What do you consider lethal?

Saving lives through a strong combination of education and enforcement
Purpose

- Focus on #1 killer of teens
- Empower youth to make good decisions behind the wheel
- Provide quality outreach and education materials
- Encourage parental role modeling
- Change long-term attitudes and behaviors
- Ultimately, change driving culture
Stats

- About 4000 teens age 15-19 are killed in automobile collisions in the U.S. every year (nhtsa.dot.gov)
- Another 400,000+ teens age 15-19 are seriously injured in vehicle crashes each year (cdc.gov)
- 60% of teen driving fatalities are passengers
- 75% of fatal teen driving crashes do NOT involve alcohol (cdc.gov)

Causes

- They DO involve reckless and distracted driving decisions
  - Putting on makeup
  - Eating/drinking (non-alcoholic)
  - Shuffling the iPod or MP3
  - Having conversations with friends
  - Cell phone use - Selfies/Text
Why are teens at greater risk?

1. Inexperienced
2. Attitudes
3. Behaviors
How has inexperience been addressed?

Graduated Drivers Licensing
Objective of GDL laws is to slowly introduce young drivers to the correct ways of driving responsibly

- Learner’s Permit
- Intermediate License (curfew & passenger restrictions)
- Full Driver License

*No cell phone use behind the wheel and buckle up – any age and any stage.*
Research Questions

1. Do teens appear to delay licensure to avoid GDL?

2. How do teens who delay licensure drive compare to their same-age peers?

3. How do teens who delay licensure compare to novices of other ages?
Age of Novice Licensure, 1999-2007

Most novices at 16 or 18

Fewer at 17, suggesting...

Delayed licensure until 18
Age 18 Novices vs. Age 18 Experienced

Note: Rates adjusted for sex, year, & month of licensure.
Novices of Different Ages (Total Crashes)

- Average Monthly Total Crash Involvement Rate per 10,000 Drivers

18 novices start out worse than everyone...

Even younger novices

One age group does not fit the pattern
Novices of Different Ages (Fatal/Injury Crashes)
Combining Effective Laws, Enforcement, and Education is Key

- GDL is effective for providing experience to those required to follow GDL laws
- Impact Teen Drivers provides effective education and awareness to change the driving culture to one that is distraction-free.
Changing Culture

- We need to change the culture using a multi-faceted approach

- What has been proven to be effective is quality education combined with enforcement

- Connecting on the visceral level is most effective for changing long-term attitudes and behaviors

- It is about Good Decision Making when behind the wheel (as driver or passenger)

- Role Modeling Good Behavior – More than just texting/phone use (all distractions)
Our Resources

- Evidence-based, User-Friendly and Flexible
- Teach Teens What is Most Lethal to Them
- Empower Teens to Make Good Decisions
- Engaging, Cool, & Effective
- Connect on a Visceral Level
- Emphasize Crashes are 100% Preventable
What Do You Consider Lethal?
What Do You Consider Lethal?

Swords.
Grizzlies.
Crack.
AIDS.
Lipgloss.

Cobras.
Uzis.
Cancer.
Floods.
Texting.

Piranhas.
Ebola.
Shotguns.
Poison.
Lattés.
Car Crashes are 100% Preventable

Every time you get in a vehicle, you need to make good choices.

You may not always get a second chance to make a good choice.

Donovan and nearly 4000 teens a year do not!
#1 Killer of Teens in America

- Each dot represents a teen who lost his or her life in one year throughout the U.S. The colors represent how they lost their lives.

- Think about all the people behind each dot... their families, friends, classmates, and community.

- Car crashes are 100% PREVENTABLE!
GDL Made Simple
Probability Wheel v. Wheel of Death

Common habits can become deadly habits when done behind the wheel of a car.

Probability Wheel
Remembering Lives Lost – Putting a Face to the Statistics
Remembering Lives Lost – Putting a Face to the Statistics
What Can You Do?

- Remember Car Crashes are 100% PREVENTABLE
- Commit to a Game Plan
- Speak Up When You Feel Unsafe—Whether Driver or Passenger
- Buckle Up Properly Every Time
- Follow Graduated Drivers Licensing Laws
- Make Good Decisions in the Car Every Ride
Teen Website: www.WhatDoYouConsiderLethal.com
Pledge to Drive Distraction Free!

