

Teen Traffic Safety Activities

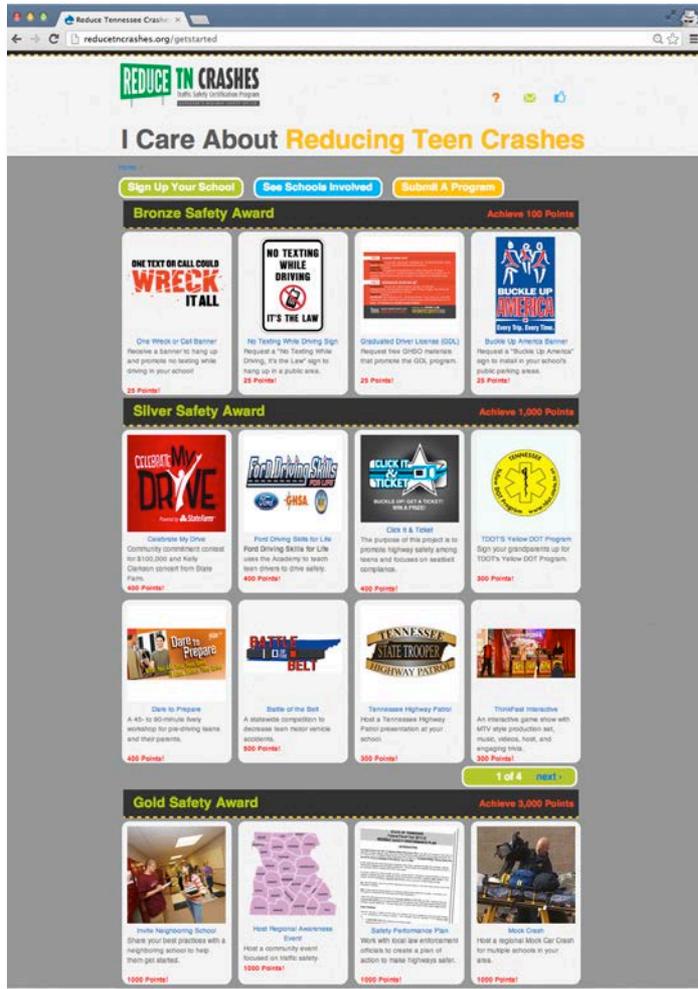


Reduce TN Crashes

The screenshot shows the homepage of the 'Reduce TN Crashes' website. At the top, there's a navigation bar with the site's name and a search bar. Below that, a main heading reads 'I Care About Reducing Teen Crashes' with a subtext: 'Select your county on the map below to see how your county ranks in teen crashes.' A map of Tennessee is displayed, with counties shaded in various colors (orange, yellow, green) to represent different crash rates. A legend indicates 'Teen Crash Rate Rankings (2012)' with a scale from 80-91 to 25-7. Below the map, there are three steps: 'STEP 1 Sign Up Your School', 'STEP 2 See Activities', and 'STEP 3 Get Your Points'. Each step has a brief description of what to do. To the right of the steps, there's a 'Join the Map' section with a smaller map and a 'Did You Know?' section with statistics and tips. At the bottom, there are logos for the Governor's Highway Safety Office, NHISA, and other partners.

- Traffic safety awards program that facilitates and rewards schools for conducting awareness activities.
- Educational tool that provides regional crash data and statistics.
- Targets all public and private high schools in the state.

Reduce TN Crashes



- Website URL is <http://www.ReduceTNCrashes.org>
- Acts as a portal to all teen traffic safety activities that are available within Tennessee.
- Also meant to be a marketing tool/resource for affiliated partners.

Reduce TN Crashes

GOVERNOR'S HIGHWAY SAFETY OFFICE

REDUCE TN CRASHES

Traffic Safety Certification Program

Tennessee High School Traffic Safety Award Program
FOCUSING ON REDUCING TEEN CRASHES

Why Should Scott County Schools Sign Up?

Scott County has the 93rd worst teen crash rate in Tennessee – that's 89 crashes!

