



2023 STRATEGIC COMMUNICATIONS FORUM



WORKING WITH SURVIVOR ADVOCATES AND SPOKESPEOPLE

Moderator: Pam Fischer, GHSA

Outside Opportunities: Working with Survivor Advocates

NHTSA/GHSA Strategic Communications Forum
October 11-13, 2023 | Washington, D.C.

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Casey Anderson Feldman
1988-2009
The Casey Feldman Foundation



Casey Feldman, 1988 - 2009

Why Have Survivor Advocates Tell Their Stories?

- ✓ Gets the audience's attention
- ✓ Connects, as we all have family/loved ones
- ✓ "Make it real" - Faces versus statistics
- ✓ "It can happen to all of us"
- ✓ Elicits admiration for speaker

ELEVATION

A positive emotion, a warm uplifting feeling, the opposite of social disgust, prompted by witnessing another perform a virtuous act to benefit others that makes witnesses want to better themselves or help others.

Elevation and the positive psychology of morality. Jonathan Haidt. 2001

**“Out of suffering have
emerged the strongest souls;
the most massive characters
are seared with scars.”**

Kahil Gibran

From Trauma Comes Growth



Posttraumatic Growth

“Positive psychological change experienced as a result of the struggle with trauma or highly challenging situations.”

POSTTRAUMATIC GROWTH INVENTORY (PGI)

- ☒ New possibilities
- ☒ Personal strength
- ☒ Improved relations with others
- ☒ Spiritual growth
- ☒ Greater appreciation for life

WORDEN'S 4 TASKS OF MOURNING

- ✓ Task 1: To Accept the Reality of the Loss
- ✓ Task 2: To Process the Pain of Grief
- ✓ Task 3: To Adjust to a World Without the Deceased
- ✓ Task 4: To Find an Enduring Connection With the Deceased in the Midst of Embarking on a New Life

“MEN DON’T CRY... WOMEN DO”

Transcending Gender Stereotypes of Grief

Grieving Styles: Inward and outward experience of loss

☒ Intuitive- affective

☒ Instrumental- cognitive

THE DIALOGUE OF LOSS

- ☒ What to say and what not to say
- ☒ Let's practice

EndDD.org TEEN PRESENTATIONS

- ✓ Behavior change theories
- ✓ Listening to teens-formal, informal and surveys
- ✓ Pre and Post Surveys-Results - Reducing Distracted Driving Among Adults: Child-to-Adult Interventions.U.S.DOT August 2022: DE OHS pending.
- ✓ Published studies/surveys
- ✓ Frequent updates informed by all of the above

PRELIMINARY RESULTS FROM DEOHS PROGRAM 9/9/23

- ☒ Knowledge of an effective passenger intervention increased from 45% to 77%
- ☒ Knowledge that intervening with friend will be successful increased from 8% to 37%
- ☒ Likelihood of intervening with friends increased from 33% to 48%
- ☒ Likelihood of intervening with parents increased from 39% to 48%
- ☒ Knowledge of limiting off-road glances to less than 2 seconds to prevent crashes 21% to 47%

Why Might Teens Choose to Drive Without Distraction?

- ☒ If a friend expressed concern
- ☒ To protect themselves & passengers from others
- ☒ Couldn't live with killing or crippling someone else
- ☒ Don't want to suffer a life-altering injury
- ☒ Don't want to cause mom/family to suffer if they were killed

Passenger Intervention Using “I” Statements

Using “I” Statements to Effectively Speak Up When Others Drive Distracted

“I don’t feel safe when you drive me and look at your phone.”

- ✓ Non-confrontational.
- ✓ Respectful.
- ✓ Not demanding anything—just stating how one feels.

**WHAT PERCENTAGE OF TEENS WOULD
PUT THEIR PHONES DOWN IF A
FRIEND SAID SOMETHING ABOUT IT?**

A. 25%

B. 45%

C. 65%

D. 90%

Which statement do you think is most likely to get your driver to put their phone down?

- ✓ “Put your phone down—you will cause a crash!”
- ✓ “It scares me when you drive me and look at your phone.”

