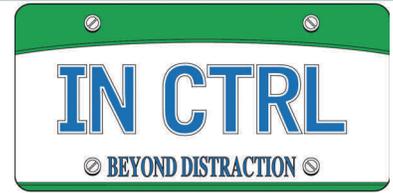


# In Control Newsletter



## What is "In Control"?

**In Control is a school-based distracted driving program specifically designed for teen drivers. The program works to deter distracted driving by emphasizing being in control while behind the wheel.**

**Interventions will employ a series of posters, flyers, and social media activities that allow the students maximum involvement in promotion of the message.**

### In Control Goals

- **To implement and evaluate a distracted driving intervention program for teenage drivers**
- **The program will promote the norm to be "In Control and Beyond Distraction" while behind the wheel**
- **Phone calls and text messages will be depicted as a source of control over the individual**

## In Control: Beyond Distraction Kickoff!!

The *In Control* program team has worked with teachers and staff at [Your School] and other high schools to kick off the program.

In May and July of 2012, the *In Control* team led a series of focus groups with teens from Southeastern Virginia high schools in order to get an idea of how teens feel about distracted driving and gauge ideas for interventions. This

allowed for the program to be designed and implemented in your school.

To officially kick off the *In Control* campaign, we posted our campaign posters throughout the school. The comical posters encourage putting down the phone to take back control. We also observed student driving practices in the school parking lots.

We are excited about the interventions that will continue through the school year!



## Current In Control Activities

The *In Control* team is currently working with teachers and student groups on three different intervention components.

The first component will be carried out throughout the entire year. This is our "Social Media Campaign." We have created a group on Facebook where the students can post ideas, engage in discussions about distracted driving, and take part in polls and quizzes. Twice a week, a new question will be posted to spur the discussions.

The second intervention is

the Tagline Contest. The *In Control* team hired a graphic artist to design a poster. It is up to the students to add a creative tagline to the poster. Entries will be judged by the *In Control* Team and student voting on Facebook.

The third intervention we



have ready is an e-flyer for parents about the phone apps specifically designed to deter distracted driving. The apps power phones down when the car is going over a certain speed or sends all calls and texts to voice mail when activated.

A big thank you to all the teachers, administrators, and students who took time out of their busy schedules to meet with us and for helping us get these interventions underway!

# Upcoming *In Control* Interventions

Some interventions planned for late winter/early spring include a PSA Creativity contest, an *In Control* Solve It project, and an *In Control* Challenge. All of these interventions will involve various student groups and clubs within the school.

In the Public Service Announcement (PSA) Creativity contest, students will submit original videos, art, poetry, and music to portray what it means to be "in control" while driving. Prizes will be awarded for the

best examples of the *In Control* theme.

During the "In Control Solve It!" project, we will encourage students to propose an invention or intervention activities to solve the problem of distracted driving, such as a phone box or other safe location the phone can be stored while the vehicle is in motion. The *In Control* team will work with a subset of classes and/or school groups to carry out the activity.

The *In Control* Challenge will be a student-led activity where the

project team will work with student groups to plan an event and promote distracted driving awareness, such as during a pep rally or other school function. The goal will be to send a clear message regarding the dangers of distracted driving. There will be various polls and quizzes on Facebook at different times throughout the challenge.



## Why are we Targeting the Teen Population?

While we recognize that distracted driving is in no way a phenomenon exclusively seen in the teen population, there are several reasons why we are focusing on teens:

- Car crashes are teens' leading cause of death
- Teen drivers have the highest inci-

dence of distracted driving and are overrepresented in fatal crashes

- Texting is the most common and preferred means of communicating for teens
- Teens' natural tendencies toward risk-taking make them more comfortable with distractions while

driving

- In a recent national survey, over half of 11th and 12th grade students admitted to texting or emailing while driving



## Thanks to our Community Partners for Donating prizes!!!!

- AMF Indian River Lanes
- Greenbriar Family Skating Center
- Cinema Café-Pembroke
- Regal Cinemas
- Bliss Bakery
- Royal Chocolate
- Barnes and Noble—Town Center
- Eastern Virginia Medical School

## How can Teachers Help?

Help us by getting the word out about the program and our interventions when you receive flyers in your mailbox throughout the year! Encourage students to join any social media discussion groups planned to get involved in the discussions throughout the year, and to take part in the discussions and interventions!

## Questions? Suggestions? Want to get involved? Let us Know!

**[Email]**

Teacher Liaison  
Information

Student Liaison  
Information