

Strategies for Life:

**Providing Youth with Lifesaving
Road Safety Information**

Or

It May Take a Village to Raise a Child but ...
**It Takes the Whole Community
to Save Teen Drivers!**



Stay in the Picture!
Teens Learn to Drive
Sweet Life Road Show
Presented by CAA
Totally Creative...
TotalCreative.ca

Anne Marie Hayes



TeensLearntoDrive.com



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DRIVE SOBER.
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Problem:

Teens are dying & being injured in preventable crashes.

Key Factors

- Teens:
 - Lack awareness of risks
 - Inexperienced
 - Tend to act impulsively
- Parents:
 - Underestimate the danger
 - Underestimate their role or
 - Don't know what to do



Traditional Solutions

- Driver's Ed
 - Taken by less than 50%
 - Quality varies
 - Student engagement varies
- Youth Safety Groups
 - rural, issue-related, don't reach everyone
 - Not 'cool'
- Safety Presentations
 - Tend to focus on a specific issue



'Sweet Life' Solution

The key is education:

- Teens
 - Provide 1 full day of free high quality driver education to every student
- Parents
 - Provide a free 1-hour interactive presentation and tools



Background

- Piloted in 4 Mississauga high schools in Oct. 2013 (2 public, 2 Catholic)
- All 4 schools:
 - Annual program
 - Recommended to Board
- By end of June:
 - 11 teen events
 - 7 parent events



The *Sweet Life* Road Show

- 2 Events in high schools
 - Teens
 - Parents
- Community Events
 - **CAA**
 - **Ministry of Transportation**
 - Police
 - EMS/ Fire
 - Public Health/Medical
 - Ontario Trucking Association
 - Private Corporations and Partners
 - An army of dedicated volunteers

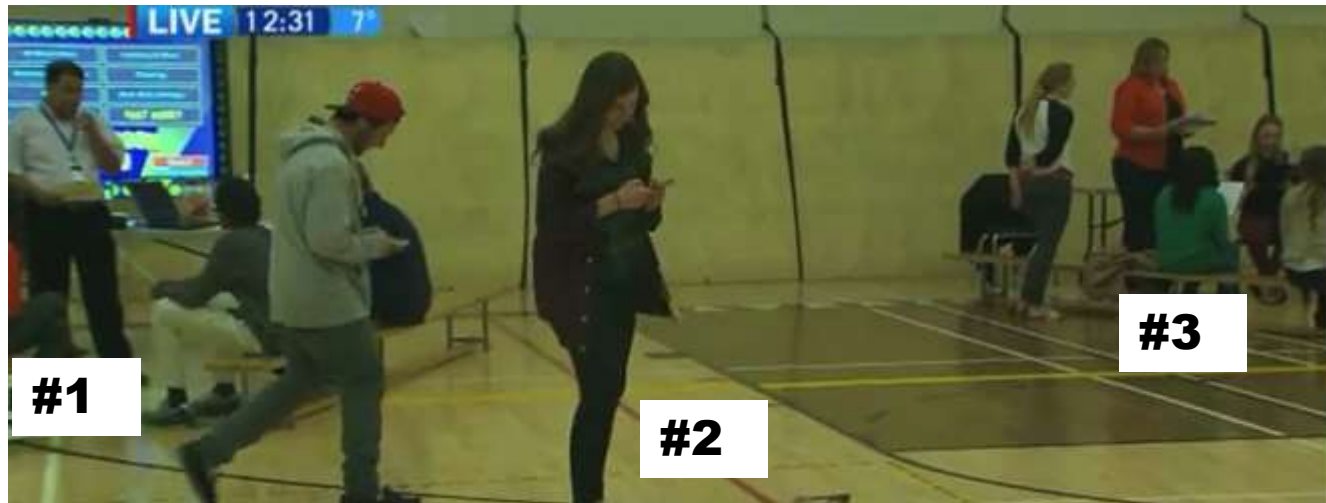


The Teen Event

- Grade 10 or 11
- Full Day
- 2 Parts:
 - The Strategy Stations
 - Taking Action on Distraction



Overview of the Strategy Stations



- Top 10 risks
- Raise awareness
- Help them discover protective strategies
- Non-typical messages
- Fun, engaging & high-energy



1. Sharing the Road with Trucks



2. Dealing with Emergencies



3. Seatbelts and Airbags



4. GDL and Speeding



5. Drugged Driving



6. Passengers Speak Up!



7. Drowsy Driving



8. Distracted Driving



9. Impaired – Alcohol



10. Pedestrian Visibility



Taking Action on Distraction (2.5 hr.)

- “Drive for Life”
- Interactive – video clips, games, tablet simulators
- Science-based
- How the brain works
- Make better driving decisions
- Protect against the distracted driver





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TEENS
LEARN to
DRIVE

What students say -

- 100% students recommend it!
- Here's what else they said:
 - “Thanks. We need this stuff! 😊”
– *Student, Iona Catholic Secondary School*
 - “Every student should get this.”
– *Student, Lorne Park Secondary School*
 - “I never would learn this anywhere else.”
– *Student, Rick Hansen Secondary School*



Staff Feedback:

- “We have never had such positive feedback from an event! Can we bring you back for the rest of the student body?”
 - *Principal, Iona Catholic Secondary School*
- “Thank you! Thank you! Thank you!”
 - *Teacher and former insurance adjustor*
- “The information that the Grade 11 students received was so important to their safety and well-being and the feedback from the school community has been overwhelmingly positive.”
 - *Principal, Lorne Park Secondary School*
- “Phenomenal success!”
 - *Principal, Rick Hansen Secondary School*



The Parent Event

“Parents are the Key”



Parents are the Key (60 min)

- Expels the myths about teen driving
- Helps parents understand their crucial role in keeping their teen drivers safe
 - coach
 - protect
 - monitor
- Interactive
- Video clips
- Evening session



“This was a wake-up call! I would spend \$300 on a hockey stick without thinking about it, but we were looking for the cheapest driving school? Crazy! Thank you.”

Dad at recent SLRS Parent Event



Word is Spreading ...

- Parents are reaching out to the community
- Parents are contacting:
 - Other parents
 - Other schools
- Great media!
 - TV
 - Print
 - Online



About Our Drive for Life Partners



Why choose this program?

- Most traditional driver training programs focus on vehicle control.
- The root cause of over 80% of collisions is *poor decision making*.
- *drive for life* creates safer drivers by focusing on improving decision-making.

Hands-on

- 📱 Samsung 10 inch Tablet
- 📱 10 trainees per session – any location/any time
- 📱 Promotes team interaction
- 📱 Leverages strengths of gaming – but modified for a non-gaming trainee



Insurance Company Controlled Test

Test conducted by a major global insurance company:

- Strong financial results in controlled test
- Training investment paid out quickly
- Implemented a 3 year discount program - 15% in Year 1 - based upon their audit of results

	Historical Levels	Post DFL Training	Control Group Untrained
# drivers	100	100	100
Collision Frequency %	10.7%	7.4%	12.2%
Cost per Collision ex deductible	9.4	5.5	8.0
Total Collision Costs-Annual	\$100,580	\$40,700	\$97,600
Collision Cost Saving versus Historical		\$59,880	\$2,980

***only reflects insurance related costs **reflects total collision costs (i.e. lost productivity)**

Benefits of Drive for Live Program

- Safer drivers, which will result in:
 - Fewer work-related injuries
 - Improved productivity due to less lost time
 - Lower financial claims related to collisions
- High retention of material
- Motivated employees
- Time effective
- Conducive to team building and professionalism
- Health & Safety compliance

Questions?

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