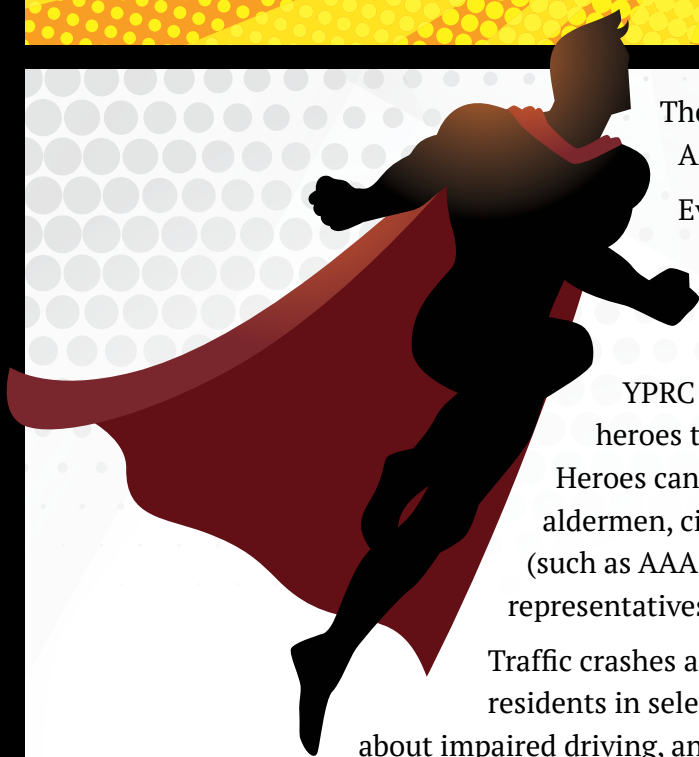


TRAFFIC SAFETY HERO CHALLENGE **VOLUME TWO: IMPAIRED DRIVING**



IMPAIRED DRIVING



The action-packed second volume of the YPRC and AAA traffic safety hero series has arrived!

Every community has heroes, and this volume challenges peer leader groups to find and recognize the hero, or agent of change, who might be hiding in plain sight!

YPRC has a long history of working with community heroes to promote healthy youth and safe teen driving. Heroes can be emergency medical technicians (EMTs), mayors, aldermen, city or county board members, insurance agents (such as AAA Insurance), teachers, clergy, and local business representatives.

Traffic crashes are a leading cause of teen fatalities. In a survey of residents in select large U.S. cities, 86 percent reported concerns about impaired driving, and almost two-thirds of respondents wanted officials to prioritize action to stop impaired driving. (Gatens⁷)

Impaired driving is operating any motorized vehicle – cars, trucks, motorcycles, boats, all-terrain vehicles (ATVs), airplanes, trains, jet skis and snowmobiles – while under the influence of alcohol, drugs a combination of both or drowsy driving. (CCSA³)

This traffic safety hero volume was created as a way for local youth leaders to collaborate with their chosen community hero to raise awareness and save lives. Your goal is to implement one or more activities collaborating with your hero. Get creative with implementing your activity!

Consider the American Automobile Association (AAA) Shifting Gears program for more activity ideas. As more states and cities legalize or decriminalize cannabis, AAA has developed a new program to educate teen drivers about how it impairs driving abilities and increases risk behind the wheel.



IMPAIRED DRIVING



SHIFTING GEARS: THE BLUNT TRUTH ABOUT MARIJUANA AND DRIVING

The AAA Foundation for Traffic Safety has researched issues that affect motorists for 70 years. Since 2010, the AAA Foundation for Traffic Safety has conducted research on the prevalence of cannabis use among drivers in fatal crashes and the impacts of cannabis on driver impairment.

