

# Success Stories

## Youth Prevention Programs



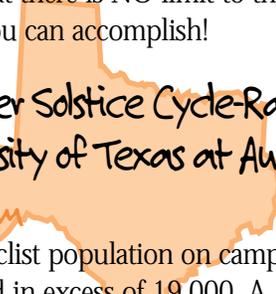
Traffic safety advocates of all ages can make a difference in their communities and schools by actively promoting safe driving behaviors all the time. All too often, youth and adults do not get involved until after someone they know is hurt or killed in a motor vehicle or other traffic-related crash.

*Youth Prevention Programs* features many real-life projects conducted in schools, on college campuses, and in local communities that illustrate just how varied and exciting traffic safety activities and programs can be.

You may decide to work alone or with a group of friends, organize a traffic safety club or work with existing clubs or organizations. You could join forces with local law enforcement to plan special community projects. You could organize alcohol- and drug-free celebrations, bicycle safety events, safety belt use promotions, or even sponsor a mock trial showing the legal consequences of driving impaired. It doesn't matter how, or with whom, you choose to work. What is important is not to wait!

### Examples That Have Worked

These success stories can help get your creativity flowing and provide the needed spark to start your very own traffic safety project. Once you get started, you'll see that your imagination and commitment will prove that there is NO limit to the things you can accomplish!



#### Summer Solstice Cycle-Rama University of Texas at Austin

**Problem**  
The bicyclist population on campus is estimated in excess of 19,000. A recent survey indicated 41 percent of bicyclists who were involved in a crash attribute the cause to their own loss of control.

#### Goal

To promote safe and effective bicycling on the university campus among students and faculty through a bicycle rodeo and dissemination of bicycle safety information; to develop partnerships with supportive campus divisions to enhance the possibility of program continuation when outside funding is no longer available.

### Strategies and Activities

The Department of Health and Education held a bicycle rodeo to:

- (1) promote safe and effective cycling in a fun way;
- (2) act as a distribution point for bicycle safety information;
- (3) provide an opportunity to interact with other injury prevention advocates to share information and resources toward a common cause.

Planning activities included: soliciting drawing prizes and food donations from a network of private sector supporters; developing and distributing newspaper, radio, and television news releases; developing and posting flyers throughout the campus area; developing event and staffing schedules; and identifying the location and props needed.

Rodeo entrants were required to wear helmets (loaners were made available to those contestants without helmets). The rodeo featured contests challenging balance and control. Activities such as the "slow race" judged an individual's ability to get from one point to another as slowly as possible without touching the ground, another person or an object. Contest

U.S. Dept. of Transportation

## Results

During the period from October 1, 1994, to June 30, 1995, point-of-purchase operations were conducted in 66 alcohol outlets. Citations for false identification dropped from 22 to five; alcohol-related crashes went from 12 to six; and fatal crashes went from two to zero.

## Contact

Lt. Mike Geraci  
Colonie Police Department  
312 Wolf Road  
Latham, NY 12110  
Phone: (518) 783-2744  
Fax: (518) 786-7326

### Cruising Program Tempe, Arizona

## Problem

Because of the close proximity to Arizona State University, youth were repeatedly driving through the restaurant and bar area of downtown Tempe. The city was experiencing problems with young people driving while impaired, speeding, not wearing safety belts, and creating noise disturbances with their car stereos.

## Goal

To curtail the repeated driving or "cruising" of youth through the downtown area surrounding Arizona State University.

## Strategies and Activities

The City of Tempe enacted two ordinances to maintain order in this downtown area. By having these ordinances, the Tempe Police Department was able to improve enforcement of both the impaired driving laws for those under 21 years of age and the safety belt laws. One ordinance prohibits vehicles from passing through specified zones more than two times within two hours (emergency vehicles and business vehicles are exempt), and the second ordinance prohibits the operation of any amplification system in or on a vehicle that can be heard outside the vehicle from fifty or more feet.

