



Arkansas Drive Smart Challenge: Implementation Guide for the Trauma Regional Advisory Council Injury and Violence Prevention Grant

Program Description:

Motor vehicle crashes are one of the leading causes of death for Arkansans. There are two things that drivers can do to greatly reduce their risk of serious injury or death in a car crash – wear a seatbelt and avoid using a cell phone for talking or texting while driving. The Arkansas Drive Smart Challenge (ADSC) is designed to increase seat belt use and decrease cell phone use among drivers. The participants are provided with a menu of possible activities to complete over a period of 6-8 weeks. Activities to communicate these two messages can be as simple as passing out Lifesaver candy with a reminder to use their seat belt.

There are many community partners who may want to work with the facilities involved in the challenge, including police officers and paramedics, families who have lost a teen due to a motor vehicle crash, physicians and nurses, and insurance companies. The SIPP staff can help you find community partners if you do not already have contacts. Staff can be reached at 501-364-3400. You can also find helpful information on motor vehicle safety that can be used in the challenge on the Arkansas Children’s Hospital Injury Prevention Center (IPC) website at <http://www.archildrens.org/Services/Injury-Prevention-Center/Motor-Vehicle-Safety.aspx>

Projected Costs:

Description for Schools	Cost
Awards	\$500
Celebration*	\$600
Local Expenses	\$200
Total per Challenge	\$1300

Descriptions for Workplaces	Costs
Awards	\$250
Celebration*	\$300
Local Expenses	\$100
Total per Challenge	\$650

*Funding for rewards/celebrations will be awarded at the sole discretion of the sponsoring agency.

Implementation:

The ADSC requires **six to eight weeks** to complete, based upon the number of activities selected. Careful planning is essential in conducting a successful challenge. Planning should begin at least two months prior to the challenge. Planning for a challenge should begin in August for a fall project and January for a spring project. Fall challenges should begin no later than mid-September for completion prior to the winter holidays. Spring challenges should begin no later than mid-February with completion before the end of school standardized testing cycle and senior graduation activities begin (end of April). Timeline will vary based upon individual school or workplace calendars.

Each participating facility will be required to:

- Identify one project coordinator and a leadership team, whom must attend a two-hour facilitator training session provided by SIPP on how to conduct the challenge (you may contact the Motor Vehicle Analyst at 501-364-3443 to arrange training)
- Identify team participants (each school has a club or team that coordinates their challenge, ranging from 5 to 25 participants per team)
- Select at least four challenge activities, including two mandatory activities, from the *Drive Smart Challenge Participation Manual*
- Conduct pre/post observations of driving behavior (schedule for prior to



the start of the work day to minimize any impact on work schedules)

*Note: if observations are not completed, schools will be disqualified

- Document challenge activities with scrapbooks
- Complete and submit all appropriate evaluation materials to the SIPP Motor Vehicle Safety Analyst within five days after the completion of the challenge
- Remember to make contact with administrative officials, provide program information, and request permission to participate as soon as possible

Training Curriculum:

The *Arkansas Drive Smart Challenge Participation Manual* contains the information you need to successfully complete the challenge. The manual includes a timeline outlining benchmarks to be achieved during the challenge, descriptions of sample activities with supplemental information needed to complete the activities, and activity reporting forms. The manual is available in electronic and printed versions, and will be provided during the facilitator training.

Evaluation:

It is important to determine the impact of the ADSC on participants' knowledge, attitudes, and behaviors related to motor vehicle safety. Evaluation results are used to refine the ADSC and the Facilitator training, and related technical assistance materials. The challenge is evaluated using a pre-challenge observational survey followed by a post-challenge observational survey. These observational surveys include documentation of seatbelt and cellphone usage while driving. Survey results are collected and submitted to the Statewide Injury Prevention Program Motor Vehicle Safety Analyst within 5 days of the completion of the challenge for analysis. Results are shared with each participating facility at the end of the challenge period. Typical documentation of changes in behavior on school campuses includes a 7% increase in seatbelt use, and a 1-2% decrease in cell phone use. Contact information will be provided during the Facilitator training.

Limitations:

The Arkansas Drive Smart Challenge is only approved as an evidence-based program when implemented in schools targeting a teen driving population. The program has not been evaluated for effectiveness in an adult-only environment.

For more information: Call the SIPP Motor Vehicle Safety Analyst at 501-364-3443