

# Montana

## Teens in the Driver Seat® Guidebook



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# Introduction



Sixteen-year-olds are **FOUR TIMES** more likely to be involved in a fatal crash (Insurance Institute for Highway Safety [IIHS]).

Nationally, for drivers 15-19 years old involved in fatal crashes, **21%** of the distracted drivers were distracted by the use of cell phones (National Highway Traffic Safety Administration).

Car crashes are responsible for more than **40%** of teenage deaths in the United States (Center for Disease Control [CDC]).

In Montana, alcohol-related fatalities involving young drivers increased from **7** in 2011 to **13** in 2012 (Montana Department of Transportation). In 2013, **12.6%** of Montana high school students admitted driving after drinking alcohol (2013 YRBS).

Over **2,000** Montana young drivers are injured in crashes every year and **29** died in 2012.

In 2013, **55.8%** of Montana high school students said they texted while driving (2013 YRBS).

## Too many teens are dying.

While in high school, a student will probably never do anything more dangerous than drive a car—or ride in one that's being driven by another teenager. Car crashes are the leading cause of injury and death for teens in America.

## Why is this happening?

Simple—young drivers just don't have enough driving experience. In addition, most young drivers are not aware of the dangers they face when they get behind the wheel. Since they aren't aware of the dangers, they don't know how to avoid them. In just about every crash involving a young driver, you'll find common factors that contributed to the crash.

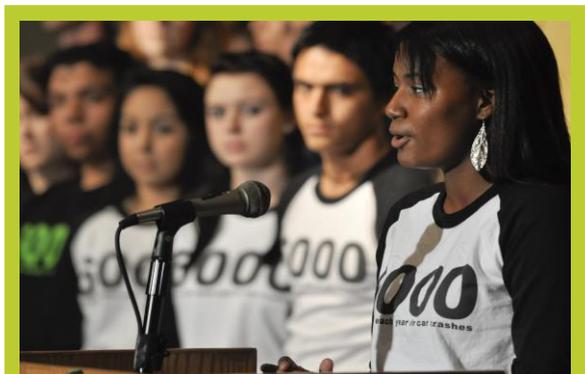
## What are the common causes?

- Distractions—like cell phones, texting, and other teen passengers
- Alcohol/drugs
- Speeding/racing
- Not wearing a seat belt
- Driving at night/fatigue

## What is Teens in the Driver Seat®?

It is teens, just like you, talking with other teens about the top driving dangers. **In ten years, Montana lost 218 teens in motor vehicle crashes (MDT).** We can change this with a focus on the road ahead. Teens in the Driver Seat® can influence positive driving choices and save lives.

Start Teens in the Driver Seat® in your community today and make a difference!



# Common Causes of Crashes

Understand the teen driver safety problem

## Distractions – cell phones, texting, and other teen passengers

- Two out of three teens who die in motor vehicle crashes are in vehicles driven by other teens (NHTSA)
- In 2013, 55.8% of Montana high school students said they texted while driving (2013 Montana Youth Risk Behavior Surveys [YRBS])
- Texting and driving causes reaction time to double and those drivers have a harder time staying in their lane and maintaining a consistent speed (Texas Transportation Institute)
- A driver who talks on a cell phone is four times more likely to be involved in a serious crash, even when using a hands-free device. (Children's Hospital of Philadelphia and Virginia Tech)
- Texting while driving has been shown to increase crash risk by up to 23 times (Children's Hospital of Philadelphia and Virginia Tech)

## Alcohol/Drugs

- About three in every 10 Americans will be involved in an alcohol-related crash at some time in their life (NHTSA)
- 65 percent of young drivers in fatal crashes who have been drinking are not wearing seat belts (NHTSA)
- 16- to 20-year-old drivers with a BAC (blood alcohol content) of .08 or higher are involved in 19 percent of all fatal crashes (NHTSA)

## Speeding/Racing

- About 50% of young driver and passenger deaths occur in speed-related crashes (NHTSA)
- When teens drive with other teen passengers, they tend to drive faster (National Institutes of Health)
- Accelerating from 30 mph to 60 mph increases the distance needed to stop four times.



