

Keeping Teens Safe on the Road: *Parents are the Key*

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The Research Institute At Nationwide Children's Hospital



Overview: *Parents are the Key*

- **Who:** The Centers for Disease Control, Ogilvy PR and numerous community partners
- **What:** A pilot campaign to get parents involved in keeping their teens safe behind the wheel and while riding in the car with other novice drivers.
- **When:** October 1- December 12, 2009
- **Where:** Columbus, Ohio and Little Rock, Arkansas
- **Why:** Car crashes—the #1 killer of teens—take 4,000 young lives every year.

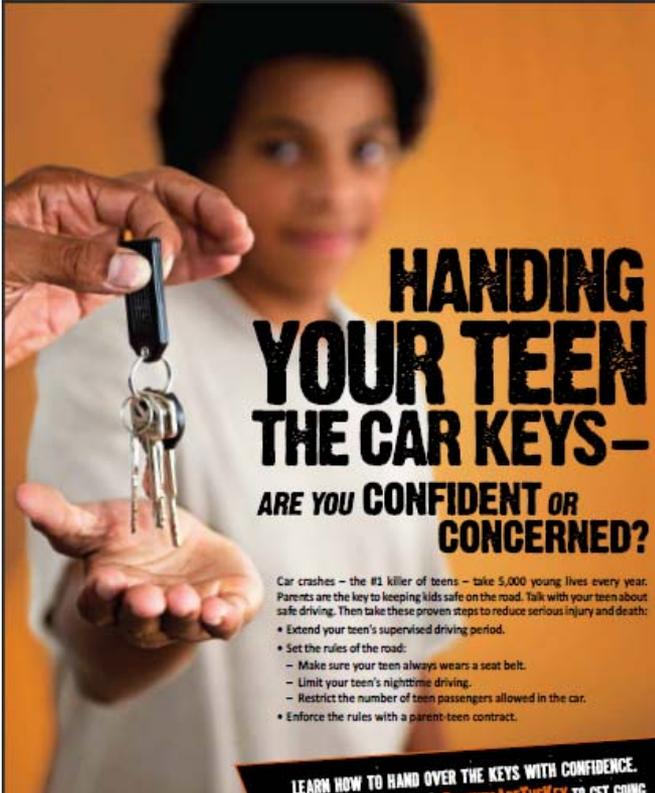
Campaign Goal

- **Reach the target audience:** Parents of new teen drivers (15 – 18 years old)
- **Raise parents' awareness:** Help parents realize how important it is that they:
 - Talk with their teens about driving dangers
 - Set and enforce rules for their young drivers

Partnerships and local involvement

- Hospitals (Nationwide Children's (CIRP), Grant Trauma, OSU Think First)
- Health Department
- Driver's Education
- Ohio Department of Public Safety
- Insurance companies (Allstate and Nationwide)
- Schools, libraries, etc

Promotional Materials

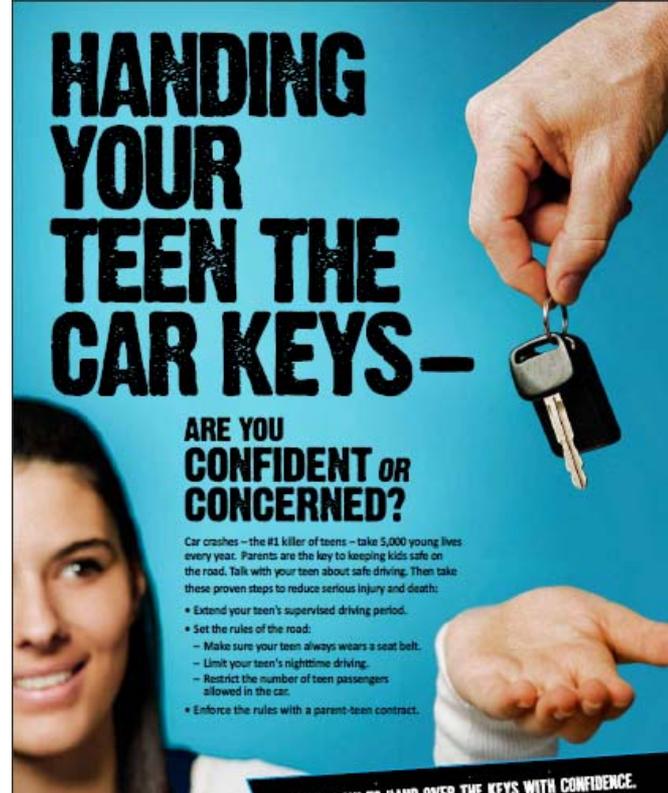


**HANDING
YOUR TEEN
THE CAR KEYS—
ARE YOU CONFIDENT OR
CONCERNED?**

Car crashes — the #1 killer of teens — take 5,000 young lives every year. Parents are the key to keeping kids safe on the road. Talk with your teen about safe driving. Then take these proven steps to reduce serious injury and death:

- Extend your teen's supervised driving period.
- Set the rules of the road:
 - Make sure your teen always wears a seat belt.
 - Limit your teen's nighttime driving.
 - Restrict the number of teen passengers allowed in the car.
- Enforce the rules with a parent-teen contract.

