

# MILEPOST

FOR THE PROFESSIONAL DRIVER EDUCATOR

## Fall 2015 Table of Contents

Page 2	Hello fellow educators	Jen Sletten, MDTSEA President
Page 2	Road Safety Campaigns	What the Research Tells Us
Page 3	Winter Workshop and Conference	
Page 3	Registration Form	
Page 5	Online Wildlife Roadsharing Resource Centre	
Page 5	Traffic Safety Facts—2013 Data: Passenger Vehicles	
Page 6	IIHS Status Report: Vol. 50, No. 8, October 2015	
Page 6	Under Their Influence: The New Teen Safe Driving Champions	
Page 6	Fatalities in Traffic Crashes Involving All-Terrain Vehicles	
Page 6	Younger Drivers' Toolkit for Local Agencies	
Page 6	2013 State Alcohol-Impaired Driving Estimates	
Page 7	Excerpts from: A Simple Solution for Distracted Driving	
Page ..7	The U.S. National Highway Traffic Safety Administration	
Page 8	To Reverse or Not to Reverse, for That is the Question?	
Page 8	Development of Guidelines for Permitted Left-Turn Phasing Using Flashing Yellow Arrows	
Page 8	Modeling the Effects of Drivers' Adaptive Behavior on System Safety	
Page 9	Distracted Driving: The Last Two Seconds of Your Life	
Page 10	Driver Education Teacher Preparation	
Page 10	State Farm® releases Driver Feedback™ Instructor Edition mobile app, now available free on iOS and Android platforms	
Page 11	The “5 to Drive”	
Page 11	Cars get tech to monitor teen driving habits	
Page 11	New ADTSEA and Michelin Tire Safety Training Module Available for Download	
Page 12	The Realities of Driving Today	
Page 10	Measuring Cognitive Distraction in the Automobile III: A Comparison of Ten	
Page 1	2015 In-Vehicle Information	

**Hello fellow educators,**

I hope everyone has had a safe and great fall. The weather has been kind to us this year, hopefully this continues for a little longer. With winter on its way I want to remind everyone that winter workshops are just around the corner. I know we all become busy in December, so mark your calendar for your January workshop.

Everyone has been working really hard on our spring conference in Duluth. The rooms have been blocked off, so make your reservations now. The low price for rooms has been set from Thursday night through Sunday. Bring your whole family for the weekend and have some fun. Many great speakers have been reserved already. Make sure to register for the winter workshop and our spring conference. May you have a safe winter driving,

Jen Sletten, MDTSEA President

**Road Safety Campaigns    What the Research Tells Us**

The Traffic Injury Research Foundation (TIRF) is pleased to announce the release of Road Safety Campaigns - What the Research Tells Us. This report represents the first phase of a two-phase project that has been conducted by the Traffic Injury Research Foundation (TIRF) with funding from the Canadian Automobile Association (CAA).

Road safety campaigns are one of the most popular and flexible tools to encourage behaviour change and improve road safety. In the past decade new research emerging from several disciplines has helped to increase knowledge and understanding about effective approaches to the development, implementation, and delivery of road safety campaigns.

This report contains an overview of leading theories that provide the foundation for road safety campaigns. It is combined with a comprehensive summary of the research evidence related to the effectiveness of road safety campaigns generally, and examples of individual campaign evaluations from North America and Europe regarding drinking and driving, distracted driving, seatbelt use, speeding and vulnerable road users. It also highlights what is known about learning styles based on educational theories and shares recommendations to help communities develop effective road safety campaigns.

The second phase of the work involves the development of a user-friendly, community-based toolkit for road safety campaigns that can guide community efforts to develop effective campaigns that are specifically targeted to local audiences and focused on the road safety priorities that pose the greatest concern.

For more information go to: [www.tirf.ca](http://www.tirf.ca)



**High School Driver Education - The Key to Safer Drivers**

## MDTSEA Regional Workshops

The MDTSEA Regional Workshops are designed for us to get together and discuss our successes and problems. The cost will be \$25 for 2016 members and \$65 for non-members. Ten workshops will be offered so you can choose the nearest town or best date.

