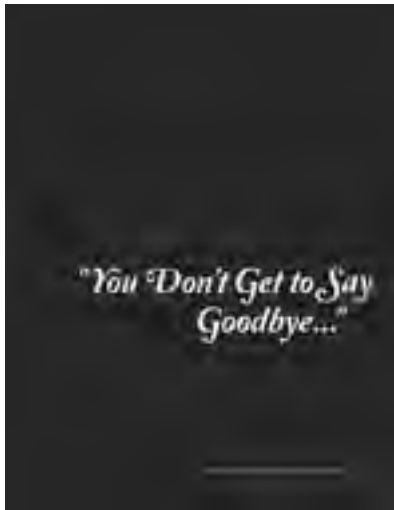




Utah Teen Driving Task Force Strategic Plan 2013-2018

**“A commitment to reduce
crashes and save the lives
of teens on Utah roads”**

**This plan is dedicated to all the teens
who have lost their lives on Utah roads.
We will never forget.**





Overview of the Utah Teen Driving Task Force

In 2006, traffic safety professionals from across Utah attended a national roundtable on teen driving sponsored by what was then known as the State and Territorial Injury Prevention Directors Association (now called the Safe States Alliance). The result of this meeting was the creation of the Utah Teen Driving Task Force in 2007, co-chaired by the Utah Department of Health and Utah Department of Public Safety.

Members of the Task Force represent a variety of local, state, and private agencies concerned about coordinating activities to improve the safety of teen drivers, passengers, and pedestrians.

The objectives of the Task Force are to:

- **Reduce the rate of motor vehicle crashes and deaths in Utah among teens ages 13-19.**
- **Bring together stakeholders with an interest in teen driving to ensure activities are coordinated throughout the state.**
- **Create an effective marketing campaign designed to reduce risky behaviors among teen drivers and passengers.**
- **Use storytelling to encourage safe driving behaviors.**
- **Develop, support, and advocate for effective teen driving policies.**
- **Support continued innovation in driver education materials.**



Southeastern Utah District Health Department



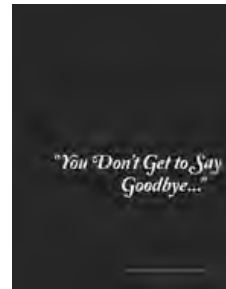
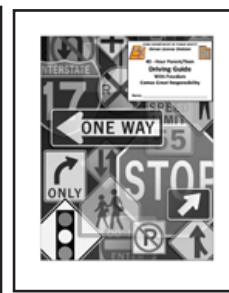
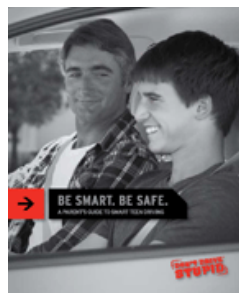


Accomplishments of the Utah Teen Driving Task Force

The Utah Teen Driving Task Force has been recognized by the National Highway Traffic Safety Administration (NHTSA), U.S. Centers for Disease Control and Prevention (CDC), Utah Public Health Association, Health Education Association of Utah, and the National Health Information Resource Center for its many successes.

Highlighted accomplishments include:

- **Rewrite of the Utah driver education curriculum.**
- **Distributing more than 5,000 Teen Memoriam booklets to driver education instructors, families, businesses, and local health departments.**
- **More than 60,000 Teen Memoriams downloaded since October 2008.**
- **Nearly 120,000 teens educated from 2007-2012 at approximately 1,200 events.**
- **Nearly 1,000 parents of new drivers attended a Parent Night program.**
- **Multiple press events held on teen driving.**
- **Creation of educational materials, posters, toolkits, and fact sheets.**
- **Funding local health departments to conduct teen driving activities.**
- **Yearly statewide art contest on safe driving in high schools.**
- **Creation of the Don't Drive Stupid website (www.DontDriveStupid.com).**