Since November 1991, when these ordinances were put into effect, the Tempe Police Department has set up a post twice a week in the "cruising area" with a civilian typist. A law enforcement officer identifies license numbers to the typist, and the typist enters them into a computer. If a number appears three times, the computer alerts the typist, who relays the license number and vehicle to a motorcycle officer for enforcement action. Once the identified vehicle is stopped, the officer looks for additional violations, such as drinking, use of other drugs, non-use of safety belts, and criminal offenses. In addition to this enforcement effort, seven off-duty sworn law enforcement officers patrol the large crowds in the downtown area.

## Results

On a typical evening 1,700 to 2,000 entries are made and 65 to 75 people are identified as cruising; typically one-third or one-half of those identified (25 to 35 vehicles) are issued citations for cruising. The ordinance violation citations result in fines of \$65 each. The citations for other traffic violations are not included in these figures.

## Contact

Sgt. Kim Hale  
Tempe Police Department  
120 East 5th Street  
Tempe, AZ 85280  
Phone: (602) 350-8693  
Fax: (602) 350-8377

### Sting Program Fairfax County, Virginia

## Problem

Underage persons are able to purchase alcohol from retail alcohol businesses, bars, and restaurants.

## Goal

To encourage the business community to comply voluntarily with the prohibition of alcohol beverage sales to underage individuals.

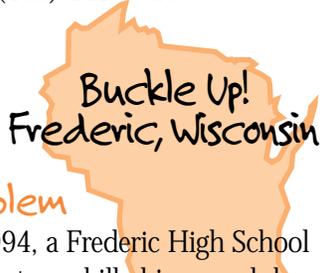
Program activities included: the development of a motorcycle safety campaign; coordination of a defensive driving course; a sponsored holiday celebration; paycheck inserts and posters; bus placards; and the development of other materials such as tray liners, table tents, and grocery sacks with campaign slogans on them. Worksites targeted included eight fast food chain restaurants and one grocery store chain.

### Results

A pilot program was conducted in 22 worksites reaching 900 employees in Lancaster County. A youth workplace traffic safety assessment, including both pre-and post-assessments, showed the following results: (1) 53 percent of the respondents drank at least one alcoholic beverage within a 30-day time frame, and 45 percent drove a vehicle after consuming alcohol; (2) 69 percent of the respondents always used a safety belt, although 95 percent were aware of Nebraska's safety belt law; (3) 70 percent wore safety belts because it felt safer; (4) 58 percent had never received a traffic violation for speeding; and (5) 60 percent of those respondents who rode motorcycles always wore a helmet. Using the assessment activity to measure the overall effectiveness of the program can be misleading because employee turnover rate at participating worksites is high. Nearly one half of the employees completing the pre-assessment did not participate in the post-assessment activities.

### Contact

Linda Schlake  
Lincoln-Lancaster County Health  
Department 3140  
N Street  
Lincoln, NE 68510  
Phone: (402) 441-8045  
Fax: (402) 441-8323



Buckle Up!  
Frederic, Wisconsin

### Problem

In 1994, a Frederic High School student was killed in a crash because he was not wearing a seat belt. High school students conducted surveys at the school and at a major intersection in the community and found that only 43 percent of the students and 37 percent of citizens were wearing seat belts.

### Goal

To increase seat belt use by 20 percent by creating an awareness among students and members of the community about the importance of full-time occupant protection.