The date for all workshops will be January 20 or 27, 2016. The schedule calls for 5:30 registration and social time. Meals will be served at 6:00. After the meal we will have a discussion with a speaker and an examiner from the region. Following that discussion we will examine curriculum materials. We have promised the restaurants to be out by 9:00 but expect to be done earlier. The registration fee covers meal, tax and gratuity. Beverages may be extra depending on the location.

Some locations require meals to be ordered two days in advance and materials need to be counted and delivered so you must pre-register by January 9.

Five workshops will be held on Wednesday January 20.

Region	Place	Address	Town	Director	Contact
S E	Daniel's Rest.	504 S Mantorville Ave	Kasson	Gary Beese	320 231 0489
W C	McMillan's	2620 S Hwy 71	Willmar	Jan Skoviera	320 231 0489
N W	Pizza Ranch	121 2nd Ave SE	Perham	Jen Sletten	218 731 2401
N E	Blackwoods	195 Highway 2	Proctor (Duluth)	Carol Olson	218 724 6579
E Metro	Joseph's Rest.	14608 N 60 St	Stillwater	M Rossini	651 275 5971

Five workshops will be held on Wednesday January 27.

W Metro	Pizza Ranch	1266 Vierling Drive	Shakopee	Jim Hudspeth	952 303 9854
S C	Happy Chef	2100 Hwy 169 N	Mankato	Greg Davis	507 340 5661
S W	T K Steakhouse	1407 E College Drive	Marshall	Pat Irsfeld	320 760 9725
N C	Dawg House	1907 U.S. 59	Thief River Falls	Mark Lee	218 686 8724
E C	Sartell Perkins	2291 Connecticut Ave	SSt. Cloud	J Christensen	320 493 8874

### MDTSEA Conference

The 49th Annual MDTSEA Conference will be held April 8 and 9, 2016 at the Radisson Duluth 505 W Superior Street Duluth, Minnesota 55802. For room reservations call (218) 727-8981 and ask for MDTSEA rate of \$89+tax. Conference details are still being worked on but a fine program will be available. This note is simply a reminder of the date and an opportunity to sign up early.

More details will be sent later. To keep the most up to date, make sure you are receiving the MDTSEA e-mails from Joe Christensen. If you are not receiving them simply e-mail MDTSEA@Cloudnet.com and ask to be included. Many old e-mail addresses have been returned. If you have changed your address e-mail MDTSEA@Cloudnet.com.

# Fill out this form to pay your 2016 dues, register for a Winter Workshop and/or register for the Conference.

Name: First \_\_\_\_\_ Last \_\_\_\_\_

School/Organization \_\_\_\_\_ ISD # \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Work Address \_\_\_\_\_ [ ] Retired

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Send MDTSEA materials to [ ] Home or [ ] Work.

Phone (H) (\_\_\_\_) \_\_\_\_\_ (W) (\_\_\_\_) \_\_\_\_\_

(C) (\_\_\_\_) \_\_\_\_\_

E-mail address \_\_\_\_\_

Are you getting MDTSEA emails? [Yes] [No]  
(Does your school address block group e-mails?)

Are you currently teaching DE? [Yes] [No]

Licensed by [Board of Teaching][DPS][Both][None]

Are you currently the school signer? [Yes] [No]

Are you an ADTSEA member? [Yes] [No]

Which new legislative district do you live in? \_\_\_\_\_  
Work in? \_\_\_\_\_

Which congressional district do you live in? \_\_\_\_\_  
Work in? \_\_\_\_\_

If registering late through a school business office or if you have any questions contact Bea Kehr. Check MDTSEA.net for up to date details. Schools MUST include a form for each person registered.

**Refund Policy:** Full refund if secretary is notified 48 hours prior to start of workshop.

Membership dues (\$40) \$ \_\_\_\_\_

I have paid my dues .

