IS THE THRILL WORTH IT?

A HIGH SCHOOL PROGRAM ON SMART DRIVING

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Trauma Coordinator – Injury Prevention Program
Outline

1. Motor Vehicle Collisions and Youth
2. Licensing in Quebec
3. Behaviour Change Theories
4. Is the THRILL worth it – A 3 part pilot project
5. Evaluation planning
Motor Vehicle Collisions and Youth
Licensing in Quebec

1. Mandatory driving courses
2. Learner’s license
3. Probationary license
4. Full license
Motor Vehicle Collisions and Youth

- Alcohol
- Cannabis
- Teenage passengers
- Night time driving
- Speeding
- Distracted driving
Theory – Health Belief Model

- Perceived severity
- Perceived susceptibility
- Perceived benefits
- Perceived barriers
- Cues to action
- Self efficacy
Theory – social ecological model
Is the Thrill Worth it?
Program Outline

3 part program
1. School Presentation
2. Parent component
3. Student Leadership in Injury Prevention Program (SLIPP)
School Presentations

• Target Audience
  – Novice and learner drivers

• What works:
  – Resilience based programs
Is the Thrill Worth It

• Montreal Children’s Hospital Teen Driving Presentation

• Themes:
  – Risks
  – Choices
  – You play a role in prevention
Parental Involvement

Opportunities
• Interested in protecting their children
• Can play a key role in safe driving

Barriers
• Lack of availability to meet
Peer led Initiatives

• Peer leaders have the ability to become agents of change
  – Members of the target audience
  – More acceptance from the target audience
  – Ability to understand target audience
Student Leaders in Injury Prevention program

S.L.I.P.P

- Students from participating high schools apply to become members of SLIPP
- Student leaders attend training session on road safety and health communications
- Student leaders are given the task of promoting road safety within their schools
Student Leaders in Injury Prevention program

S.L.I.P.P

• 5 required “activities”
  – One of the activities must be a video PSA

• 5 required topics:
  – Speeding
  – Seatbelts
  – Distracted driving
  – Impaired driving
  – Alcohol intoxication
Student Leaders in Injury Prevention program

S.L.I.P.P

• Sample activities:
  – Social media campaigns
  – Posters
  – Interactive activity during lunch
## Preliminary Action Plan

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>OBJECTIVE/TOPIC</th>
<th>DESCRIPTION</th>
<th>TIMELINE</th>
<th>REQUIRED RESOURCES</th>
<th>STUDENT LEADER</th>
<th>OTHER NOTES</th>
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<td></td>
<td>February 15th</td>
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Activity Completion Forms

Date of Activity
Student Leader(s)
Topic(s)
Describe your project:

Were any other clubs or departments from your school involved? Any students from outside of the SLIPP team?

How many students did you reach?

What worked well with this activity?

What could have been improved?
Bialik High School S.L.I.P.P
Evaluation

• Process evaluation
  – Is the program running as intended?
  – What works well?
  – What needs to be improved for the future?

• Outcome evaluation
  – Did the students’ knowledge regarding motor vehicle collisions improve
  – Did the students’ road safety behaviour improve
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