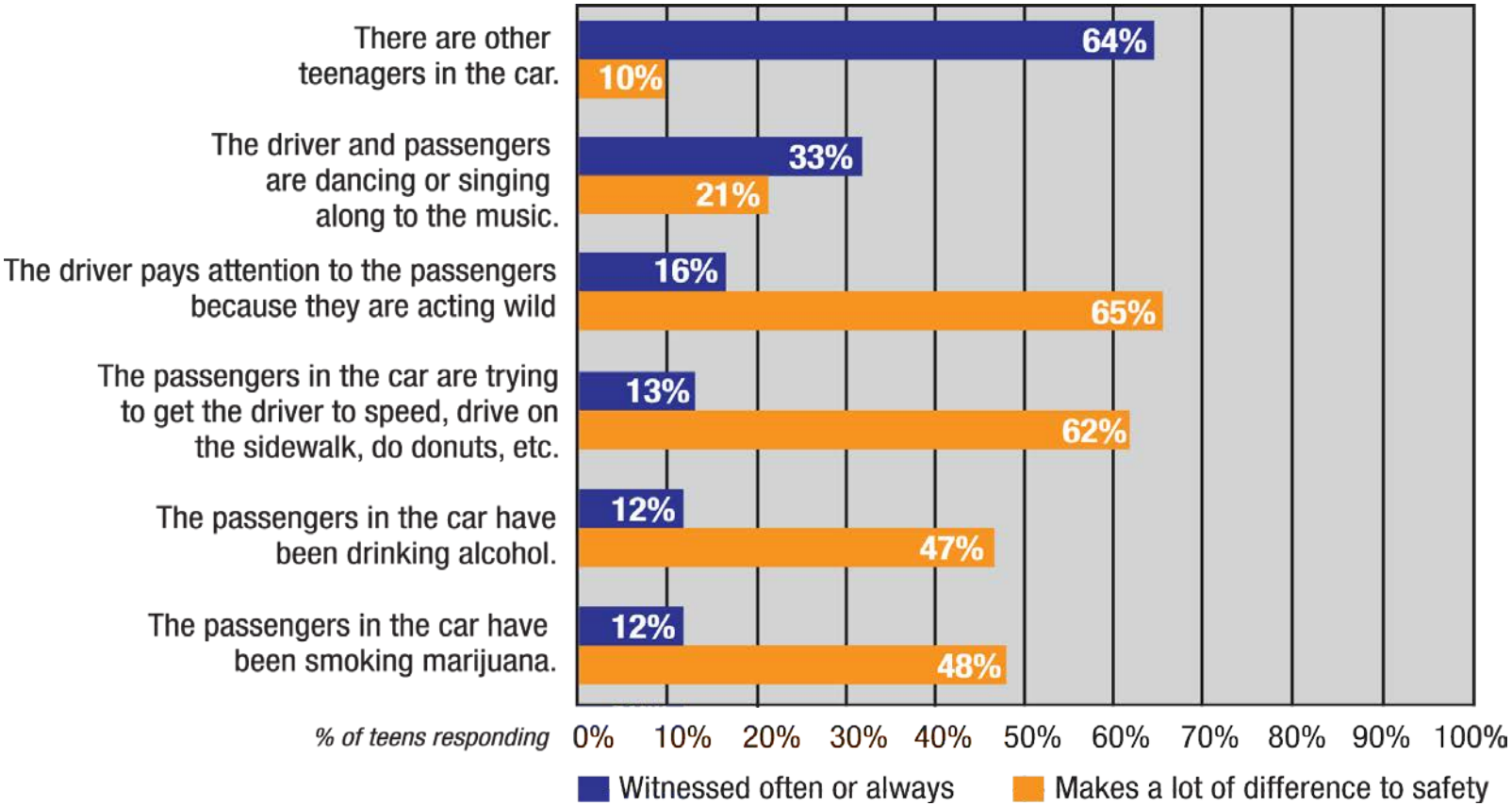
Need citation

Chen, LH, et al *JAMA;*2000

Teen Perspective

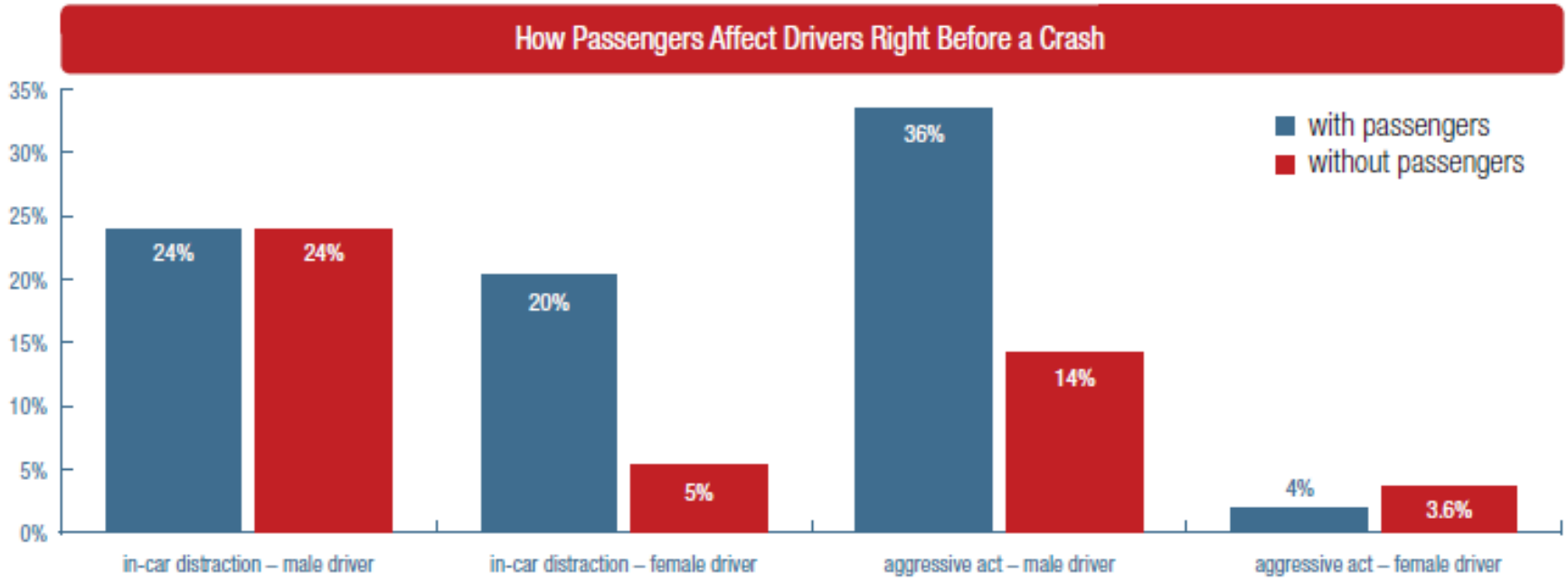
Passengers

Things Passengers do that take the driver's eyes and focus off the road



PEER PASSENGERS

