



2009 Lead and Live Youth Conference
Final Evaluation Report - Summary

Prepared for
The Tennessee Governor's Highway Safety Office
&
The University of Tennessee
by
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The second annual Lead and Live Youth Conference (LLYC) was held at Paris Landing State Park in November 2009. The National Highway Traffic Safety Administration (NHTSA) and State Farm Insurance Company provided funding for the TN Governor's Highway Safety Office (GHSO) to conduct LLYC. The three day event combined quality education programming in a conference-style format. Along with providing information in regards to highway safety and alcohol and drug issues, LLYC also promoted the development of professionalism and leadership in its youth participants. LLYC presented information dynamically, incorporating traditional lecture with panel discussions, participatory demonstrations, inspirational speakers, and interactive game shows.

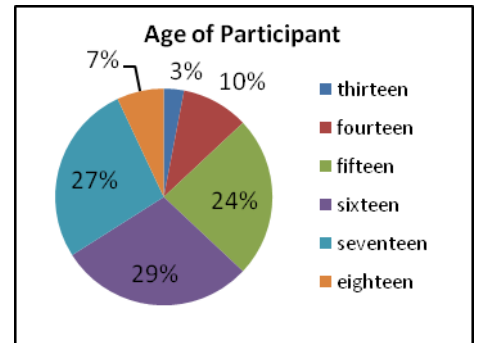


Out of 137 registered youth, 118 completed a pre test during registration and 77 completed a post test at the end of the conference. The average score for the pre test was 72.9% and the post was 82.4%, demonstrating a 9.5% increase in test scores after the conference. For LLYC 2008's scores, the average pre test score was 69% and rose to 80.3%, demonstrating an 11.3% increase in score. For 2009, 94% of youth said that LLYC was relevant to their lives and 87% said they were 'very likely' to be better drivers after LLYC.

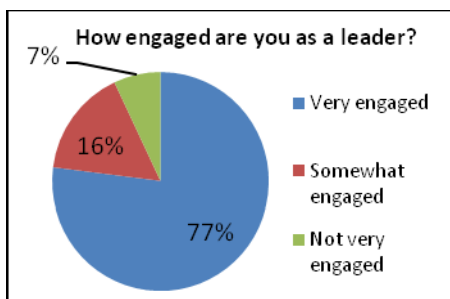
2009 LLYC Pre/Post Comparisons				
Test Score	Pre Test		Post Test	
	Frequency	Percent	Frequency	Percent
100%	1	0.8%	10	13.0%
92%	17	14.4%	21	27.3%
84%	31	26.3%	16	20.8%
76%	18	15.3%	16	20.8%
68%	21	17.8%	6	7.8%
60%	11	9.3%	5	6.5%
52%	8	6.8%	2	2.6%
44%	8	6.8%	0	
36%	3	2.5%	1	1.2%
Totals	118	100.0%	77	100.0%
Average Score	72.9%		82.4%	
Percent Change	9.5% increase in score			
*Difference in score from Pre Test to Post Test w/193 degrees of freedom, t value = 4.428, p value = .07				



LLYC 2009 participants ranged in age from thirteen to eighteen. 4% of the group reported that they use alcohol and 3% report that they use illegal drugs. 98% of the group reported that they wear their seat belts at least some of the time, with 64% reporting that they use it every time. 48% reported that they were active drivers. Of these 58 teen drivers, 55% indicated that they always obey teen passenger restriction laws, 53% always obey the time restrictions, 45% never exceed the speed limit by more than 10 mph, 43% never talk on the cell phone, 60% never text, and 70% reported that they felt they were ‘very safe’ drivers. 95% reported that if teens had more information about highway safety then they would be better drivers. 94% also said information would help teens be more responsible around alcohol and drugs as well.

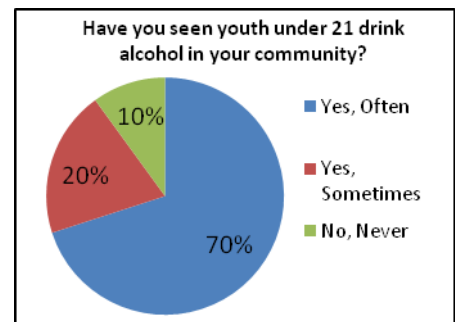


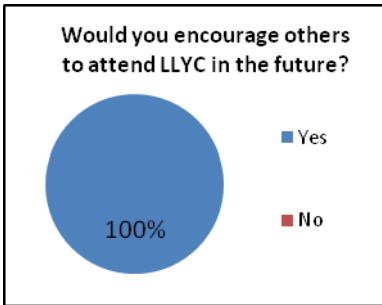
LLYC looked at four of the key indicators with which to measure a youth’s positive and productive integration into their communities (as published in “Engaging Youth in Positive and Productive Roles: Recommendations for State Policies,” found at: http://www.cssp.org/uploadFiles/engaging_youth.pdf). 70%



of youth reported having a very healthy lifestyle. 96% reported feeling safe in their communities. 84% felt very connected to the people in their communities and 77% reported being engaged as a leader. In looking at these benchmarks, it appears that LLYC did successfully recruit youth who are already acting as leaders, as well as those that are beginning to assume their role as a leader in their communities.

In an attempt to understand the environments these youth live in, LLYC gathered some information regarding the respondent’s perceptions of drinking behaviors in their communities. While only 4% of youth reported that they drank alcohol themselves, 90% report having seen other underage youth drinking alcohol in their communities. 3% reported having driven after consuming alcohol or drugs, however 37% report having ridden in a car with a driver who had been drinking or using illegal drugs. 48% said underage alcohol use in their communities was a ‘serious problem’, with 52% reporting it as ‘somewhat of a problem’. 21% indicated that ‘having a friend or sibling of age buy’ them alcohol as the number one way that underage youth get alcohol. 52% indicated that youth parties was the number one location alcohol was consumed by underage youth in their communities.





Twenty-four of the thirty-nine Youth Chaperones also completed a survey and 100% indicated that they felt providing information to teens about both highway safety and alcohol and drug safety will help teens to make more responsible decisions. 75% reported they were aware of teen drinking in their communities and all 100% felt it was problem, with 48% saying it is a ‘serious problem.’ 67% of chaperones indicated that having a ‘friend or sibling over age 21 purchase’ it for them was the number one way underage youth get alcohol and 67% reported youth parties as the number place it is consumed. 96% of chaperones said LLYC was great and 100% would encourage others to attend LLYC 2010. LLYC also recognized the following individuals and orgnaizations for their outstanding leadership in prompting teen safety throughout the year:

Outstanding Individual Student Leaders

- Veronica Hamer
- Brigitte Passman
- Mary Sampson
- Marika Tucker

Outstanding Student Leadership Teams

- Carver Family Resource Center
- Community Anti-Drug Coalition of Jackson County

Organizational Awards of Recognition

- TN National Guard Counter Drug Task Force, Drug Demand Reduction Unit
- State Farm Insurance Company - Mid America Zone

For a full copy of the 2009 LLYC evaluation data, contact Mia Vickers, Deputy Director at mia.vickers@tn.gov.