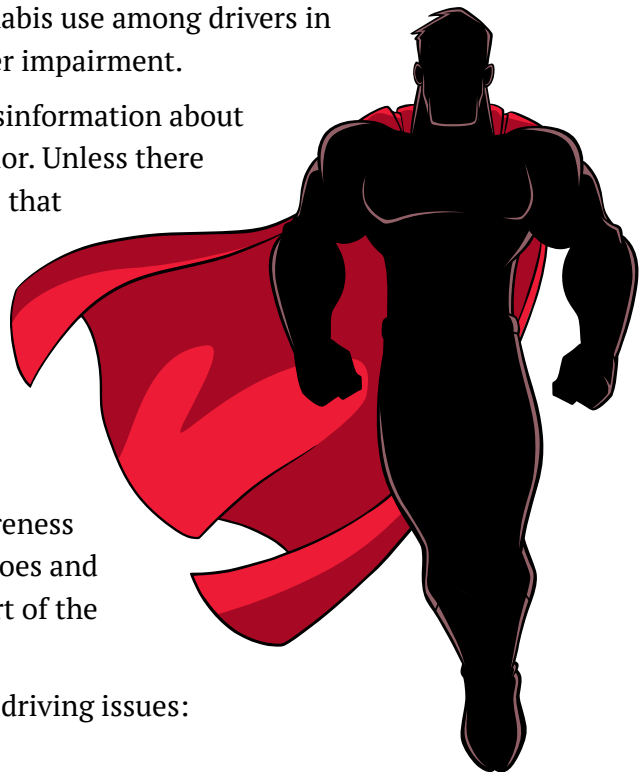
At AAA, we realize that there is a great deal of misinformation about cannabis' ability to negatively affect driver behavior. Unless there is behavior and culture change, research shows us that impaired driving crashes will increase and injure and kill motorists and their passengers.

Shifting Gears is a free AAA program for high school health classes. For more information on how you can bring Shifting Gears to your community, visit www.aaa.com/shiftinggears.

Remember, take this opportunity to increase awareness of this vital issue and build relationships with heroes and businesses in your community who want to be part of the solution to keep teens safe!

This volume is focused on the following impaired driving issues:

- Alcohol
- Marijuana
- Drowsy Driving



HOW TO PROCEED

1. Review the activities below with your peer leadership group and advisor (sponsor).
2. Contact your hero and ask them to participate in your activity. Possible heroes/change agents – EMTs, mayors, alderman, city or county boards, insurance agents (AAA representatives), teachers, a local businessperson – anyone local dedicated to the safety of youth and the community can participate.
3. Once you've made your selection, invite them to a group meeting and decide how to carry out your activity(ies). You can choose as few or as many activities or events as you want.
 - a. Make sure your hero knows their role in the activity/event. **Page 4** gives you some suggestions about the role the Hero can play.
 - b. This project may require some additional funding. Discuss the plan with your chosen hero and see how they might help.
 - i. For example, they may be willing to buy the chalk for “Chalk the Block.” Be clear on what you hope to achieve.
4. Document your efforts! It is essential to take lots of pictures! Please email your photos to yprc@prevention.org and look for them on the YPRC social media channels. Use photos in school publications, local print media, promotional material and much more. Share them with your local hero to use as well. You can add your hashtag but always use **#TrafficSafetyHeroes** and **#YPRC**.
5. YPRC will recognize you in our newsletter once we receive your photos throughout the year.
6. Once you have completed your activity, meet to discuss how things went and what could make this project better in the future.



HERO RESPONSIBILITIES

Your Traffic Safety Hero will be part of the planning and implementation of these activities. Invite the hero to a planning meeting with the peer leadership group, decide on the activity and implement it together!

Heroes who participate will receive a certificate of appreciation (presented by the peer leadership group and a press release for local media (click here to download or there is a printable version at the end of this document). YPRC will highlight your activity and traffic safety heroes in YPRC newsletters and social media. Do not forget to document and include any press coverage.

Each activity gives an example of how to “**Get Your Hero Involved.**”



HERO CONTACT

Take this volume to your identified traffic safety hero and discuss it.

Explain that this is an opportunity to engage partners on the local level and highlight traffic safety heroes who care enough to get involved with local youth to reduce teen traffic fatalities.

Bottom line, this is about saving lives in your school and community and allowing your traffic safety hero to be a part of the solution to the number one killer of teens in this country.

If possible, the traffic safety hero can contribute funds to offset some expenses and, more importantly, some of their time working directly with passionate and enthusiastic youth.

Remember, you don't have to do any of the activities in the guide. These are just ideas that you can use. We leave it open for any ideas you have or your hero might suggest. Involve them in the conversation as much as possible to develop a working relationship.



