



## Injury Prevention Programs



National Transportation in Indian Country Conference  
 Amanda Rist, RN  
[amandarist@thinkfirst.org](mailto:amandarist@thinkfirst.org)  
 630-961-1400  
[www.thinkfirst.org](http://www.thinkfirst.org)

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### Traumatic Injury: An Overview



Leading cause of death for children, teens and young adults (ages 1-44)	A leading cause of death in all age groups	Most injuries are preventable – <i>primary</i> prevention is important!
Highest risk groups: Ages 15-24 and 5-14	American Indians and Alaska Natives have the highest rate of motor vehicle-related deaths compared with other Americans	Brain and spinal cord injuries are among the most devastating, leading to permanent disability and death

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### What is ThinkFirst?



**Mission:** To prevent brain, spinal cord and other traumatic injuries through education, research and advocacy.

Visit us at [www.thinkfirst.org](http://www.thinkfirst.org)

Follow us at

Social Media

Twitter: @ThinkFirstInd  
 Facebook: @ThinkFirstFoundation  
 Instagram: @thinkfirstnational

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For People of TRIP COUNTRY

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**Our Reach**

Our success is demonstrated in communities throughout our large network of chapters

- **U.S. ThinkFirst Chapters:** over 100 chapters in 38 states— including ThinkFirst Navajo— Navajo Nation
- **International Chapters:** Algeria, Canada, Chile, Colombia, Guinea, Honduras, India, Italy, Jamaica, Jordan, Korea, Mexico, Nigeria, Pakistan, Peru, Qatar, Senegal, Singapore



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**What is a ThinkFirst Chapter?**

ThinkFirst chapters are the frontline for implementing all injury prevention communication programs for all ages

- Play an active role in **reducing injuries** in our communities
- Present ThinkFirst programs to schools and throughout communities
- Serve as the local injury prevention education resource
- Market and promote ThinkFirst and injury prevention programs and materials
- Support injury-related public policy and research initiatives
- Collaborate with other injury-related organizations and agencies



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**ThinkFirst Educational Programs**

- The educational programs utilized in the grant program align specifically with traffic safety strategic pillars - programs that ensure youth feel safe on and off the road through awareness programs that promote bike, automobile, motorsports, and/or pedestrian safety.

**ThinkFirst!**  
For Kids


**ThinkFirst!**  
For Youth

**ThinkFirst!**  
For Parents of **TEEN DRIVERS**


**ThinkFirst!**  
For Teens

**ThinkFirst!**  
About Concussion

**ThinkFirst!**  
To Prevent Falls



**ThinkFirst**  
For Your Baby



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### ThinkFirst: Theory-based

ThinkFirst provides educational programs designed to incorporate all elements of the **Health Belief Model**, a theory-based health model for attaining behavior change

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### Health Belief Model

- Behavior change depends on individuals:
  - Perceiving themselves as susceptible
  - Seeing the problem as serious
  - Being convinced preventive actions are effective and of little cost in money, effort or pain
  - Being exposed to cues or reminders
  - Believing they have the ability to change their behavior

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### ThinkFirst Programs:

- Educational programs presented by
  - People trained in injury prevention, explaining the cause, effect and prevention of TBI and SCI
  - VIP speakers (Voices for Injury Prevention) who have experienced a TBI or SCI, help students learn about the realities of traumatic injuries and poor choices
- Increase understanding of potential for injury, and permanent effects of TBI/SCI
- Prepare students by teaching them easy options for preventing most injuries

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### VIP (Voices for Injury Prevention)

- Personal stories are the most powerful part of our programs
- Students hear from someone who has actually sustained a brain or spinal cord injury
- Students learn how the speaker's actions, or a perpetrator's action, led to a permanent disability
- Dialogue between students and speakers facilitates increased understanding



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### How to start a ThinkFirst Chapter

- Come see me at the end of this presentation
- Waiving application fee
- Includes one on one training session and self paced modules
- Includes access to ThinkFirst Learning Management System, programs, and resources.



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### Pilot Program

**ThinkFirst!**  
For Parents of **TEEN DRIVERS**



- Illinois
- Michigan
- Colorado

**HONDA**  
Honda USA Foundation

- Ohio

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### ThinkFirst For Parents of Teen Drivers



ThinkFirst for Parents of Teen Drivers is a program of ThinkFirst National Injury Prevention Foundation. It is a 90-minute evidence-based traffic safety program for parents of new/inexperienced drivers. This program is to prepare you and your teen driver for the road ahead. Together, we are smart from the start.

