

# Road to Teen Target Zero

JENNIFER DORSETT, SUDP, CPP

REGION 14 TARGET ZERO MANAGER





# E15M



- Created in the 90's to reduce death around drunk driving; Every 15 min someone was dying from a crash
- Long term results indicated use of material that could cause harm, trauma, involved glorification and minimizing harm from use using skits and peer to peer activities
- Other issues arose from logistics school and LE related
- Delivery was inconsistent around the state/nation, program changed often based on facilitator and no formal training was provided
- In May 2014 WTSC put out a letter indicated this program was not considered best practice and would not be endorsed or supported...though program was still widely used throughout the state



**TEEN**  
**TARGET**  
**ZERO**





## **Building a comprehensive program!!**

Teen Target Zero includes multiple context for prevention:

Program delivery= 50 minutes by LE/F/Other

Peer to peer= TDS/Student Group

App=TDS promotion

Ages: MS, HS, College

# Program Objectives

Increase knowledge around high-risk teen behaviors for seatbelts, distracted driving and driving under the influence

Increase understanding and comfort for bystander intervention and personal responsibility

# Increasing Equity

Add on or stand-alone program

## **Drivers Education**

- Drivers ed is expensive (\$600)
- Many students do not take drivers ed
- Provides minimal information around drug interactions, drug OD, emergency services
- Offers limited learning options (ie: rotating door, full space, limited support for special learning needs)
- Pushes consequences as a main drive for following the law

## **Teen Target Zero**

- Zero Cost to student/family
- ALL students can have access (target 10<sup>th</sup> grade)
- Brings education to the student
- Has components to assist with bonding Community/Peers and Family
- Offers learning options that are verbal, visual and interactive
- Showcases positive community/social norms



# HARD WORK!



TRAINING

3-4 HOURS



MEETING WITH SCHOOL  
DISTRICTS

AVERAGE 5 HOURS



MEETING WITH  
STUDENT GROUPS

AVERAGE 5 HOURS



DELIVERY LOGISTICS

DAY LONG  
SPLIT DAY  
RURAL VS URBAN



EVALUATION

# Peer to Peer

Partnerships with local youth coalitions

- Provide support (tool kits, team-work)
- Provide activity guidance
- Provide funding through TDS

Partnerships with local community coalitions

- LE involvement with delivery
- Partner on provide training
- Partner with schools around logistics





### OCTOBER 2021

S	M	T	W	Th	F	S
						1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### NOVEMBER 2021

S	M	T	W	Th	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### DECEMBER 2021

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22	23	24	25	26	27	28
29	30	31				

1<sup>st</sup> Slow Down More Over  
 Pedestrian Safety Month (Safe School 2<sup>nd</sup>)  
 Teen Driver Safety Month 17th-24<sup>th</sup>  
 National Substance Abuse Prevention Month

Thanksgiving Holiday (Plan  
 Ahead/alternative activities)

Holiday Milk Awareness 15 – January 1  
 National Impaired Driving Month  
 Older Driver Safety Awareness Month  
 December 5-5<sup>th</sup>

### JANUARY 2022

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Holiday DUI Court, Dec 15 – Jan 1  
 Holiday Out Call

### FEBRUARY 2022

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Marijuana Awareness Month

### MARCH 2022

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National Drug Fact Week 22-22<sup>nd</sup>  
 March 1<sup>st</sup> St. Pat's Day  
 June 2022

### APRIL 2022

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Click N' Go Online April 15 – June 5  
 Brain Injury Awareness Month 15-17th  
 National Bike Month  
 National Motorcycle ~~Open~~ Day May 1

### MAY 2022

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### JUNE 2022

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National Substance Abuse Prevention Month  
 National Alcohol Awareness Month  
 Drug Impaired Driving Campaign 42th

### JULY 2022

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### AUGUST 2022

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### SEPTEMBER 2022

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23	24	25	26	27	28	29
30	31					

**TDS 2022 All-Stars**

	★	★★	★★★	★★★★
<b>TOTAL POINTS</b>	25+	40+	75+	100+
<b>SURVEYS</b> 20 points	✓	✓	✓	✓
		1	2	3
		activity below	activities below	activities below
<b>SELECT YOUR ACTIVITIES</b>				
<b>Zero Hero Seat Belts</b>				
<b>Zero Hero Distractions</b>				
<b>Ride With Me</b>				
<b>Program Focus Group</b>				

\*Completion of both Zero Hero: 15+15=30-40 points

I WILL ALWAYS BUCKLE UP AND HELP FRIENDS AND FAMILY DO THE SAME.