### Strategies and Activities

The local Future Homemakers of America chapter developed a seat belt survey form, conducted the survey and published the results in a brochure which contained other safety belt information. This brochure and other literature were distributed throughout the school and community, including placing them in grocery bags at the local supermarket. Students worked with school and community organizations to develop

two displays on safety belt use for a local bank, to develop a safety belt use proclamation, to create buckle up flyers which were placed on the windshields of cars in the downtown area, and to make presentations to senior citizens. A drive for safety belt use, which ended in a rally at the school where students shared information on why everyone should buckle up, was held. A coloring contest for grades 1-5 on buckling up was sponsored (winners had their pictures in the local newspaper and received merchandise certificates). Students created lesson plans for grades K-8, made presentations to elementary and middle school children, and scheduled a multi-media show on safety belt use for grades 9-11. In addition, high school seniors attended a special presentation on safety belt use by a county judge and a state patrol officer.

Articles and editorials written by students appeared in the local newspaper and school publications. Public service announcements (PSAs) were written and recorded, including one original musical, and distributed to local radio stations and one in the Twin Cities area. The PSAs were played by all stations. February was declared "Wear Your Seat Belt" month.

### Results

A second safety belt use survey following the activities and promotions showed a 37 percent increase among students and 33 percent increase in the community overall. The group received positive responses from teachers, students, and community members.

## Contact

Elvira Schmidt  
Frederic Area 6-12 School  
1437 Clam Falls Drive  
Frederic, WI 54837  
Phone: (715) 327-4223  
Fax: (715) 327-5609

## Save Our Seniors (SOS) Program State of Vermont

### Problem

Often the joy of high school graduation is marred by the death or serious injury of a senior class member as a result of a motor vehicle crash.

### Goal

To enhance the cooperative program with the Vermont Teen Leadership Safety Program (VTLSP) and Thrifty Car Rental to keep high school seniors safe and drug free during their senior year and to provide reinforcement and public recognition for positive, safe, sober behavior.

### Strategies and Activities

The program started in 1993 with a donation of money and a car from Thrifty Car Rental to be used specifically for combating drinking and driving among high school seniors. The Vermont Department of Education and Thrifty developed the "Save Our Seniors" pledge and program that includes safety belt use and safe driving practices. The program is kicked off each November at the Governor's Youth Leadership Conference with a variety of activities to promote December as Drunk and

Drugged Driving (3-D) Prevention Month. At that time, the SOS program is explained, the prize car is displayed, and posters and the SOS contract are distributed. Students in schools involved in VTLSP can participate. Before winter break in December, the pledges are collected. By signing the SOS pledge, seniors agree to stay alcohol and drug free, always wear safety belts, and maintain a clean driving record for the remainder of their senior year. Parents and high school advisors or principals also sign the contract indicating that they will monitor compliance by the senior.

At the beginning of the new year, the project director sends each student and his or her parents a letter thanking them for their participation and reminding them about the contract. The letter includes two positive incentive coupons with messages of encouragement: one for pizza and Pepsi and one for a pint of Ben and Jerry's ice cream. In June, one senior from each participating high school is selected by random drawing as a semi-finalist. For each of these students, the school advisors verify contract fulfillment; a motor vehicle check is done to ensure no traffic violations; and the project director calls each student's parents to confirm contract compliance. Any student found to have broken the contract is disqualified. At graduation, each qualifying semi-finalist is given a car key--only one of the keys will open the prize car.

After graduation, these students and their parents are invited to an awards

luncheon where the students share the difference the program made in their school for their senior year. Each of the students has a picture taken in front of the car and tries his or her key. The person holding the key that fits the prize car wins use of the car for one year, including financial assistance with insurance costs. One sponsor donates \$300 to the winner's school for VTLSP and a \$200 gift certificate to the winner's school advisor. The remaining key holders win gift certificates for sporting goods stores, donated by a variety of businesses to promote safe and sober fun. The project director sends all of the winning students their picture with the car and a press release about the program to help gain community recognition and support.

### Results

A plaque with the winner's name is presented to the school, and the plaque is displayed for an entire year before it rotates to the next school. Another plaque is displayed at Thrifty Car Rental. In 1993, 144 students from 15 schools participated; in 1994, 155 students from 15 schools; and in 1995, 167 students from 19 schools. Feedback from parents shows that they are very appreciative of the sponsors and encourage their children to take the pledge seriously and stay safe.