- Team teaching approach:
- ThinkFirst Chapter or Health Educator
  - Law Enforcement Officer

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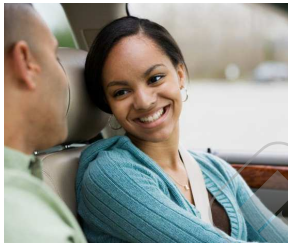
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### ThinkFirst For Parents of Teen Drivers

ThinkFirst for Parents of Teen Drivers is designed to help parents and/or guardians of teen drivers in the pre-permit, permit or intermediate stage of licensure. The program uses video and discussion to promote the importance of parents and teens working together to reduce teen roadway crashes, injuries and fatalities. The program is delivered by trained facilitators who coach parents by presenting key facts and proven strategies to help parents lower their teens' crash risk by utilizing the **Graduated Drivers Licensing law**.



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### Program Objectives

#### Awareness of Teen Driving Risks

ThinkFirst for Teen Drivers introduces parents to the risks new drivers face. Traffic crashes are the leading cause of death among people ages 15 -20 years of age. They have the highest crash risk of any age group on the road. Teens are three times more likely to be involved in a fatal crash. Due to driver inexperience and greater tendency for risk, risk is highest during the first three months of independent driving and remains high through the first year.



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### Program Objectives



#### UNDERSTANDING OF GDL LAW

ThinkFirst for Teen Drivers helps parents understand how and why GDL law works. GDL is a proven tool for reducing teen crashes by up to 50 percent. GDL is complex. It can be confusing for today's parents who did not learn to drive under this three-stage licensing system.

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### Program Objectives

#### GDL MONITORING AND ADHERENCE AT HOME

ThinkFirst for Teen Drivers provides the tools parents need to be involved in monitoring, coaching and supporting their new teen driver. Parents are encouraged to establish clear and reasonable driving rules that, at minimum, conform to GDL provisions. To assist families, this program includes a Teen-Parent Driving Contract clearly outlining teens driving rules, laws and



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### Program Objectives



#### IMPORTANCE OF BEING A POSITIVE ROLE MODEL

ThinkFirst for Teen Drivers reviews what it means to be a positive role model. Teens mimic the driving behaviors of their parents, so it's critical for parents to lead by example.

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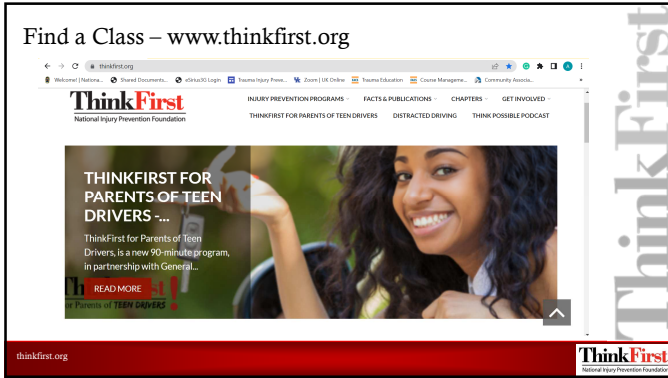
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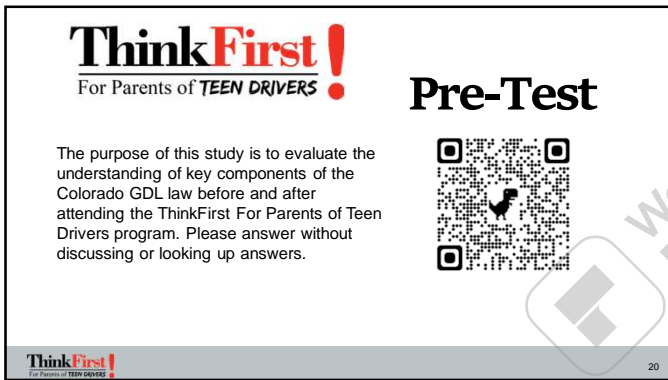
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# ThinkFirst

National Injury Prevention Foundation

Funded By:



Presented By:



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## TF Parent Program



Evidence-based traffic safety program



For parents/guardians of teen drivers



Goal: Reduce teen motor vehicle crashes, injuries, and fatalities through GDL\* law

\* Graduated Driver License



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## Traffic Crashes Are the #1 Killer of Teens!

