

## JoCo Teen Drivers



How One Community is  
Fighting Teen Driving Fatalities

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## A County In Crisis

Johnston County in 2007

- 11 Teen Fatalities
- 1,299 Injured Teen Drivers
- Johnston County ranked #1 in the state for teen fatalities

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## County Forum 2008

Held: November 13, 2008



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## 6 Recommendations

Steering Committee recommendations to the Johnston County Commissioners

1. Organize Support
2. Teen Involvement
3. Identify and Improve Roadways in County
4. New Training Methods
5. Recognize and Standardize Driver's Education
6. Improve Graduated Licensing Program (GDL)

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## JoCo Teen Drivers Begins

- 2010- Teens in the Driver Seat
- 2011- Johnston County Commissioners extended funding to the Johnston County Teen Driving Committee to continue the peer-to-peer program
- The program was re-named JoCo Teen Drivers




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## Champions of the Program

- Johnston County Government
- Johnston County Schools
- Governor's Highway Safety
- Johnston County Citizens and Businesses




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### How it Works

- 10 High Schools
- 10 Adult Sponsors
- 10 Student Leadership Teams
- Student Council Members



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### Targets 5 Risk Factors

- 1) Driving at night
- 2) Speeding
- 3) Distracted driving
- 4) Not using safety belt
- 5) Alcohol

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### Fall Training



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### Fall Kickoff



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### Spring Summit



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### FIND OUT WHAT STUDENTS KNOW

- Survey students at each High School
- All students are encouraged to take survey
- Evaluate data
- Target problem areas for our school
- Focus on activities that stress awareness of those target areas



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## Initiate Campaigns to Target Problem Areas

- Teen Driving Activities



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## Campaign Ideas cont.

- Holidays and school functions (Football Games, Prom, Valentine's Day)



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## Campaign Ideas cont.

- Posters/ Banners



- Speakers



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## Campaign Ideas cont.

- Promotional Giveaways
- Morning Announcements
- Facebook / Website




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## Success of the Program



| Teen Fatalities |                 |       |
|-----------------|-----------------|-------|
| Year            | Rank            | Total |
| 2007            | 1 <sup>st</sup> | 11    |
| 2008            | 3 <sup>rd</sup> | 6     |
| 2009            | 2 <sup>nd</sup> | 8     |
| 2010            | 4 <sup>th</sup> | 3     |
| 2011            | 3 <sup>rd</sup> | 4     |
| 2012            | 5 <sup>th</sup> | 2     |
| 2013            | 6 <sup>th</sup> | 1     |

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## Thank You

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