**Distracted drivers can't be
defensive drivers**

**Can We Protect Ourselves
and Our Passengers if We
Are Looking at Our Phones?**

**DISTRACTED DRIVERS CAN'T
BE DEFENSIVE DRIVERS**



Courtesy Manitowoc, WI PD

**HAVING THE RIGHT OF WAY
IS NOT ENOUGH TO KEEP
YOU AND YOUR
PASSENGERS SAFE**

**I Don't Want to Suffer a Life-
Altering Injury**

WHAT PERCENTAGE OF TEENS KILLED IN CAR CRASHES WERE NOT WEARING SEAT BELTS?

- A. 26%
- B. 35%
- C. 43%
- D. More than 52%

UNRESTRAINED REAR SEAT PASSENGER



Courtesy of Ins Inst of Hgwy Safety(IIHS)

FOR MOM

Telling Mom You're Not Coming Home



Louis Profeta, M.D. St. Vincent Emergency Physicians, Indianapolis, IN



EndDD.org PRESENTATION LINKS



K-2 picture book

<https://online.fliphtml5.com/lrvty/oguh/#>



ESLP

<https://www.enddd.org/distracted-driving-es-lesson-plan-registration/>



For the PC

<https://enddd.s3.us-west-2.amazonaws.com/2022/2022-65-student-presentation-vs4.pptx>



For MAC

<https://enddd.s3.us-west-2.amazonaws.com/2022/2022-65-student-presentation-vs4.key>