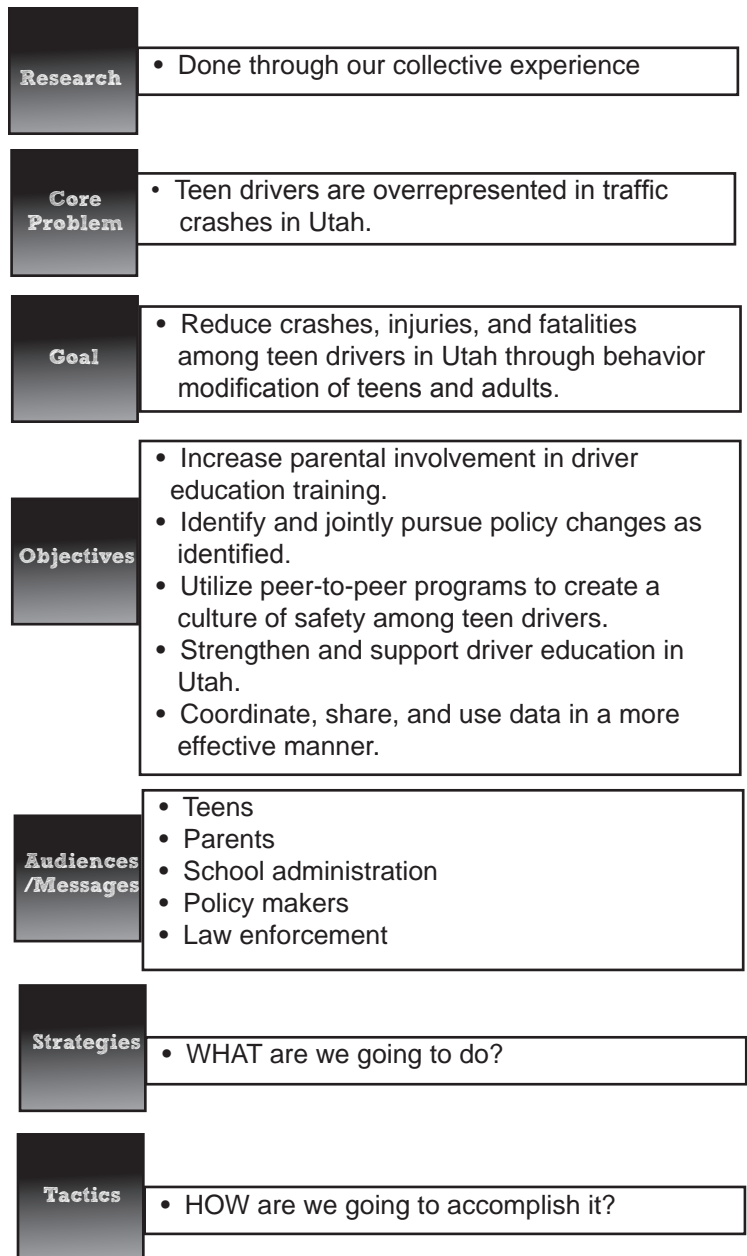
Overview of the Strategic Planning Process

The Utah Teen Driving Task Force developed its first strategic plan in 2013 after several months of discussion on how to better coordinate efforts among member agencies. All members of the Task Force were engaged in this process, which consisted of a series of strategic planning sessions including a World Café-style discussion. Rural members of the Task Force participated in the discussions via phone and email.

Audience research including focus groups and key informant interviews with driver education teachers and parents of teen drivers was conducted and reviewed prior to the strategic planning sessions.

Task Force members also reviewed participant survey data, mortality and injury data, and other best practice and evidence-based interventions, programs, and materials from reputable national organizations such as the CDC and NHTSA.

The Task Force used the strategic planning process described to the right. Five goal areas were selected. For each goal area, objectives, strategies, and tactics were developed. Task Force member organizations were assigned to each of the tactics to ensure ownership and to keep members engaged.





