

SAFE ON THE STREETS: CARS, SAFETY BELTS AND DRINKING

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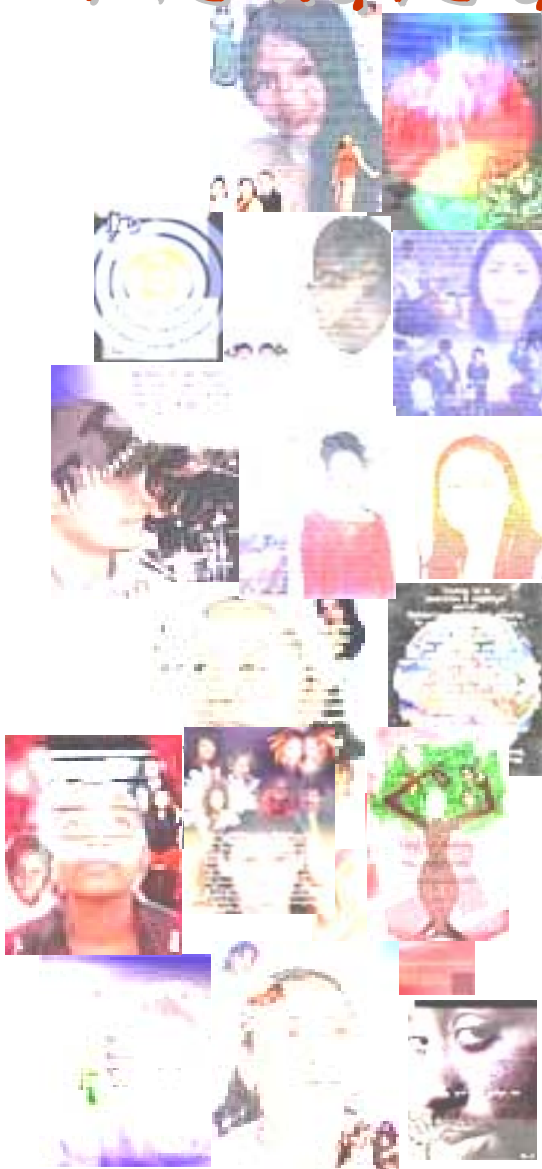


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We have a lot of issues to deal with...

Relationships ■ Grades ■ Jobs ■ MONEY ■
LOVE ■ Family ■ Members ■ Weight ■ College
■ RACISM ■ Pregnancy ■ Stress ■ FOOD
■ Exercise ■ ART ■ CARS ■ Health ■
Violence ■ DRUGS ■ MUSIC ■ STYLE
■ Brothers/Sisters ■ Weapons ■ Money ■
Peer Pressure ■ Clothes ■ Abstinence ■ Friends
■ Sexually Transmitted Diseases ■ SEXISM ■
Graduating ■ Homework ■ Sports ■ Parents
■ Alcohol ■ Communication ■ PETS ■ Parents
■ Teachers ■ INDEPENDENCE ■ HAIR ■
GRADUATION ■ Family ■ LEADERSHIP
■ HOBBIES ■ GOSSIP ■ Body Image ■
Teachers ■ Participation ■ Goals

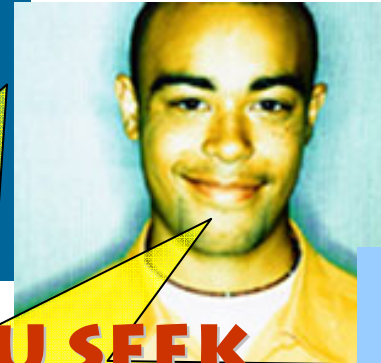


Why should we care about traffic safety?