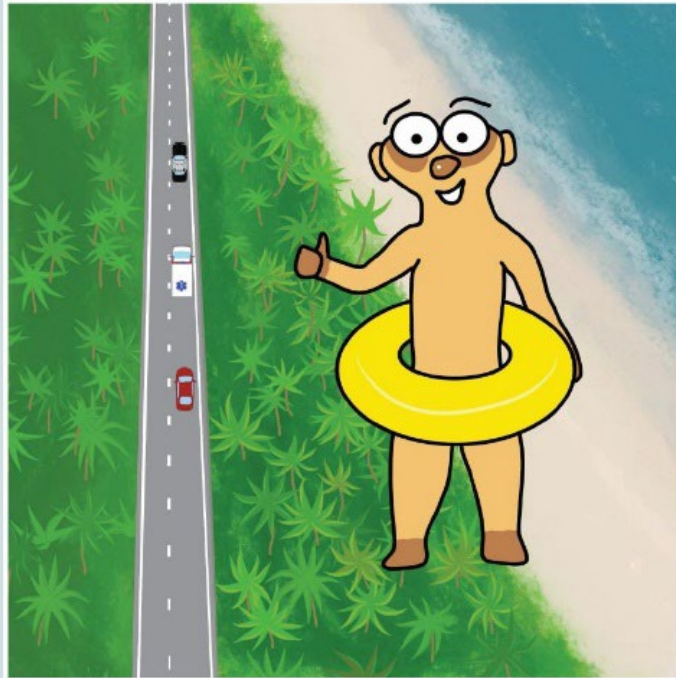


Community/Work-place Presentations

<https://enddd.s3.us-west-2.amazonaws.com/2023/2023-community-workplace.pptx>

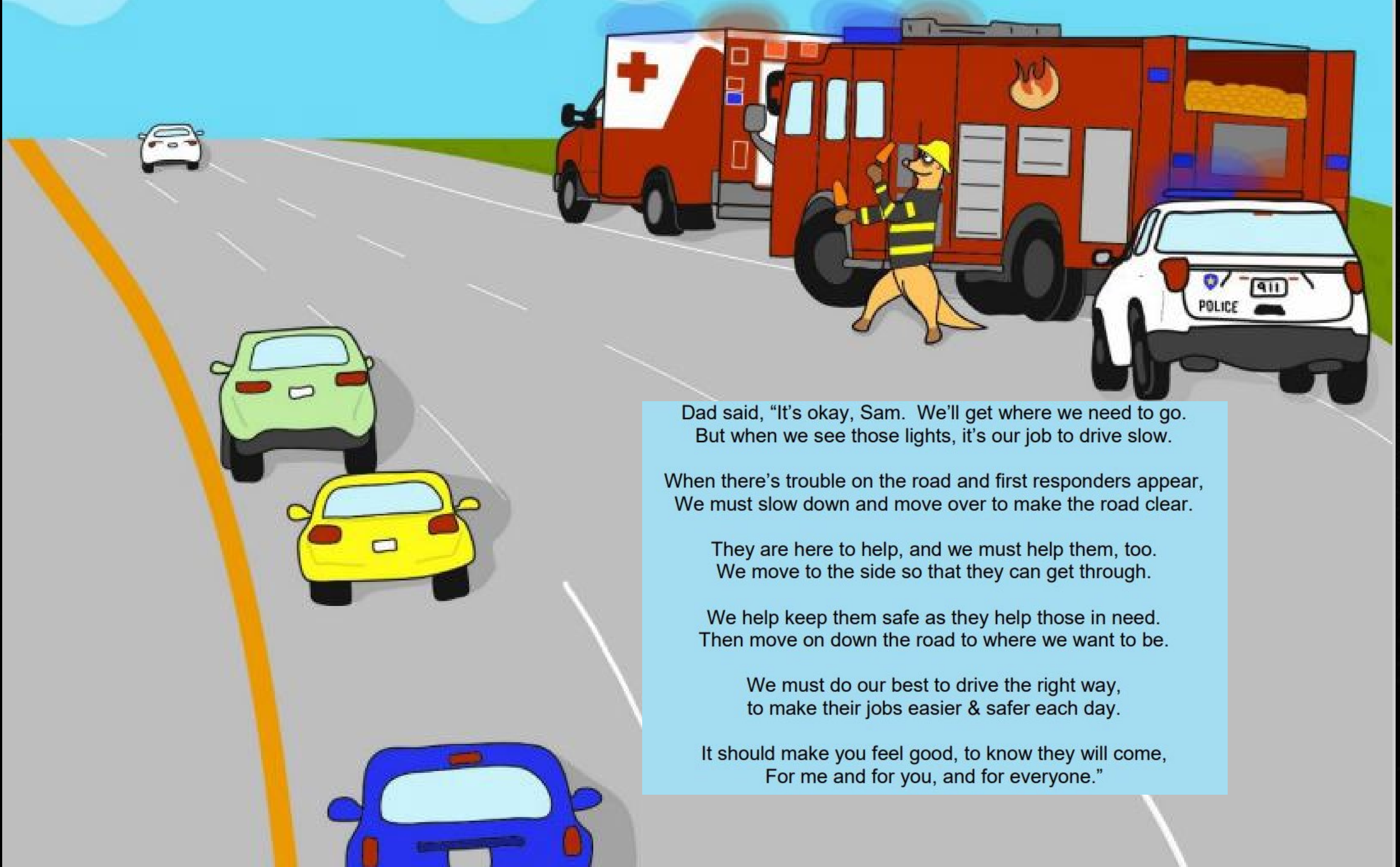
Sam's Trip to the Beach

An early intervention book to teach children about distracted driving.



Written by Danielle Gibson Potere
Illustrated by Griffin Potere





Dad said, "It's okay, Sam. We'll get where we need to go.
But when we see those lights, it's our job to drive slow.

