

## with Health Care Providers



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-Funding new technologies, such as equipment for telemedicine that reaches into underserved areas.

-Donating mobile health care units, vans, or trucks.

- Develop relationships and processes with pharmacists or other health care professionals to improve management of chronic illnesses (e.g., asthma and diabetes counseling), especially in areas of concern specific to each community.
- Collaborate with health care plans to provide incentives and rewards for quality provider care.
- Promote and sponsor offsite clinics, immunization days, and screenings organized by hospitals, clinics, or volunteers.
- Support screenings and sports physicals in community settings such as shopping centers, festivals, and community events by:
  - Staffing or managing events with employee volunteers.
  - Providing services related to the expertise of the company (e.g., technical, transport, maintenance, administrative, management).
  - Providing general support, publicity, and/or materials.
- Provide funding for specialty clinics, medical schools, and pharmacy colleges, including scholarships and academic chairs.
- Develop coalitions with community partners, including schools, health care organizations, faith-based organizations, local governments, social agencies, homeless shelters, hospitals, health plans, physicians, local employer-based groups, and development foundations that fund and provide health care outreach and quality initiatives.
- Support coordinated efforts of governmental agencies, nonprofit, and for-profit partners to educate the public and health care providers on important health, wellness, and medical issues (e.g., appropriate antibiotic use).

### State Farm Insurance Companies

#### The Young Driver Research Initiative

#### Community Initiative Focus

- Through a unique academic-industry alliance, State Farm Insurance Companies® and the Center for Injury Research and Prevention at The Children's Hospital of Philadelphia (CHOP) are committed to helping teens stay safe on the road.

#### Program Goals

- Advance the science to reduce teen driver-related crashes, the leading cause of death among teens.
- Promote safe driving-related behaviors among teens and their parents through evidence-based interventions, education, and policy.
- Advocate for stronger Graduated Driver Licensing (GDL) laws.

#### Program Components

- Employ a multidisciplinary approach to both analyze factors associated with teen crashes and to develop interventions to change behaviors that contribute to these crashes.
- Partner with key teen driver safety stakeholders, including the Governors Highway Safety Association, to disseminate research findings and educational/train-the-trainer tools.

#### Program Highlights

- *teendriversource.org*. Provides parents, teens, educators, researchers, and policymakers with evidence-based information and resources to improve teen driver safety, including *Driving Through the Eyes of Teens*, *A Closer Look*.
- *Ride Like A Friend. Drive Like You Care*. Peer-to-peer school-based campaign encourages safe passenger behavior ([www.ridelikeafriend.org](http://www.ridelikeafriend.org)).
- *National Teen Driver Safety Week (NTDSW)*. Raises awareness and promotes discussion of teen driver safety across the nation every third week of October (October 17-23, 2010).

"Through State Farm's collaboration with The Children's Hospital of Philadelphia's Center for Injury Research and Prevention, we are addressing the number one cause of death for teens and young adults."

