

CRASH

# DISCUSSION / VIEWER GUIDE

---



This Discussion Guide is made possible by:

SafeTeen New Mexico  
Bernalillo County DWI Program  
Dona Ana County DWI Program  
New Mexico Mutual  
State Farm Insurance  
New Mexico Department of Transportation  
Cooperative Educational Services

In Association with:  
Albuquerque Journal  
KOB-TV  
KRWG-TV  
Independent Insurance Agents of New Mexico  
AAA New Mexico  
New Mexico PTA  
Harding County DWI Program  
New Mexico Coalition of School Administrators

Copyright © 2007  
SafeTeen New Mexico & Christopher Productions, LLC

Thank you for your interest in the **CRASH** Discussion/Viewing Guide. We are very excited to present this program to ignite a new discussion among our children, parents and teachers. We want to empower and support young people to discover their own solutions to life-threatening behavior and situations. In doing so, we hope that they may come to understand how valuable they are in our families and communities.

Enclosed are some ideas for discussions and activities for students and adults. Feel free to alter any of these suggestions for a better fit with your particular group. This is intended only as a guide and starting point.

You may find it helpful to visit our website [www.SafeTeenNM.org](http://www.SafeTeenNM.org) or [www.ChristopherProductions.org](http://www.ChristopherProductions.org) for further information on this and other issues of concern for young people including mental health issues, drug abuse, date violence and others.

RESPONSE REQUESTED: We supply these materials to you free of charge, in the hopes that they can support your efforts in reaching students with enlivened discussions about difficult situations and adolescent curiosity, insecurity and empowerment.

The only thing we ask in return is that you let us know if you are using this so we can track the number of participants and the lives you've affected. A response page can be found at the end of this guide.

On behalf of SafeTeen New Mexico, we want to thank you for working with young people and helping to shape their future.

Sincerely,

Thom Turbett  
President  
SafeTeen New Mexico

Chris Schueler  
Executive Director  
SafeTeen New Mexico

# C O N T E N T S

---

1.....SHOW OVERVIEW

2.....GENERAL INFO

5.....VIEWING SUGGESTIONS

6.....PRIOR TO VIEWING

7.....AFTER VIEWING

8.....DISCUSSIONS / ACTIVITIES

    8..... Middle School Students

    9..... High School Students

    10..... Parent Groups

11.....FACTS to DISCUSS

12.....QUESTIONS to ASK

13.....RESOURCES

14.....TAPE ORDER FORM

15.....SPONSOR WEB SITES / RESPONSE FORM

# S H O W   O V E R V I E W

---

“CRASH” is a 30-minute television program designed to show people the honest truth about the dangers associated with distracted driving issues including DWI, cell phone use, texting, eating and other distractions, and rally community and educator support to find ways to make the most dangerous activity any of us do, drive a vehicle, safer.

A years worth of research went into the information in the program including “think tanks” with experts in every area of driving and the dangers of distracted driving. The audience will see statistics in the program, such as:

**Teenage Drivers are 4 times more likely to die on the road than are older drivers.**

National Highway Traffic Safety Administration, 2003

This show is meant to be a catalyst for discussion, which means that there are no right or wrong answers. The purpose is to encourage as much discussion as possible. Young people should be encouraged to actively participate in exchanging ideas and researching related topics of interest.

**Portions of the show may not be appropriate for some young people to watch.** Please read the script and watch the program prior to sharing it with students. This will make discussion with your students easier and more effective.

THE SCRIPT IS AVAILABLE ONLINE AT  
[www.ChristopherProductions.org](http://www.ChristopherProductions.org) and  
[www.SafeTeenNM.org](http://www.SafeTeenNM.org)

**Please download, read and have available prior to viewing program.**

This guide is designed to be a tool for group discussion. It includes discussion and activity ideas for involving students at various levels of development. Further information and a complete list of additional resources are included. Our hope is that this is just the beginning, and that together we can make an important difference in our communities and in the lives of our children.

