

David Dunne

Director Road Safety Programs, BCAA Traffic Safety Foundation

David has over 20 years experience in Social Marketing and Health Promotion.

In that time he has managed the development and implementation of various public education, social marketing and health promotion strategies, primarily in the field of traffic safety.

En route to British Columbia from his native Newfoundland, David studied Television broadcasting before completing his Bachelor and Masters degrees in Communications.

He is currently the Director Road Safety Programs with BCAA Traffic Safety Foundation.

In addition to the Foundation's Young Drivers program, his responsibilities include the Child Passenger Safety, Mature Drivers and School Safety programs.

### **In the Driver's Seat: Workshop for Parents of Teen Drivers**

David Dunne & Deborah Loren

Our presentation at the 2008 BC Injury Prevention Conference will include discussion on the learning experiences of developing and delivering the workshops, as well as strategies for expanding the program.

#### **Abstract:**

As car crashes are the number one killer of our youth, parental involvement is a must. Studies show that when parents set boundaries and take an active role in their teenager's driving education, the new driver's chances of being in a crash can be reduced by up to a third. In a recent BC study, 75% of teenagers said their parents have the most influence on their driving.

The In the Driver's Seat workshops provide vital and practical information that educates parents and outlines an action plan for ensuring a safer young driver. Parents are urged to talk to their teen, know the facts and risks involved for teen drivers, and understand the licensing process as well as the graduated licensing rules. The workshops show parents how to successfully manage the learning-to-drive process to reduce the risk for their teen. The handbook parents receive at the workshop is a good resource for parents in setting boundaries for their teen by preparing a family driving contract that establishes consequences, provides a focus for the teen, and guidance for following best practices.

Often parents don't know the rules around the licensing process or the Graduated Licensing Program. They definitely don't realize how dangerous having a N (novice) driver is. This is the time when their teen is most unsafe, not only as drivers, but as passengers as well.

Parents are very busy people, thus a challenge to get out. When Parent Advisory Councils (PAC) contact us for the workshop, the attendance is on the higher end. They take ownership and put a lot of time and effort into getting the word out.