### Workshop choice

- 1/20 Kasson .....[ ]
- 1/20 Willmar .....[ ]
- 1/20 Perham .....[ ]
- 1/20 Proctor-Duluth .....[ ]
- 1/20 Stillwater .....[ ]
- 1/27 Marshall .....[ ]
- 1/27 Mankato .....[ ]
- 1/27 Rice-St. Cloud .....[ ]
- 1/27 Shakopee .....[ ]
- 1/27 Thief River Falls .....[ ]

### Workshop fee

(\$25 member) .....\$ \_\_\_\_\_  
(\$65 for non-members)

Conference fee .....\$ \_\_\_\_\_

### Members

- Full conference .....\$125
- Friday only .....\$105
- Saturday only .....\$85

### Non-members

- Full conference .....\$165
- Friday only .....\$145
- Saturday only .....\$125

Total Payment .....\$ \_\_\_\_\_

**MAKE CHECKS PAYABLE TO MDTSEA. SEND CHECK AND THIS REGISTRATION FORM TO:**

Bea Kehr  
12 S 66th Ave W  
Duluth, MN 55807  
Bea can be reached at 218 628 2082

## **Online Wildlife Roadsharing Resource Centre to help prevent vehicle collisions with wildlife**

The Traffic Injury Research Foundation (TIRF) is pleased to announce its partnership with State Farm Canada in the development of a new online resource: [www.wildliferoadsharing.tirf.org](http://www.wildliferoadsharing.tirf.org). This first of its kind national resource centre in Canada is designed to increase knowledge and awareness to help prevent the estimated 45,000 collisions that occur with wildlife every year.

Vehicle collisions with animals on and near roadways often result in death and serious injuries for road users and wildlife alike. Between 2001 and 2010, 296 people were killed due to vehicle collisions with animals in Canada and the financial costs associated with these collisions are estimated to be \$200 million annually.

The Wildlife Roadsharing Resource Centre is a hub of sound information that contains a mix of research, information and tools designed to increase knowledge and bridge gaps in the field, and create a common understanding of the problem to strengthen efforts to reduce it. Whether drivers are looking for ways to stay safe on the road and avoid wildlife collisions, or researchers are looking for data sources, or governments are seeking information about ways to reduce these collisions, the WRRC has something for everyone.

Collisions between vehicles and animals on roadways are cross-cutting in nature, and span road safety, transportation, infrastructure, health, environment and ecology.

The need to do a better job protecting Canadians on the road, as well as Canada's biodiversity is a point of consensus that researchers, advocacy organizations, emergency personnel, governments and industry share. In this regard, the latest addition to TIRF's series of educational programs is designed to compile available knowledge and data, to highlight gaps in the field, and to facilitate linkages and partnerships that can provide direction to inform policy and practice.

It is anticipated that this project will be ongoing as more research data on the subject becomes available.

## **Traffic Safety Facts—2013 Data: Passenger Vehicles**

The U.S. National Highway Traffic Safety Administration has released a fact sheet that summarizes data on fatalities and injuries of passenger vehicle occupants.

Download the report at: [www-nrd.nhtsa.dov/PUBS/812192.pdf](http://www-nrd.nhtsa.dov/PUBS/812192.pdf)

**IIHS Status Report: Vol. 50, No. 8, October 2015**

The Insurance Institute for Highway Safety (IIHS) has released the latest issue of its Status Report magazine, a newsletter covering research and topics in the highway safety field. This edition focuses on vehicle selection for teenage drivers.

Find the report at [www.iihs.org/externaldata/sdata/docs/sr5008.pdf](http://www.iihs.org/externaldata/sdata/docs/sr5008.pdf)

**Under Their Influence: The New Teen Safe Driving Champions**

The Governors Highway Safety Association has released a report that examines adults—other than teen drivers' parents—who may be able to influence teen decision-making about driving.

