



North Dakota Driver and Traffic Safety Education Association

The North Dakota Driver and Traffic Safety Education Association is a professional organization for driver and traffic safety educators that promotes safe habits, attitudes, knowledge and instructional tools to develop driving skills for teen drivers.

ADTSEA & Summer Summary

ADTSEA Conference, Portland, Oregon 2016

The North Dakota delegation that attended were: Boyd Westman, Jim Keller, Becky Hardy, Darin Bardal, & Jon Dondoneau.

The conference was very informative with excellent speakers.

Becky Hardy, Belcourt, was awarded the Teacher Excellence Award (TEA) sponsored by The National Road Safety Foundation (NRSF), which honors outstanding driver and traffic safety educators.

<http://www.adtsea.org/>

Some updates on the ADTSEA Conference presentations:

THE SHOCKING TRUTH ABOUT SLEEP DEPRIVATION and DROWSY DRIVING

Kerrie Warne, MO, Founder of TyREDD; Matt Uhles, MO, Clayton Sleep Institute

1 out of 5 HS drivers admit to falling asleep while driving ONCE A WEEK

Avg. Teen needs 8-10 hrs. gets 6.9 hrs of sleep per night

If you don't need alarms to wake you up, that is how you know if you got enough sleep

By the end of the school week, sleep debt is 10.5 hrs on average

Sleep and wake are opposites

Sleep is very valuable (sleep needs to have a value)

Teens place very little value on sleep

Benefits of sleep

Healthier- doesn't register with teens because they are young and healthy.

Attractive/Appearance- Acne has a direct effect

Weight- lack of sleep disrupts your metabolism and you are 73% more likely to become obese.

Leads to increased appetite.

Taller- Sleep helps you reach your growth potential

Stronger- Growth stimulating hormone released during sleep

Faster

Lack of sleep causes anxiety disorders causes anxiety disorders and depression. Teens are also

27% more likely to get injured playing sports.

Sleep directly affects mood

Smarter- Getting enough sleep helps you keep focus during school day.

REM sleep gives you the ability to store long-term memories

During sleep, the brain flushes out neurotoxins which over time build up and is one cause of Alzheimer's Disease.

You are more likely to die in a drowsy driving crash than in a drunk or distracted driving crash.

ADD/ADHD- Too little sleep

50% of kids diagnosed with ADHD actually have a sleep disorder

TyREDD.com

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“TEN FAMILIES OF RISK” Gordon Graham, Graham Research Consultants

** (from Gordon Graham’s handouts)

What is REAL risk management all about?

Bias- Perception that risk management is focused solely on safety.

It is focused on DATA ANALYSIS (using data to lower risk)

Risk Management- Any activity that involves the evaluation of, or comparison of, risks and the development, selection and implementation of control measures that change outcomes.

Risk managers study tragedies and look to identify a cause

What causes tragedies?

The vast majority of tragedies involve identifiable risks with a proximate cause- a triggering event- and related causes

HERE ARE THE 10 FAMILIES OF RISK

1. EXTERNAL ENVIRONMENT- Totally out of our control
(natural disasters, pandemics, terrorist activities and conduct (both intentional and negligent) by members of our public that impacts our operations. The most complex and difficult family of risk we face.
2. LEGAL AND REGULATORY- Risks arising from non-compliance (following the rules and laws)
These rules and laws must be followed
Do you have all the policies in place that are required by federal law?
3. STRATEGIC- Risk arising from a lack of priority setting and business planning and unprepared to deal with unforeseen events
4. ORGANIZATIONAL- Risks arising from not clearly defining roles and responsibilities, not demonstrating the values of your organization or not having monitoring processes in place. PEOPLE, POLICY, TRAINING, SUPERVISION and DISCIPLINE.
5. OPERATIONAL- Emphasis on the importance of Recognition, Prioritization, and Mobilization of the high-risk, low-frequency, non-discretionary time tasks and the importance of daily training on these core critical tasks.
6. INFORMATION- We make decisions based on information. Make sure the information you base your decisions on is accurate and has not been vetted by someone for their own advantage. Be aware of the dangers of ignorance, complacency and cognitive bias.
7. HUMAN RESOURCES- Risks arising from issues involving personnel. The most EXPENSIVE family of risk. No supervisor, manager, or executive should make an employment law decision without first consulting with COMPETENT human resource personnel (LAWYER).
8. TECHNOLOGY- Risks involving hacking, malware, software, equipment purchases, and updating, employee knowledge and training, terrorism, social media
9. FINANCIAL and REPUTATIONAL- Risks arising from improper budgeting, forecasting and expenditure controls, including contracting, asset management, internal audits, improper salaries, theft of cash, misappropriation of resources, misuses of overtime. ANYTHING DEALING WITH MONEY.
10. POLITICAL- Be careful in your dealings with elected officials. Your organization should not be impacted by which political party is in control of your state.