# GENERAL INFO

---

## PROJECT BACKGROUND

- In 2005, **over 1 in 10** high school students in NM **drove after drinking**.  
Bernalillo County Youth Risk and Resiliency Survey
- Teenage Drivers are **4 times more likely to die** on the road than are older drivers.  
National Highway Traffic Safety Administration, 2003
- Drivers **using cell phones** are **5 times more likely to crash** than non-distracted drivers. People are **as impaired when they drive and talk on a cell phone as they are when they drive intoxicated**.  
of Utah 2006 Summer Issue "Human Factors", Research University
- Estimates show for 2006 that **70% of teens in the US have cell phones**.  
Market Analysis, The Yankee Group
- **More than 3,800 drivers aged 15-20 are killed and over 325,000 are injured every year in crashes**.  
National Safety Council
- A 20-year-old driver using a cell phone has the **reaction time of a 70-year-old driver**.  
Utah Feb.2005, University of
- Crash rates are the highest for teens during the first 6 months and 1,000 miles after licensure.  
McCartt, Shabanova & Leaf. "Driving experience, crashes & traffic citations of teenage beginning drivers". 2003
- There appears to be no difference in distraction and reaction times for hands free and non-hands free cell phone use while driving.  
November 2001 issue of Psychological Science
- One teenage passenger with a teen driver **doubles the risk** of a fatal crash and the **risk is five times higher** when two or more teens ride along.  
Children's Hospital of Philadelphia Survey

## THE PROJECT

"CRASH" will be a comprehensive media campaign to help youth and parents throughout New Mexico understand the dangers associated with distracted driving and give them specific tools and suggestions for lessening the chance of a crash. This campaign will utilize a variety of media and video tools to reach educators, parents and, most importantly, teens to emphasize the message: **make good choices when you drive because if you don't, there are serious consequences.**

The project will extensively involve teens in the production process and will center on the creation of a documentary that will be broadcast in late August or early September just as school is starting back in session. It will also include a series of television informational promos and a viewer guide about the issue.

## TARGET AUDIENCE

The target audience for this campaign will be **teenagers** statewide, secondarily **parents** and finally school officials and other community leaders and law enforcement.

**Everyone** will receive a **wake up call** about the extreme effects of distracted driving as highlighted by the frightening statistics and true stories. This will be an opportunity for youth and their parents to come together and help make each other safer drivers.

**School officials, community leaders and law enforcement** will have an opportunity to **explore various solutions** to the problem and discuss their particular issues in the community conversation portion of the program.

## APPROACH

The hook to the campaign will be hearing and seeing real stories from people who have been involved in a crash. We will also show **the reasons why** distracted driving (intoxication, cell phone use, eating, additional passengers) causes crashes. The program will also highlight **the most recent research involving cell phone use**, DWI, and other causes of crashes and focusing on the extremely high numbers for distracted driving crashes especially for young people.

While the video will highlight the key information about these issues, it will stress the **overall reason** for statewide concern; **keeping our youth safe so they can live full lives**.

The campaign will also include basic information about the **Graduated Drivers License** and it's effectiveness in reducing teen crashes as well as highlighting the various reasons that young drivers are so at risk of having a crash.

Finally, we will utilize the **latest wireless and internet technology** to gather participation and interest from teenagers statewide. This will include a text messaging and video messaging element linked to the live broadcast as well as a centralized website utilizing these elements and guiding viewers to resources in their local communities.

The purpose of this event is: To give **YOU** a tool...an event to rally around...to address distracted driving in **YOUR community**, in **YOUR family**, in **YOUR way**. Check out your tools below:

- DVD of the TV show "CRASH"
- EMPOWER community organizing packet
- This discussion guide for classroom or group use

To get copies of the tools listed above, please visit:

[www.SafeTeenNM.org](http://www.SafeTeenNM.org) or  
[www.ChristopherProductions.org](http://www.ChristopherProductions.org)

**More than 3,800 drivers  
aged 15-20 are killed  
and over 325,000 are injured  
every year  
in crashes.**

National Safety Council

**With YOUR Involvement...**

**You can  
save lives  
change our communities  
and bring us closer to our children**

**Use  
this tool, this event, this time  
to enhance the way  
your community,  
your school  
and  
your family  
addresses  
distracted driving.**

# V I E W I N G   S U G G E S T I O N S

---

- **Consider providing additional information and instruction.**

The stories in “CRASH” are presented in a style that serves as a catalyst for thoughtful discussion. It is assumed by the creators of the program that more in-depth information and instruction will be provided by the group leader or teacher. Some of this information can be found in the resource section of this guide.

- **Consider discussing the content before watching the show.**

Many young people today are exposed regularly to situations in which there is distracted driving. Most likely, they’re struggling to balance personal beliefs and social pressures in order to make good decisions. Briefly discuss the content before watching the show in order to make the discussion after the show more effective.

- **Consider setting ground rules with the students prior to viewing.**

Teachers or group leaders need to be prepared to offset disruptions in order to guarantee respect for the rights of those students wanting to see the show. Talk to students ahead of time and agree on appropriate behavior during the viewing. This should include **no talking or asking questions** until the show is concluded. You should also supply or **have available paper and pens or pencils** so that students can jot down ideas and questions for later discussion.

