Reason Developed & History: One third of alcohol-involved traffic fatalities are passengers, occupants in other vehicles, or pedestrians. This one split second decision can have a life changing impact. Every 90 seconds, a person is injured in a drunken driving collision in the United States. Currently, the highest percentage of drunk drivers ranges from 19-24 years of age.

In Oklahoma, from 2003-2012, 2,205 people were killed in crashes involving a drunk driver. Oklahoma ranked higher than the national average in rate of deaths per age in people 21-34 years old. Description & Resources: In October 2016, St. John Medical Center reconstructed an educational program designed to target first time drunk driving offenders. The Youthful Drunk Driving Program is a community collaboration, specifically from St. John Medical Center, a funeral home/morgue, a rehabilitation center, and a Victim’s Impact Panel session. Resources for this project already existed in Tulsa, which amounted to a significant strength in recreating the educational portion.

Process: The Youthful Drunk Driving program is a progressive prevention program offering a number of positive advantages for the courts and cities that utilize it for first time DUI offenders under 30. The offender is required to attend the four part series. At the hospital the offenders view a presentation, tour the trauma room and view a simulated scene. Education is provided on young adult brain development and how that correlates with alcohol, the physiologic repercussions, and the devastating consequences of abusing alcohol. At the end of the presentation, a tour of the trauma room is given. Explanation is given on what occurs during a trauma resuscitation. They are then led to the viewing room, where a deceased infant is staged to look like a victim of trauma caused from a drunk driver. An explanation is given on this room being the last place a family sees their loved one to say goodbye.

Effectiveness/Data: The effectiveness of this program was measured by two indicators. The offenders are required to write a 500 word essay after completion of the program. The essay results submitted affirm St. John being the most impactful visit of this program & provoked thought about scenarios never considered otherwise. In 2015, 293 youth completed the program with 14% reoffending. In 2016, 358 youth completed the program 6% reoffending.

Lessons, Pros/Cons, Conclusions: Drunk driving is an excellent example of both the need and the opportunity for prevention to be comprehensive. Clearly, laws against drunk driving, enforced by the police and adjudicated by the courts, must play a leading role in the effort to keep people from driving while drunk. While the results for youth are encouraging, the number of drunk-driving deaths annually in the U.S. remains high. St. John is the only hospital that has adopted a program of this nature. The program’s vision is to help improve the lives of offenders and all who could be impacted by the choice of drinking and driving.

Benefit & Implementation: Trauma center collaboration with community resources results in reducing drunk driving.