LEARN HOW TO HAND OVER THE KEYS WITH CONFIDENCE.
VISIT WWW.CDC.GOV/PARENTSARETHEKEY TO GET GOING.



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Key Messages of the Campaign Materials

Parents--you can help protect your teen driver's safety by:

- Extending your teen's supervised driving period.
- Setting the rules of the road:
 - Making sure your teen always wears a seat belt.
 - Limiting your teen's nighttime driving.
 - Restricting the number of teen passengers allowed in the car.
- Enforcing the rules with a parent-teen contract.

How did it all come together?

Media
Relations

Special
Events

Web Site

Radio
Advertising

Partnership
Development



Social
Media

Print
Materials

Online
Advertising

Website: www.parentsarethekey.com

Parents Are the Key

About the Campaign

What Parents Can Do

Eight Danger Zones

Parent-Teen Driving Contract

Graduated Driver Licensing

In Your Community

Spread the Word Online

Free Materials

Share Your Thoughts

en Español

Show your support!

Post a button on your social networking page, web site, or blog.



Parents Are the Key to Safe Teen Drivers

Car crashes—the #1 killer of teens—take over 4,000 young lives every year. That's 11 teen deaths each day that can be prevented. As a parent, you should know that the main cause of teen crashes is driver inexperience. All new drivers—even straight-A students and "good kids"—are likelier than experienced drivers to be involved in a fatal crash. It's a fact.

The good news is that you can make a difference by getting involved with your teen's driving. Take advantage of the "Parents Are the Key" tools and resources. Learn about the most dangerous driving situations for your young driver—and how to avoid them.

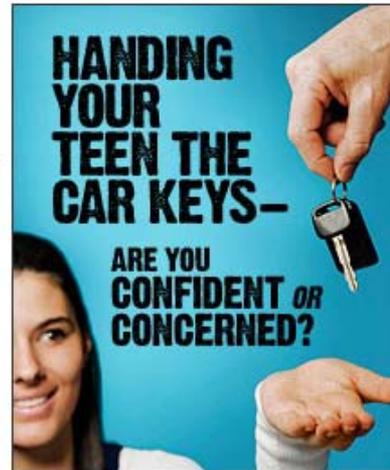
Steer Your Teen in the Right Direction

As a parent, you have the greatest influence over your teen's behavior. In fact, leading experts believe parents play a key role in preventing teen car crashes and deaths. Take the first step: Talk with your teen about staying safe behind the wheel. Then, keep the conversation going. You can steer your teen in the right direction, and "Parents Are the Key" has proven steps that can help.

Crash Facts



- Teen drivers are four times likelier to crash than older drivers.
- Crash risk goes up when teens drive with other teens in the car. Nearly two out of



Did You Know?



Motor vehicle crashes can happen to anyone—even "good" teens.

ALL new drivers lack

Text size: [S](#) [M](#) [L](#) [XL](#)

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1600 Clifton Rd
Atlanta, GA 30333

800-CDC-INFO
(800-232-4636)
TTY: (888) 232-634
24 Hours/Every Day

cdcinfo@cdc.gov

Nationwide Children's Involvement

- Held the committee meeting
- Conference calls
- Attended the kick-off event
- Distributed materials:
 - ✓ 14,400 fliers through the Emergency Department, Trauma Department, Community Relations, Close to Home Centers and Education Department
 - ✓ 29 posters at the adolescent clinic, Close to Home centers and the education department
 - ✓ Flier included with 'StatChat' going to ~7,000 NCH employees

NCH Electronic Outreach

- Education Department:

Mechanism	Impact
Included campaign information as part of their partnership with KISS (Kohl's is sold on Safety) by putting a link on the website and including information in the safety activity booklets	10,000 per season
Information on various pages of the NCH website	574,895 quarterly hits for the KISS page, NCH home page, CIRP page and Education page
Audio message on the hospital's "on-hold" message	1,100,000 calls per year
Columbus Parent	90,000 monthly readership
Columbus Parent Website	20-30,000
Email distribution of weekly <i>MomStyle</i> eNewsletter	10,000 subscribers
<i>ThisWeek</i> Newspapers (community specific)	519,038 readership weekly
<i>ThisWeek</i> Newspapers web	48,000 monthly visits

Media/Promotion done by the CDC

- **Kickoff event:** held in the food court of Tuttle Mall on a Friday when locals schools were not in session.
- **Radio ads:** 30-second spots aired during segments of high-rated spots when teens and parents were most likely to be in the car together
- **Digital Promotion:** Leaderboard and Big Box banner ads were developed for five digital publishers and dozens more via an ad network



Evaluation

- Pre/post phone survey: 400 parents before and 400 after in both cities
- Parents were asked questions about their awareness of the teen driving issue, their own habits behind the wheel and restrictions they impose on their teen driver
- Results

Other key findings and implications

- Parents are worried about their teens, but aren't taking action to prevent their teens from engaging in risky behavior
- Engaged Partners = Engaged Parents
- Customizable and Shareable Information is needed for successful distribution

Next Steps

- Revisions to materials
- Wider launch in October 2010
- Partners and parents can still use www.cdc.gov/parentsarethekey for materials