### Contact

Carol Rose  
Vermont Department of Education  
120 State Street  
Montpelier, VT 05620  
Phone: (802) 828-3126  
Fax: (802) 828-3146

## Safe and Sober Road Trip '95 State of Texas

### Problem

State crash data shows that traffic crashes increase during March, primarily due to spring break.

### Goal

To reach as many spring breakers as possible with the message that students can have fun during Spring Break '95 while still being responsible and not driving impaired.

### Strategies and Activities

Eighteen of the 25 Texas Department of Transportation districts, through their designated traffic safety specialists (TSSs), conducted spring break activities. An advertising agency produced and distributed printed materials along with t-shirts, sunglasses, banners, and frisbees to each district TSS. Local businesses contributed refreshments, gifts, and free samples. The TSSs worked with various high schools, colleges, and universities to distribute campaign materials. Booths were set up at university, college, and high school campuses, businesses, livestock shows, rodeos, highway rest stops, and local chambers of commerce. Volunteers and law enforcement officers covered beaches, car ferries, and rest stops with handouts. Two hard-hitting 30-second PSAs were developed and aired in targeted market areas across the state. The program received extensive media coverage.

### Results

Surveys and pledges documented that a minimum of 17,100 spring breakers were reached through this effort. Thousands more were reached indirectly. DWI-related crashes involving drivers ages 13 to 25 decreased from 1,877 in March and April 1994 to 1,545 in the same months of 1995, an 18 percent decrease. The Texas Department of Transportation has conducted spring break programs in the past and the feedback reflects that recognition and acceptance of these programs increases every year.

### Contact

Karen Gibson  
Texas Department of Transportation  
Dewitt C. Greer State Highway  
Building 125  
East 11th Street  
Austin, TX 78701-2483  
Phone: (512) 416-3198  
Fax: (512) 416-3349

## Buckle Up Huntsville, We Love You! Huntsville, Alabama

### Problem

Safety belt use was low among adults, yet children were getting the buckle up message from adults and from school.

### Goal

To increase safety belt use among adults who work in Huntsville through a program developed by kindergarten children.

### Strategies and Activities

The majority of Huntsville students do not ride school buses, but are dropped off by parents, walk or ride their bicycles to school. Teachers and parents at individual Huntsville schools conducted observational safety belt surveys before *Buckle Up Huntsville* began. The surveys showed that the parents were not buckling up, so the kindergarten classes designed a program to reach them with the messages they had learned about buckling up. Parent volunteers and children baked large chocolate chip cookies and decorated them with safety messages encouraging adults to "Buckle Up Huntsville, We Love You!" Parents delivered these cookies to their places of employment.

At the same time, all of the 27 elementary schools in the city were promoting safety belt use with the community in a number of ways: they put up billboards, performed skits for the PTA, distributed literature at McDonald's, and sent letters home to parents with safety messages regarding safety belts.

### Results

Observational safety belt use surveys showed a 30 percent increase in safety belt use in Huntsville, which now has an 89 percent safety belt use rate.

### Contact

Wendy Brightwell  
Huntsville City Schools  
200 White Street  
Huntsville, AL 35803  
Phone: (205) 532-4600  
Fax: (205) 532-4853

winners were awarded new bike helmets. Community groups, businesses, and law enforcement officers volunteered assistance at the event. A *Bicycling on Campus* brochure was distributed to participants and passersby.

### Results

More than 200 people participated in the event. Plans are underway to make this an annual event.

### Contact

Annick Souhami  
The University of Texas at Austin  
Health Education Department  
P.O. Box 7339  
University Station  
Austin, TX 78712  
Phone: (512) 475-8252  
Fax: (512) 471-0898

**H.E.L.P. - Highway Emergency  
Lifesaving Program  
State of Indiana**

### Problem

The youth target group has little knowledge or skills to use when encountering a motor vehicle crash, thus reducing their willingness to stop and render aid. Since timely access to care is an obstacle in rural areas, it is vital that passersby stop, render aid, and call for Emergency Medical Services (EMS) assistance.