Know the Facts



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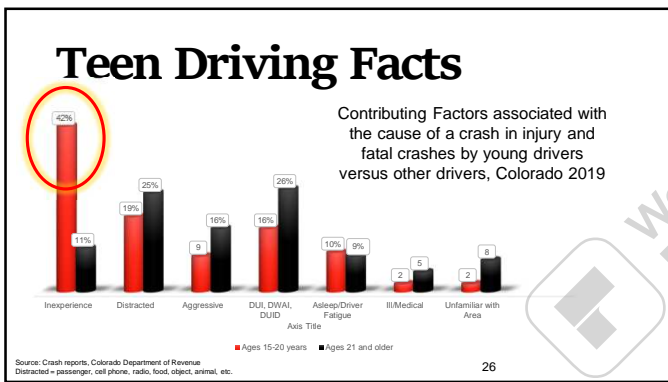
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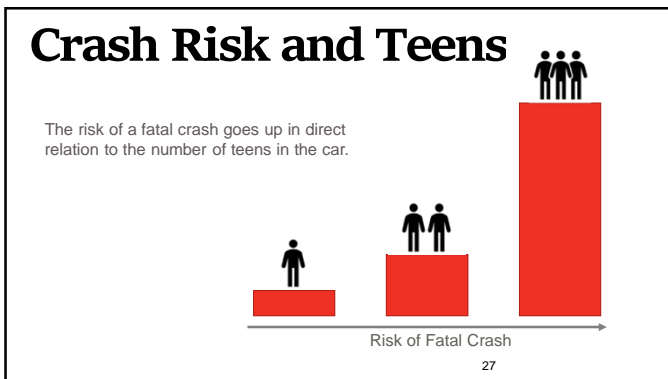
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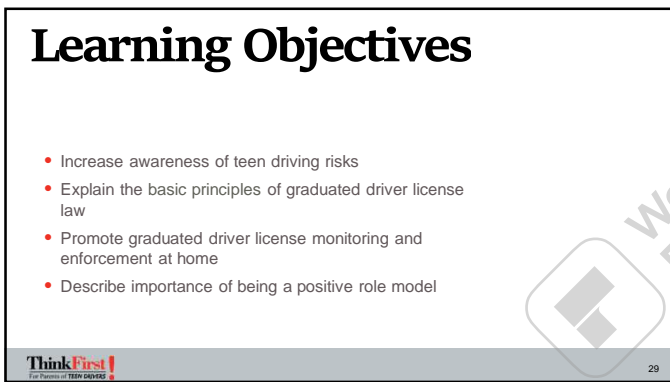
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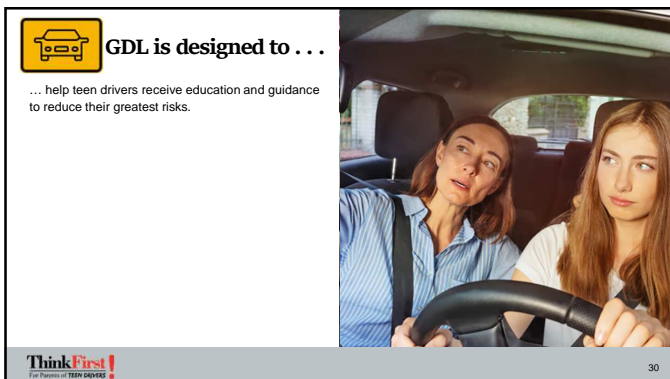
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## Critical GDL Components

-  Increase practice driving hours
-  Limit nighttime driving
-  Limit passengers
-  Require seat belt use

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## Critical GDL Components

-  Create and sign Parent-Teen Driving Contract
-  Monitor/do not allow distracted driving
-  Monitor/do not allow impaired driving

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## Let's Reflect



-  How has this changed your thinking?
-  Have you been a distracted driver?
-  What are you modeling for your teen?