“CUSTOMER SERVICE- CREATING SOME WOW” Gordon Graham

AMERICANS ARE FED UP WITH A LACK OF CUSTOMER SERVICE

CUSTOMER SERVICE IS MORE THAN JUST DOING YOUR JOB RIGHT

Treat people right

Do your job right

Whenever you can, create some WOW

Courtesy, dignity, respect to the customer

please and thank you

advising people of additional services available

answer telephone calls in a timely manner

if you cannot be of service, give customer another option

People want SERVICE

Complacency is the kiss of death in a high-risk job

Treat bad customers as well as you possibly can

Continue

“THE TOP 10 WAYS KIDS GET IN TROUBLE” – Gordon Graham

Taken from Gordon Graham’s conference handouts

1. Facebook/Instagram/Periscope and other social websites
Be aware of the risks, and be aware of their passwords and what they are doing online.
You need to be literate and familiar with how to access the internal data on your computer or your child’s computer.
2. Alcohol and Drug Usage
Set the proper example for all children
Keep your kids busy and know where they are and who they are hanging out with.
3. Credit Cards
Set the proper example for your kids
Pay your bills on time, and don’t just pay the minimum
Teach them proper use of credit
4. Sex
This applies to your own children
Have “The Talk” no matter how awkward it is
Talk with them early and often
Remind them how one stupid mistake can ruin their entire life
instill some morale/religious background into your children
5. Behavior around the opposite sex
Trying to impress the opposite sex can many times lead to tragedy
Think things through before you act on an impulse to impress
Point out how the opposite sex has put many people in compromising positions throughout history (Clinton/Lewinsky, Tiger, Kobe, Charle Sheen)
6. The wrong crowd
Make sure you know who your kids are hanging out with
Keep in contact with them, make sure they know you are a constant in their life and you will help them no matter what.
Your kids have to know they can trust you or they will not confide in you
7. Plagarism
Make sure your kids know plagiarism is theft and cheating. It is not taken lightly and it will have lasting effects.
Show them it is important by ALWAYS GIVING CREDIT WHERE CREDIT IS DUE
8. Theft
Take your kids to jails, juvenile detention centers, homeless shelters, etc.
Let them see first hand what thievery can get them.
Make sure your child sees you living a good example
9. Cars
Point out any or all possible scenarios that could occur while driving and explain how it can affect them and you.
Remind them it is your vehicle and ultimately your responsibility
DRIVING IS A PRIVILEGE, NOT A RIGHT!
10. Sports Betting and Gambling
Be a good example
make sure you know where your child is spending their money and how they are earning it.
if your child has an addiction, address it.

“THE CULTURE WITHIN our DRIVING CULTURE”

Father Michael Oleska, AK

CULTURE- The way you see the world

You can’t see your own culture because you are in it

Your culture is invisible until it gets violated

Miscommunications are always happening, it just depends on the degree of miscommunication.

When miscommunication occurs, whoever has less power suffers the consequences.

PREDJUDICE- When you jump to conclusions, and have no logical or reasonable basis for it.

Attitudes that go on for our entire lives, can lead to some shaky, unwise decisions.

When you are 90 days old you pick up your “Tempo”

COOPERATIVE OVERLAP- finishing someone’s sentences for them.

In English, the TONE changes the meaning, in other cultures, there is less change in tone or pitch.

Words inflict wounds that never heal-BE CAREFUL!!

Distance- How much physical contact during conversation

Continue

Volume, Politeness

Difference- 1. Unique 2. Ranked 3 Title (Sir, Maam, Mr. Mrs.)

Solidarity- 1. Same 2. Equal 3. Nickname

We prefer solidarity, but when we are outranked, we use difference.

www.asdn.org

www.fatheroleska.org

“A NEW TEACHING TOOL for EDUCATORS, REALITIES of DRIVING TODAY”

Andy Pilgrim, FL Traffic Safety Education Foundation

www.trafficsafetyeducationfoundation.org

U.S. DRIVING REALITIES

The U.S. driving test is TOO EASY! (Joke, Disgrace)

Political and Economic pressures means any change is unlikely to happen

Political- Parents/voters do not want to wait until children are older
to pass a harder test, it is an inconvenience

Economic- Auto manufacturers, cell phone/wireless providers,
insurance companies don't want them to wait either.