Report can be found at: [www.ghsa.org/files/pubs/Final\\_GHS\\_Teeninfluence2015\\_15.pdf](http://www.ghsa.org/files/pubs/Final_GHS_Teeninfluence2015_15.pdf)

**Fatalities in Traffic Crashes Involving All-Terrain Vehicles**

The U.S. National Highway Traffic Safety Administration has released a fact sheet that summarizes data from 2004 to 2013 on traffic fatalities related to on-road all-terrain vehicles. Full report found at: [www-nrd.nhtsa.dot.gov/Pubs/812193](http://www-nrd.nhtsa.dot.gov/Pubs/812193)

**Younger Drivers' Toolkit for Local Agencies**

The Minnesota Department of Transportation has released a report that provides information to local transportation and traffic safety engineering staff about how to engage communities to improve safety for Minnesota's highest risk driving population, which is drivers who are ages 15-29.

Full document at: [www.dot.state.mn.us/research/TS/2015/2015RICO4.pdf](http://www.dot.state.mn.us/research/TS/2015/2015RICO4.pdf)

**2013 State Alcohol-Impaired Driving Estimates**

The U.S. National Highway Traffic Safety Administration has released a fact sheet that estimates the extent to which drivers' level of alcohol impairment played a role in fatal crashes throughout the United States and each of the 50 states in 2013 and 2004.

Full report at: [www-nrd.nhtsa.dot.gov/Pubs/812188.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/812188.pdf)

**Excerpts from: A Simple Solution for Distracted Driving**

A robust Driving Mode on smartphones would reduce distractions and save lives

By DANIEL SIMONS and CHRISTOPHER CHABRIS

Oct. 30, 2015 11:18 a.m. ET

—Mr. Simons is a psychology professor at the University of Illinois. Mr. Chabris is a psychology professor at Union College. They are the co-authors of “The Invisible Gorilla: How Our Intuitions Deceive Us.”

The National Safety Council estimates that in 2013 alone, [1.1 million crashes](#) involved using a phone, and the Transportation Department counted [more than 3,000 deaths and 400,000 injuries](#) caused by distracted driving that same year. By now everyone knows about this problem. Adding a simple feature called “Driving Mode” to all mobile phone operating systems could do a lot to solve it.

For a solution to work, it must respect the limitations of human cognition and the flaws in human intuition. A robust Driving Mode feature on phones would do just that. It would eliminate the most common sources of distraction: phone calls, text messages, games and social media. It should disable all communication between the phone and the outside world, with the exceptions of GPS, navigation apps and emergency notifications.

Driving Mode will be useful only if people use it, and various insights from the behavioral sciences can increase the chances that they will. It must be easy to turn on, ideally with the flick of a physical switch, or at least with as few taps as possible. To minimize the social pressure that we feel to respond immediately, Driving Mode should automatically send a customizable “I’m driving now” reply to texts and calls and hold your messages until you arrive.

The biggest challenge may be motivating drivers to turn on Driving Mode in the first place.

Still, any sensible Driving Mode feature would be better than none.

If you do not have access to “The Wall Street Journal” and want to read the full article contact John W. Palmer at [palmertss@cloudnet.com](mailto:palmertss@cloudnet.com)

2013 Traffic Safety Fact Sheet Rural/Urban Comparison

**The U.S. National Highway Traffic Safety Administration** has released a fact sheet that compares fatal motor vehicle traffic crashes that occurred in rural areas versus those that occurred in urban areas.

Full document at: [www-nrd.nhtsa.dot.gov/Pubs/812181.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/812181.pdf)

## **To Reverse or Not to Reverse, for That is the Question?**

The National Road Safety Partnership Program has released a policy brief that considers the advantages and disadvantages of head-in parking versus reverse parking.

Document found at : [www.nrspp.org.au/Pool/Resources/NRSP-To-R...ot-to-Reverse-for-that-is-the-Question.pdf](http://www.nrspp.org.au/Pool/Resources/NRSP-To-R...ot-to-Reverse-for-that-is-the-Question.pdf)

## **Development of Guidelines for Permitted Left-Turn Phasing Using Flashing Yellow Arrows**

The Center for Transportation Studies at the University of Minnesota has released a report that explains guidelines for time-of-day use of permitted left-turn phasing, which can be implemented using flashing yellow arrows.

