



Washington Association of
**SHERIFFS &
POLICE CHIEFS**

Traffic Safety Subcommittee

Group #2:

~ Captain James Mjor, Sergeant Mike Cummings, Officer Patrick Douglas,
Officer Robert Wilson, and TZT Manager John Griffin

OBJECTIVE

- **OBJECTIVE**

Define police led, non-enforcement strategies that lead to sustainable behavior change.

- **Provide 4 strategies**

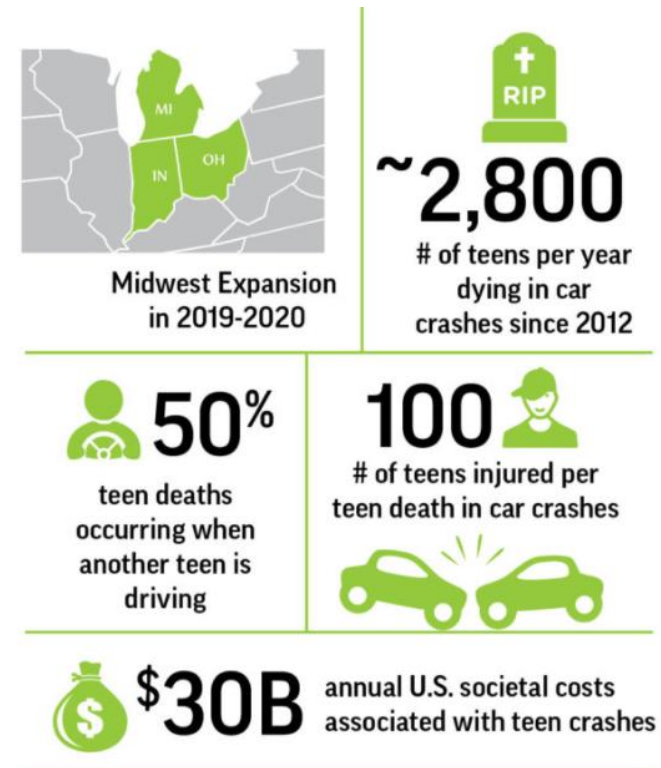
That agencies can implement in the jurisdictions that foster culture to create a sustainable behavior change.

* 2 of the 4 strategies need to be adaptable to rural jurisdictions

SITUATION REPORT ~ WA

WA TEENS by the #'s

- Young drivers ~ 2x likely to CRASH = FATALITY or SERIOUS INJURY
- Young Drivers = 13.5% of WA Driving Population
- Young Drivers = 31% of all FATALITIES
- Young Drivers = 34% of all SERIOUS INJURY COLLISIONS
- ½ TEEN passenger DEATHS happen when another TEEN was driving
- 1 TEEN killed = 100 more are injured



SITUATION REPORT ~ TEXAS (since 2002)

The FOCUS

- Distracted driving
 - Cell use and texting
 - Too many teen passengers
- Driving at night
- Speeding and street racing
- Low seatbelt use
- Alcohol and drug use

Outcomes

- Teen driver fatal crashes down 70% (only state to decrease teen fatal crashes every year since 2002)
- 20-County control group = 14.6 % decrease in teen injury and fatal crashes when program realized sustained use for 3+ years
- 38 states have deployed the program outside Texas
- National best practice model x4 by USDOT, Governor's Highway Safety Association, and National Safety Council

SUB-COMMITTEE RECOMMENDATION

- WASPC endorsement and partnership with WTSC
 1. Endorse implementation in WA high-schools and colleges
 - a) Add a traffic safety mission/goal to all WASPC member Strategic Plans
 2. 1st Year (in coordination with local TZM)
 - a) Commit to making Traffic Safety an organizational priority
 - b) Train SRO's and community-oriented police representatives on program and APP
 - c) Implement program and APP in at least one school for every WA County
 3. 2nd Year WASPC Award
 4. 3 and 5 Year
 - a) 33% implementation by year 3
 - b) 75% implementation by year 5



FOSTER CULTURE CREATING BHEAVIOR CHANGE

PEERS = influence

- Peer to Peer
 - Peer led
 - Accountability through shared experiences
- Youth are in the driver seat
 - Virtually and literally

Modes of PEER influence

- Peer pressure
- Group norms
- Modeling
- Opportunities

RESPONSIBILITY = REWARDS

- The TEEN drives safely, they arrive safely
- The TEEN drives safely, they mitigate a serious injury or fatality collision
- The TEEN drivers safely, they receive a monetary award
 - Lower insurance payment
 - No damage to car
 - No ticket
 - Starbuck CARD \$\$\$

Conclusion ~ Questions