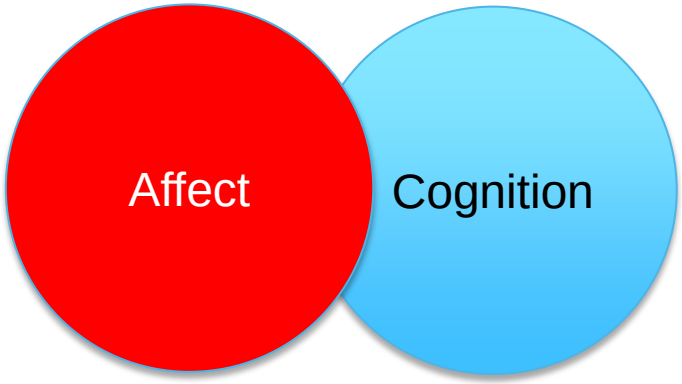
INFLUENCE ON CRASHES

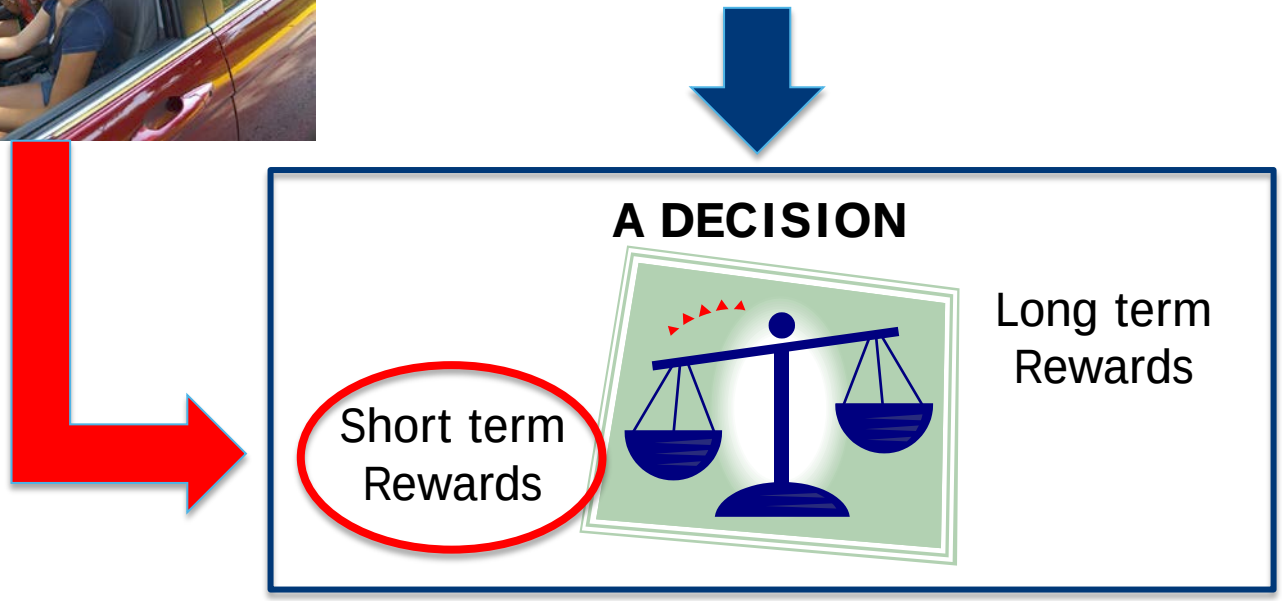


- In-car distraction more common among boys
- Peers increase in-car distraction for girls
- Peers increase aggressive driving by boys