### Goal

To develop a comprehensive bystander care program that results in trained youth in rural areas who are willing to stop at crash scenes and who are knowledgeable about actions they should take to help victims.

### Strategies and Activities

The Emergency Management Agency made arrangements to work with Methodist Hospital in Indianapolis to pilot a bystander care program. They developed and distributed a comprehensive training program that included a curriculum to fit 4-H formats, a video, and a computer game. The curriculum targets 13- to 17-year-olds to influence their attitudes towards stopping and helping at the scene of a crash. A separate curriculum was designed for adults. Other printed materials for the program include visor cards with bystander care steps printed on them, response cards to report stopping at the scene of a crash, a motorist bystander kit, and a Train-the-Trainer program.

### Results

More than 450 4-H youth coordinators and project leaders were trained in the use of curriculum materials. More than 100 of those trained have requested additional training materials and are presenting the course. EMS providers have also been given a Train-The-Trainer course, which they have begun to implement.

### Contacts

Don Deutsch  
Methodist Hospital Health Promotion  
P.O. Box 1367  
I-65 at 21st Street  
Indianapolis, IN 46208-1367  
Phone: (317) 929-6110  
Fax: (317) 929-3605

Mike Garvey  
Indiana Emergency Management Agency  
302 West Washington Street  
Room E-208  
Indianapolis, IN 46204  
Phone: (317) 232-3989  
Fax: (317) 232-3895

**Teens on the Road--Safety  
Behind the Wheel  
Lincoln-Lancaster County,  
Nebraska**

### Problem

Very little had been done to encourage employers to promote traffic safety with young employees, who are the greatest "risk takers" among the driving population.

### Goal

To develop a traffic safety guide for employers of 15- to 20-year-olds to serve as a model for traffic safety education within the worksite.

### Strategies and Activities

The County Health Department launched the *Teens on the Road--Safety Behind the Wheel* campaign, in conjunction with *Buckle Up America! Week*, at a ceremony on May 23, 1994. All Lancaster County high school student councils, local organizations, and businesses interested in traffic safety issues were invited to attend. The campaign kick-off was held at a local high school and billboards and bus placards were unveiled. Local traffic safety advocates were present to promote the use of safety belts and not drinking and driving.

## More Program Ideas to Try

### Lifeguard on Duty

#### Goal

To encourage teenagers and other high risk groups to wear safety belts.

#### Strategies and Activities

The program uses a beach theme to encourage seat belt use and can be conducted in a high school or employee parking lot. It is effective prior to spring break, prom night, graduation or summer vacations. Like the lifeguard at the pool or beach, this lifeguard watches over the parking lot to make sure motorists are using safety belts.

Lifeguards position themselves near the parking lot entrance or exit in the morning before school or work and in the afternoon after school or work. They sit on elevated platforms and randomly select vehicles to check whether occupants are buckled up. Prizes can be awarded to those who are buckled up and gag gifts and instructions to use seat belts can be awarded to those who are not buckled up. The lifeguards dress like authentic beach professionals or wear old time beach wear from the early 1900's. Groups assisting in this program are encouraged to come up with ideas to make their lifeguards unique. The activity can be conducted in one day or it can be a week-long event. Daily intercom announcements can give beach conditions and conclude with reminders to drive safely because the lifeguard is on duty. On rainy days or on those days when there will be no

lifeguard working, announcements can conclude with "no lifeguard on duty today--drive at your own risk and drive safely."

During week-long promotions, publicize progress of seat belt use by using a large thermometer poster showing current use rate or current "beach temperature." Classes or departments can compete, and prizes can be awarded to those with the highest use rates. This project can be evaluated by students conducting follow-up observational seat belt surveys.

