Building Partnerships to Support Community Outreach for Teen Driving Safety

Despina Stavrinos, PhD
Associate Professor, Psychology
Director, Translational Research for Injury Prevention (TRIP) Lab
University of Alabama at Birmingham

TRIP Lab Driving Simulator
- Honda Pilot SUV simulator by Realtime Technologies, Inc.
- 3 Smart Eye Pro 3D Eye Tracking cameras

Research Themes
- Teen Drivers
- Developmental Disabilities
- Patients
- Occupational Health and Safety
- Transportation, Behavior, and Health

Outreach Pieces
- Education
- Recruitment
- Social Media

Funding Sponsors
- Regional Planning Commission of Greater Birmingham
- State Farm Foundation

• Established in 2009
• Research: $7+ million in funding
• Education: 140+ students
• Outreach: ~10,000 students statewide

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**Education**

- Educational outreach efforts currently funded through RPCGB
- Materials delivered directly to classrooms in the Greater Birmingham Area
- Over 2,000 students in the Greater Birmingham Area & over 5,000 across the state

**Education**

- Summer workshop for high school students
- Summer internships for undergraduate students
- High school visits in the Greater Birmingham area
- In-house simulator tours

**TRIP LAB**

*Translational Research for Injury Prevention*

Background: The TRIP Lab was created to develop research projects aimed at preventing injuries and ensuring a healthy community.

**TRIP LAB**

*Translational Research for Injury Prevention*

Research: The TRIP Lab focuses on preventing injuries and ensuring a healthy community through research projects. We offer summer workshops for high school students, internships for undergraduate students, high school visits in the Greater Birmingham area, and in-house simulator tours.

**Social Media**

- Significant positive growth since the start of our Instagram content development

**Instagram**

- Over the last few months, we have updated the Instagram to include more information about safe driving, current research, and getting to know current lab members
65th Annual Alabama Transportation Conference

February 9 – 10, 2022

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**Instagram Insights**

- Significant increases in
  - followers
  - accounts engaged
  - accounts reached
- Will continue increasing our social media presence to
  - Promote driving safety
  - Increase awareness of UAB and the TRIP Lab

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**TikTok**

- Over the last few months, we have created a TikTok to include more information about safe driving, current research, and getting to know current lab members.

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**Partnership**

- Our educational outreach programs would not be possible without partnerships.
- These collaborations provide us the resources and support needed to engage the community and help reduce transportation-related morbidity and mortality.
- Regional Planning Commission of Greater Birmingham has been an amazing partner for many years:
  - Teen Distracted Driving Program
  - Summer Science Workshop
  - Summer Interns
  - Online Teen Distracted Driving Program
Partnership

COVID can't keep us down!
created a YouTube series addressing Teen Distracted Driving to be viewed in classrooms or at home
Almost 900 views to date!
1 view = ? People

Partnership

Partnership

Partnership

Thank you!

Contact

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