Curry et al. *J Adol Health* 2012

Influence of peers on decision-making

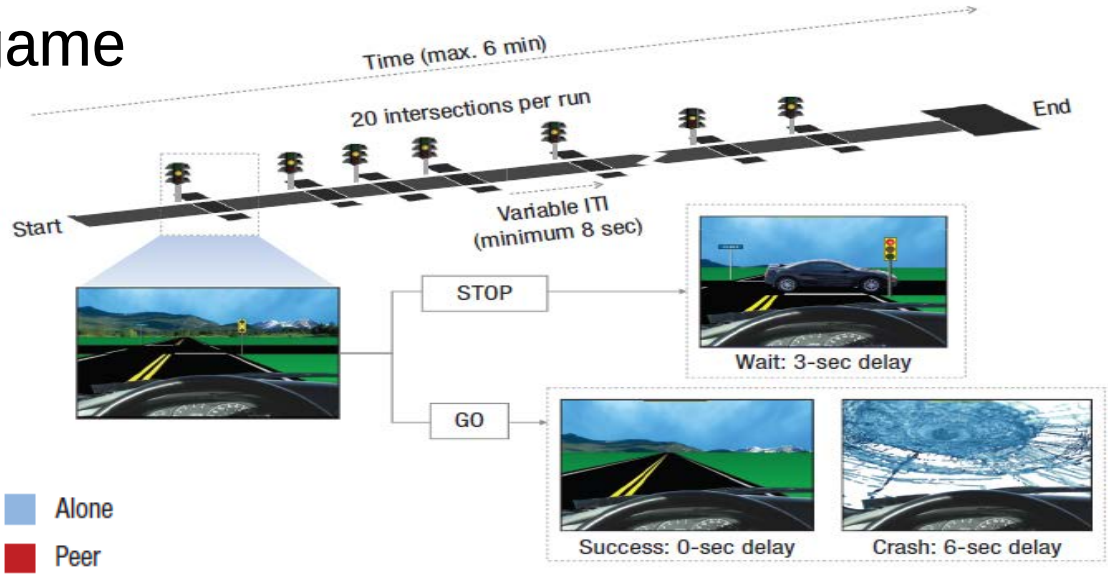


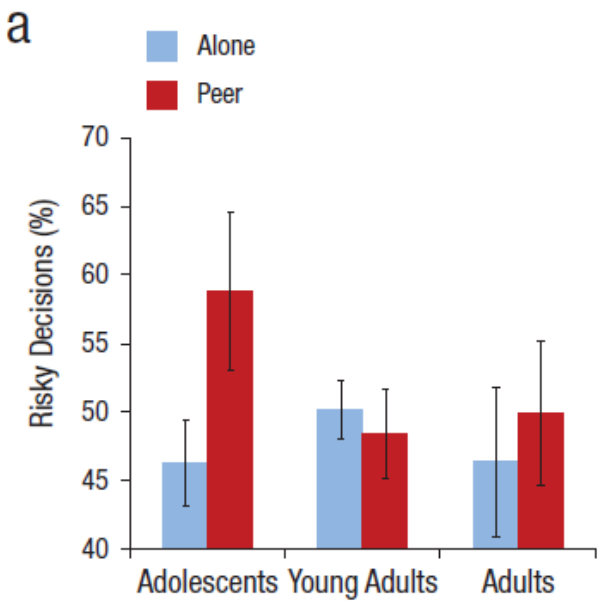


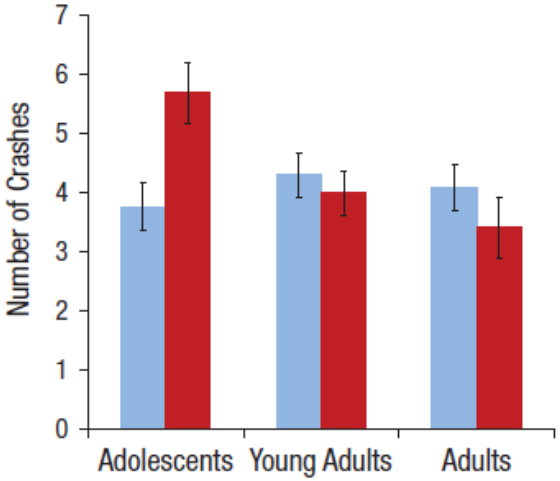
Albert et al. *Assoc Psych Sci*, 2013

INFLUENCE OF PEERS ON DECISION-MAKING

Stop-light game







Chien et al. *Dev Sci*, 2011

WHAT CAN WE DO?

TEENS TOLD US

Safe behaviors everyone would use include:

- wearing seat belts
- establishing safe driver-passenger interaction
- reducing driver distractions
- asking for help as drivers
- turning down radio volume

RIDE LIKE A FRIEND
DRIVE LIKE YOU CARE

Available courtesy of the Research and Outreach Alliance of:

State Farm

The Children's Hospital *of* Philadelphia®
RESEARCH INSTITUTE

Messages for drivers

- Set your rules
- Ask for help
- Expect respect

If your passengers are your friends, they should help.

Messages for passengers

- Buckle up
- Be there to help (give directions, answer cell phones, etc.)
- Show respect

If you're their friend, you should care.

STAY POSITIVE

RESEARCH SHOWS

Scare tactics lead to
fear and short-term change

Positive messages lead to
long-term change

Sources: Hale J, et al., *Designing Health Messages, Sage* (1995)