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## GDL 3-Stage Licensing System



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## Laws to Know

**Underage Drinking and Driving**

Drivers under the age of 21 with a Blood Alcohol Content (BAC) between .01 and .05 are charged with Underage Drinking and Driving (UDD). If you are under 21 and your BAC was .05 and higher, you will receive the same charges (DWAI or DUI) as an adult.

Offense	Jail	Fines	Community Service
1st Underage Drinking and Driving (UDD) Offense (Class A)	None	\$35-\$300	Up to 24 Hours
UDD with one or more prior UDD (Class 2 Traffic Misdemeanor)	10-90 days	\$150-\$500	Up to 24 Hours

Reminder: It is illegal for youth to consume or have alcohol or drugs in their possession. This includes marijuana.

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## 3-Stage System



Learner Stage



Intermediate Stage



Full Privilege Stage

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## Learner Stage

- Apply at 15 years old
- Before applying for a permit
  - Attend an approved 30-hour drivers ed class
  - Affidavit of Liability and Guardianship must be signed
- Required to:
  - Complete 50 hours of supervised driving with their parent, guardian, or supervising guardian (21 years or older)
  - A minimum of 10 of these hours are required to be at night
- No cellphone use. Period.
- 12 months to complete

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## Intermediate Stage

- Pass road test
- Drivers are granted a restricted license
- Lasts 12 months
- Additional limitations:
  - No driving between the hours of midnight and 5 a.m.
  - No passengers who are not family members under the age of 21 during the first 6 months
  - After 6 months, one passenger under the age of 21 is allowed

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## Full Privilege Stage

- Unrestricted stage of driving
- Drivers may obtain a standard drivers license
- After 12 months or the age of 18 (whatever comes first) drivers are no longer under the restrictions of GDL laws
- Minimum age for this stage of driving is 17 years old

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## Laws to Know

**Power Down**  
Texting or talking on a cell phone while driving is against the law for drivers under age 18 in Colorado. Emergency calls to police are the only exception.

**Click It or Ticket**  
You and your passengers are required to wear seat belts—you can get pulled over and ticketed if you or your friends are not wearing one.

**ZERO Tolerance for Drinking & Driving**  
Even a trace of alcohol for minor drivers is punishable by law. In Colorado, you can lose your driver's license if you drink under the legal age limit—even when you're not driving.

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## Laws to Know

Underage Drinking and Driving

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1st Underage Drinking and Driving (UDD) Offense (Class A)	None	\$15-\$100	Up to 24 Hours
UDD with one or more prior UDD (Class 2 Traffic Misdemeanor)	10-90 days	\$150-\$300	Up to 24 Hours

Reminder: It is illegal for youth to consume or have alcohol or drugs in their possession. This includes marijuana.

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# Laws to Know



## Traction Law

During a Traction Law, all motorists are required to have EITHER:

- 4WD or AWD vehicle and 3/16" tread depth
- Tires with a mud and snow designation (M+S icon) and 3/16" tread depth
- Winter tires (mountain-snowflake icon) and 3/16" tread depth
- Tires with an all-weather rating by the manufacturer and 3/16" tread depth
- Chains or an approved alternative traction device

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# Laws to Know



## Move Over for Emergency Vehicle Law

Motorists are required to slow down when passing a stationary emergency vehicle, tow vehicle, or public utility vehicle working at, near, or in the roadway with its lights flashing.

- If a driver is unable to move at least one lane away from the stationary vehicle, they must slow down to at least 25 miles per hour on roadways with a speed limit below 45 miles per hour.
- On roadways with speed limits 45 miles per hour or more, motorists must slow down to 20 miles per hour less than the speed limit.

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# Risks and Strategies



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## What Are the Risks?



Inexperience and Brain Development    Distracted Driving    Driving at Night

Driving Drowsy    Speed    Lack of Seat Belt Use    Impaired Driving

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## Inexperience and Brain Development



**Risks**

- Teens aren't bad drivers, just inexperienced
- Pre-frontal cortex not fully developed
- May not recognize risky situations

**Strategies**

- Keep a driving log, with 50 hours **minimum** practice
- Regular practice in all conditions
- Regular practice all times of day

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## Distracted Driving



**Risks**

- Talking on cell phone and driving is prohibited for anyone with a Level 1 or Level 2 unless via system in vehicle- Texting is dangerous for everyone!
- Teen passengers

