

Quick Shot Presentation

Impact Teen Drivers

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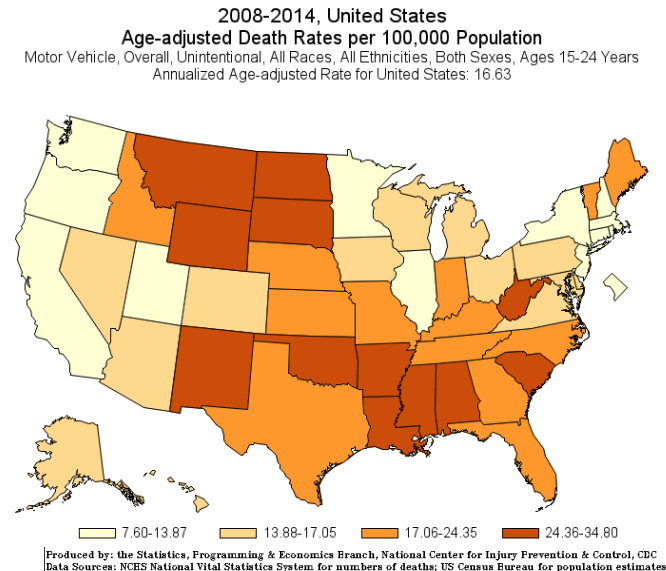
Level 1 ACS Verified



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