BEYOND SCARED STRAIGHT:
TEACHING THE NEXT GENERATION OF MOTORISTS
THE DANGERS OF Distracted Driving

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PROGRAM OVERVIEW

- R Adams Cowley Shock Trauma Center
  - World’s First Integrated Trauma Center
  - Maryland’s Primary Adult Resource Center
- Mechanisms of Injury
  1st Motor Vehicle Crashes-37%
  2nd Falls-32%
  3rd Violence-21%
- “Get the Message”- Teaching high school students about the dangers of Distracted Driving, started in 2012
PROGRAM DEVELOPMENT

- Program model
  - Modified presentation on impaired driving
  - Focus groups, participant feedback

- Partnership with Baltimore County Public Schools and Maryland Highway Safety Office, local law enforcement and EMS personnel

- Funding
  - Grants and Contracts: State Farm
  - Cost: $272.60/school
  - “Get the Message” video and a Trauma Survivor
PROGRAM IMPLEMENTATION

- Nurse presenter from the Trauma Prevention Council and team member from CIPP
- Pre-Prom assemblies for high school seniors
  - “Get the Message” Video
  - How We Save A Life
  - The Monkey Business Illusion
  - Trauma Survivor Story
- Public schools, private schools, summer programs, commercial businesses
PROGRAM EVALUATION

- Process - QR Codes with link to survey
  - Follow up with schools post presentation for feedback
- Impact - Paper and pencil surveys with pre-test and post-test
  - Five Point Likert Scale
    - How likely are you to send a text while driving?
      - 14.8% increase in percentage of people who said they were unlikely/very unlikely
    - How likely are you to answer a text while driving?
      - 16.7% increase in percentage of people who said they were unlikely/very unlikely