<http://www.Irrb.org/pdf/201527.pdf>

## **Modeling the Effects of Drivers' Adaptive Behavior on System Safety**

### **About the Presentation**

Many technological innovations are designed to increase driver safety by simplifying tasks and user demands in safety-critical situations. Some safety systems are designed to help drivers make appropriate decisions while others will initiate the decision if the driver is not capable during safety-critical moments. One often unanticipated effect of these systems is that drivers' behavior may change, adapting in unforeseen ways that may either enhance or compromise the potential benefits of the system. For example, a system that is designed to increase or maintain safety will fail if adaptation negates the intended outcome.

This presentation reviewed how behavioral adaptation can have an effect on overall system performance and discuss how developing approaches to understand and model this effect can provide great benefits for the design of future transportation systems. One specific technology that is influenced by adaptive behavior is adaptive cruise control (ACC)—one of many in-vehicle systems that is transforming the driving task. ACC was highlighted as a case study to showcase factors that should be considered when modeling the effects of adaptive behavior.

### **Watch Video**

<http://www.roadwaysafety.umn.edu/events/seminars/2015/100815/index.html>

## **Distracted Driving: The Last Two Seconds of Your Life**

Thursday, December 3, 2015 3 – 4 p.m. Central

Webcast <https://www.youtube.com/watch?v=kLZWvo1tTs>

**About the Presentation** It is well known that distraction is increasingly a problem inside the cabin of the automobile, especially among teens. Studies using an eye tracker at the Arbella Insurance Human Performance Laboratory at the University of Massachusetts Amherst, both on a driving simulator and in the field, show exactly why distraction is such a problem for teens. But they also show that distraction is a problem for experienced middle-aged drivers and for older drivers as well—something that is less well understood. Having documented that distraction is a problem, the next question is whether anything can be done about it.

The answer is yes. Typical solutions include engineering, education, and enforcement. This presentation will highlight work at UMassAmherst that has focused on the development and evaluation of training programs that are designed to improve the hazard anticipation, hazard mitigation, and attention maintenance skills that are most compromised by distraction. An hour's worth of training has been shown to have benefits that last up to a year for teens and two years for older drivers. The training programs have been implemented by regional and national insurance companies, including Arbella Insurance in Massachusetts and State Farm Insurance in Illinois. If you have teens who are learning to drive, have older parents who are beginning to decline, or are yourself an experienced driver, the information in this presentation could potentially help decrease your crash risk or the crash risk of someone you love.

### **State Farm® releases Driver Feedback™ Instructor Edition mobile app, now available free on iOS and Android platforms**

Driver Feedback™ Instructor Edition, a mobile app developed by State Farm®, is available from the Apple App Store (iOS) and Google Play (Android) at no charge. It builds on the functionality of Driver Feedback™, released by State Farm in 2011. The free app is designed to help driver education instructors access, record, organize and monitor the progress of their students during behind-the-wheel instruction, and helps parents stay informed of their teens' driving results.

The instructor edition provides customized features that help educators manage multiple students or classes, record notes, and download driving data for more detailed analysis. The app calculates each trip a driver makes and delivers an overall trip score. It also measures individual scores for three key driving behaviors, or the ABCs of driving: acceleration, braking and cornering. Individual data can be texted or emailed to students and parents to reinforce positive behaviors, celebrate successes and identify areas that need improvement.

# Driver Education Teacher Preparation



## ST. CLOUD STATE UNIVERSITY

Traffic Safety Education (TSE) Courses  
2015 Fall Semester Calendar  
NOW 90% ONLINE, D2L!  
10% INTERACTIVE TELEVISION, ITV!