## Not Wearing a Seat Belt

- 64 percent of young drivers and passengers who die in motor vehicle crashes are not wearing seat belts (NHTSA)
- In 2013, only 51% of Montana high school students said they always wear a seat belt when driving (YRBS).
- Young male drivers, teen passengers in the backseat, and people living in rural areas are among those least likely to buckle up (NHTSA)
- Seat belts, when used properly, reduce the number of serious traffic injuries by 50 percent and fatalities by 60 to 70 percent (James Madison University Office of Public Safety)

## Driving at Night/Fatigue

- 61% of teen crash deaths occur between 6pm and 6am (IIHS)
- 90% of a driver's reaction depends on vision, and vision is very limited at night (National Safety Council)
- Fatigue is a cause of 20% of motor vehicle crashes (Virginia Tech)

**NOW THAT YOU KNOW THE  
FACTS, WHERE DO YOU GO  
FROM HERE?**

# Get Started

## Step 1 – Pick the team

Your Teens in the Driver Seat® team should be **10-12 student leaders**. The team leaders can be an existing school group such as Student Council, a collaboration among a few school groups, or a totally new group formed to conduct the Teens in the Driver Seat® program. The team will be responsible for:

- spreading the driving safety messages
- coordinating and holding activities for the school
- participating in Teens in the Driver Seat® hosted events and activities

Find a **teacher** and/or **school leader** who wants to sponsor the Teens in the Driver Seat® program. The sponsor serves as faculty support and:

- updates team pages on t-driver.com
- collects and returns safe driving questionnaires once a year
- will be the Teens in the Driver Seat® main contact

## Step 2 – Find out what people know

Before telling your peers about the top driving dangers, you need to find out just how much your classmates know about these problems. This is the **measurement process**.

The measurement is done through a short assessment to find out what your school knows about driving dangers among teenagers.

*Why is this measurement process important?*

- Doing pre-program assessments at the beginning of the project helps you decide what messages you need to spend the most time on. Every school is different, so this step helps you customize your Teens in the Driver Seat® program so it will do the greatest good.
- After your second assessment is complete the following year, the results will be compared with the prior year's assessment **to see how your awareness level and behavior has changed.**

**\*TIP\***  
Assessments can be done during class times in less than 10 minutes.



## Step 3 – Tell them what they need to know

Now it's time to share the driving safety messages with your classmates. This is where most of the real work happens.

Jumpstart your program with these *free* tools:

- T-driver.com, the Teens in the Driver Seat® website, has lots of information to get the message out—teen testimonials, school highlights, activity ideas, and much more.
- Promotional materials like wristbands, temporary tattoos, thumb rings, and banners to help spread the word.
- T-shirts for your Teens in the Driver Seat® team members.
- The Teens in the Driver Seat® logo for you to use in creative and new ways.

# Ideas to Get You Started

## Consider these ideas to help you spread the word

- Announce your new Teens in the Driver Seat® program to the local news.
- Deliver safety messages at sports events and school programs by printing them with the Teens in the Driver Seat® logo and t-driver.com web address on programs or on the back of admission tickets.
- Have random seat belt checks in your school parking lot and give out a promo item to those wearing seat belts.
- Set up an obstacle course in your school's parking lot where students can drive golf carts while texting or wearing drunk goggles.
- Draw a chalk outline of a body in the hallway of your school with a Teens in the Driver Seat® message inside.
- Construct a paper chain to display in a common area to show how many teens die each year in car crashes.
- Read a "tip of the day" during the announcements at your school promoting safe driving.
- Work with community organizations to help spread the message (Scouts, churches, clubs, local businesses, etc.).
- Use a remote-control car with a safety message attached to drive around the hallways of your school.



A toy car was used to spread the message at the 2013 Wolf Point District basketball tournament.



Bozeman High School's 2013 Traffic Safety Event – students driving golf cart through obstacle course while texting



## Seasonally themed Ideas

- **Football Season:** Pass out cardboard fans at football games with the top five dangers listed on the back.
- **Valentine's Day:** Set up a booth for students to send Candygrams or flowers to their crush and include a card with a catchy safety slogan like, "Don't break my heart, drive smart."
- **St. Patrick's Day:** "You may not always be so lucky." List the top five driving dangers on shamrocks and post them around your school.
- **Graduation:** Kiss a senior goodbye—give candy kisses to seniors with Teens in the Driver Seat® safety messages attached.



GET MORE IDEAS AT  
[T-DRIVER.COM!](http://T-DRIVER.COM!)