- **Consider covering “Discussion and Activities” for your grade from the following pages.**

There are many ways to encourage open discussion. Since the need for facilitation and supervision will vary among ages, more age-specific suggestions are given on the following pages.

# P R I O R T O V I E W I N G

---

**Instructors:** Please keep in mind that this guide contains discussion questions that may be sensitive in nature and may cause uncomfortable feelings and emotions to surface for some students due to personal experience or other reasons.

Please have resource information readily accessible to students and discuss only those questions that you feel comfortable handling.

## PRIOR TO SHOWING THE DOCUMENTARY:

For Instructors/Leaders:

1. Be certain to preview the video and read through this guide.
2. Gather and have available print resources (reference resources list at the end of this guide).
3. Download and read the script of the video.
4. Determine how much time you will have and what the goal of your discussion will be.
5. If you can, ask a trained expert to assist with the discussion (perhaps your school counselor).
6. Use clear guidelines. Avoid general, unstructured discussion.
7. Allow enough time to discuss the topics after the viewing.
8. Discuss only those questions that you feel comfortable handling

Go over the following **with your group** prior to viewing:

1. Explain that this is about the dangers of distracted driving.
2. Be certain all cell phones and pagers are turned off.
3. Be sure everyone has pen and paper and encourage them to jot down notes, ideas, and questions. (perhaps review questions you'll be asking after the show – see "Discussion" Section.)
4. Explain the program is 30 minutes long and then a discussion about the program will follow.
5. Explain that the tape was created with the help of teenagers and that all the **interviews are real**.
6. Tell your group that if they feel uncomfortable at any point they may choose not to watch (be sure to arrange for a place where they can go in advance).
7. Explain that the program can be an emotional experience and to respect everyone's personal feelings.

# AFTER VIEWING

---

Because it is important to protect everyone during the discussion, ask the group **not to use any names**, and set ground rules that include using the phrase “a person I know” OR REFERRING TO THE PEOPLE IN THE VIDEO each time. This may allow a more open discussion for everyone.

- 1. Give everyone a few moments to jot down ideas and questions they may have about the information in the documentary.**
- 2. Explain that this is not a tattletale session and it's not about telling on others.**
- 3. Say that this will be a discussion about the facts and dangers that are associated with distracted driving.**
- 4. Follow some of the ideas for discussion in this guide and from the aforementioned specialized tapes you may have already viewed as group leader.**
- 5. Be sure to leave enough time for adequate discussion. If time is short after the viewing (30 minutes or less), you may want to take just one of the discussion topics and leave the rest for later.**

# DISCUSSION

## Middle School Students

It is important that young people are provided with tools to make smart decisions on their own. All discussions should be conducted with this in mind. Young people will make better decisions if they understand that their actions will have consequences.

- Discuss what effects distracted driving has on the students' community, family, and friends—and themselves. (crashes, injuries, etc.)
- Discuss the various forms of distractions seen in the video.
- Ask the students the following:
  - How do people get distracted when driving?
  - Why do they use distractions like cell phones when they know it's dangerous?
  - How could drivers ensure fewer distractions?
  - What could the people in the video have done differently to avoid the dangerous behavior?
  - How could you talk with your friends and parents about distracted driving and the importance of not drinking and driving?

# ACTIVITIES

## Middle School Students

- Have the students write about their feelings after watching the documentary. They can:
  - Focus on alcohol in the community: trouble or not?
  - Focus on cell phones while driving: trouble or not?
  - Focus on what could have changed in the story to have a better outcome.
  - Who could have been responsible for that change?
  - Focus on whether this is really a problem. Why or why not?
- Discuss the facts in this guide to come up with ways to change policy, public perception or empower others to affect change.
- Have the student's research additional facts on the internet.
- Design a project around "don't drink and drive" or "don't use the cell phone while driving" with rewards or incentives. Prizes could be donated by local businesses.

# DISCUSSION

## High School Students

It is important that young people are provided with tools to make smart decisions on their own. All discussions should be conducted with this in mind. Young people will make better decisions if they understand that their actions will have consequences.

Initiate a discussion and then let the students direct its course. This will allow them to reach their own conclusions. However, ground rules will need to be set regarding respecting each other's opinions. Also, have everyone use the phrase "someone I know" or some of the people in the video when referring to alcohol use. Have everyone take turns to talk.