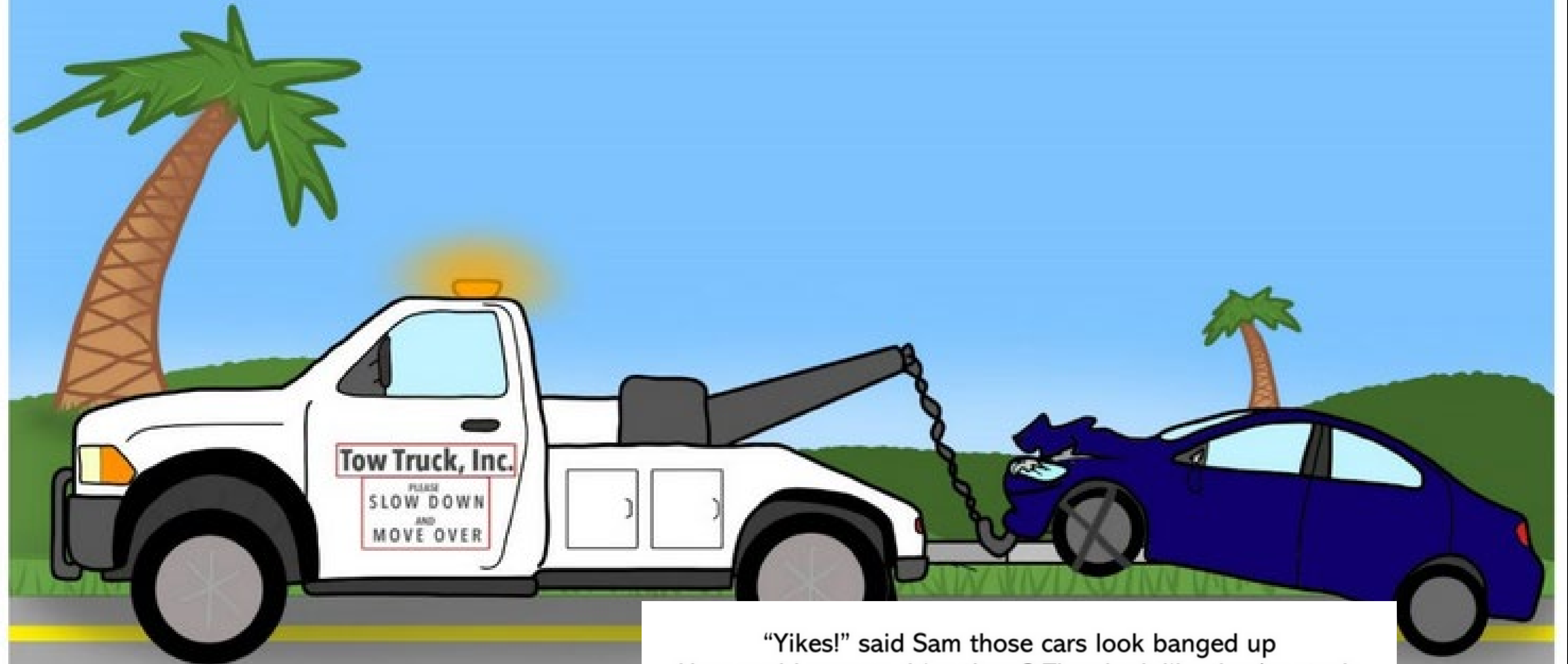
When there's trouble on the road and first responders appear,
We must slow down and move over to make the road clear.

They are here to help, and we must help them, too.
We move to the side so that they can get through.

We help keep them safe as they help those in need.
Then move on down the road to where we want to be.

We must do our best to drive the right way,
to make their jobs easier & safer each day.

It should make you feel good, to know they will come,
For me and for you, and for everyone."