# Planning Events and Activities

## Use this list to help plan your next event!

- Hold a club meeting and decide which teen driving issue to address.
- Visit [t-driver.com](http://t-driver.com) or the Ideas page in the Guidebook for event ideas.
- Choose an event!
- Set clear and achievable goals for your event. Ask yourself these questions when planning the event:
  - What would you like to accomplish?
  - What would you want students to know?
  - Are there any budget constraints? Time constraints?
- Make necessary arrangements with school administration and club members.
- Get resources needed (paper products, traffic cones, chalk, etc.).
- Market event with posters, videos, school announcements, social media, etc.
- Hold club meeting to assess event's success. Questions to ask:
  - What went well?
  - What went poorly?
  - What changes should be made for next time?

**\*TIP\***  
Word of mouth is  
the best marketing  
technique!

## Social Media

Social media is a great way to reach a lot of students with minimal effort. Designate team leaders to post once per week to a social media site and encourage your peers to follow the TDS accounts. Here are a few ways to use social media to promote your club and influence your peers!

### Facebook

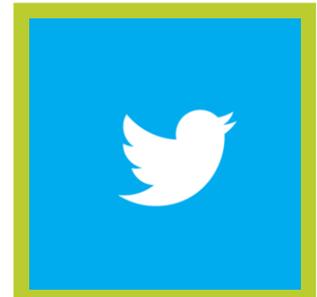
- Tag TDS page in statuses
- Post pictures of TDS events
- Promote events on page

### Instagram

- Post pictures of "Where has your TDS t-shirt been?" Use hashtag #teendrivers

### Twitter

- Tag @teensdriverseat in tweets
- Tweet a "Driving Tip of the Day"



# Events and Contests

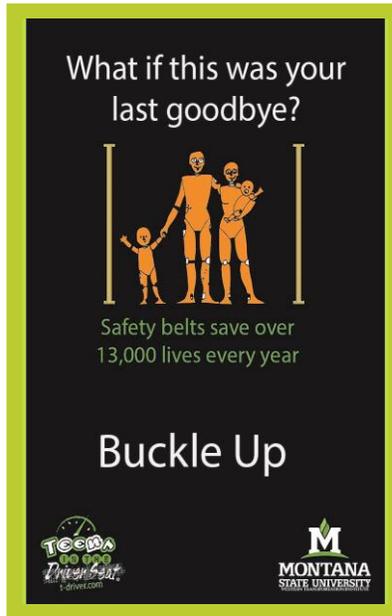


## Driving the Message Contest

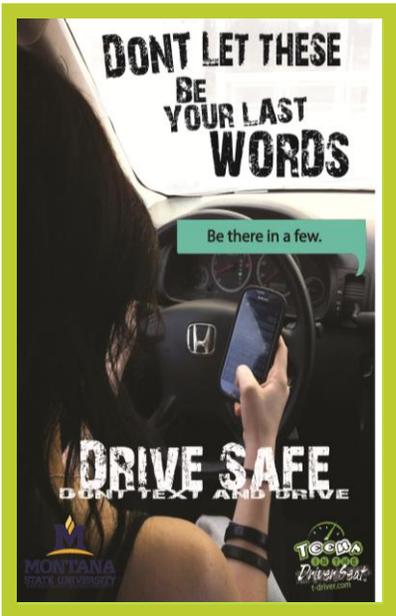
Teens in the Driver Seat® offers the *Driving the Message* Contest to encourage teens to speak up and save a life. Select a judging panel of three to five students and host an event. Offer prizes based on originality, technical quality, and inclusion of key risk factors. Judging materials are included in the appendix.

## Points Contest

Montana high school students can earn points by hosting events, posting on the Facebook page, and many other activities! To get your points, an activity form must be filled out on the Teens in the Driver Seat® website. The school with the most points will receive a prize for its peer-to-peer program. The points earning scale and activity form link are included in the appendix.



Rebecca Lamm – Bozeman High School 2013 Poster Entry



Teresa Standstipher – Bozeman High School 2013 Poster Entry

## SponStar

The SponStar award allows students to submit nominations to recognize the teacher or sponsor who makes a difference to teens through their work with the Teens in the Driver Seat® program. Visit [t-driver.com](http://t-driver.com) for more details.