COUNTIES SIGNED UP SCHOOLS SIGNED UP NOT SIGNED UP

I Care About Reducing Teen Crashes in SCOTT COUNTY TN

Three Easy Steps to Reduce Crashes in Scott County Tennessee.

- 1 REGISTER**
Take the first step in reducing teen crashes by registering your school in a CHSO Traffic Safety Awards program.
[Learn More](#)
- 2 ACTIVITIES**
Coordinate and complete awareness activities to earn Safety Awards for your school.
[Learn More](#)
- 3 POINTS**
Submit your school's activities to be awarded points toward each Safety Award.
[Learn More](#)

A Crash Reduction Campaign Following NHTSA Best Practices Known To Reduce Crashes

GOVERNOR'S HIGHWAY SAFETY OFFICE
helping you **ARRIVE**

TN TRAFFIC SAFETY CLICK IT ON BOOSTING UP

This email was sent to
To ensure that you continue receiving our emails, please add us to your address book or safe list.
[manage](#) your preferences / [opt out](#) using TrueRemover®
Got this as a forward? [Sign up](#) to receive our future emails.

- Used the best practices of marketing to develop a consistent brand for the program.
- Have received inter-departmental support from Dept. of Health and the Dept. of Education, among other partners.

Reduce TN Crashes



- Developed a statewide network across 21 counties.
- Have 45 schools actively participating.
- Distributed over 35,000 pieces of print material through the program.

Reduce TN Crashes

- Portions of the program are fully-funded to allow schools to get involved immediately.
- Other activities offer tangible rewards such as grants and scholarships.



ThinkFast



- Combines teen driver safety facts and trivia with a MTV style game show. Includes:
 - Music
 - Videos
 - Game show host
 - Interactive (wireless) remote controls

ThinkFast



- Allows participation by the entire audience.
- Keeps the attention of a large group while conveying educational information.

Click It & Ticket



The graphic features a dark blue background with a pattern of small white dots. At the top, a black seatbelt buckle is shown with the text 'CLICK IT & TICKET' in white. The buckle has a yellow square with a white ampersand. In the top left corner, there is a circular logo for the Governor's Highway Safety Office and the text 'BUCKLE UP. GET A TICKET. WIN A PRIZE!'. In the center, a yellow button with a black border contains the text 'CLICK HERE TO BEGIN YOUR EVENT'. Below the button, the text 'REWARDING STUDENTS WHO ARRIVE AT SCHOOL WEARING THEIR SEATBELTS' is displayed in white and yellow. At the bottom, there is contact information for Mia Vickers and the CIAT Project Director, along with logos for the Governor's Highway Safety Office and State Farm.

GOVERNOR'S HIGHWAY SAFETY OFFICE

BUCKLE UP. GET A TICKET. WIN A PRIZE!