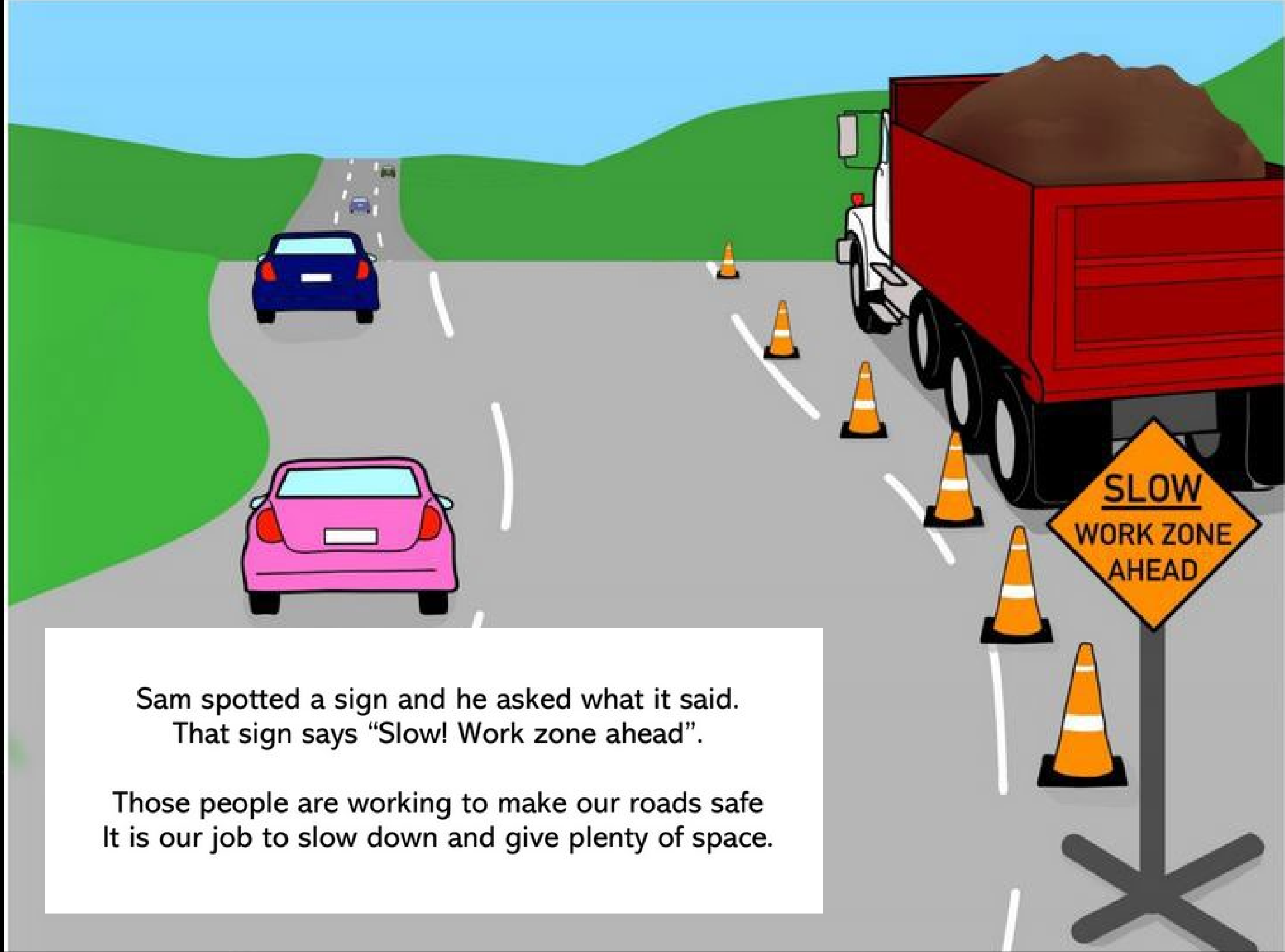


"Yikes!" said Sam those cars look banged up
How could anyone drive them? They look like they're stuck.

You're right Sam, sometimes cars can't move on their own
So we call in a tow truck to help them get home

A tow truck will come and take them away
So they can be fixed to ride another day.

When this happens and we're driving by on the road
We must slow down, move over, and wait while they're towed.



Sam spotted a sign and he asked what it said.
That sign says "Slow! Work zone ahead".

Those people are working to make our roads safe
It is our job to slow down and give plenty of space.

ELEMENTARY SCHOOL LESSON PLANS

- ✓ 2-3 and 4-5th grades
- ✓ 30 minutes (generally SRO's or teachers do these)
- ✓ Recorded version/PP and facilitator's guide
- ✓ Discussion points