ALCOHOL ACTIVITY

Alcohol is the number one killer on American roadways. Alcohol impairs vision and delays reaction time so that it takes longer to act in an emergency. Alcohol impairs your driving ability even if you are not legally drunk. Even a modest amount of alcohol raises the risk of a crash. (ILSOS¹⁰)

In 2018, there were 10,511 alcohol-impaired driving fatalities, 309 in Illinois. The percent of alcohol-impaired driving fatalities account for 30 percent of total fatalities in Illinois and 28.8 percent on the national level. The percentage of under 21 alcohol-impaired driving fatalities of total under 21 fatalities is 19.8 percent. (Responsibility.org). In 2019, there were 10,142 people killed in alcohol-impaired-driving crashes, an average of one alcohol-impaired-driving fatality every 52 minutes. (Responsibility.org¹¹)

AAA Traffic Safety Culture Index (2020)

Reports that most respondents (94.5 percent) perceive driving after drinking enough to be over the legal limit as very or extremely dangerous, while 6.0 percent admitted having done so in the past 30 days. (AAA¹)



CREATE A BUZZ

AROUND ALCOHOL IMPAIRMENT

Create an alcohol-impaired driving text messaging campaign for coaches, sponsors, and school administration, asking them to send messages leading up to prevalent teen traffic safety crash times (e.g., Friday Night Lights, homecoming, prom, global youth traffic safety month). Ask administration to make the announcement during or after a game or other school event.

Reminder: Do not send texts around driving times so they are not distracted by the text message.

What do we need to do?

- As a group, create impaired driving text messages and school announcements to be sent or announced by your school administration.
- Get creative in your messaging but remain positive:
 - If you feel different, you drive different.
 - Buzzed driving is impaired driving. smart—drive Safe.
 - Drowsy driving is as dangerous as drunk driving.
- Provide text messages to the school representative to send using the GroupMe, InstaTeam (any school activity messaging app) or All-School messaging alert programs when you would like them sent.
- Provide the school announcements to the administration for them to review. Ask if one of the peer leaders can announce when you want them announced. If possible, ask coaches or activity directors to send out the message using their school-wide communication system.
- Work with the administration to draft a letter that will explain the campaign and why it is crucial.

Get your Hero Involved: Creativity is the most important part of this activity!
Engage your hero for ideas on messaging.



CANNABIS ACTIVITY

Driving while under the influence of recreational substances like cannabis is impaired driving. Recently, public perception of cannabis use has changed considerably, especially with medicinal and recreational cannabis legalization.

Dr. Guoha Li, director of the Center for Injury Epidemiology and Prevention at Columbia, said, *“Currently, one of nine drivers involved in fatal crashes would test positive for marijuana. If this trend continues, in five or six years, non-alcohol drugs will overtake alcohol to become the most common substance involved in deaths related to impaired driving.”*

Even more dangerous and deadly is the combination of alcohol and drugs. *“If a driver is under the influence of alcohol, their risk of a fatal crash is 13 times higher than the risk of the driver who is not under the influence of alcohol. But if the driver is under the influence of both alcohol and marijuana, their risk increases to 24 times that of a sober person.”* (Brady²)

AAA Traffic Safety Culture Index (2020)

Nearly 70 percent of respondents consider driving within an hour after using marijuana to be very or extremely dangerous, and 93.7 percent believe people who are important to them would disapprove of doing so. (AAA¹)

**DON'T FORGET
TO LOOK UP
AAA SHIFTING GEARS
FOR MORE ACTIVITY
IDEAS!**



CAPTAIN CANNABIS' SAFE CONSUMPTION STRATEGIES

Spread the WORD about cannabis impairment! Create informational postcards regarding the impact of cannabis-impaired driving and ask your hero or another adult (over 21) to distribute postcards to local dispensaries.

What do we need?

- Postcard design ideas.
- An adult (over 21) to enter the dispensaries as it is illegal for those under 21 to enter.
- Access to a printer/copy machine.

How to do it:

- Recruit peer leaders to design postcards.
- Research valid sources and design an informative postcard to distribute. Sources:
 - National Highway Traffic Safety Administration (NHTSA) Drug Impaired Driving (<https://www.nhtsa.gov/risky-driving/drug-impaired-driving>).
 - Centers for Disease Control and Prevention (CDC) (https://www.cdc.gov/transportationsafety/impaired_driving/impaired-drv_factsheet.html & <https://www.cdc.gov/transportationsafety/pdf/impaired-driving-new/CDC-impaired-driving-fact-sheet-llinois.pdf>).
- *Keep in mind that this message is targeting legal cannabis users (over 21 years old). Be careful to focus only on driving while under the influence of cannabis and its negative impacts. This would be a good place to use the statistics from above.*
- Send us a picture of the postcard or message you created to include in our newsletter and social media!

