Quick Shot Presentation

Impact Teen Drivers

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Identifying Need

**Motor Vehicle Crashes in Teens/Young Adults**

- Nationally: MVCs are the #1 Killer of Teens
- Our Trauma Center: ~1/3 of MVCs are 15-25 year olds
- Teens/Young Adults in MVCs:
  - Over represented
  - Higher risk from inexperience
  - Less likely to wear seatbelts
  - “Teen Culture” is a moving target
Intervention Design

- **IMPACT TEEN DRIVERS**, developed in California 2007
- Designed to Engage, Educate, and Empower teens and their influencers with evidence-based strategies
- Train-the-Trainer Model
- Education: Presentations for teens and parents
  - Quirky word puzzles, engaging questions, and real-life situations to facilitate good decision making behind the wheel
- Awareness: Resources and Contest
  - Create Real Impact Contest, Impact Your School Handbook
Program Implementation

- Regional ½ day Train the Trainer workshop
- Upfront cost = $1,000-3,000 (travel dependent)
  - Optional costs = more trainings, program supplies, give-aways
- Variety of Presentations
  - Are You Living in a Dreamworld? (40mins)
  - What Do You Consider Lethal? (60 mins)
  - Parent Teen Workshop (90mins)
- Community stakeholders: Schools, Trauma Centers, Enforcement Agencies, Emergency Medical Service Providers
Program Evaluation

- RE-AIM Framework
  - Reach
  - Effectiveness
  - Adoption
  - Implementation
  - Maintenance
- Ongoing Content Evaluation/Updates by Impact Teen Drivers
Program Outcomes

- **Train the Trainer**
  - October 2015: 50 Individuals Attended
  - September 2016 Online Follow-up Survey: 12 (24%) responses
    - 8 Individuals Led Programs, 4 Planned to in future
    - 12 Presentations reaching over 1100 young people and 200 parents
  - To date: 3 new Train the Trainers throughout NY, additional requests

- **Dissemination:**
  - AAA/S.A.D.D. Teen Safe Driving Symposium (Lead the Leaders)
  - Local Media
  - Kiwanis (sponsorship!)

- **Take Aways:** Education+Awareness, Low cost, Adaptable, Partnerships