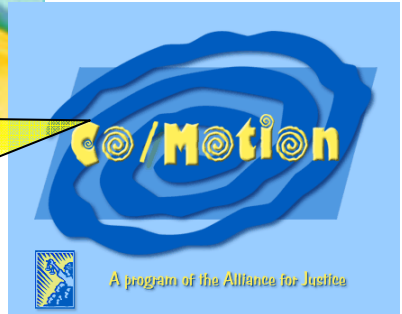




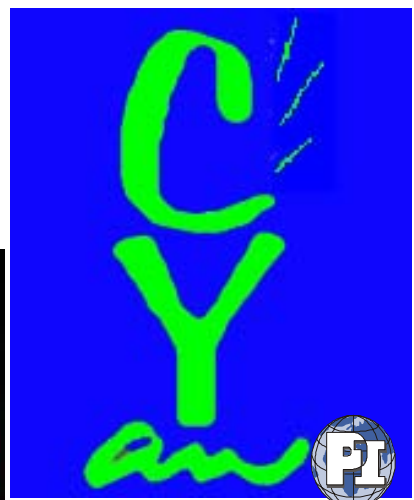
THE BAGCHUS & GAMMA PEER EDUCATION NETWORK



BE THE CHANGE YOU SEEK.
YOU MUST BE THE CHANGE
YOU WISH TO SEE IN THE
WORLD.



-MAHATMA GANDHI



Youthdevelopment



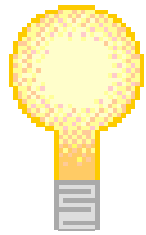
**IN 2003, MORE THAN 3,657
YOUNG PEOPLE AGES 15-20
WERE KILLED AND MORE THAN
308,000 YOUTH WERE INJURED
IN TRAFFIC CRASHES**



Reasons why traffic safety is important to youth

- ◆ Injuries kill more adolescents than all diseases combined; the largest proportion of adolescent injuries are due to motor vehicle crashes.
- ◆ Young people are on the road as walkers, drivers and passengers
- ◆ Compared with other age groups, teens have the lowest rate of safety belt use. In 2001, 14% of high school students reported they rarely or never wear safety belts when riding with someone else (CDC 2002).





Did you know?

- ◆ In 2003, 3,657 people ages 15-20 died because of motor vehicle crashes
- ◆ Car crashes are the #1 cause of death for African American males from 1-14 and the #2 cause of death for African American males 15-24
- ◆ If every African American wore their safety belt all the time 1,300 lives would be saved and 26,000 injuries would be avoided each year





Did you know?

- ◆ Car crashes are the leading cause of death for Latinos (Hispanics) from ages one to 34.
- ◆ Because the Hispanic population is increasing, a greater proportion of future crash injuries and deaths will occur in the Hispanic community.
- ◆ Although Hispanic and black male teenagers travel fewer vehicle miles than their white counterparts, they are nearly twice as likely to die in a motor vehicle crash.



What could you do with \$ 40.8 Billion?

- ◆ **In 2002, the cost of crashes involving young drivers (ages 15-20) was \$40.8 billion.**
- ◆ **Everyone pays for high rates of car crashes in the United States in the forms of taxes, health care and automobile insurance.**
- ◆ **The general public pays for 85% of the hospital care costs for crash victims**
- ◆ **If 90 per cent of all people wore their safety belts across the country, we would save \$356 million each year in Medicare and Medicaid costs**



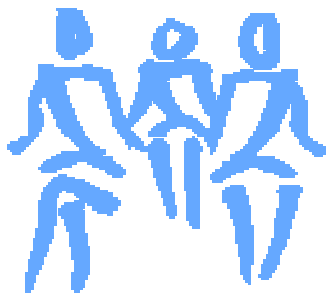
Problem: Unsafe Driving

- ◆ In 2003, 25% of drivers ages 15 to 20 who died in motor vehicle crashes had been intoxicated (NHTSA 2003).
- ◆ Data from 1991–1997 found that, consistently, more than one in three teens reported they had ridden with a driver who had been drinking alcohol in the past month. One in six reported having driven after drinking alcohol within the same one-month time period (Everett 2001).
- ◆ In 2003, among teen drivers who were killed in motor vehicle crashes after drinking and driving, 74% were not buckled-up (NHTSA 2003).



Most people know they should buckle up, so why don't they?