Get your Hero Involved: Ask your hero to distribute postcards to dispensaries!



DROWSY DRIVING ACTIVITY

In the United States, drowsy driving is a big issue. Drowsy driving is estimated to contribute to as many as 1.2 million collisions, resulting in potentially 5,000 to 8,000 fatalities per year. (NHTSA⁹) The dangers, risks and sometimes fatal consequences of sleepy driving are startling. Drowsy driving is the dangerous combination of driving while sleepy or exhausted. This occurs when there is a lack of sleep resulting from untreated sleep disorders, drugs, alcohol or shift work.

AAA Traffic Safety Culture Index reports:

- Roughly 95 percent of respondents identify drowsy driving as very or extremely dangerous. About 33 percent thought drowsy drivers risked being caught by the police.
- Nearly all respondents (98.1 percent) believed that people who were important to them would disapprove of drowsy driving.
- Despite high rates of respondents' perceived danger and social disapproval of drowsy driving, 17.3 percent admit to having driven while being so tired that they had had a hard time keeping their eyes open at least once in the past 30 days.

Falling asleep at the wheel isn't the only danger; sleepy driving impacts your ability to drive safely. Everyone's body requires an appropriate amount of sleep. The more hours of sleep lost, the more difficult it is to think and perform at your best. Sleep deprivation can cause cognitive impairment, impacting coordination, attention, judgment and driving reaction time—the same results of impairment due to alcohol and drugs. (CDC⁴)

- Being awake for at least 18 hours is the same as someone having a blood content (BAC) of 0.05percent.¹⁰⁻¹²
- Being awake for at least 24 hours equals having a blood alcohol content of 0.10percent. This is higher than the legal limit (0.08 percent BAC) in all states.¹²⁻¹³
- Drowsiness can also increase the effect of even a small amount of alcohol.



JAMMIE CHALLENGE

Get creative! Who knows, you might go viral! Dig deep for inspiration for your inner content creator to increase awareness of impaired drowsy driving. Encourage teachers, business owners and anyone you can think of to post a message while wearing their pajamas about drowsy driving.

What do we need?

- Your favorite pajamas
- Social media platform account
- Permission to coordinate the contest through your school sponsor or administration

How to do it:

- Get creative, but please stay safe!
- Create videos or PSAs on Tik Tok and other social media platforms with your message on drowsy driving and post to all.
- Encourage others to do one of their own.
- Make a contest of this challenge. Some options:
 - Teachers vs. students.
 - Friendly challenge between classes.
 - School vs. local business (staff).
- Select winners and provide them for others to share on their social media.

Get your Hero Involved: Record a video of you and your hero in jammies or encourage them to do their own. Get creative with your message!



IMPAIRMENT ACTIVITY

To bring awareness of all impairment areas, you can host an “Ask the Expert” event. This should include local experts on alcohol, cannabis and drowsy driving impairment.

ASK THE EXPERT

Host a panel of experts one evening to provide insight and information into impaired driving issues and trends for youth and adults in your community. For more information on how to plan an event, [click here](#).

MATERIALS: Create impaired Driving Fact Sheets using the sources above.

PLANNING:

- Engage partners (e.g., law enforcement, teachers, community groups).
- Select a venue (e.g., high school, college, community center, key town location).
- Pick a day and a location.

PROMOTION:

- Work with local police, health, and other partners to share information about the event.
- Market the event. Send media releases or contact local media directly, and post signs around town.
- Post regularly on social media to remind people of the event and also “teaser” information about distracted driving.

KEY MESSAGES TO ADDRESS:

- Strategies to change the outcome of impaired driving in your local community and schools.
- Provide statistics (local vs. state) on each of the impairment topics (alcohol, cannabis and drowsy driving).
- Impact sleep deprivation has on reaction time.
- Financial impacts of distracted driving.

Get your Hero Involved: Invite the hero to emcee the panel discussion or introduce the experts. Be sure to acknowledge the hero and make the partnership known to make this event happen!