### St. Cloud State University

### Continuing Studies

DRIVER EDUCATION LICENSURE REQUIREMENTS (13 credits)

See SCSU web pages for more TSE information at:

<http://www.stcloudstate.edu/continuingstudies/driversed/default.asp>

Or

<http://bulletin.stcloudstate.edu/courses.asp?deptCode=tse>

### Fall Semester, August 24th to December 9th 2015

TSE 440/540 Driving Task Analysis (3 Credits)

TSE 450/550 Methods of Classroom Instruction (3 Credits)

[https://dps.mn.gov/divisions/dvs/forms-documents/Documents/Minnesota\\_Drivers\\_Manual.pdf](https://dps.mn.gov/divisions/dvs/forms-documents/Documents/Minnesota_Drivers_Manual.pdf)

TSE 470/570 Methods of In Car Instruction (3 Credits)

TSE 480/580 In-Car-Instruction Practicum (1 Credit)

(Note TSE 470/570 and 480/580 must be taken concurrently)

<https://www5.stcloudstate.edu/BookStore/loginS.asp>

TSE 490/590 Issues in Driver Education (3 Credits)

**The “5 to Drive”** campaign highlights the five necessary rules that teen drivers need to follow to stay safe behind the wheel. These rules address the greatest dangers for teen drivers: alcohol, texting, seat belts, speeding, and extra passengers.

#### THE PROBLEM—TOO MANY TEENS ARE DYING

- Motor vehicle crashes are a leading cause of death for 15- to 19-year-olds in the United States.
- In 2013, there were 2,614 teen (15-19 year old) passenger vehicle drivers involved in fatal crashes, and an estimated 130,000 were injured.
- You are the biggest influence on your teen’s safety behind the wheel. Parents need to take the time to talk with their kids about the many dangers of driving.
- Read more: <http://www.adtsea.org/e-Newsletters/OCT2015%20Newsletter.html>

### **Cars get tech to monitor teen driving habits**

Teenagers, already saddled with worries about grades, soon will encounter cars that can issue their own "report cards" when it comes to driving skills. Several companies, ranging from global automakers to technology start-ups, have introduced services that enable parents to track, influence or restrict the driving habits of their teenage children. General Motors will go a step further later this year when it installs an optional system on certain 2016 Chevrolet Malibu models that will compile a touch-screen "report card" for parents that will blow a whistle if their kids' speed or drive aggressively.

Read more <http://www.adtsea.org/e-Newsletters/OCT2015%20Newsletter.html>

### **New ADTSEA and Michelin Tire Safety Training Module Available for Download**

Advancing a national awareness program to reduce preventable crashes among teen drivers, Michelin and ADTSEA today published the first national tire-safety training module for driving instructors. This update standardizes tire-safety education materials and provides a collection of new resources, including videos and hands-on exercises for instructors and students.

The new module is designed to equip driving instructors across the U.S. with an improved understanding of tire safety and new instructional resources to deliver this critical message to new drivers.

To download the tire safety module click <http://www.adtsea.org/ADTSEA%20Tire%20Safety%20Module.html>

## **The Realities of Driving Today**

Andy Pilgrim has just released a new video presentation through his Traffic Safety Education Foundation. The video is titled, Realities of Driving Today. It is a video presentation designed for use by driver education teachers to be shown to students on day one, at the very BEGINNING of the driver education process.

The Realities of Driving Today video can be downloaded with no cost to teachers at [www.trafficsafetieducationfoundation.org](http://www.trafficsafetieducationfoundation.org). Click on “Realities of Driving Today” in the navigation area. Understanding that many teachers still want a DVD; DVD’s will be available around December 15th, also at no cost to teachers.

The information in the video is designed to give students a realistic understanding of why driving today is actually getting more and more dangerous in the US. The video explains why paying full attention to the driver education process and driver education teacher is so critical. Feedback from teachers who have seen the video has been overwhelmingly positive.

The idea for the video came from his success in speaking to parent groups all over the US during the last 5 years. He modified the parent presentation thinking this realistic approach to today’s driving issues might also resonate with students. After testing his ideas by speaking 24 times in 3 States to over 2,000 students, he was set on making this new presentation, Realities of Driving Today.

## **Measuring Cognitive Distraction in the Automobile III: A Comparison of Ten 2015 In-Vehicle Information**

The AAA Foundation for Traffic Safety has released a report that examines the impact of In-Vehicle Information System interactions on the driver’s cognitive workload.

[https://www.aaafoundation.org/sites/default/files/strayerIII\\_FINALREPORT.pdf](https://www.aaafoundation.org/sites/default/files/strayerIII_FINALREPORT.pdf)