- Focus the discussion on coming to conclusion / consensus on:
  - 1) Is there a problem in our community?
  - 2) Who is responsible for solving that problem?
  - 3) How can I help in that solution and what role can I play?
- Ask the students the following:
  - What could the people in the video have done differently in order to avoid the consequences?
  - How can young people talk to their friends about not drinking and driving, or using a cell phone? What are the barriers? How can they be overcome?
  - Is using the cell phone as distracting as the video portrayed?
  - Whose responsibility is it to take control of this issue? Do parents have some responsibility? How can parents talk effectively with their kids about distracted driving?
  - How can we get young people to not use their cell phones when driving? What are the barriers? How can they be overcome?

# ACTIVITIES

## High School Students

- Discuss the facts in this guide to come up with ways to change policy, change public perception or empower others to affect change.
- Design a campaign in the community or school to affect change and help eliminate distracted driving of all kinds.

# DISCUSSION

---

## PARENTS

Initiate a discussion and then let the parents direct its course. As with all discussion, ground rules will need to be set regarding respecting each other's opinions. Also, have everyone use the phrase "someone I know" or "some of the people in the video" when referring to these issues. It is extremely important not to allow personal stories. Also be sure to allow everyone an opportunity to speak.

- Focus the discussion on coming to conclusion / consensus on:
  - 4) Is there a problem in our community or in our homes?
  - 5) Who is responsible for solving that problem?
  - 6) How can I help in that solution and what role can I play?
- Ask the parents the following:
  - What could the people in the video have done differently in order to avoid the consequences? Would that have been possible?
  - How can you talk to your children about distracted driving?
  - How can parents support their kids in stopping the causes of distracted driving (drinking, cell phones, eating, horseplay, etc.)?

# ACTIVITIES

---

## PARENTS

- Discuss the facts in this guide to come up with ways to change policy, change public perception or empower others to affect change.
- Design a campaign in the community to affect change and help eliminate distracted driving.
- Create an event for youth that could replace underage drinking at parties and reinforce non-distracted driving.
- Create a time with your children to discuss the dangers of distracted driving, what the distractions are and why you are concerned.

# FACTS to DISCUSS

---

- *In 2005, **over 1 in 10** high school students in NM **drove after drinking.***  
Bernalillo County Youth Risk and Resiliency Survey
- *Teenage Drivers are **4 times more likely to die** on the road than are older drivers.*  
National Highway Traffic Safety Administration, 2003
- *Drivers using cell phones are **5 times more likely to crash** than non-distracted drivers. People are **as impaired when they drive and talk on a cell phone as they are when they drive intoxicated.***  
Summer Issue "Human Factors", Research University of Utah 2006
- *Estimates show for 2006 that **70% of teens in the US have cell phones.***  
Market Analysis, The Yankee Group
- *More than 3,800 drivers aged 15-20 are killed and over 325,000 are injured every year in crashes.*  
National Safety Council
- *A 20-year-old driver using a cell phone has the **reaction time of a 70-year-old driver.***  
Feb.2005, University of Utah
- *Crash rates are the highest for teens during the first 6 months and 1,000 miles after licensure.*  
McCartt, Shabanova & Leaf. "Driving experience, crashes & traffic citations of teenage beginning drivers". 2003
- *There appears to be no difference in distraction and reaction times for hands free and non-hands free cell phone use while driving.*  
November 2001 issue of Psychological Science
- *One teenage passenger with a teen driver **doubles the risk** of a fatal crash and the **risk is five times higher** when two or more teens ride along.*  
Children's Hospital of Philadelphia Survey

*In 2003 nearly **30% of New Mexico youth** indicated they had **ridden** in the past 30 days with a **driver who had been drinking.***

# Q U E S T I O N S t o A S K

---

START BY SAYING: “I need your help on this. Bear with me and see what you come up with.”

- Is this video a fair representation of what is really going on?
- Are the people who made this video or the people who are concerned about this issue making much ado about nothing?
- Is this story as important as the video alludes to?
- Is distracted driving really a problem?
- Are alcohol and cell phones a problem? Whose problem is it?
- Is it a teenage problem?
- Is it an adult problem?
- Is it a parent problem?
- Is it a legal problem?
- Why is there a legal age for drinking?
- Is this just another way for adults to control kids?
- What would need to be done to make roads safer for everyone?
- Does legality matter or is breaking the law part of the challenge?
- If an underage person has been drinking, what bad things can happen to them or their friends?
- Can a person who has been drinking stay safe when they truly believe they are in control?
- Is it possible to talk to friends about not using a cell phone when driving and how would you do that?

CONTINUE TO ASK “why” and “why not” and “can you explain that ” after each answer from a student.