SHARE ON SOCIAL MEDIA

We want to see you in action! Use social media to share the exciting ways you bring awareness to the dangers of impaired driving! Take pictures, shoot videos, call your local media! Share it all! Get as creative as possible! Don't forget the superhero hiding in plain sight theme, have fun with it to engage younger students. Use props – capes, t-shirts, anything superhero-related! Post on your social media platforms, the schools and hero's social media! Post everywhere!

Please **CLICK** on the logos below to access these social platforms.



[YPRC.IL](https://www.facebook.com/YPRC.IL)



[YPRCil](https://twitter.com/YPRCil)



[yprc_il](https://www.instagram.com/yprc_il)



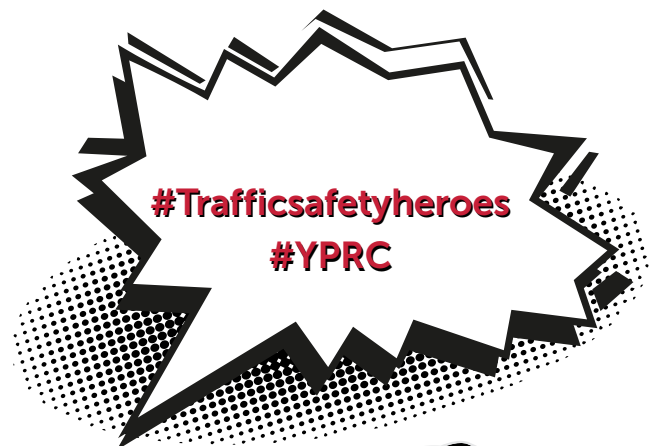
[YPRC](https://www.youtube.com/YPRC)



[@yprc.il](https://www.tiktok.com/@yprc.il)



[yprc.il](https://www.snapchat.com/add/yprc.il)



When you post, don't forget to include these hashtags- **#TrafficSafetyHeroes** and **#YPRC**. We want to see the great work you are doing, and you never know when you might be highlighted in our monthly newsletter!!





YPRC

YOUTH
PREVENTION
RESOURCE CENTER

RESOURCES

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<https://aaafoundation.org/2020-traffic-safety-culture-index/>.
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3. Canadian Centre on Substance Use and Addiction (CCSA). *Impaired Driving*. (Accessed May 2022).
<https://www.ccsa.ca/impaired-driving>
4. Centers for Disease Control and Prevention. *Sleep and Sleep Disorders. Drowsy Driving*. (Accessed May 2022).
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7. Gatens, A. (2019). *Alcohol-Impaired Driving in Illinois*. Chicago, IL: Illinois Criminal Justice Information Authority. (Accessed May 2022)
<https://icjia.illinois.gov/researchhub/articles/alcohol-impaired-driving-in-illinois>
8. National Highway Traffic Safety Administration. *Drug-Impaired Driving*. (Accessed May 2022).
<https://www.nhtsa.gov/risky-driving/drug-impaired-driving>
9. National Highway Traffic Safety Administration. (November 2021). *Summary of Motor Vehicle Crashes*.
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https://www.ilsos.gov/departments/drivers/traffic_safety/DUI/home.html
11. Responsibility.org. (2019). *National Drunk Driving Statistics Map*. (Accessed May 2022)
<https://www.responsibility.org/alcohol-statistics/state-map/state/illinois/>

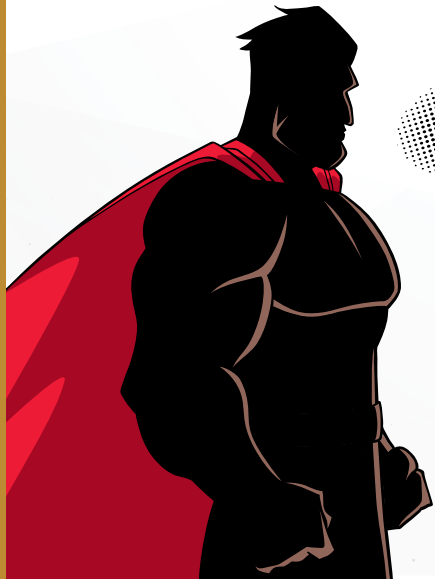


Is recognized as a

TRAFFIC SAFETY HERO

GIVEN THIS _____ DAY OF _____, 20 _____

**BE A
HERO!**



Presented By: _____



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