Students believe they know all they need to know by the time they do get to their driver education ; from watching their parents driver

Andy's new video is for the beginning of the driver's ed process

2011-13- marked the first 3 year increase in reported crashes in 20 years

Un-reported? WHO KNOWS?- The insurance Institute for Highway Safety

2015- First 6 months fatalities were up 14% Injuries up 30%

At this pace we will have the biggest increase in fatalities since 1946

2 Main Factors Affecting Fatalities

Gas Prices going up or down

Economy going up or down

The “KILLER” variable is the Smartphone

2015 there were 200 million smartphones in U.S.

Vehicles with infotainment systems/wi-fi rates are WAY UP!

Of the 46 developed countries in the world, the U.S. ranks 70th!! in fatalities.

“HOW DO WE REACH the UNREACHED STUDENT POPULATION with ACCESS TO D.E?”

Troy Costales, OR, Oregon Office of Highway Safety

Teenagers and Teachers

89.5% of students say they enjoy school

85% of students believe their teachers care about teaching students well

98.6% of students report that a teacher positively impacted them

Teenagers and Technology

49% have uploaded a video to YouTube

74% of teens do NOT like to have a TV on when studying

Avg. age a child gets their first mobile device is 12

42% can text blindfolded

Teenagers and Fear

63% say that their appearance is an important factor in their identity

56.4% of teens are afraid of money(they don't see their parents dealing with money)

65% of teens are afraid of gaining weight

Teenagers and Summer

89% of teens today are disconnected with nature

July is their favorite month

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WHAT DOES ALL OF THIS MEAN FOR US?

LIKE WHAT YOU DO

TEENS HAVE USED A CELL PHONE FOR 3 YEARS BEFORE SITTING IN YOUR CAR

WE MAKE A DIFFERENCE

MAKE TECHNOLOGY PART OF YOUR PROGRAM

TEENS UNDERSTAND LOSING MONEY, USE THAT TO YOUR ADVANTAGE

Supervision, Administration, and Research Presentation:

Driver Education and Training Administrators (DETA) - Bill Warner, Brett Robinson

- O National Organization Serving State Directors of Driver Education
- O National Standards and Technical Assistance for States
- O Technical Assistance
- O Free at the request of the state in regards to the recommendation of the report.
- O Onsite and offsite assistance prior to or after a NHTSA Assessment
- O Assist with adopting and implementing the standards to make improvements in driver education
- ✦ Provide preliminary analysis of the state driver education program
- ✦ State may use funds to conduct a NHTSA Assessment/Peer Review
- ✦ Post Analysis
- ✦ Request TA to Brett, Highway Safety Services, LLC
- ✦ Specify goals of TA (2 or 3 areas of focus)
- ✦ 1434 Trim Tree Road, Indiana, PA 15701
- ✦ 724-349-7233

brobinson@highwaysafetyservices.com

- ✦ Can be remote or on-site assistance
- ✦ 2 - 2.5 days in length
- ✦ Report - 30 days following
- ✦ Association of National Stakeholders in Traffic Safety Education (ANSTSE)

Technical assistance for states for Novice Teen Driver Education and Training Administrative Standards
Information Sharing System - Reginald Flythe

- Provide a tool for determining alignment of state to National Driver Education Standards
- State Self-Assessment
- O Identifies possible areas of improvement
- O Information Clearinghouse

www.anstse.info

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Learning Modalities

Carol Hardin

- 7 Learning Styles
- Interpersonal (Social)
- Intrapersonal (Solitary)
- Spatial (Visual)
- Aural (Auditory-Musical)
- Linguistic (Verbal)
- Kinesthetic (Physical)
- Logical (Mathematical)
- 3 Learning Modalities
- Visual
- Auditory
- Kinesthetic
- Tire Demonstration

Classroom Rules of the Road

“Behind the Wheel Instructional Strategies”

- Spread driving out over several weeks
- Involve everyone in the car
- Before the Drive
- Identify the objective
- Describe expected behaviors
- Describe the driving environment
- Connect current learning with previous learning

I hope you had a good summer and your driver education classes went well.

Remember, driver and traffic safety is no accident.

Boyd Westman, President