## Teen Advisory Board

Students who serve on the Teen Advisory Board can lead efforts to save teen lives by providing advice and ideas to the national Teens in the Driver Seat® program. Teens who are in 9th, 10th, 11th, or 12th grade in the current school year, are between the ages of 14 and 18, and are currently enrolled in school (public, private, or home school) are encouraged to apply. The student must be willing to commit to quarterly meetings by conference call, web meeting, or in person, as well as quickly respond to e-mail requests for feedback on different subjects. Teens in the Driver Seat® will consider multiple applications from the same school. Interested students can apply at [t-driver.com](http://t-driver.com).

This looks GREAT on resumes and scholarship/college applications!



# Keep the Program Going

By getting the right message to others, you can help stop the epidemic that kills more teens in this country than any other cause. But, it's not a one-time effort.

It's not enough to get the right message out—you have to get the message out time and time again so that your classmates are reminded about the dangers and what to do about them. New teens are learning to drive all the time in your community. Teen drivers may know what to do but still need encouragement to make safe choices.

At the beginning of each year, complete the assessments again. This assessment can help you decide if you need to adjust your Teens in the Driver Seat® program and spend more time on certain messages or activities. You might find that people really get the message about nighttime driving and cell phones, but that they still don't get the message about having other teens in the car. After receiving your assessment results, you may need to adjust your message, but it still needs to focus on the five major teen driver dangers:

- Distractions like cell phones, texting and other teen passengers
- Alcohol/drugs
- Speeding/racing
- Not wearing a seat belt
- Driving at night/fatigue



## Recruiting and Retaining Members

Recruiting and retaining members is the lifeblood of the Teens in the Driver Seat® program.

Recruitment should be an all-year activity and members should be actively engaging with students attending events during the year.

- **Advertise for everything.** How will students join the club if they don't know about it? Advertise for all major events, but also advertise for club meetings. Offering food and drinks is a good way to attract students!
- **Show them why this cause is important.** Believing in the cause is what will keep students dedicated to the club and its effort to reach students. At every meeting, remind the students of why TDS exists.
- **Get new members involved right away.** Show new members the mechanics of the club. Put them on event planning committees, ask for their help to advertise contests, and talk to them about leadership positions. Giving members responsibility will provide them with a sense of ownership in the club and help them to become future leaders of the TDS club!
- **Have a transition period for new leaders.** Have seniors mentor a younger member for their last semester. The younger member can then learn to be a leader while still having a resource available.

These are some general steps for member recruitment, but build your own model that works well for your school!

## Funding

Explore grant opportunities and fundraising strategies.

# Keep the Program Going

## End-of-Year Club Assessment

Assessing the group's successes and failures at the end of each academic year is crucial for club development and improvement. The following questions are good evaluation starting points:

### Was the club effective?

- Were the objectives of the club met? If not, what barriers prevented that?
- Did your messages get across to students? If not, why?
- What activities/contests were most effective? Which were least effective?

### Was the club efficient?

- Did the club use its resources well? If not, how could that be improved in the future?
- What untapped resources could be used in the future?
- What hang-ups did the club run into over the year?

### Did the club function as a team?

- Were there any communication difficulties? If so, why did those occur?
- Was there any issue that divided the club? If so, how could that be addressed?



## Plan for Next Year

In light of the end-of-year assessment, write down goals you would like the club to meet for the next academic year. Use your experiences to set goals that are achievable and measurable. Examples of goals are:

- Get [X] number of students participating in the Driving the Message Contest
- Conduct [X] number of activities during the year.
- Come up with a "Driving Tip of the Week" during school announcements every week for the year.
- Set up a table where you give away candy with driving facts attached at concerts, debates, and sporting events. Set your goal based on a number of home games and events.
- Hold parking lot seat belt checks once per month during the year.

Revisit these goals halfway through the year and again at the end of the year to see how many goals were met.



# We're Here to Help

Contact your regional representative to brainstorm ideas for your Teens in the Driver Seat<sup>®</sup> program.