Acronyms of Utah Teen Driving Task Force Member Organizations Used in the Strategic Plan

- **Local health departments - LHDs**
- **Parent Teacher Association - PTA**
- **Primary Children's Hospital - PCH**
- **Utah Department of Health - UDOH**
- **Utah Department of Public Safety - DPS**
- **Utah Highway Safety Office - UHSO**
- **Utah Department of Transportation - UDOT**
- **Utah Driver License Division - DLD**
- **Utah Highway Patrol - UHP**
- **Utah Safety Council - USC**
- **Utah State Office of Education - USOE**
- **Zero Fatalities - PPBH**





Teen Driving in Utah

Motor vehicle traffic crashes¹ are a leading cause of injury death among Utah teens ages 15-17. Teenage drivers represented 8% of the licensed drivers in Utah in 2010, yet they were in nearly one-fourth (21%) of all crashes². Teens were 1.7 times³ more likely to be in a crash than drivers of other ages. In 2012, 28 teen drivers were involved in a fatal crash; a total of 29 people were killed in these crashes, including nine of the 28 teen drivers. In 2012, teen drivers were 1.3 times more likely to have a contributing factor in a fatal crash than drivers of other ages, such as⁴:

- **Speeding**
- **Failing to stay in the proper lane**
- **Overcorrecting**
- **Driving distracted (such as distracted by passengers, cell phones, and external distractions)**
- **Failing to yield the right of way**

The more occupants in the car the more likely a crash involved injury or death. In Utah, crashes where the teenage driven vehicle contained four or more passengers were 8.2 times⁵ more likely to be fatal than crashes involving teenage driven vehicles with fewer occupants. Nationally, the fatal crash rate for drivers ages 16-19, based on miles driven, is four times higher than for drivers ages 25-69⁶.

Effective strategies for reducing teen driver crashes and fatalities include comprehensive Graduated Driver Licensing (GDL) laws and parental involvement in driver education. GDL laws allow new drivers to learn driving skills over time and gain the experience needed to become safe drivers. Teens receive a "limited drivers license" and have certain driving restrictions such as no night-time driving, limitations on who can be in the vehicle with them, and the amount of supervised driving time they must have before getting a full license. National and international studies consistently show GDL laws to be effective in reducing crashes⁷.

Since Utah's GDL law was passed in 1999, there has been a 62% decrease in the rate of teens ages 15-17 killed in motor vehicle crashes. Prior to 1999, there was only a 31% decrease.

While Utah has a primary seat belt law⁸ for all children under the age of 19, the law is secondary for adults. This may in part impact the seat belt usage of both teen and adult drivers. Only 25% of the teens killed in 2011⁹ were wearing a seat belt. In comparison, 90% of the 18,380 teens who were in a crash in 2011 and survived were wearing a seat belt¹⁰. Teens have the lowest seatbelt use of any age group in Utah.

Teaching a teen to drive can be intimidating. However, research shows that involved parents who set rules and monitor their teen's driving behavior in a supportive way can cut their teen's crash risk in half. According to the Children's Hospital of Philadelphia, teens whose parents are involved in their driving and training are:

- **Twice as likely to wear seat belts.**
- **70% less likely to drink and drive.**
- **Half as likely to speed.**
- **30% less likely to talk on a cell phone while driving.**

Surveys, focus groups, and key informant interviews conducted by the Utah Department of Health with parents of teen drivers and driver education teachers also show strong support and need for parental involvement in driver education training.

- **Only 44% of Utah adults knew there were nighttime driving restrictions for teen drivers and 79% knew there were passenger restrictions. There is a gap however with the perception driver education teachers have about parent**



Teen Driving in Utah

knowledge; 70% of driver education teachers believe parents are somewhat knowledgeable about Utah's GDL laws.