The Lifeguard On Duty program offers a great opportunity for students and employees to be creative and have fun while encouraging safety belt use.

### B.A.A.M. (Bicycles, ATVs, Alcohol, Motorcycles) Program

#### Goal

To instill a responsible attitude toward driving in teenagers who have not reached the legal driving age.

#### Strategies and Activities

Local merchants, law enforcement, and school groups work together to present a week of traffic safety activities for middle schools or high schools. Activities may include daily announcements by students who give safety tips and statistics on bicycles, ATVs, alcohol, and motorcycles; distribution of various printed

materials; an assembly program with a speaker on highway safety; and a trivia quiz compiled from traffic safety facts and statistics. A booth set up close to the cafeteria can encourage participation in the trivia quiz with persons answering questions or reciting a safety fact that has been labeled the safety fact for the day. Prizes can include key chains, t-shirts, bike helmets, pens, pencils, note pads, gift certificates, etc.

An assembly program with a speaker can be the focal point of the week's events. At the end of the program, 15 students are chosen from the winners of the trivia quiz and given a lighted candle and a t-shirt. Winners are congratulated on their achievement and are told that every 22 minutes a young person dies in an alcohol-related traffic crash. The number of students chosen represents the number that will die in a school day. Other students are dressed in "road kill" costumes, which can be sheets cut to go over the head and covered with tire tracks and blood stains to represent death on the highways. As a speaker reads each trivia quiz winner student's name, "road kill" students blow out their candles and lead them away. When one student is left, the program closes as the speaker says, "This could be you, but it doesn't have to be."

## Happy 16th Birthday

### Goal

To encourage 16-year-olds to form responsible driving habits by helping them to realize that driving is a privilege and not a right, and that getting their driver's license makes them very special people with certain responsibilities to themselves and others.

### Strategies and Activities

Students in high schools are honored quarterly during the school year with birthday parties. Summer birthdays are celebrated at the first birthday party in the fall. This activity requires the support of educators, businesses, organizations, and civic groups to assist in coordination and donation of services and prizes. Volunteers are needed to serve as hosts, hostesses and speakers.

Each student is given a key ring holding a quarter. The key rings are imprinted with "Drugs End All Dreams." When read vertically it spells "DEAD." The students are encouraged to use the quarter to call someone to come and get them rather than ride with someone who has been drinking.

A guest speaker brings a message of responsible driving to students by addressing issues of safety belt use, the dangers of drinking and driving, obeying laws related to traffic safety, and being responsible for decisions when they are behind the wheel. The party concludes with door prizes and refreshments.

Student club members can assist by delivering student party invitations. High school staff should endorse the parties and assist in the coordination of activities during a regularly scheduled class period. Businesses should be solicited to donate the key rings and quarters, door prizes, and refreshments.

### Gabriel and the Grim Reaper

#### Goal

To provide high school students with a program that promotes drunk and drugged driving prevention without requiring an assembly.

### Strategies and Activities

This program can be used prior to prom and graduation. The day of the program begins with an announcement that every 22 minutes someone is killed by a drunk or drugged driver and that students should be prepared to become a victim. Every 30 minutes Gabriel, dressed in a flowing white robe and golden halo, will enter a classroom and blow his trumpet. The Grim Reaper appears and selects a student and Gabriel hands the student an angel t-shirt or places a paper angel around the student's neck while sprinkling him or her with angel glitter.

This dramatization performed throughout the school day illustrates that every day somewhere in America a young person is killed every 22 minutes by a drunk or drugged driver.

The students selected as victims remain in their regular classes, but do not speak to other students for the remainder of the day. Lockers of the victims are marked and decorated with angels. Announcements are made at the end of the day by Gabriel and the Grim Reaper which include impaired driving facts and encourage fellow students not to drive impaired and to attend their schools alcohol and drug free activities.