Witte, K. et al., *The Handbook of Communication and Emotion* (1998)

Key elements: The minimum

- A peer-to-peer poll
- Poll follow-up activities:
  - School intercom announcement
  - Cafeteria Posters (Q & A)
- One other activity from the RLAF menu
- Distribution of at least one type of RLAF communication tool
  - flyer, poster, table tent, stickers, bookmark

KEY ELEMENTS: EXAMPLE

POSTERS, FLYERS, TABLE TENTS

Free & downloadable from *ridelikeafriend.com*

- 4-color
- black-and-white

Key elements: Sample Activity

"Set Your Rules"

Drivers use an online tool to select their in-car rules:

- Wear your seatbelt
- Don't pressure me to speed
- No drinking or drugs
- Keep the music down
- Keep your phone conversations short
- No yelling
- Help if I ask you to
  - Answer my cell
  - Give me directions
  - Just chill

Shared action plan

Teens lead

Students do the real work and make decisions

- How will we recruit our organizing team(s)
- How will we promote this?
- How will we turn our plans into action?

Shared action plan

Advisors offer support

Guide the group to resources including:

- Ideas for generating support and donations
- Templates for promotion (press releases, letters to editor)

RESOURCES FOR YOU TO USE

WWW.TEENDRIVERSOURCE.ORG