- **67% of Utah adults strongly support or somewhat support mandatory classes on Utah's GDL laws for parents before their child can receive their driver license.**
- **Parents overwhelmingly supported having a parent education class to help them teach their children how to be safe drivers and learn Utah's GDL laws. Of those parents who participated in one of six focus groups, 94% said they would attend such a class and 98% wanted their teen driver to attend with them.**
- **87% of driver education teachers support a parent education class.**
- **60% of driver education teachers believe their students' parents were somewhat involved in their teen's driving education experience.**

Our goal is to reduce crashes, injuries and fatalities among teen drivers in Utah through behavior modification of teens and adults. Specifically, we aim to:

- **Decrease the crash rate of teens ages 16-19 5% from 101.2 per 1,000 licensed drivers in 2007-2010 to 96.1 per 1,000 licensed drivers in 2011-2014.**
- **Decrease the rate of motor vehicle traffic deaths among teens ages 13-19 10% from 10.2 deaths per 100,000 population in 2007-2010 to 9.2 deaths per 100,000 population in 2011-2014.**

¹ MV traffic includes five indicators: 1) MV traffic-occupant injured, 2) MV traffic-motorcyclist injured, 3) MV traffic-pedal cyclist injured, 4) MV traffic-pedestrian injured, and 5) MV traffic-other and unspecified.

² 2010 Utah Crash Summary Report

³ 2010 Utah Crash Summary Report

⁴ 2010 Utah Crash Summary Report

⁵ 2010 Utah Crash Summary Report

⁶ The Children's Hospital of Philadelphia Research Institute and State Farm Insurance Companies ®. 2011

⁷ <http://www.nhtsa.gov/people/injury/NewDriver/GDLReport/index.html>

⁸ <http://clickitutah.org/index.php>

⁹ <http://www.health.utah.gov/vipp/pdf/MotorVehicle/2010%20Teen%20Memoriam-WEB.pdf>

¹⁰ Utah Highway Safety Office

Several efforts are ongoing in Utah to increase the involvement of parents in driver education programs, which have the support of the Utah Teen Driving Taskforce, Utah State Office of Education, and several local school districts. Davis County School District implemented a policy in all eight of the district's public high schools mandating a parent night program for parents who have teens enrolled in driver education. The parent night programs are being implemented by the Zero Fatalities program and local health departments across the state and have been enormously successful.



Data

BACKGROUND: Our goals and funding sources require us to make data-driven decisions and use data to evaluate and direct our programs. Utah is fortunate to have numerous data sources to provide insight into teen driving issues. Coordinated use of these data sources will result in more effective programs and activities and a unified front among Task Force members' agencies.

OBJECTIVE: By 2018, coordinate, share, and use data in a more effective manner with at least three agencies serving on the Utah Teen Driving Task Force.

<p>Strategy 1: Coordinate data to present a unified front to outside stakeholders.</p>	<p>Tactic: Identify existing data systems that have pertinent data for teen driving issues. (UDOH, DPS, UDOT, DLD, USOE)</p> <p>Tactic: Identify gaps in available data and possible solutions. (UDOH, DPS, UDOT, DLD)</p> <p>Tactic: Determine definitions for key data terms and reach consensus with Task Force about using them (e.g., fatalities, roadway type, etc.). (UDOH, DPS, UHSO, UDOT)</p>
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<p>Strategy 2: Leverage data to advocate/inform/educate/support Task Force efforts.</p>	<p>Tactic: Reach consensus with Task Force members about what data to release to the public, media, and policymakers. (UDOH, UDOT, DPS, UHSO)</p> <p>Tactic: Develop marketing materials to promote data (e.g., fact sheets, memorial books, etc.). (UDOH, UDOT, DPS, Zero Fatalities, UHSO)</p> <p>Tactic: Match data to messages Task Force members are promoting. (UDOH, UDOT, DPS, Zero Fatalities, UHSO)</p> <p>Tactic: Identify existing or needed data to address "harder" behavior change areas. (UDOH, UDOT, DPS)</p>
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<p>Strategy 3: Use data as an evaluation tool to inform future efforts.</p>	<p>Tactic: Track "collective" impact. (All)</p> <p>Tactic: Identify 3-4 priority initiatives and ensure needed data is collected for evaluation purposes. (All)</p> <p>Tactic: Coordinate data collection for teen seat belt use among Utah's 12 local health departments, UDOH, Zero Fatalities, and Highway Patrol. (LHDs, UDOH, Zero Fatalities, UHP)</p> <p>Tactic: Determine baseline and target measures for each of the goals and objectives of the Teen Driving Task Force Strategic Plan. (UDOH, UHSO, UDOT)</p>
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Parent Involvement

BACKGROUND: Research shows that parents play a critical role in helping teens survive their most dangerous driving years (Governors Highway Safety Administration). Involved parents, who set high expectations as well as nurture their young drivers, are more likely to have children who drive safely than permissive or uninvolved parents (Childrens Hospital of Philadelphia, 2009). To strengthen Utah's teen driving safety program, Parents must be educated about the critical role they play in their children's safety.