If a class can establish that distracted driving is a problem, ask:

- Is it a problem that needs to be solved?
- Can it be solved?
- Who can solve it?
- How can it be solved?
- Does anything you do or decide to do make any difference?

# R E S O U R C E S

---

SafeTeen New Mexico  
[www.SafeTeenNM.org](http://www.SafeTeenNM.org)

AAA New Mexico  
[www.aaa.com](http://www.aaa.com)

Safer New Mexico Now  
[www.safernm.org](http://www.safernm.org)

Graduated Driver's License, NM Traffic Safety Bureau  
[www.dgr.unm.edu/gradlicense](http://www.dgr.unm.edu/gradlicense) 505-827-0427 or 800-541-7952

Driverzed resources, AAA  
[www.driverzed.org](http://www.driverzed.org)

Road Ready Teens  
[www.drivingskillsforlife.com](http://www.drivingskillsforlife.com)

Drug Abuse Prevention: What Works, National Institute on Drug Abuse  
[www.nida.nih.gov](http://www.nida.nih.gov)

Life Skills Training, Institute for Prevention Research  
[www.lifeskillstraining.com](http://www.lifeskillstraining.com)

Mothers Against Drunk Driving  
[www.madd.org](http://www.madd.org)

National Institute on Alcohol Abuse and Alcoholism  
[www.niaaa.nih.gov](http://www.niaaa.nih.gov)

Parenting Adolescents Wisely, Ohio University  
[www.familyworksinc.com](http://www.familyworksinc.com)

SMART Moves Program, Boys & Girls Clubs of America  
[www.bgca.org](http://www.bgca.org)

Students Against Destructive Decisions, SADD  
[www.nat-sadd.org](http://www.nat-sadd.org)

National Organizations for Youth Safety [www.noys.com](http://www.noys.com)

Vehicle Crash Ratings [www.iihs.org](http://www.iihs.org) and [www.safercar.gov](http://www.safercar.gov)

Consumer Insurance Information [www.iii.org](http://www.iii.org) and [www.iiannm.org](http://www.iiannm.org)

Fuel Economy [www.fueleconomy.gov](http://www.fueleconomy.gov)

Touring exhibit about 10 families touched by tragedy  
[www.afterthecrash.org](http://www.afterthecrash.org)

CRASH



christopher productions  
Television to Touch the Heart

## CRASH

**Order Form** Please allow 3-4 weeks for delivery.

PLEASE PRINT CLEARLY OR TYPE

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Documentary 30 minutes**

Number of DVD's X \$42 \_\_\_\_\_

**TOTAL COST:** \_\_\_\_\_

**Note: To Keep Costs Down WE DO NOT ACCEPT PO'S or CREDIT CARDS**  
Your payment includes shipping costs (call 505-837-1770 for expedited service fees).  
Send this form along with a **check or money order** for the total cost, to:

**Christopher Productions, LLC**  
**12301 Oakland Ave. NE**  
Albuquerque, New Mexico 87122

PLEASE NOTE: YOU CAN ORDER THIS VIDEO ON LINE AND  
LESS EXPENSIVELY AT [www.SafeTeenNM.org](http://www.SafeTeenNM.org)

[www.christopherproductions.org](http://www.christopherproductions.org)

CRASH

The following are the websites of the local organizations responsible for creating this project:

SafeTeen New Mexico	<a href="http://www.SafeTeenNM.org">www.SafeTeenNM.org</a>
New Mexico Mutual	<a href="http://www.nmmcc.com">www.nmmcc.com</a>
Cooperative Educational Services	<a href="http://www.nmedu.org">www.nmedu.org</a>
Independent Insurance Agents of New Mexico	<a href="http://www.iiannm.org">www.iiannm.org</a>
New Mexico Parent Teacher Association	<a href="http://www.nmpta.org">www.nmpta.org</a>
AAA New Mexico	<a href="http://www.aaa.com">www.aaa.com</a>
Christopher Productions, LLC	<a href="http://www.ChristopherProductions.org">www.ChristopherProductions.org</a>

## RESPONSE FORM:

Please take a moment to fill out the information below and then EMAIL to us as a word doc: [Chris@ChristopherProductions.org](mailto:Chris@ChristopherProductions.org)

Thanks for letting us know how you're using the materials.

Name:

Organization:

Address:

Email:

Phone:

Which materials were used (documentary, curriculum):

Date(s) materials used:

Group(s) using materials (i.e. Class, Club, Group – what kind?)

Number of people using the materials:

Youth:

Adults:

Comments about the materials and your discussion: