

A PEER-TO-PEER SAFETY  
PROGRAM FOR AMERICA'S YOUTH



Youth Transportation

**SAFETY**

P R O G R A M

## Involving Young People is Critical

*“Tell me something, and I’ll forget.*

*Show me something, and I may  
remember it.*

*Involve me, and I’ll understand.”*

Chinese Proverb



## TOP TEEN DRIVING RISKS

**Driver inexperience** is the **#1** cause for teen crashes along with these following situations:



Night/Drowsy Driving



Speeding/Racing



Distractions



Low Seat Belt Use



Impaired Driving



## Creekview, Suzanne Reese Testimonial Video

<https://youtu.be/aMdyP4C4b98>



## ACTIVE ELEMENTS

- High School (since 2002)
- Junior High (added 2010)
- College/University (added 2012)





# REACH

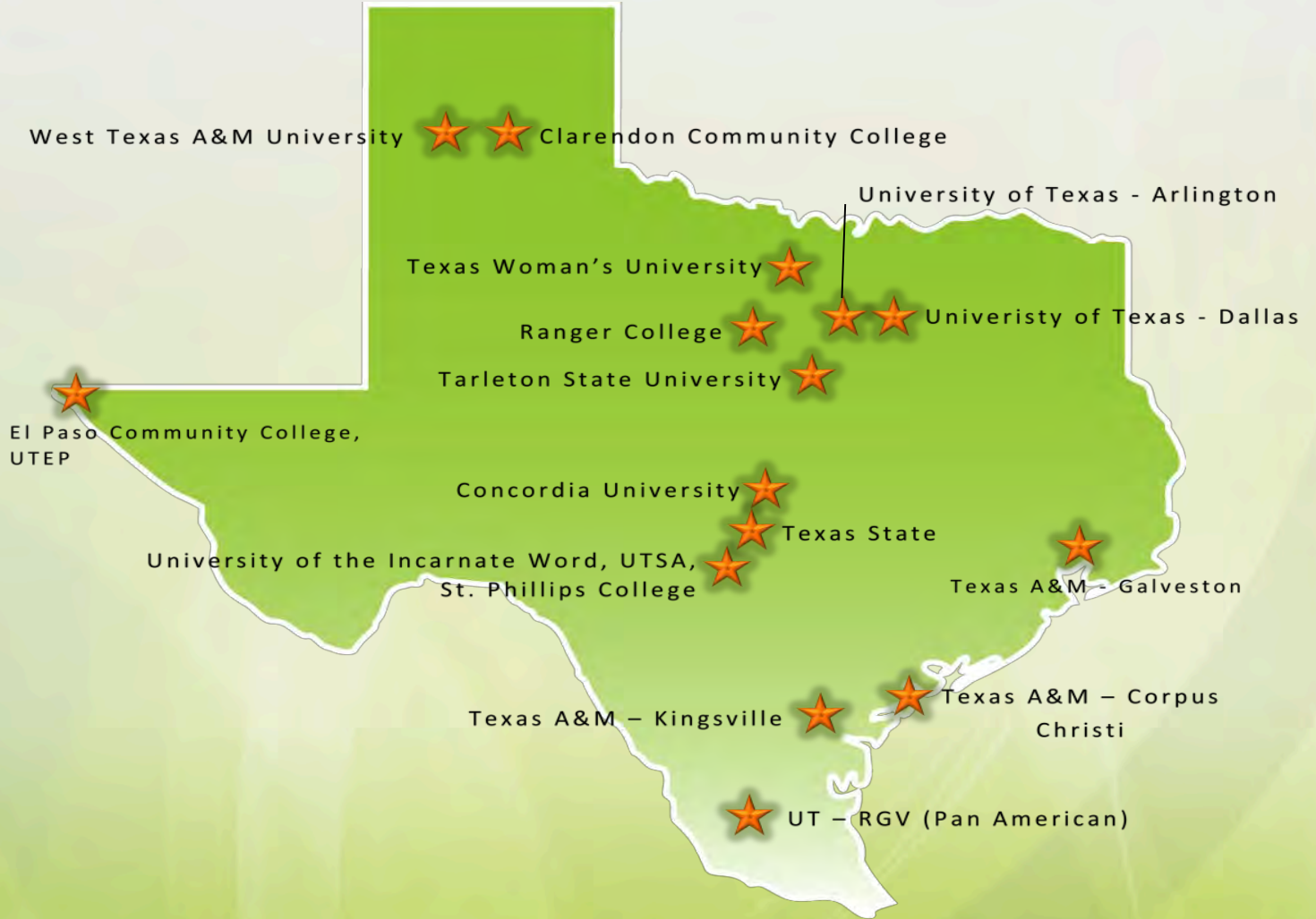
- 1,000+ high schools (over 750 in Texas)
- Approx. 1 million teens reached to date





# U in the Driver Seat Outreach

2016



★ denotes a currently active campus



- 3-step process
- Student team collects pre-data (templates and instructional video provided by TTI)
- Focus on deterring distracted driving (outreach)
- Team collects post-data
- TTI provides custom report to school
- Student team gets a \$100 gift card





## Seat Belt Use

	Pre-Counts	Post-Counts	Net Change
<b>Total # of Vehicles Observed</b>	<b>2,194</b>	<b>2,222</b>	<b>N/A</b>
<b>Drivers Wearing a Seat Belt</b>	<b>85.7%</b>	<b>92.8%</b>	<b>+ 7.1%</b>

\* 19 out of 21 schools participating saw improvement



# Distracted Driving

	Pre-Counts	Post-Counts	Net Change
<b>Total # of Vehicles Observed</b>	<b>1,253</b>	<b>1,351</b>	<b>N/A</b>
<b>Total % of Drivers Using a Device</b>	<b>17.3%</b>	<b>7.6%</b>	<b>- 9.7%</b>

\* 16 out of 18 schools participating saw improvement

## Multi-Year School Survey Data

- Schools with multi-year TDS deployment & “pre and post” surveys, 2007 to 2015





## SURVEY DATA (TX), 2007 TO 2015

Survey Question/Statistic	Percent Improvement
Percentage of Students Able to Cite 3 or More Top Risks	15.2 %
Driving "a lot" after 10 p.m. without anyone over 21 years old	18.2 %
Texting while driving "a lot"	31.8 %
Driving 10+ mph over the posted speed limit "a lot"	13.2 %
Drivers not wearing a seat belt "a lot"	33.9 %
Never drinking and driving	14.7 %

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

