

CHAPTER 8
START SMART PROGRAM
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TABLE OF CONTENTS

<u>PURPOSE</u>	8-3
<u>BACKGROUND</u>	8-3
<u>POLICY</u>	8-3
<u>START SMART PROGRAM ROLES AND RESPONSIBILITIES</u>	8-3
Program Administrator.....	8-3
Program Coordinator	8-4
Division Commanders	8-4
Division Coordinators	8-4
Area Commanders	8-4
Area Coordinators	8-4
<u>PROCEDURES</u>	8-4
Reporting and Timekeeping.....	8-4
 <u>ANNEXES</u>	
<u>A</u> – START SMART COURSE EVALUATION.....	8-7
<u>B</u> – START SMART PARENT LETTER	8-9

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CHAPTER 8

START SMART PROGRAM

1. PURPOSE. The purpose of this chapter is to establish policies and procedures for the CHP Start Smart Program and provide the reporting forms and requirements that have been developed to monitor ongoing departmental activity related to the Start Smart Program.

2. BACKGROUND. The CHP Start Smart Program was designed as an educational tool for parents and teenagers to reduce the number of teenage injuries and deaths resulting from motor vehicle crashes. The CHP Start Smart Program reaffirms the Department's community outreach commitment by presenting an informative program with tools for teenagers ages 15-19, and their parents, concerning the driving dangers typically encountered by members of this group. In response to the growing concern that motor vehicle crashes are the leading cause of death for American teenagers, the Start Smart Teen Driver Safety Education class was developed. This presentation focuses on providing newly licensed teen drivers, 15-19 years of age, with enhanced driver education classes emphasizing the dangers typically encountered by members of this group. This educational class also encourages parents to join their teen children for the presentation. In 2007, the program was funded by a grant from the Office of Traffic Safety with the goal of reaching 10,000 teen drivers ages 15-19 with an approximately two-hour education class presented by uniformed CHP officers. Upon completion of the grant, the program reached approximately 11,208 teen drivers. A presentation was developed as a critical element of this program. Public service announcements were also developed and aired throughout California utilizing local television and radio media sources.

3. POLICY. The Department is committed to making a difference in the future of California's youth through continued educational efforts. Commanders shall ensure the Start Smart Program is effectively implemented and executed at the command level.

4. START SMART PROGRAM ROLES AND RESPONSIBILITIES.
 - a. Program Administrator. The Community Outreach and Marketing Section (COMS) commander serves as the Department's designated program administrator, is responsible for the effectiveness of the Start Smart Program within the Department, and is responsible for any reporting requirements to Departmental Affairs Division.

- b. Program Coordinator. The COMS provides overall coordination of the program. The COMS program coordinator organizes and oversees the Department's Start Smart Program activities, creates reporting formats, gathers statistical data and necessary reports submitted by Division Start Smart coordinators, and is responsible for any reporting requirements to the Departmental Affairs Division. The COMS also provides staff services to all Commissioners for the Start Smart Program.
- c. Division Commanders. The Division Commander is responsible for program implementation and reporting at the Division level. The Division shall select a Start Smart coordinator.
- d. Division Coordinators. Division Coordinators are responsible for coordinating the Start Smart Program at the Division level. This includes assisting Area coordinators with scheduling presentations, distributing, and collecting Start Smart Program materials to Area coordinators, and reporting, overseeing, assessing, and tracking Start Smart presentations for the Division. The Start Smart presentation and additional information is located on the COMS intranet page. Division coordinators are also responsible for consolidating Division quarterly reports. Division quarterly reports are to be sent to the COMS program coordinator five days after the end of each reporting period.
- e. Area Commanders. The Area Commander is responsible for appointing an Area Start Smart coordinator and promoting the Start Smart Program within the command and community.
- f. Area Coordinators. Area Coordinators are responsible for coordinating the Start Smart Program at the Area level. This includes scheduling presentations, distributing, and collecting Start Smart Program materials and reporting, overseeing, assessing, and tracking Start Smart presentations. Area coordinators are also responsible for consolidating Area quarterly reports for the Division. Area quarterly reports are to be sent to the Division coordinator one day after the end of each reporting period. A public information officer may also function as the Start Smart coordinator in Area commands. Area coordinators are strongly encouraged to contact local teachers and school administrators at public and private schools, Charter schools, home school groups, and other organizations that meet the target age group for the Start Smart Program. Area coordinators are also responsible for distributing Start Smart tip cards to all Department of Motor Vehicles offices within their jurisdiction.