OBJECTIVES:

- By 2018, increase parents' knowledge of graduated driver license program elements such as nighttime driving restrictions (from 44% to 55%) and passenger restrictions (from 79% to 85%). (Data source of baseline measures: UDOH telephone survey of Utah adults conducted in 2012)
- By 2018, increase the percentage of Utah adults who support a requirement for parents of teens to take an educational class before their child can receive a driver license from 67% to 75%. (Data source of baseline measures: UDOH telephone survey of Utah adults conducted in 2012)
- By 2018, increase from 60% to 70% the percentage of driver education teachers who believe their students' parents were somewhat involved in their teen's driving education experience. (Data source of baseline measures: UDOH key informant interviews conducted

**Strategy 1:
Increase
the number
of schools
and school
districts
that require
mandatory
parent
nights as
part of
their driver
education
program.**

Tactic: Develop marketing materials (e.g., fact sheet, website, 1:1 presentations, letter for parents) to promote the parent night program to school officials. (USOE, Zero Fatalities)

Tactic: Educate school officials about the parent night program. (USOE, Zero Fatalities, LHDs)

Tactic: Develop a plan to coordinate implementation of the parent night program with Utah's 12 local health departments. (Zero Fatalities, UDOH, LHDs)

Tactic: Develop a mechanism to track the number of parent nights taught, number of participants, and pre/post survey results across the state and ensure the results are reported annually to Task Force members and other stakeholders. (Zero Fatalities, UDOH, LHDs)

Tactic: Increase the number of presenters for the parent night program, with a focus on rural areas. (Zero Fatalities, LHDs, UHP, UDOH, UHSO)



Parent Involvement

Strategy 2: Create a media campaign about graduated driver licensing (GDL) for parents of teen drivers.

Tactic: The Utah Department of Health will enter into a contract with the Utah Department of Transportation and PPBH to develop the media campaign. (UDOH, Zero Fatalities, PCH)

Tactic: Determine the messages of the campaign. (UDOH, Zero Fatalities, PCH)

Tactic: Determine effective venues for educating parents about teen driving (e.g., worksites, faith-based groups, online, social media, etc.). (UDOH, Zero Fatalities, PCH, DPS)

Tactic: Build evaluation measures into the campaign and revise messaging as data suggest. (UDOH, Zero Fatalities, PCH)

Tactic: Cross-promote campaign elements and materials among Task Force members. (All)

Tactic: Develop an online parent education program that addresses Utah's GDL laws for parents living in rural areas or who are otherwise unable to attend a parent night program in person. Work with the Utah Education Network to create and disseminate the program. (USOE, UDOH, Zero Fatalities, UHSO, DLD)

Strategy 3: Ensure interventions, programs, and activities are evidence- based and focus on Utah's GDL.

Tactic: Conduct a literature review of evidence-based and best practices of parent education programs and share results with Task Force members. (UDOH, UHSO)

Tactic: Ensure the parent night program addresses each of key concepts in the GHSA "Promoting Parent Involvement in Teen Driving: An in-depth look at the importance and the initiatives." If lacking, revise the parent night program as needed. (Zero Fatalities)

Tactic: Require sub-awardees to utilize evidence-based and best practice strategies. (UDOH, UHSO)



Peer-to-Peer Programs

BACKGROUND: Research published in the last two decades has shown definitively that peer programs can have statistically significant effects on attitudes, norms, knowledge, behaviors, and health and achievement outcomes. Peer work can make a valuable and useful contribution to efforts to improve youth health, success, and well-being. As part of a comprehensive approach to addressing teen driving issues, we will support peer-to-peer programs that have valid evaluation measures.

