



GEORGIA

GOHS and Mothers Against Drunk Driving Sensory Experience

► AT-A-GLANCE

► Project Characteristics

Multimedia Assembly
Countermeasures

► Program Areas

Youth Programs
Alcohol and Other Drugs

► Targeted Populations

Elementary, Middle, and
High School Students

► Type of Jurisdiction

State

► Jurisdiction Size

8,383,915

► Funding

410 Funds: \$110,000

► Contact

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Problem Identification

Young drivers have higher crash rates, injuries, and fatalities than older drivers. In 2000, 106 people were killed in crashes involving at least one other impaired driver between 16 and 17 years old. That same year, crashes involving at least one impaired driver between 18 and 20 years old were responsible for 194 deaths. Crashes involving at least one impaired driver between 21 and 24 years old were responsible for 234 deaths.

Crashes involving drivers ages 16 to 17 cost Georgia \$91 million; for drivers between 18 to 20 years old, the cost was \$167 million; and for drivers between 21 to 24 years old, the cost was \$201 million.

Goals and Objectives

The *Governor's Office of Highway Safety (GOHS) and Mothers Against Drunk Driving (MADD) Sensory Experience's* goal is to reduce the number of crashes caused by young, impaired drivers by educating them about the facts concerning underage drinking and driving.

The project's objectives are to:

- Reach approximately 125,000 youth in Georgia during the 2002-2003 school year;
- Raise awareness about the consequences of underage drinking;
- Help young people understand state laws concerning underage drinking and drinking and driving;
- Teach and reinforce the concept that adolescents do have control over their futures through the choices that they make; and
- Give youth facts concerning underage drinking in order to make healthy life decisions.

Strategies and Activities

GOHS joined with MADD to offer students two fast-paced, high-energy, multimedia assembly video programs called *Street Smarts* and *Fake ID*. The programs use popular music and a mix of scenes and songs from popular movies and television programs to educate students about the importance of making smart decisions about underage drinking (*Street Smarts*) and not falling prey to peer pressure (*Fake ID*). The project incorporated the following strategies:



- Worked with MADD to offer the multimedia assembly to elementary, middle, and high school students. MADD provided promotional materials prior to the event and a host to introduce the videos and interact with students and faculty to reinforce the project's message.
- Screened the 26-minute MADD video called *Street Smarts* that focuses on brain safety, car safety, and street smarts. The video provides students with information about brain development and how to keep the brain safe as well as tips on driving with an unsafe driver. Most of all, *Street Smarts* teaches students that being smart means doing what is best for you, your body, and your brain.
- Screened the 38-minute MADD video called *Fake ID* that focuses on teens having control, the definition of true friendship, dispelling the myth that "everyone is drinking," the consequences of underage drinking, encouraging youth activism, making good decisions, and dealing with the pressure to use alcohol.
- Provided teachers with classroom activity guides created by MADD to reinforce the message after the assembly.

Results

During the 2002-2003 school year, more than 70 Georgia High Schools took part in the *GOHS and Mothers Against Drunk Driving Sensory Experience*. Through the *Street Smarts* and *Fake ID* videos, GOHS and MADD were able to:

- Promote positive choices;
- Educate students about their power to change their attitudes and behaviors and those of their classmates; and
- Dispel myths concerning underage drinking.