TBD



# Appendix



**Here you will find the resources to support your club!**

A1 – *Driving the Message* Contest Judging Materials

A2 – Point Contest Information

A3 – Teen Driving Facts

A4 – Resources for Teen Drivers

A5 – Promotional Materials

A6 – Seat Belt Observation Instructions (2 types of observation sheets included)

A7 – Seat Belt Activity Ideas

A8 – Prom Safety Ideas

A9 – Find Out What People Know – Sample Assessment



<b>Montana Sample Point Earning Scale</b>
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Point Value	Description
<b>1 point</b>	For a student comment on a t-driver.com online story. Student must disclose the school name on the comment form. A student earns only one point per article. Maximum 10 points per school.
<b>5 points</b>	For having a student-written article on "T-Driver.com."
<b>2 points</b>	Each time you update your team page on "T-Driver.com." Duplicates are not eligible; maximum 20 points.
<b>5 points</b>	For each student selected for the Teen of the Month.
<b>1 point</b>	For every student who turns in a photo release form; maximum 10 points/school.
<b>3 points</b>	For conducting a small Teens in the Driver Seat® activity at your high school (fewer than 50 students in attendance during school hours). Maximum 21 points/school.
<b>5 points</b>	For hosting a large school-wide Teens in the Driver Seat® activity (separate event held outside of school hours) with attendance of 50-100 people.
<b>10 points</b>	For hosting a large city/region-wide Teens in the Driver Seat® activity (separate event held outside of school hours) with attendance of 100+ people.
<b>1 point</b>	For every Driving the Message Contest entry; maximum 10 points/school.
<b>3 points</b>	For a 3rd place Driving the Message Contest entry.
<b>4 points</b>	For a 2nd place Driving the Message Contest entry.
<b>5 points</b>	For a 1st place Driving the Message Contest entry.

All activities must be documented with an Event/Activity form (<http://www.t-driver.com/whatyoucando/event-activity-form/>) on the Teens in the Driver Seat® website for the points to go to your school's total.

## Teen Driving Facts

- In 2009, 61 percent of teen crash deaths occurred between 6 pm and 6 am.
- The average person's field of vision is smaller without the aid of light, and glare from oncoming headlights can further limit the ability to see clearly and avoid hazards (Texas A&M Transportation Institute).
- Dusk is the most dangerous time to drive since your eyes are constantly having to adjust to more darkness (National Safety Council).
- Research suggests that teens should have 9 to 10 hours of sleep each night, but on average, teens get only 7.4 hours per night (National Sleep Foundation).
- Being awake for 20 hours has the same effect as being legally drunk ([DrowsyDriving.org](http://DrowsyDriving.org)).
- Among male drivers between 15 and 20 years of age who were involved in fatal crashes in 2009, 39 percent were speeding at the time of the crash (NHTSA).
- The under-20 age group represents the greatest proportion of distracted drivers—16 percent of all drivers younger than 20 involved in fatal crashes were reported to have been distracted while driving (NHTSA).
- More fatal teen crashes occur when passengers (often other teens) are in the car (NHTSA).
- When teenage drivers transport passengers the risk of a crash is greatly increased. When there are multiple passengers, the crash risk is three to five times greater than when driving alone. The risk is even greater for young drivers aged 16 to 17 (NHTSA).
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves (Insurance Institute for Highway Safety).
- Texting and driving causes reaction time to double, and texting drivers have a harder time staying in their lane and maintaining a consistent speed (Texas A&M Transportation Institute).
- Two out of three teens who die as passengers are in vehicles driven by other teens (NHTSA).
- In 2011, 10.3 percent of high school students 16 and older reported drinking and driving in the past 30 days (CDC).
- In 2008, an estimated 12.4 percent of persons aged 12 or older drove under the influence of alcohol at least once during the previous year (SADD).

## Resources for Teen Drivers

- Federal Highway Administration  
<http://www.workzonedriver.org/Teens/index.htm>
- The Montana Department of Transportation  
<http://www.mdt.mt.gov/publications/datastats.shtml>  
<http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>  
[http://www.mdt.mt.gov/safety/docs/teen\\_seatbelt\\_brochure.pdf](http://www.mdt.mt.gov/safety/docs/teen_seatbelt_brochure.pdf)
- Montana Department of Justice  
<https://doj.mt.gov/highwaypatrol/alive-at-25/>
- National Highway Traffic Safety Administration  
<http://www.stoptextsstopwrecks.org/#home>
- National Safety Council  
[http://www.nsc.org/safety\\_road/teendriving/pages/teen\\_driving.aspx](http://www.nsc.org/safety_road/teendriving/pages/teen_driving.aspx)
- The Office of Public Instruction  
<http://opi.mt.gov/Programs/DriverEd/GDL.html>  
[http://www.opi.mt.gov/PUB/PDF/DriverEd/RR/Texting\\_while\\_Driving.pdf](http://www.opi.mt.gov/PUB/PDF/DriverEd/RR/Texting_while_Driving.pdf)
- Students Against Destructive Decisions  
<http://www.sadd.org/issues.htm>
- Teens in the Driver Seat®  
<http://www.t-driver.com/the-problem/>