For my future—for life’s big dreams and little comforts, I hereby make the conscious commitment to safe driving.

For my friends, my family, and anyone else who may have fond feelings toward me, I pledge not to drive distracted or recklessly.

For every person I may never meet, but share the road with, I pledge to give driving the 100% attention it deserves.

I vow not to text, eat, or do anything that may cause me to take my hands off the wheel or my eyes off the road.

I commit to speaking up to a driver who is driving unsafely.

I commit to wearing a seatbelt and making sure everyone in the car does the same.

I commit to SAFE DRIVING.
I commit to THE LAW.
I commit to MY LIFE.
Create Real Impact

win $ for your

RECKLESS AND DISTRACTED DRIVING IS THE #1 KILLER OF TEENS IN AMERICA

Create Real Impact by sharing the dangers of reckless and distracted driving and how to prevent it, while winning prizes for your effort. Visit www.createrealimpact.com to get started today!

UP TO $15,000 IN PRIZES!

Grand Prizes in each category
Awards for schools with the most participation
Awards for top vote-getters

Contest submissions accepted September 5 - November 12
www.createrealimpact.com

DISTRACTION COMES IN MANY FORMS

INATTENTIVE DRIVING CONTRIBUTES TO OVER 3 MILLION MOTOR VEHICLE CRASHES IN AMERICA EACH YEAR

Tell your friends "TTYL" before getting behind the wheel and remain alert while driving.
Thank you for being part of the solution!

[Insert Your Agencies Info Here]

Impact Teen Drivers
2030 V Street
Sacramento, CA 95811
(916) 733-7432 Phone

- info@impactteendrivers.org
- www.impactteendrivers.org
- www.whatdoyouconsiderlethal.com
Teen-Centric Forms of Outreach

- Direct Outreach and Education
- Peer-to-Peer via Lead-the-Leaders Workshops
- Parent-Teen Workshops
- Social Norming Media Campaigns
- Train-the-Trainers Workshops
Reaching Teens

What Do You Consider Lethal?

- Evidence-based Program
- State Specific GDL Videos & Materials
- PSAs (Audio, Video, Multiple Languages)
- Social Media
- Free Downloadable Resources
Reaching Teens

- What Do You Consider Lethal?
  - Evidence-based Program
  - State Specific GDL Videos & Materials
  - PSAs (Audio, Video, Multiple Languages)
  - Social Media
  - Free Downloadable Resources
Changing Culture through Multifaceted Approach

- Elementary Curriculum
  - Captain Power & Passenger Pets

- Middle School Curriculum
  - Speak Up
  - Being a Good Passenger

- Parent Education & Outreach
  - Graduated Driver Licensing
  - Tips for Parents
  - Awkward Parent Videos
How Do You Get Started?

- Visit the Resource web page for the First Responders group www.ImpactTeenDrivers.org/Resource

- Use the easy to follow step-by-step approach for preparation which includes:
  - Review the outline and videos
  - Download files and order supplies
  - Watch narrated video demonstrations on resources and online links if needed
  - Print Prepare The Presenters Guide for additional outlines and activity options

- Make your presentation
How Can You Implement in Your State?

- Modular program
  - Incorporate into existing efforts
  - Plug-and-play as a stand alone
- Train-the-Trainers
  - Community Outreach/Public Information Officers
- Opportunity to brand or license materials
  - Contact Us

Whatever you decide—evaluate your efforts!
Distracted Driving is a Winnable Battle

- Change social norms so distracted driving is not okay (e.g. seatbelt use).
- Empower teens through peer-to-peer messaging, good parental role modeling, and education.
- Impact Teen Drivers provides high quality, evidence-based materials to those who serve our communities.
Thank You, AAMVA Champions!

Kelly K Browning, Ph.D., Executive Director

Impact Teen Drivers
2030 V Street
Sacramento, CA 95811
(916) 733-7432 Phone
(813) 728-3998 Mobile

- kbraunning@impactteendrivers.org
- www.impactteendrivers.org
- www.whatdoyouconsiderlethal.com

Like Us on Facebook! facebook.com/impactteendrivers
Follow Us on Twitter! Impactdrivers and whatslethal