

DRIVER TRAINING

U P D A T E

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What's Holding You Back

As a driver training instructor, you are instrumental in getting your students and your students' parents to buckle up. The Ohio Department of Public Safety (ODPS) is emphasizing this important safety issue through a new campaign called "What's Holding You Back?" The campaign uses emotional messages designed to make people think about life without loved ones who may be lost in vehicle crashes where belts weren't used.

Our mission is to save lives. That's why, starting New Year's Eve weekend 2000, 60-second radio messages began on Thursdays, Fridays, Saturdays and Sundays across Ohio to encourage drivers and passengers to buckle up. In addition, stations began airing 10-second radio spots consisting of a safety message from Lt. Governor Maureen O'Connor, Director, and/or Colonel Kenneth L. Morckel, Superintendent of the Ohio State Highway Patrol with current fatal crash statistics from the previous weekend.

A television campaign began in April to dovetail with the radio spots to reinforce the safety message that safety belts save lives. These ads tell the emotional story of what can happen when one doesn't buckle up

through thought-provoking pictures of the driver's life flashing before his eyes. In addition, billboards have been placed around Ohio in strategic locations, as well as bus tails and gas pump toppers. Cinema ads will start in May.

The "What's Holding You Back?" campaign makes people visualize the reality, through words, sounds and pictures, of a terrible traffic crash. Our goal is to get people to realize that if they don't buckle up, the answer to the question "What's holding you back?" is nothing. It also means "What's Holding You Back?" from buckling up.



What's holding you back?



Visit ODPS at:
<http://www.state.oh.us/odps>
See Driver Training

Bob Taft, Governor
Lt. Governor Maureen O'Connor, Director

Things to Know

Statewide Driver Training
Conference
February 27, 28 and March 1,
2002-Columbus, OH

We are in the early planning stages of this conference. We would like to have your input on topics for the program, demonstrations and vendors to display items. Please phone Jill Cochran at (614) 466-3250 or e-mail her at jcochran@dps.state.oh.us with your ideas and suggestions.

Owner/ Manager
Driver Training Certification
Course
Sept. 31- Oct. 6, 2001 - Cleveland
(614) 466-3250

ODPS Instructor
Certification Course for the
Juvenile Driver Improvement
Program (JDIP) Certification
Program
June 12, 2001 - Cleveland
(614) 466-3250

ODPS Regional Workshops
To Certify Instructors for
Driver Training for Persons
with Disabilities
(614) 466-3250

American Driver and Traffic
Safety Education
Association (ADTSEA)
1-800-896-7703
<http://adtsea.iup.edu/adtsea/>

Driving Schools Association
of the Americas, Inc. (DSAA)
1-800-270-DSAA
<http://autodrivingschools.com/>

Association for Driver
Rehabilitation Specialists (ADED)
(608) 844-8833

The Mid-Ohio Car Control Clinic
An advanced driving course for
training managers
August 17, 2001 - Mid-Ohio
Sports Car Course
(614) 466-3250

National Safety Council's
"Attitudinal Dynamics of Driving"
An advanced course for
remedial program training man-
agers
Fall of 2001 - Columbus
(614) 466-3250

Driver Training Program
Ohio Department of Public Safety
Room 426
P.O. Box 182081
Columbus, Ohio 43218-2081
(614) 466-3250

Legislative Update

Driver Training School Rules

ODPS and the Driver Training School Professionalism Task Force have been working together toward the revision of the driver training school rules. The procedure consists of the Ohio Department of Public Safety (ODPS) approval and public hearings before final approval by the Judicial Committee for Agency Rule Review (JCARR). Additional information will be sent to each school.

Ideas Worth Sharing

Driver Training School Owner/Manager Certification Course Class of March 2001

The Ohio Department of Public Safety (ODPS) Driver Training School Owner/Manager Certification Course was held at the Shipley Building in Columbus March 11-16, 2001. Twenty-eight school owners/managers from all over Ohio completed the course. The participants were instructed on the "Four Step Teaching Methods" and graded on their instructional skills. An in-car phase gave participants an opportunity to learn firsthand about the Smith System of visual cues, experience methods of teaching car control within a parking lot and get instruction on using "running commentary" as a teaching method.

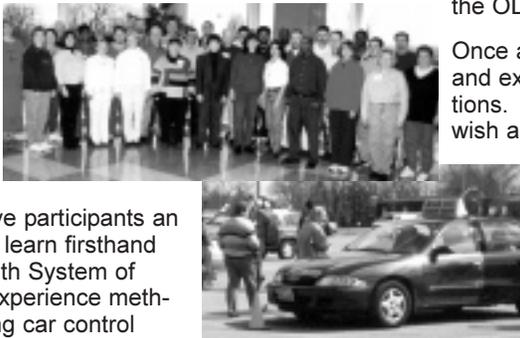
They were also provided with up-to-date materials to aid instructors in pursuing excellence in their programs. The instructional team included

Sharon Postigo, owner of the D&D Driving School in the Dayton area, Lori Holdren from the Ohio Motorists Safety Foundation in northeast Ohio, John Sawyer, a recently retired veteran driver training instructor/administrator from Columbiana County, Jill Cochran and Sgt. Kathy Plesich from the ODPS.

Once again the class met and exceeded expectations. We would like to wish all these newly certified owners/managers the best with their new ventures. Congratulations!

This course is specifically designed for new owners and managers; however, it should also be considered for training managers or instructors desiring to further develop their driver training teaching skills.

Call (614) 466-3250 for information on the October 2001 course in Cleveland.



Parental Involvement is Key to Teen Driving

A study of issues affecting young drivers, just released by George Mason University's Center for Advancement of Public Health and the Virginia Department of Motor Vehicles, ranked parental involvement as the most important factor in teaching teens safe driving behaviors. Data for the study was gathered through interviews with state and national experts as well as focus groups held with parents, teens and driver education instructors. The study reports that teens develop driving habits based on their parents as role models.

In teaching teens to drive, parents often rely on the information and techniques they learned in driver's education and unknowingly pass on outdated and sometimes erroneous information. While driver education provides a comprehensive overview for first-time drivers, the curriculum is most effective when parents get involved in behind-the-wheel practice sessions with young drivers. Parents are often unaware that young drivers need far more practical experience behind the wheel than the driver's education curriculum is able to provide.

The study is available on the George Mason University Web site at www.safety.gmu.edu, or may be requested by calling (703) 993-3697. (adapted from a George Mason University news release)

A new parent/teen kit of material will be distributed through the deputy registrars starting in the fall of 2001. The kit provides instructions and a driving log for parents. It also includes sample lessons, which should be helpful to both parents and teens.



Driver Training Update is funded through the Ohio Department of Public Safety by the National Highway Traffic Safety Administration.