## Guide for Seat Belt Observations



# Seat Belt Surveys

## Montana High School and/or Sports Parking Lots

**CHECK ONE:**     Pre Survey     Post Survey

School Name: \_\_\_\_\_ Date of Survey: \_\_\_\_\_

If more than one lot exit, which one? \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Driver - **YES** Seat Belt

Driver - **NO** Seat Belt

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Passenger(s) - **YES** Seat Belt

Passenger(s) - **NO** Seat Belt

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### HOW TO CONDUCT THE SEAT-BELT SURVEYS

1. Conduct your pre-survey in September and use your data to plan activities for Montana Teen Driver Safety Day, Third Tuesday in October MCA 1-1-229.
2. Designate two (2) people per parking lot exit when students are typically leaving. When a car stops at the stop sign, one person observes the driver and any passengers and calls out the number of people with and without seat belts on. The other person tallies the count on this form.

## Observational Seat Belt Use Survey & Compilation Forms

The Observational Seat Belt Use **Survey** Form is used to track detailed data regarding seat-belt use by drivers at a particular time and location. To use this form for the Buckle-Up Signs for Schools campaign, please follow these instructions:

1. Position yourself at the school exit stop sign so that vehicles have to come to a complete stop.
2. Work in groups of 2. One person should observe drivers and passengers when the car stops at the exit and calls out the info in the same order as it is listed on the form. The second person will typically not have enough time to take their eyes off the form and be doing the circling of the information and or the writing.
3. Make sure you document the date/location/time on your pre-surveys so that your post-surveys can be done in the same location and time, if possible.
4. If a car has tinted windows or you are not able to determine if the driver or passenger(s) are wearing seat belts, skip this car.

The Observational Occupant Survey **Compilation** Form is for compiling your surveys. If you conduct your surveys in groups of 100, it will be very simple math to do the percentages and count up the numbers.

If your school wants to gather additional information, such as cell phone use and other distracting behavior observed during the survey, you have that option on this detailed form.

For more information, contact Patti Borneman, Traffic Education Program Specialist, Montana Office of Public Instruction

[pborneman@mt.gov](mailto:pborneman@mt.gov) or (406) 444-4432

## OBSERVATIONAL OCCUPANT SURVEY--DATA COLLECTION FORM

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Names of Surveyors: \_\_\_\_\_

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

Type of Vehicle	Truck	SUV	Passenger Car	Van	Other:
# of Occupants	1	2	3	4	5+
Driver	YES-Belted	NO-Not Belted	Adult	Youth	Male Female
Driver Activity	Cell Phone	Music	Texting	Reading	Other:
Passenger	YES-Belted	NO-Not Belted	Adult	Youth	Other:
Passenger Activity	Cell Phone	Music	Texting	Reading	Other:

## OBSERVATIONAL OCCUPANT SURVEY--DATA COMPILATION FORM

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Names of Data Collectors: \_\_\_\_\_

# of Vehicles Surveyed	
------------------------	--

VEHICLE INFO:	# Surveyed	% of Vehicles
# of Trucks		
# of SUV's		
# of Passenger Cars		
# of Vans		
# of Other Vehicles		

OCCUPANT INFO:	# Surveyed	% of Occupants
# of Occupants		
1		
2		
3		
4		
5+		

DRIVER INFO:	# Surveyed	% of Drivers
# of Belted Drivers		
# of Non-Belted Drivers		
# of Adult Drivers		
# of Youth Drivers		
# of Male Drivers		
# of Female Drivers		

DRIVER ACTIVITY:	# Surveyed	% of Activity
# Cell Phone		
# Music		
# Texting		
# Reading		
# Other		

PASSENGERS:	# Surveyed	% of Passengers
# of Belted Passengers		
# of Non-Belted Passengers		
# of Adult Passengers		
# of Youth Passengers		
# of Male Passengers		
# of Female Passengers		

PASSENGER ACTIVITY:	# Surveyed	% of Activity
# Cell Phone		
# Music		
# Texting		
# Reading		
# Other		

## Seat Belt Activity Ideas



To help increase seat belt use in your community, here are activities to involve your students and community members:

1. **Write articles or letters to the editor on the benefits of buckling up, the results of your seat belt surveys, and/or personal experiences.**
2. **Hang banners or posters with positive Buckle Up messages around your community.**  
Buckle Up Montana Coordinators can provide you with these or you can ask local print shops to help you. Many print shops will give you a certain number of free posters!
3. **Ask Businesses to display Buckle Up messages on their digital displays or reader boards around your community.**  
*Buckle Up, Buckle Up and Drive Safely, Buckle Up: We Care about You, Buckle Up: It's the Law*
4. **Give away Buckle Up incentives.**  
Buckle Up Montana Coordinators can provide you with various items, i.e., key chains, auto air fresheners, coloring books, etc. You can ask local businesses for funding to help you purchase items.
5. **Put stickers with a Buckle Up message on bags, receipts, fast food items, items in the department or convenience store. \*Get permission first!**

### *Preventing Injuries, Saving Lives*

*For more ideas, contact Buckle Up Montana (<http://buckleup.mt.gov/>)  
or call toll-free 1-877-330-BUCKL (1-877-330-2825)*

## Prom Safety Ideas

Prom is an exciting milestone in many high school students' lives. Here are activities to help ensure that prom is a fun, safe, and healthy experience.

### 1. Bathroom Messages

Hang posters of safe driving messages in the bathrooms at prom. These can be made by your Teens in the Driver Seat® team or downloaded from t-driver.com. You can also drop off poster boards at a local elementary school, have the young kids put their hand prints all over the posters, and then write the message “These kids look up to you; be safe tonight.”



### 2. Prom Night Lock In

Organize a prom night lock in, and add Teens in the Driver Seat® messages to giveaways, walls, and event materials.

### 3. Ticket Message.

Print a message on all prom tickets promoting safe driving. This can include facts regarding the top five driving dangers or safe driving messages.

### 4. Corsage Reminders.

Ask local florists to include “*Buckle Up*” and other safety messages on inserts for corsages.



### 5. Valet Parking

Have parents valet park cars at prom and then leave a Teens in the Driver Seat® in the student's car.

### 6. Bathroom Mirrors

Write on the mirrors in the bathrooms with dry-erase markers: “*Save your face; drive safely.*”

### 7. Giveaway Items

Use Teens in the Driver Seat® promotional items (air fresheners, key chains, stickers, temporary tattoos, wristbands, rings, etc.) as an addition to the gift bag given away at prom.



### 8. Parking Promotion

Place posters with safe driving messages on cars parked outside of prom. These can be made by your Teens in the Driver Seat® team or downloaded from t-driver.com.

## Find Out What People Know - Sample Assessment

1. Other than a lack of driving experience, name five of the most common factors that contribute to teenagers being injured (or killed) in a car crash.

- 1)
- 2)
- 3)
- 4)
- 5)

2. Have you had a friend or family member seriously injured or killed in a car crash?  Yes  No

3. Have you ever received a traffic ticket?  Yes  No If yes, please indicate the type. *(Check all that apply)*

- Speeding  Following too closely  Running a red light or stop sign  Alcohol related  
 Seat belt violation  Other, *what type:* \_\_\_\_\_

4. Are you aware of any cell phone restrictions or bans in your town/county?  Yes  No  
*If yes, please describe:*

\_\_\_\_\_

5.	How often have you done the following things in the past month?	Never	Some (1-5x)	A lot (5x or more)
a.	Talked on the cell phone while driving			
b.	Text messaged (sent or received) while driving			
c.	Almost fallen asleep while driving			
d.	Driven without a seat belt			
e.	Ridden without a seat belt			
f.	Driven with passengers who did not wear a seat belt			
g.	Driven 10 mph or more over the posted speed limit			
h.	Street-raced anyone			
i.	Run a red light			
j.	Driven after drinking alcohol (even just one drink)			
k.	Driven after dark with teen passengers			

6. Please rank who would be the most influential in changing your behaviors while driving to be safer, rank from most influential (1) to least influential (5):

RANK:

- \_\_\_ Best Friend  
 \_\_\_ Other Friend/Peer  
 \_\_\_ News regarding a recent automobile related death  
 \_\_\_ Parent  
 \_\_\_ Other family (e.g. sister, brother, cousin, etc.)  
 \_\_\_ Other: \_\_\_\_\_