CLICK IT & TICKET

CLICK HERE
TO BEGIN YOUR EVENT

REWARDING
STUDENTS WHO ARRIVE
AT SCHOOL WEARING THEIR
SEATBELTS

★ Event Contact: Mia Vickers • CIAT Project Director • 1.615.741.2589 ★

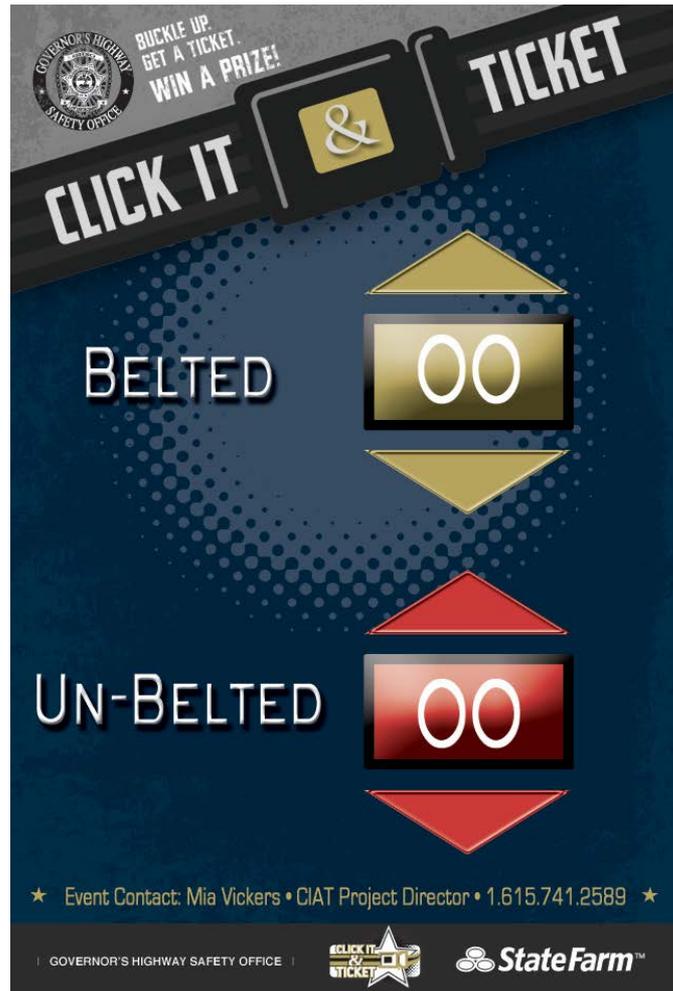
GOVERNOR'S HIGHWAY SAFETY OFFICE

CLICK IT & TICKET

State Farm™

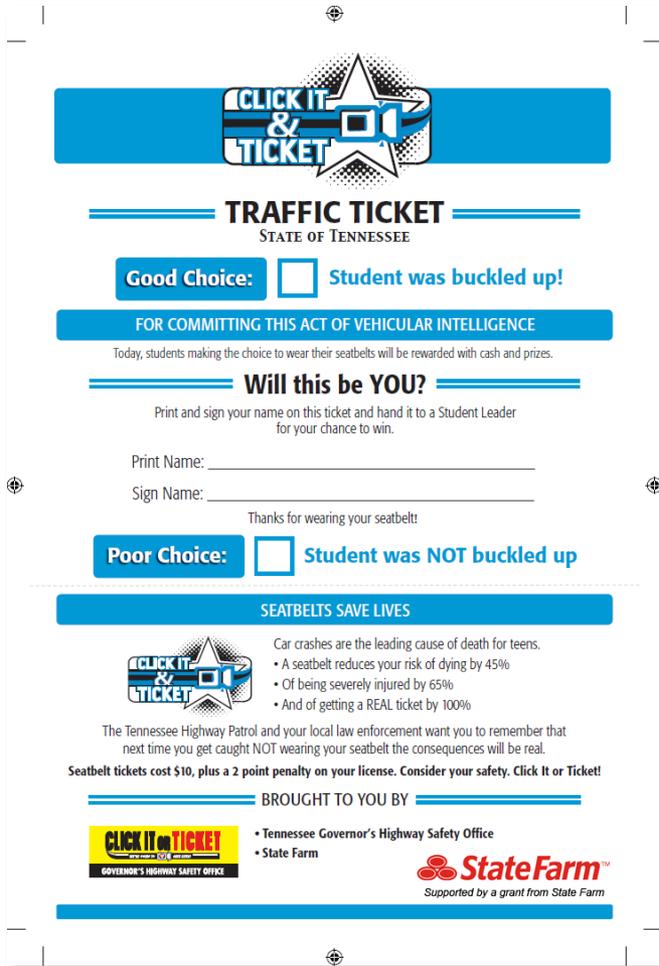
- Promotes leadership development and ownership of highway safety issues.
 - Peer driven.
- Utilizes emerging technologies that students are familiar with.
 - Digital app for smartphones.

Click It & Ticket



- CIAT app is a tool that allows students to count the number of people in a car who are belted and un-belted.
- Downloadable in the iTunes store for iPhones and in Google Play app store for Androids.

Click It AND Ticket



CLICK IT & TICKET

TRAFFIC TICKET
STATE OF TENNESSEE

Good Choice: Student was buckled up!

FOR COMMITTING THIS ACT OF VEHICULAR INTELLIGENCE

Today, students making the choice to wear their seatbelts will be rewarded with cash and prizes.

Will this be YOU?

Print and sign your name on this ticket and hand it to a Student Leader for your chance to win.

Print Name: _____
Sign Name: _____

Thanks for wearing your seatbelt!

Poor Choice: Student was NOT buckled up

SEATBELTS SAVE LIVES

CLICK IT & TICKET

Car crashes are the leading cause of death for teens.

- A seatbelt reduces your risk of dying by 45%
- Of being severely injured by 65%
- And of getting a REAL ticket by 100%

The Tennessee Highway Patrol and your local law enforcement want you to remember that next time you get caught NOT wearing your seatbelt the consequences will be real.

Seatbelt tickets cost \$10, plus a 2 point penalty on your license. Consider your safety. Click It or Ticket!

BROUGHT TO YOU BY

CLICK IT or TICKET
GOVERNOR'S HIGHWAY SAFETY OFFICE

- Tennessee Governor's Highway Safety Office
- State Farm

State Farm
Supported by a grant from State Farm

- Involves conducting seat belt checkpoints at high schools.
 - Geared toward delivering citations of GOOD behavior.
 - Cash prizes.
- Also includes a school-wide traffic safety awareness event.

Graduated Driver License (GDL) Program



- DON'T DRINK & DRIVE**
27 people die each day in alcohol-impaired driving crashes.
- BELT UP**
In 2010, the use of seat belts in passenger vehicles saved 12,546 lives.
- DON'T TEXT & DRIVE**
Distracted-driving crashes kill 8 people every day.
- SLOW DOWN IN WORK ZONES**
Work-zone crashes kill a teenager every 3 days.

WHEN PARENTS KNOW THEIR STATE'S GDL LAWS, THEY CAN HELP ENFORCE THE LAWS AND, IN EFFECT, HELP KEEP THEIR TEEN DRIVERS SAFE.

helping you **ARRIVE**
TNTRAFFICSAFETY.ORG

Teen Risk Factors At-A-Glance



Wallet-size GDL cards

Level 1
Learner Permit (PD);
Age 15

Level 2
Intermediate
Restricted (IR); Age
16

Level 3
Intermediate
Unrestricted (IU);
Age 17

Level 4
Regular Class D
Driver License; Age
18

Graduated Driver License (GDL) Program



ARRIVE

TEEN RISK FACTORS

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SOURCES: NHTSA 2010, TN DL MANUAL

WHEN PARENTS KNOW THEIR STATE'S GDL LAWS, THEY CAN HELP ENFORCE THE LAWS AND, IN EFFECT, HELP KEEP THEIR TEEN DRIVERS SAFE.

helping you **ARRIVE**
TNTODRIVESAFETY.ORG

- Almost 13,000 GDL rack cards have been distributed via the Reduce TN Crashes program.
- Available to order and download online.

Teen Risk Factors At-A-Glance

Blake McMeans



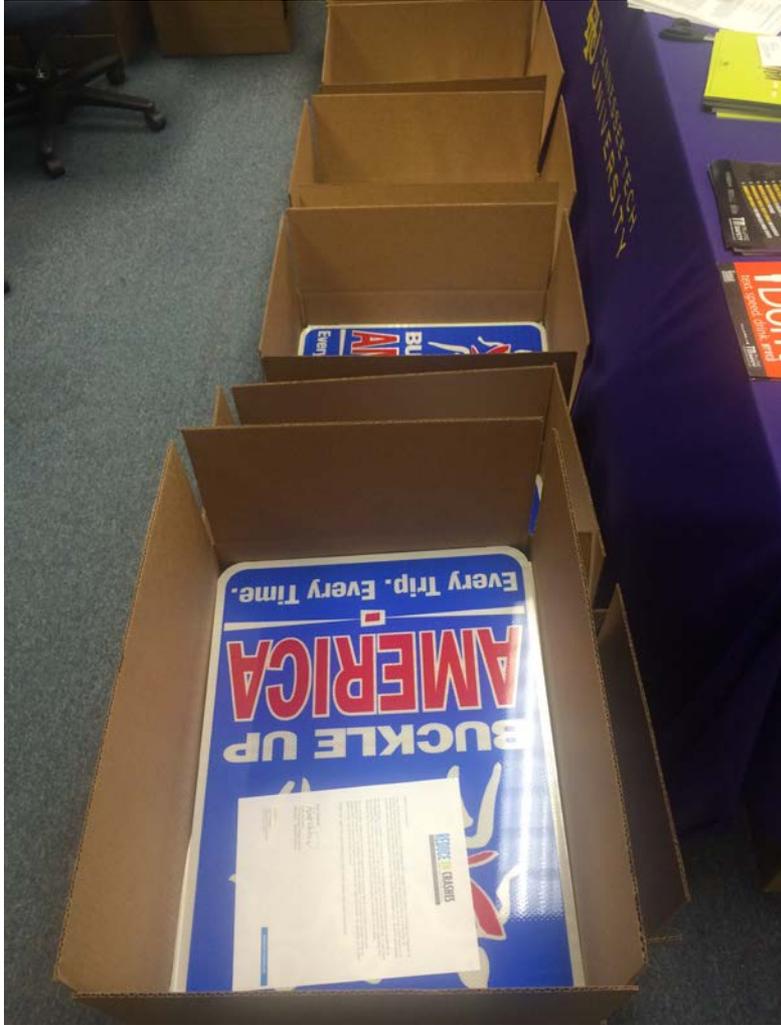
- Real life example of a tragic driving incident.
- Teens learn of the losses associated with impaired driving.
- Encourages schools to host a presentation by Blake McMeans, or by a well-known local survivor of an impaired/distracted driving incident.

Products and Resources

The screenshot displays the Tennessee Traffic Safety website. At the top, the logo for TN TRAFFIC SAFETY is visible, along with the tagline "helping you ARRIVE". A search bar is located in the top right corner. The main content area features a prominent "SAFE Campaign Participation Statement" with a deadline of February 1st and a "LEARN MORE" button. To the right, there is a circular graphic for the "Tennessee 2012 LAW ENFORCEMENT CHALLENGE" with the text "LAW ENFORCEMENT CHALLENGE AND SAFE CAMPAIGN ARE NOW OPEN!". Below this, a navigation menu includes "INNOVATIVE & EDUCATIONAL PROGRAMS", "COMMUNITY LEADERSHIP & INVOLVEMENT", and "LAW ENFORCEMENT & TRAINING". The "PROGRAMS" section lists items such as Child Passenger Safety, Teen Driver Education, Senior Driver Safety, Motorcycle Safety, and Bicycle & Pedestrian Safety. The "INVOLVEMENT" section lists Media Center, State Laws & Prosecutor Info, Products & Resources, Data & Statistics, News & Events, and Saved by the Bell. The "TRAINING" section lists Training Courses, Drug Recognition Expert Program, Campaigns & Reporting, Law Enforcement Challenge, L&L Program, and TITAN. A "TN ROADWAY FATALITIES" section shows "Year-to-date 2014: 14" and "YTD 2013: 37". A "Data & Statistics" section includes a map of Tennessee. The footer contains contact information for the Nashville Center, social media links, and logos for partners like NHTSA and GHS.

- TN Governor’s Highway Safety Office website is available via the link <http://www.tntrafficsafety.org>
- The “Products and Resources” link has a Teen Driver section with resources available to print/download.

Products and Resources



- Reduce TN Crashes provides metal street signs and vinyl banners to participating schools.
 - Buckle Up America
 - Don't Text and Drive
 - One Text or Call Could Wreck It All
- Highly reflective, regulation size street signs are funded by public and private partnerships.

Contacts

Mia Vickers

Deputy Director, GHSO

Mia.Vickers@tn.gov

1 (615) 741-2859

TN Traffic Safety Hotline

www.tntrafficsafety.org

1-800-992-3587

Buddy Lewis

McGruff Crime Prevention Dog

BLewis@cadcat.org

1 (615) 227-5250

Julie Brewer/Callie Bird

Ollie Otter Program

www.seatbeltvolunteer.org

1 (931) 372-6383

Kate Nicewicz

Reduce TN Crashes Program

www.reduceTNcrashes.org

knicewicz@tntech.edu

1 (931) 372-6334

QUESTIONS?