I WILL DRIVE DISTRACTION FREE AND NOT DISTRACT MY FRIENDS AND FAMILY

I WILL ALWAYS DRIVE SOBER AND HELP MY FRIENDS DO THE SAME

**TAKE THE PLEDGE**

**TDS 2022 All-Stars**

	★	★★	★★★	★★★★
<b>TOTAL POINTS</b>	50+	75+	150+	250+
<b>SURVEYS</b> 20 points	✓	✓	✓	✓
		1	2	3
		activity below	activities below	activities below
<b>SELECT YOUR ACTIVITIES</b>				
<b>Zero Hero Seat Belts</b>				
<b>Zero Hero Distractions</b>				
<b>YDS App</b>				
<b>Respect the Rig Event</b>				

\*Completion of both Zero Hero: 15+15=30-40 points



# DOWNLOAD THE YOU IN THE DRIVER SEAT MOBILE APP



**DOWNLOAD THE APP TODAY!**



EVERYONE IS WELCOME TO USE THE APP, HOWEVER,  
ONLY DRIVERS AGE 16-25 QUALIFY FOR REWARDS.

# YOU IN THE DRIVER SEAT MOBILE APP



## RESPONSIBILITY HAS ITS REWARDS.®

The app that rewards youth for good driving behavior. The safer you drive, the more points you earn. The user receives rewards for achieving a set level of points all while curbing distracted driving!

[WWW.T-DRIVER.COM/YDSAPP](http://WWW.T-DRIVER.COM/YDSAPP)



### DRIVING SCORES

It's simple. Drive safe, without distractions, earn points. If you don't drive safe, we'll let you know how many points you missed out on.



### SAFE STREAK BADGES

Earn Safe Streak Badges for every 3 consecutive safe trips you have! Safe Streak Badges qualify you for random prizes!



### REWARDS

We'll send you a gift card for Chick-Fil-A, Starbucks or Amazon each time you reach a new level of points earned.



Sponsored by:





# What's happening?

- Currently Teen Target Zero (TTZ) is in Benton and Franklin County only
- Teens in the Drivers Seat (TDS) is currently State-Wide!
- Partner with local regional task forces/CPWI/DFC Coalitions to expand programs
- Evaluation of program to expand funding
- Sharing TTZ; TDS with key leaders within schools and community
- Funding acquisition for training and materials state-wide for TTZ





# Target Zero Mangers by region

**TZM Region Map**



## TZM Roster and Contact Information

<b>Region 1</b> Josh Lry Clallam County Sheriff's Office 360-417-2173 jley@co.clallam.wa.us	<b>Region 5</b> Renee Tinder WTSC Contractor 253-906-0522 TZMRegion5@outlook.com	<b>Region 9</b> Marsha Masters Kitsap County Sheriff's Office 360-551-6233 mmasters@co.kitsap.wa.us	<b>Region 13</b> Charlotte Layman WTSC Contractor 509-307-3826 tzmregion13@gmail.com
<b>Region 2</b> VACANT	<b>Region 6</b> Jesamie Peters WTSC Contractor 509-341-8896 TZMJesamie@outlook.com	<b>Region 10</b> Stacey McShane Snohomish County Sheriff's Office 425-407-2697 Stacey.McShane@snoco.org	<b>Region 14</b> Jen and David Dorsett WTSC Contractor 509-851-1348 jdorsett14@outlook.com
<b>Region 3</b> Dianne Swanson WTSC Contractor 360-270-1149 dswanson.wtscwa@outlook.com	<b>Region 7</b> Rebecca Liu Public Health—Seattle King County 206-477-5085 rlu@kingcounty.gov	<b>Region 11</b> Carr Lanham WTSC Contractor 360-815-4243 CLanham.WTSC@outlook.com	<b>Region 15</b> Alison Mitchell WTSC Contractor 509-681-0579 tmalison@gmail.com
<b>Region 4</b> Tara Tsehlana Thurston County PAO 360-239-3445 tara.tsehlana@co.thurston.wa.us	<b>Region 8</b> Sara Wood Kent Police Department 253-856-5856 swood@kentwa.gov	<b>Region 12</b> Eveline Roy WTSC Contractor 509-670-8914 er.roy@frontier.com	<b>Region 16</b> John Griffin Spokane County Public Works 509-477-2342 jgriffin@spokanecounty.org
		<b>Region 17</b> Ruben Hernandez Walla Walla Co Dept Comm Health 509-524-4425 rhernandez@co.walla-walla.wa.us	

Updated 2/24/2022



THE REST IS HISTORY