

Final Chapter Grant Progress Report

Educating Teens about the Dangers of Distracted Driving

2011-2012 (Regular Grant)

Overview of activity to date:

Background:

The original proposal described use of the web and social media to create awareness about the dangers of distracted driving. The underlying goal was to build momentum for passage of teen distracted driving legislation in 2012.

Since a teen distracted driving law was passed and signed into law in late 2011, we shifted our focus to educate teens about the new law.

Partnering with the Pennsylvania DUI Association, we decided to invite high school teens to participate in a video contest. Their assignment was to develop an original 30-second video public service announcement to educate teens and parents regarding the new Graduated Driver's Licensing (GDL) law.

A website was also developed that provided information about the contest and Pennsylvania's new GDL law.

A press event to formally kick off the video contest was held in the State Capitol Rotunda on March 14. Representative Katherine Watson, the prime sponsor of the GDL law, was the featured speaker along with chapter Past President Daniel Wehner, MD, FACEP. At the event we challenged teens to – Take a Video Challenge and Win \$1,000.

We asked teens to use their creativity to develop an original 30-second video public service announcement regarding the importance of the new GDL law.

To review the entries we asked a member of the Student's Against Destructive Driving, Representative Katherine Watson, PennDOT, an insurance representative, and an emergency physician to review the eight entries that we received.

The judges selected four \$100 regional award winners.

The statewide winner was announced at a press event on May 30, 2012. David Bennett and Antonia Markie-Fountain of Upper Darby High School, Drexel Hill, PA received the grand prize of \$1,000.

A press release of the May 30 event is attached. The following is a link to the video.

<http://www.youtube.com/watch?v=XmoG0Z8lic4&feature=plcp>

Exposure

Website: www.PaDistractedDriving.org. From March 1-June 1, 2012, around 864 unique visitors viewed the page. The site contained information about the contest and the new GDL rules.

Earned Media

Four newspapers, two TV stations, a radio station and the winning school's website (the winning school has 4,000 students) all had articles or interviews about safe driving as a result of this contest. Here is the full list:

- KDKA-AM-Radio, March 21, 2012, radio on afternoon talk show with Joe DiStio (no recording)
- Milford (Pa.) News Eagle, Tuesday, March 20, 2012
<http://www.neagle.com/news/x1907521491/Capitol-Roundup-from-PA-Rep-Mike-Peifer-R-139th>
- Erie Times-News, Saturday, March 17, 2012:
<http://www.goerie.com/article/20120317/OPINION01/303179997/Parade-brings--Eire-to-Erie>
- ABC27-TV, Thursday, March 15, 2012:
<http://www.abc27.com/story/17160212/mother-of-crash-victim-raising-teen-driver-awareness>
- Delaware County Times, Saturday March 10, 2012
<http://delcotimes.com/articles/2012/03/10/news/doc4f5c201bca951716236580.txt>
- ABC6-TV, May 30, 2012, TV station covers ceremony honoring video contest winners (appeared on 4:30 news, no recording)
- Delaware County Times, June 1, 2012
<http://www.delcotimes.com/articles/2012/06/01/news/doc4fc95cd63acfa869002416.txt>
- Upper Darby High School website, June 1, 2012
<http://uhs.upperdarbysd.org/component/k2/item/6393-sophomore-wins-state-video-contest>

David Blunk on behalf of project coordinator, Daniel Wehner, MD, FACEP
Project Coordinator