Distractions





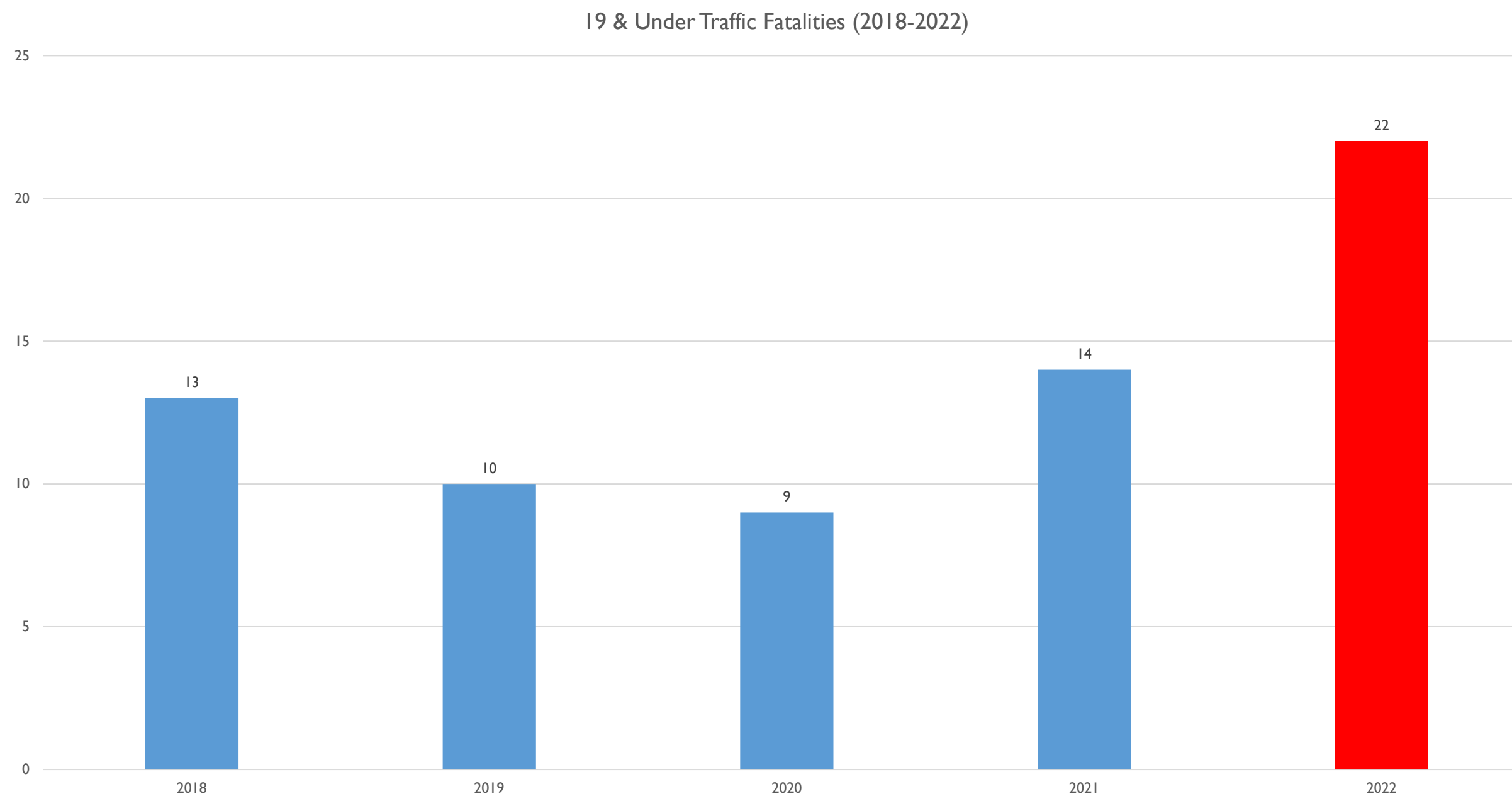
Outside Opportunities: Working with Survivor Advocates

NHTSA Strategic Communications Forum
October 11-13, 2023
Richard Klepner – Deputy Director
Delaware Office of Highway Safety
October 11-13, 2023

