

Professor Mottola's Family Wellness Training

2022 Timeline for Development

January 24 Prepare a Constant Contact mailing to Driving Instructors seeking those to become Driver Wellness Coaches.

January 25 Send the Constant Contact to teachers offering free enrollment in NIDB's Family Wellness Training for Teens - course #9 and free Driving MIND Pocket Coach books for up to 30 students. This will be required as part of the training process to become a Driver Wellness Coach.

January 26 Begin updates for Driving MIND eCoach Activities, which will include editing, new titles, new voiceovers when needed, new graphics, and animations.

January 26 Begin the outline for the Family Wellness Workbook with 12 sets of Zone Control Core Strategies. Develop the following Sections: Pedestrian Awareness including the "Good Town Family" cartoon with pages to color for children 4 and older to learn and use the language of Zone Control. Bicyclist Awareness, Co-Driver Awareness, and Teen In-car Driving Step-by-Step Guides.

January 31 Make revisions to NIDB's Family Wellness Course #9 for Driving Instructors to use and promote the option for Parents and Mentors of teens to become "participating parents."

February 8 Send the Constant Contact to teachers offering free enrollment in NIDB's Family Wellness Training for Teens - course #9 and free Driving MIND Pocket Coach books for up to 30 students.

February 14 Finish revisions to NIDB's #9 and provide to Driver Wellness Coach Candidates Training along with free copies of the Driving MIND Pocket Coach for them to begin using the language of Zone Control Strategies and incorporating the Principles of Zone Control into their existing programs.

February 17 Conduct the first Zoom Meeting for driver ed teachers seeking to become Driver Wellness Coaches. As a Driver Wellness Coach their contact information will appear on **NIDB.org** home page. Parents teaching their own teens will be able to contact them for evaluation.

February 24 Locate a male and female VoiceOver performer to provide all of the eCoach activities with a consistent voice.

March 8 Send to Insurance Companies a set of materials describing and demonstrating the crash-reduction gains a family will receive from Professor Mottola's Family Wellness Training.

An Insurance Company can provide discounts for all of a family's insurance, home owners insurance as well as auto insurance. The extent of the discount will be based upon the number of family members participating in the program and the scores they receive on the eCoach activities, quizzes, and tests. Unlike most insurance discounts granted to teenagers, participants earn the discount. An insurance company can also provide the Driver Wellness Training to their policy holders and promote the support of it. From our survey of licensed drivers asking, "what will it take to get you to participate in a driver training program," the number one response was "getting an insurance discount."

April 5 Send the Constant Contact to teachers along with a PDF showing the structure of the *new* Family Wellness Training program and inviting them to become a Driver Wellness Coach to provide evaluations and coaching for all drivers from teens to seniors.

April 19 Finish a marketing promotion for corporations, cities and towns, and organizations to provide the Family Wellness Training program for all of their employees to share with their families to reduce off-the-job motor vehicle crashes.

April 21 Begin to contact corporations, cities and towns, and organizations to provide the Family Wellness Training promotion.

May 16 Finish the Driving MIND Workbook and provide a print ready copy to the printer.

June 1 Receive the Driving MIND Workbook from the printer and distribute a copy to Driver Wellness Coach Candidates.

Ten Days After Grant is Awarded Locate a manufacturing facility in the USA to manufacture 20 Skid Monsters. If a driver were to spend 20-minutes in the Skid Monster their Awareness and Car Control habits could be evaluated and coached to

be assured that their habits are able to handle any situation to avoid a crash. View the “Can you pass this 10-Second Test Challenge” to see if *YOUR* habits would avoid the lost of car control.

Ten Days After Grant is Awarded Locate a car manufacturer we can partner with to provide a vehicle that is suitable for use with the Skid Monster.

Twenty Days After Grant is Awarded Locate a Cartoon Artist who can do the drawings for the cartoon section of the Driving Mind Workbook. The cartoon called the “Good Town Families” is about a community sharing the roadway where all of the people using the roadway are only able to be kind, considerate, and courteous to each other. The child tells the parent about good behavior that was learned. The child demonstrates good pedestrian actions and challenges their friends to solve problems. The viewer takes on the roll of the friend being challenged and needs to perform an action in the workbook. The action may be something like, “view this traffic scene and color all of the LOS Blockages where you would make a 45° search if you were walking on this sidewalk.”

After a Skid Monster Manufacturer is located Develop a Constant Contact campaign to locate potential Skid Monster Coaches.

After a Skid Monster Manufacturer is located Contact businesses and locations for use of sections of their parking lots to conduct Skid Monster Evaluation Centers. The goal is to have a Skid Monster Evaluation Center within twenty-five miles of any driver. These Centers can be a small section of a business's parking lot, a church parking lot, a DMV parking lot, or a corporation's parking lot. To provide incentives for a business such as a Walmart, Professor Mottola’s Foundation will provide to each trainee a coupon good for \$25 off any Walmart purchase. (The foundation will chip in \$15 and Walmart will chip in \$10.) What this partnership does for Walmart is bring new customers to their store. Hours and days for use of the lot are flexible. A Driver Wellness Coach certified to coach in the Skid Monster will have a Schedule of times, dates, and locations available on their website where a parent or driver can select a time slot.

After a Skid Monster Manufacturer is located NIDB will provide the training program for Skid Monster Coaches. Skid Monster Coaches will be able to learn step-by-step actions from the Family Wellness Training program and learn how to set up activities from meetings and training sessions using FaceTime on a tablet.