OBJECTIVE: By 2018, utilize peer-to-peer programs to create a culture of safety among teen drivers and ensure that 75% of interventions, programs, and activities are evidence-based and focus on Utah's Graduated Driver Licensing (GDL) components.

**Strategy 1:
Include
teens' voices
in statewide
discussions
about teen
driving.**

Tactic: Determine feasibility of forming a teen driving council comprised of teens to advise teen driving activities, programs, messaging, and interventions. If not feasible, determine other ways to gather feedback from teens such as the Governor's Youth Council. (PTA, Zero Fatalities, LHDs, UHSO)

Tactic: Conduct audience research to ensure messaging is well received, engaging, understood, motivating, and culturally appropriate for teens. (PTA, Zero Fatalities, LHDs, UHSO, UDOH)

Tactic: Translate materials and programs into Spanish (and other appropriate languages or reading levels) to ensure teens and families have access to them. (USOE, UHSO)

Tactic: Provide guidance, resources, and platforms for teens to share positive messages about behavior change regarding driving. (PTA, Zero Fatalities, UHSO, LHDs)

Tactic: Recruit new PTA representative. (UHSO)

Tactic: Advocate for teen driving to be a priority issue for the PTA Safety Commissioner's Office. (All)



Peer-to-Peer Programs

**Strategy 2:
Ensure that
peer to peer
programs
include
valid
measures to
demonstrate
success.**

Tactic: Increase the number of schools participating in the Don't Drive Stupid program. (Zero Fatalities, LHDs, UHP)

Tactic: Identify key stakeholders who can perform evaluation of peer-to-peer programs. (UHSO, Zero Fatalities)

Tactic: Coordinate implementation and administration of peer-to-peer programs among key stakeholders that can perform evaluations. (UHP, UHSO, Zero Fatalities, LHDs)

Tactic: Promote the Alive at 25 program as an effective, evidence-based program. (USC, LHDs, UHP)

Tactic: Encourage law enforcement to participate in the Adopt a High School Program. (UHP, UHSO)

Tactic: Coordinate peer-to-peer education efforts with Task Force members and with parent education programs. (All)

Tactic: Continue publication of the Teen Memoriam and disseminate to driver education instructors, families, and key decision makers. (UDOH, Zero Fatalities, DPS)

Tactic: Evaluate the impact of the Teen Memoriam on students' intended driving behaviors and attitudes. (UDOH)



Driver Education

BACKGROUND: Utah requires all drivers age 18 and under to complete a driver education course before they can be licensed. The majority of Utah teen drivers (approximately 26,000 teens each year) complete their driver education requirement via a driver education program in a public high school. This presents a key time to influence the driving behaviors of teens.

OBJECTIVES:

- By 2018, increase the percentage of driver education teachers who are using the Utah State Office of Education Core Standards for Driver Education to 75%.
- By 2018, identify five champion driver education teachers or district administrators willing to advocate for driver education policies and best practices.

**Strategy 1:
Provide
evidence-
based
resources
to driver
education
instructors.**

Tactic: Identify the resources driver education instructors need and want. (USOE, Zero Fatalities)

Tactic: Identify effective ways to reach driver education teachers through professional training, communication channels, etc. (USOE, Zero Fatalities)

Tactic: Develop new materials or adapt existing materials based on teacher feedback. (USOE, Zero Fatalities)

Tactic: Evaluate reach and use of resources provided and improve as necessary. (USOE, Zero Fatalities)

Tactic: Integrate teen driving programs and data supported by the Task Force into driver education instructor endorsement trainings. (All)

Tactic: Provide assistance to the USOE in planning the annual UDTSEA conference each spring. (USOE)

Tactic: Determine if the Prevention Dimensions program may be amended to include teen driving. (USOE)

Tactic: Support USOE with professional curriculum development training opportunities. (USOE)



Driver Education

Strategy 2:
Elevate
the status
of driver
education as
an integral
subject.

