

Raise Your Voice 2016

Raise Your Voice is a program of the Alaska Injury Prevention Center. As part of Raise Your Voice, AIPC works with student groups across the state of Alaska to create safe driving messages to share with young drivers.



Meet the Groups

Where is everyone from?



Safe Driving

Crashes

Raise Your Voice groups create videos that promote safe driving behaviors to prevent motor vehicle crashes amongst their peers.



Noatak

Napaaqtugmuit
Multimedia
Production Class



Anchorage

South High
Student
Government



Wasilla

Mat Su Central
Creative
Technologies Media



Anchorage

East High Student
Government



Anchorage

Dimond High
Senior Class



Wasilla

Mat Su Central
Creative
Technologies Media



Fairbanks

Hutchison High
School Stream
Team



Chugiak

Chugiak High
School FCCLA

Activities

Student groups were required to meet at least twice with AIPC in person or over Skype, submit a storyboard and video draft, show their video to at least 50 students, and complete a project summary and individual reflections.

Encouraging Safe Driving as the Norm



Distracted driving was the most popular video topic in 2016.

Nationwide, leading risk factors for teen crashes include: driver inexperience, driving with teen passengers, nighttime driving, not using seat belts, distracted driving, drowsy driving, and driving reckless.* Groups were encouraged to pick a driving topic that mattered to them and their school community. Students in Anchorage, Chugiak, Wasilla, and Fairbanks chose to make their videos about distracted driving. Students from Noatak focused their video on speeding through town on snowmachines.

%

With help from AIPC, Raise Your Voice groups create a brief survey to evaluate their peers knowledge, attitudes, and beliefs about driving issues. The results from each group's survey show that the majority of teens are aware of the risks of driving.



Pay Attention

Students at Dimond identified the parking lot as a hazard at their school. The majority of their peers agreed that it is important to pay close attention in parking lots.



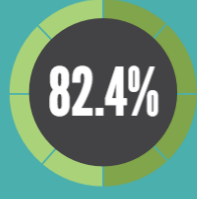
Know the Risk

100% of students asked at Chugiak agree or strongly agree that texting while driving is dangerous.



Stay Focused

Most students asked at East High School feel like teen drivers are rarely or never able to multitask while driving without becoming distracted.



Speak Up

The majority of students surveyed in Fairbanks agreed that they feel comfortable speaking up if a friend is texting and driving.



Slow Down

Most students in Noatak responded that they feel like driving fast in town could injure or hurt others.



Protect Others

Almost all students asked at South High School agreed that they would stop driving distracted if a friend asked them to.

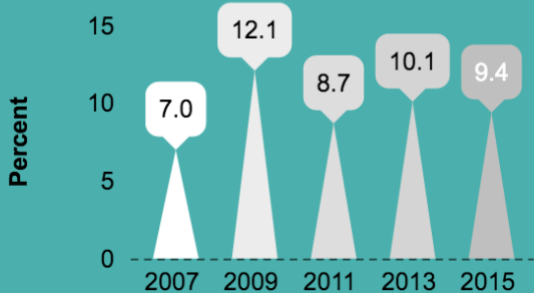
Teen Driving Trends in Alaska



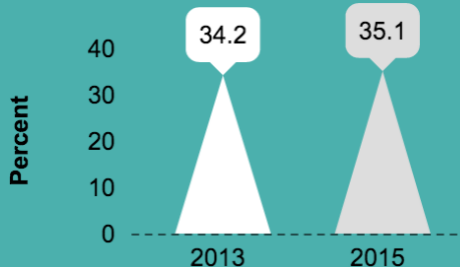
The Youth Risk Behavior Surveillance monitors the health behaviors of youth in the United States. In Alaska, a survey is administered to a sample of high school students every other year. Results from the 2015 survey show that 9.4% of students report rarely or never wearing a seat belt. A total of 5.6% of students reported that they had drove when drinking alcohol. Just over one third of students [35.1%] reported that they had texted or emailed while driving a car or other vehicle.

Percentage of Alaska High School Students Who:

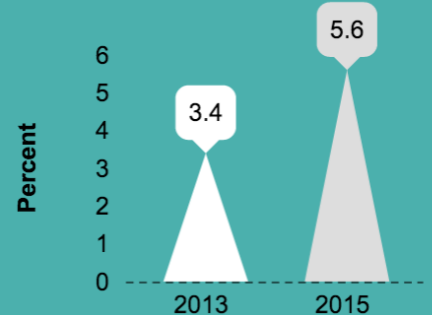
Rarely or Never Wore a Seat Belt**



Texted or E-Mailed While Driving a Car or Other Vehicle**



Drove When Drinking Alcohol**



*Centers for Disease Control and Prevention. Retrieved from: http://www.cdc.gov/motorvehiclesafety/teen_drivers/teendrivers_factsheet.html
**Data reported can be viewed at: <http://dhss.alaska.gov/dph/chronic/pages/yrbs/yrbs.aspx>

