



**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





R ADAMS COWLEY
SHOCK TRAUMA CENTER
UNIVERSITY OF MARYLAND

CENTER FOR INJURY PREVENTION & POLICY



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