5. PROCEDURES.

- a. Reporting and Timekeeping. Any Start Smart Program presentations employees perform should be recorded on the CHP 320, Public Relations Activity

Report Form. All time spent at a venue representing the Start Smart Program shall be documented on the CHP 415, Daily Field Record, utilizing Beat Code 809, Public Affairs, in the Beat Hour Summary box. On page two of the CHP 415, the name of the facility or location where the Start Smart Program presentation was held shall be documented in the "location" section. Additionally, on page two, the grant name, type of activity, number of people contacted, dispatch log number, and approving supervisor shall be documented in the "notes" section.

- (1) For Area offices, negative quarterly reports are required to be submitted to the appropriate Division.

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ANNEX A

START SMART COURSE EVALUATION



**2 HOURS COULD
SAVE A LIFE**

CLASS EVALUATION: Parent Student

Please take a few moments to evaluate the quality of this class and offer appropriate suggestions. Your feedback will assist in improving the instruction provided.

Please Circle One

	Please Circle One				
	<i>Strongly disagree</i>				<i>Strongly agree</i>
Class material was helpful/useful	1	2	3	4	5
Class was organized/presented systematically	1	2	3	4	5
Information provided was helpful/useful	1	2	3	4	5
Officer(s) displayed knowledge of subject	1	2	3	4	5
Officer(s) provided clear instruction	1	2	3	4	5
Officer(s) encouraged class participation	1	2	3	4	5
Officer(s) displayed professionalism	1	2	3	4	5
Overall evaluation	1	2	3	4	5

What did you like best about this class?

What could we do to improve the effectiveness of this class?

How did you hear about the class?

For CHP Use Only	
CHP Area _____	Date of Class _____

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ANNEX B

START SMART PARENT LETTER



**2 HOURS COULD
SAVE A LIFE**

Dear Parent:

Thank you for taking an interest in your teen's safety behind the wheel. The California Highway Patrol (CHP) has created this unique two-hour class designed to help your teen driver Start Smart.

Start Smart is a free class offered statewide to current and prospective teenage drivers and their parents/guardians. This two-hour, no-cost class discusses important issues such as:

- Tips to avoid crashes
- Safe driving habits
- Dynamics of a crash
- Consequences of a poor choice behind the wheel of a vehicle
- Testimonies of people tragically impacted by incidents involving teen drivers
- Parental roles and responsibilities
- Legal Ramifications and civil liabilities affecting teen drivers and their parents

Through this class, you and your teen will be more aware, more educated, and better prepared. Some automobile insurance companies may offer a discount to teens who have attended a Start Smart class.

According to the National Highway Traffic Safety Administration, the leading cause of death for Americans 15-20 years old is motor vehicle crashes. The California Statewide Integrated Traffic Records System reported teen drivers (ages 15-19) are found at fault in **74 percent** of all fatal crashes that they are involved in, although they only represent **3.7 percent** of the state's licensed drivers. Based on the increased injury and fatal crashes involving teenage drivers within CHP jurisdiction, CHP developed the statewide Start Smart program.

California has established certain laws specific to teen drivers. Among them is the provisional driver's license. **The law specifies first year restrictions to include a teen:**

Shall not driver between the hours of 11 p.m. and 5 a.m. unless accompanied and supervised by a licensed driver who is the parent/guardian, a licensed driver who is 25 years of age or older, or a certified driving instructor.

Driving a motor vehicle is a tremendous responsibility, and the CHP is committed to helping you and your teen travel the road safely.

For additional information about CHP programs, visit our website at www.chp.ca.gov, or call your local CHP office.

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