- ◆ Not in the habit
- ◆ Not comfortable
- ◆ Think safety belts are not important because only driving a short distance
- ◆ Not enough belts
- ◆ Think safety belts are not effective
- ◆ Think they're invincible
- ◆ Parents don't 'model' the habit
- ◆ The safety belt is broken
- ◆ There is no belt in car



I do so should you.org



HERE'S THE REAL DEAL:

When operating a motor vehicle or riding in one as a passenger, you have only one legitimate concern: getting you and your passengers to your destination safely.

Imagine how wrinkled your clothes will look, how bad you will feel stretched out on a cold slab at the morgue!

-- *Meharry Medical College and State Farm Alliance*



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Most people know they shouldn't drive after drinking or using drugs, so why do some people do it anyway?

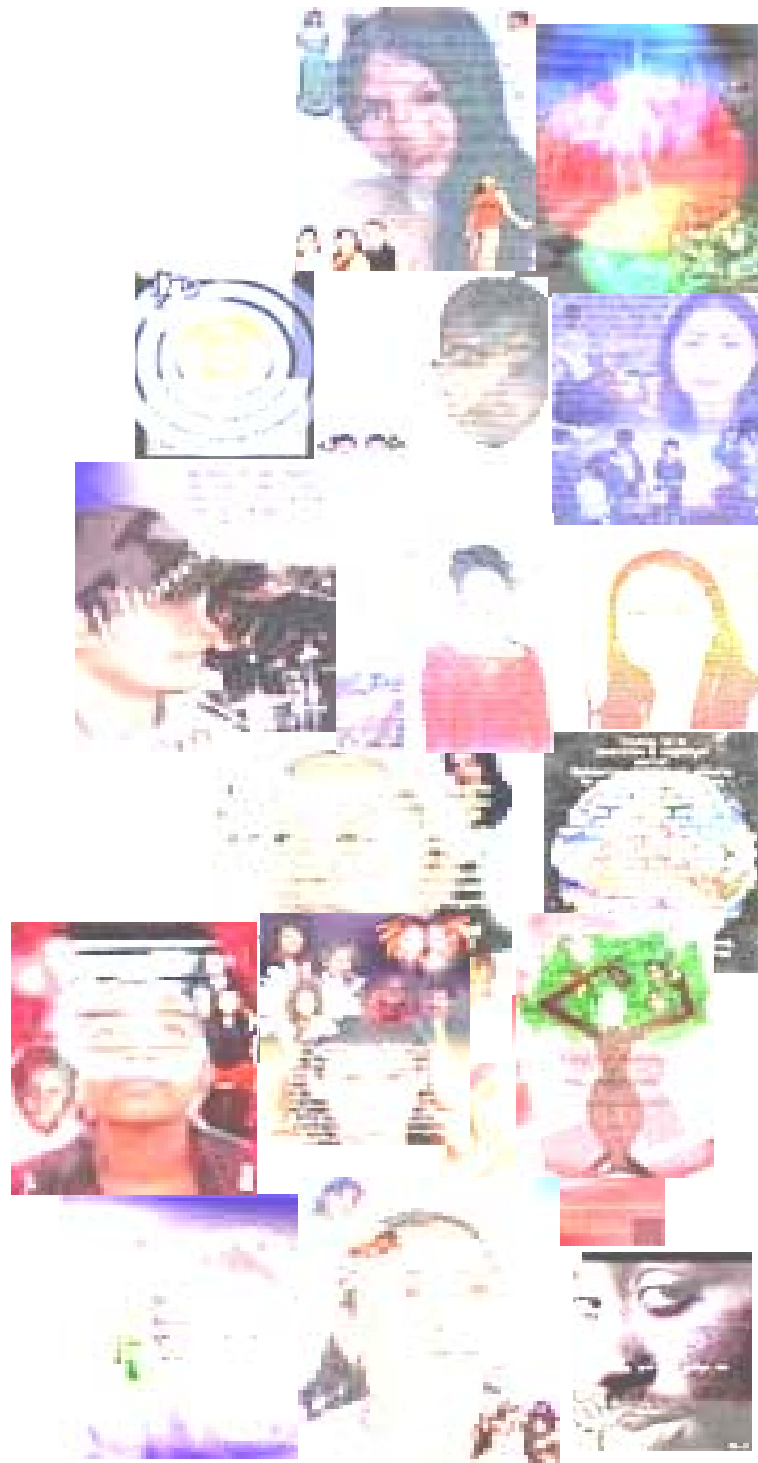
- ◆ Have to get home
- ◆ No other way to get home (no one else is sober, no alternative transportation)
- ◆ They are the 'least' drunk or high in the group
- ◆ Don't want to miss curfew
- ◆ Don't want parents to know they've been drinking



Reasons people drink & drive even though it's unsafe

- ◆ Have to get their car home
- ◆ Parent role-model
- ◆ Feel invincible
- ◆ Impaired decision-making
- ◆ Taxis are too expensive
- ◆ Public transportation is not running anymore
- ◆ Think they're not *that* drunk or high
- ◆ Peer pressure





*We are creative, complex,
energetic.*

*We are leaders, we are
educators, we are advocates.*

We learn and teach.

*We are important to our
friends and families, in our
schools and in our
neighborhoods.*

*We can and do make a
difference.*

We are youth.



Traffic Safety is a complex issue!

PEER PRESSURE	Alcohol	Safety Belt Use	Communication
Lack of transportation options	Advertising to youth	Targeting Black and Latino Youth with ads	DRUGS
<i>Speeding</i>	Laws	AWARENESS	Police Enforcement
Racial Profiling	Dangerous Roads	HARD CHOICES	<i>Role Models</i>

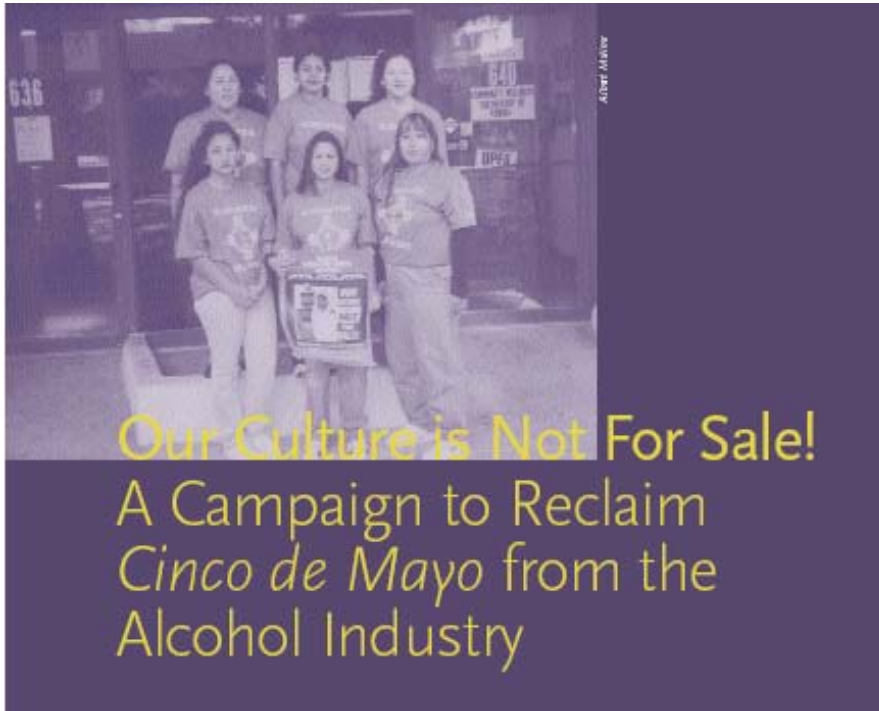


Educate Youth: Ideas to reduce drunk driving & increase safety belt use

- ◆ Educate Peers (same age teaching)
- ◆ Teach younger kids (don't lecture, discuss)
- ◆ Use skits to start a dialogue
- ◆ Do role plays to practice avoiding alcohol, not drinking and driving and to practice buckling-up



Highlighting Success: The Community Wellness Project



- ◆ Youth placed “Our culture is not for sale” posters in local stores, community-wide
- ◆ Youth led a massive ‘alcohol-free’ Cinco de Mayo pledge drive
- ◆ Youth were active in a press event to fight alcohol ads on Power 106 radio

“We had a perfect mix of activists, youth, academics, políticos and service providers. And we had folks from the main barrios...We also knew that this campaign had to be driven by youth.”

—Bernardo Rosa, Community Wellness Partnership



Spread the Word: Educate the community

- ◆ Conduct a survey of youth drinking, driving and safety belt use and share the results with your school
- ◆ Make a video about drinking and driving
- ◆ Write letters to local newspapers
- ◆ Work to get news coverage of your efforts



Spread the Word: Educate the community

- ◆ Have a poster contest for seatbelt use
- ◆ Provide alternative (sober) activities
- ◆ Create a community map showing where alcohol ads, liquor stores or common danger zones exist



WHAT'S RIGHT WITH THIS PICTURE?

strap it on



Positive images of young people making healthy decisions are a powerful way to dispel the myth that it's cool not to buckle up.



**ABROCHADO
O
MULTADO**

CLICK IT OR TICKET

"Greater safety belt use will significantly reduce unintentional death and injury in the Hispanic community"

BUCKLE UP AMERICA



**ABRÓCHATE
EL CINTURÓN
DE SEGURIDAD**

**TODOS LOS VIAJES
TODO EL TIEMPO**



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Build a movement: bring in new partners

- ◆ Join with other youth (or youth serving) organizations to sponsor an event or partner on a longer-term basis
- ◆ Identify adults (at school or in your community) who can help bring attention and resources to traffic safety
- ◆ Make it simple for people to help and participate in your effort, even in small ways
- ◆ Encourage the local health department to include youth participation on efforts related to road safety



Highlighting Youth Organizing: NOYS (National Organizations for Youth Safety)



Project U-Turn – Turning a Tragedy into a Teachable Moment

is a web-based campaign developed by youth for youth to provide media outreach toolkits that help teens respond quickly to youth-related traffic crashes in their communities.

www.noys.org



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Change the environment: improve your school & community

- ◆ Work with liquor stores and other merchants to discourage alcohol-sales to minors
- ◆ Organize to make sure your community is not unfairly targeted with alcohol advertising
- ◆ Educate the media so that TV and movies show youth modeling safe driving behaviors
- ◆ Work with others who can provide alternative transportation that is affordable, easy to get to and available to young people
- ◆ Create a designated driver program



Building Community Awareness

- ◆ Identify traffic safety issues that impact youth, like graduated driver's license programs, citywide curfews, zero-tolerance laws and distribute a list of what you like / don't like about them
- ◆ Write letters to the school board, city council and other elected officials on important issues like alcohol advertising to minors or other topics
- ◆ Educate city council members about unsafe roads, the need for new signs, or other local issues like policing in the community



Highlighting Youth Activism: Youth Prevention Project

- ◆ **Be Down & Take it Down Campaign**

To get liquor stores in Oakland to take down some of their advertising.

- ◆ **Support for national legislation**

that allows for the creation of youth led media campaigns to prevent and reduce underage drinking.

- ◆ **A 10% Ordinance Campaign**

To reduce amount of alcohol advertising to only 10% of the window space covered



The Youth Prevention Project is a youth driven environmental prevention and advocacy project that helps teens identify problems in their neighborhood, create strategies and campaigns for change, and take action to reduce the risks of alcohol and other drugs in their communities.

www.geocites.com/ypproject/ypp.htm



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Take Home Messages

- ◆ Traffic-related injuries are a major cause of death for youth
- ◆ Youth have an important role in promoting safety belt use and preventing traffic crashes and impaired driving
- ◆ Youth are powerful organizers, advocates and leaders in traffic safety