Background Data



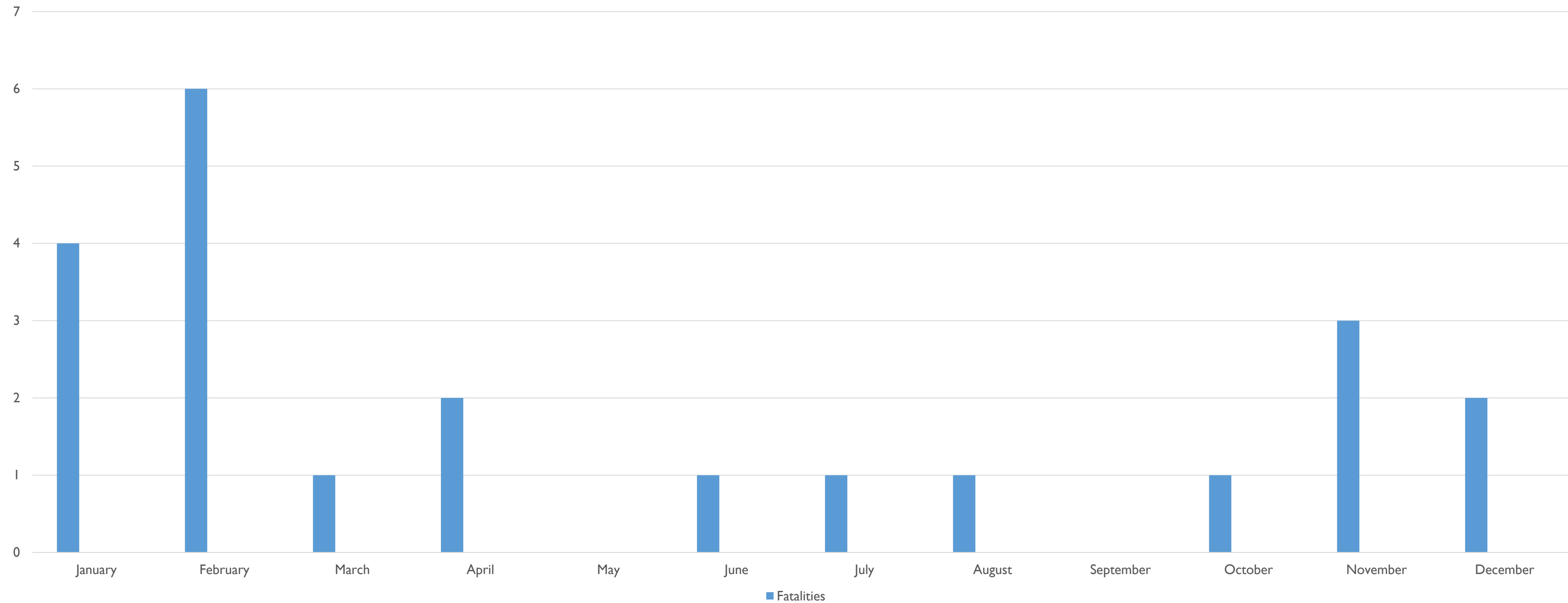
- Increase in traffic fatalities
- Increase in teenage fatalities



Teen Driver Fatalities



19 & Under Traffic Fatalities (2022)



Delaware Teen Driver Data



Licensed Drivers (16-19 years old)	4%
Impaired Driving	3.5%
Unrestrained	18%
Speeding	18%
Cell Phone/Distracted	12%

Overall Objective



- Historical partnerships with victim advocates, but lacked partnerships
- Difficulties reengaging with schools after COVID
- Establish partnerships with schools and Driver's Education programs
- Data driven program working with high risk populations

Why Partner Victim Advocacy



- Create a strong connection with the audience
- Provide first-hand experience on emotional consequences and aware of the trauma
- Create safe space for conversation
- Advocate for the care of others

Additional Messaging Benefits



- Reaching high-risk drivers where they are
- Message from non-governmental figures
- Strategic difference from OHS messaging
 - Emotional connection vs humor/positive reinforcement

YOU CAN STILL BE THEIR BIGGEST PROTECTOR

TALK TO YOUR TEEN ABOUT DRIVING SAFELY.
Early and frequent conversations can create a safe and responsible driver for life — and let you be there to protect them, even when you can't be. Give them suggestions like:

- DRIVE SOBER, PERIOD. YOU CAN ALWAYS ASK ME FOR A RIDE.
- ASK YOUR PASSENGERS TO CHILL IF THEY'RE DISTRACTING YOU.
- A CRASH CAN HAPPEN IN A SPLIT SECOND — TEXT WHEN YOU GET THERE.
- MUSIC CAN BE DISTRACTING. TURN IT DOWN, SO YOU CAN FOCUS.
- TICKETS STINK, BUT CRASHES ARE EVEN WORSE. SLOW DOWN.
- YOU HAVE NO REASON NOT TO BUCKLE UP.

Get more safe driving tips and talking points at ArriveAliveDE.com/Teens.

 **BUCKLE UP**
ARRIVE ALIVE DE

Variety of Projects



- Not all victim advocacy efforts need to be large projects
- Showing support at events
- Victim advocacy at Conferences, Task Force meetings, webinars



Variety of Projects



- “Crossing the Line” Video
- Sharing stories from those convicted in traffic crimes
- Shared with Drivers Education teachers to show in class

- <https://www.youtube.com/watch?v=RLiFdKFOkpU>

Crossing the Line

Presented by the Delaware Teen Driver Task Force
and funded by the Delaware Office of Highway Safety.



Considerations for Working With Advocates



- Not all programs are built equally
- Make sure to research who you will be working with
- Observe their program

Working with a SHSO



- Know your data and target audience
- Be innovative with your ideas
- Work with SHSO office on funding restrictions

Questions ?