Tactic: Continue to work with USOE to evaluate and update the Utah Core Standards for driver education to meet national recommendations and best practices. (USOE)

Tactic: Identify champion driver education instructors to advocate for instructor training, engagement of parents in classes, etc. (Zero Fatalities, USOE, LHDs)

Strategy 3:
Expand the
philosophical
scope of
driver
education.

Tactic: Educate parents, teachers, and administrators about parents' role in driver education. (All)

Tactic: Integrate parent education into driver education throughout the state. (All)



Policy

BACKGROUND: Utah has a graduated driver licensing program, and, since its implementation in 1999, the rate of teens ages 15-17 killed in motor vehicle crashes has decreased 62%. Even more lives could be saved if Utah's GDL was strengthened to include all of the elements recommended by the National Highway Traffic Safety Administration.

OBJECTIVES:

- By 2018, increase the number of schools and school districts that require mandatory parent nights as part of their driver education program from 0 to 10.
- By 2018, educate at least 25 key stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.

**Strategy 1:
Support the
requirement
of parental
involvement
in driver
education.**

Tactic: Conduct a policy scan to determine mandatory parent education laws for driver education programs in other states and review for requirements, implementation, content, etc. (UDOH, UHSO, DLD)

Tactic: Compare the existing parent night program and USOE core standards to results of the policy scan. (USOE, Zero Fatalities)

Tactic: Educate parents, teachers, administrators, law enforcement, and other key stakeholders about the benefits of parental involvement in teen driving (e.g., fact sheets, website, 1:1 meetings, letters, media coverage, etc.). (All)

Tactic: Work with key decision makers at schools and school districts to encourage policies mandating the parent night program. (LHDs, Zero Fatalities, USOE)

Tactic: Determine the feasibility of making a Board of Education rule, administrative rule, or legislation mandating parental involvement in driver education. (USOE)

Tactic: Utilize existing programs to demonstrate best practices. Seek help from researchers to evaluate the parent night program to ensure it meets evidence-based program criteria. (All)

Tactic: Gather data and information that can demonstrate the effectiveness of parental involvement and share with key decision makers. (All)



Policy

Strategy 2: Encourage policy making at all levels.

Tactic: Educate parents, teachers, school administrators, local health departments, and other stakeholders about opportunities to implement micro-policies (e.g., mandating parent nights, seat belt policies, family policies, etc.). (LHDs, Zero Fatalities)

Tactic: Work with insurance companies to incentivise good driving behaviors for teen drivers, similar to “good grades” incentives. (UHSO, USC)

Tactic: Work with the Driver License Division to include a Parent-Teen Driving Contract as part of the licensing process. (DLD, UDOH, DPS, Zero Fatalities)

Tactic: Conduct a policy scan of existing teen driving-related legislation in Utah (e.g., seat belts, GDL, cellphone/texting, alcohol/drugs, etc.) to understand critical components of each law. Disseminate results to Task Force members, parents, driver education teachers, law enforcement, and policymakers. (UDOH, DLD)

Tactic: Work with media agencies to provide public education about existing traffic safety laws in Utah. (All)

Tactic: Maintain communication loop with the Coalition for Utah Traffic Safety (CUTS). (UHSO, UDOH, USC)

Tactic: Determine policies regarding signage about traffic safety laws on roadways and the impact these policies could have on public education and awareness. (UDOT)

Strategy 3: Educate stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.

Tactic: Train law enforcement on Utah's GDL components to increase enforcement. (DPS, UHSO, UHP, USC)

Tactic: Utilizing results of the policy scans, compare Utah's GDL components to national standards to determine gaps. (UHSO, UDOH, UDOT, DLD)

Tactic: Educate key stakeholders about the life-saving potential of national GDL standards Utah could implement, as well as the current impact of Utah's existing GDL program. (UDOH, UHSO, DLD, UDOT, Zero Fatalities, UHP)

Tactic: Advocate for national standards regarding traffic safety laws to be implemented in Utah. (All)

