

Injury Free Coalition for Kids of Rochester (IFCKR) Community Based Teen Smart Driving Program

Case for Action: Teen drivers have a higher injury rate than other drivers. There is much room for improvement through education of both drivers and their families.

Description: IFCKR offers a multifaceted program targeting safe teen driving. This program includes continued development of educational media (posters, pamphlets) developed by teens, for teens, educational workshops geared toward parents and professionals, Drive for Life a trauma workshop designed to educate teens about the consequences of vehicular crashes, and Rides for Life, a local drive-in style event for teens providing hands-on experience through crash simulation, hazard obstacle course, impaired driver simulation, and healthcare demonstrations.

Partners/Funding:

- Funding provided to IFCKR by the New York State Regional Allstate Foundation.
- Partners: IFCKR: Anne Brayer MD, Karen Knauf; Strong Regional Trauma Center: Julius Cheng MD, Krista Sokolowski, Gina Ryan; Monroe County Office of Traffic Safety: Jean Triest; Golisano Children's Hospital, Katie Sauer, Heather Hare; NYS Regional Allstate Foundation: Kelly Costanza

Outcomes: IFCKR will track motor vehicular trauma in teens in greater Rochester area through the Strong Trauma Registry and the Emergency Department visit data. IFCKR will assess the increase in knowledge of teens participating in the trauma workshop.

For more information contact:

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