**Strategies**

- Model safe driving
- Discourage car pooling
- Discourage cell phone use
- Ask for call back, not immediate answer

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# Driving at Night

### Risks

- Lack nighttime driving experience
- More fatalities at night
- More recreational driving at night
- Teens may lack sleep

### Strategies

- Limit all nighttime driving
- No driving after 10 p.m.
- Know your community curfew and restrictions

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# Driving Drowsy

### Risks

- Young drivers at risk
- Drowsiness similar to alcohol usage
- Early morning and late night are risky

### Strategies

- Don't allow driving when tired
- Help teens get more sleep
- Set an electronics curfew

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# Speed

### Risks

- Speed is a major factor in teen crashes with injuries/fatalities
- Teens don't understand how speed effects stopping distance

### Strategies

- Model safe driving
- Remind of speed vs. safety
- Remind of need to slow down in extreme weather
- Teach how to handle skids

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## Lack of Seat Belt Use

### Risks

- Seat belt usage is low for teens
- Lack of seat belt usage costs teen lives and results in injuries

### Strategies

- Model and monitor seat belt usage
- Suspend driving for violations
- Remind of the importance of seat belts

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## Impaired Driving

### Risks

- Alcohol/marijuana/prescription medication illegal under age 21
- Alcohol/marijuana/prescription medication risky for all ages behind the wheel
- Significant impact on body/brain; young drivers vulnerable

### Strategies

- Model safe driving
- Discuss dangers of impaired driving
- Provide a safe ride if needed

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## Reinforcing GDL and Monitoring Teen Driving



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# Enforcement Ideas



Increase practice driving hours



Limit nighttime driving



Limit passengers



Require seat belt use



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# Enforcement Ideas



Create and enforce Parent-Teen Driving Contract



Monitor teens for distracted or impaired driving



Keep a driving log



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## Parent and Teen Driver Agreement



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## Supervised Driving Log

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### Drive Safe Pledge

*We need 30,000 pledges over the next few months and need your help!*

**ANYONE CAN PLEDGE.** We need safe drivers and safe passengers.

Visit [www.thinkfirst.org](http://www.thinkfirst.org)

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## Parental Involvement in GDL is Key

Be a Role Model

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# Model Good Driving



- Start the conversation with your teen
- Model good driving behavior
- Drive the way you want your teen to drive



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# Wrap-Up and Reminders

- Do not ask teens to shuttle siblings and family members
- Monitor unsupervised driving
- Identify opportunities to continue riding with new driver



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# Final Tips

- Know the state laws:
  - What to do in a crash
  - What to do when stopped by an officer
- Continue monitoring your teen's driving
- As experience and responsibility increase, give your teen more control
- Don't be afraid to say no; driving can motivate teen behavior
- Let teens use you as an "out" in difficult situations

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# Post-Test

The purpose of this study is to evaluate the understanding of key components of the Colorado GDL law before and after attending the ThinkFirst For Parents of Teen Drivers program. Please answer without discussing or looking up answers.



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For Parents of TEEN DRIVERS

PROGRAM HIGHLIGHTS



**GRADUATED DRIVER LICENSE KNOWLEDGE**  
Prior to the TF for Parents of Teen Drivers presentation, ONLY **67%** of attendees were aware of the Graduated Driver License Law (GDL). After the program, **100%** of attendees reported an increase of their knowledge of the GDL law.



**DRIVING INSTRUCTION**  
Parents plan to provide at least 60-80 hours or more of driving instruction. This changed from **25.3%** to **38.1%** after a program. This exceeds the minimum requirement.

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PROGRAM HIGHLIGHTS



**ATTENDEES**  
Of those attending a TF For Parents of Teen Drivers Presentation, **97.7%** would recommend this program to someone else (a friend, a colleague, or an organization/group).



**PASSENGER LIMIT**  
**97.6%** of parents were likely to limit the number of passengers their teen could transport.

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PROGRAM HIGHLIGHTS



**NIGHTTIME DRIVING**  
Attendees understanding of the nighttime driving restrictions went up **43.2%** from pre-survey to post-survey.



**SIGNED DRIVING AGREEMENT**  
Parents likely or very likely to complete a signed driving agreement with their teen went from **49.3%** to **64.3%** after a presentation.

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*In Appreciation To:*



















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