

Parental tools to help teens become safer, smarter drivers

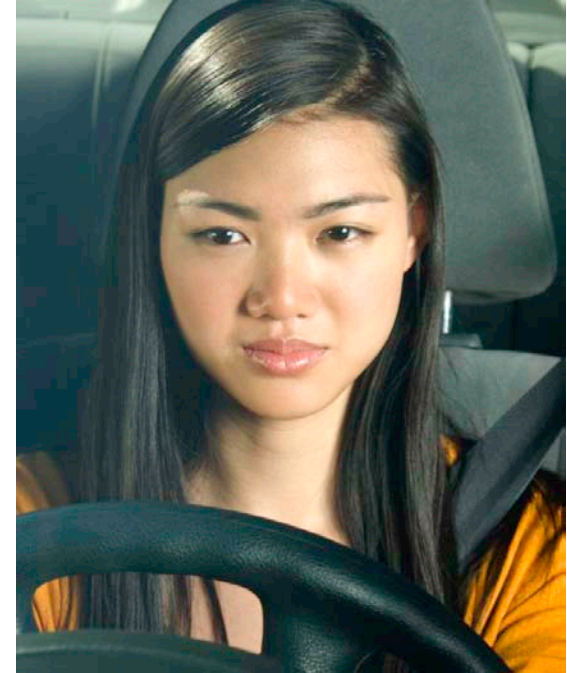
Jeff Larson, President – Safe Roads Alliance



Crashes are the
#1 cause of death
for U.S. teens.



In 2010, **seven teens died**
every day from crashes.

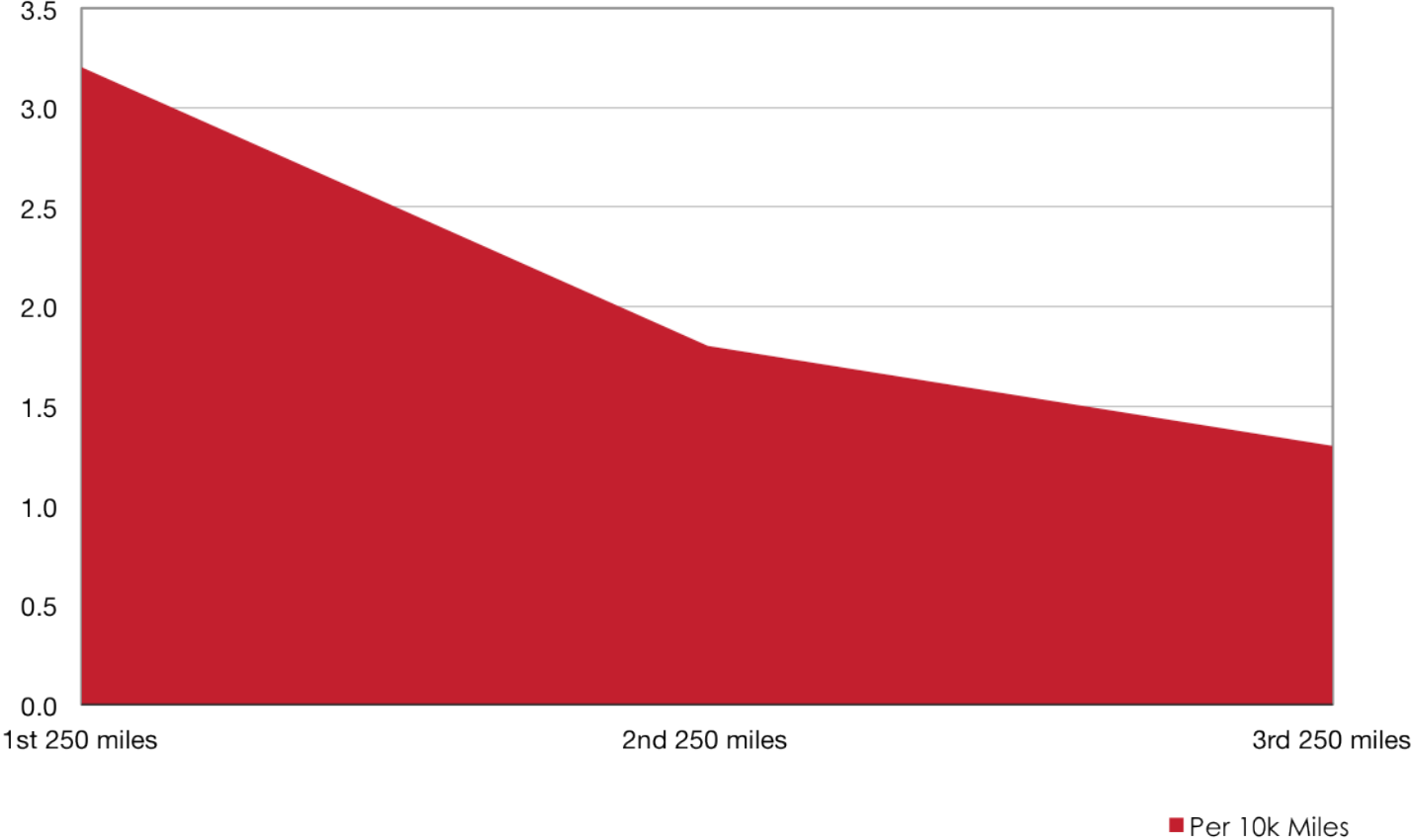


WHAT DO TEENS NEED?

The **#1 factor** in
teen crash rates is
experience.

GDL laws limit exposure to the highest risk conditions allowing young drivers to gain *experience* only under less risky driving conditions.

Teen Crashes by Mile



Teens with **120 hours of practice**
have a **crash rate 40% lower** than
those who complete 50 hours.

– NZ Transport Agency



WHO SHOULD HELP?

Teen drivers whose parents are highly involved were:

50% less likely to crash

71% less likely to drive intoxicated

2x more likely to wear seat belts

30% less likely to use a cell phone

Driving Through the Eyes of Teens

February, 2012 - Children's Hospital of Philadelphia/State Farm Insurance

Only 4% of parents use any resource

Parents stop early

Parents over-estimate time

Driving in conditions is limited

Parents, Teens & the Learner Stage of Graduated Driver Licensing
October, 2010 - AAA Foundation for Traffic Safety

ELEMENTS OF A GOOD PARENT PROGRAM

Discusses the risks

Explains the how and why of GDL

Reviews the critical role parents play

Explains the importance/provides parent/teen driving agreement

Employs a theory-based program model/ongoing evaluation

Delivered by trained, educated facilitators

Emphasizes parents and teens working together

Promoting Parent Involvement in Teen Driving - An In-Depth Look at the Importance and the Initiatives

GHSA - May 2013

PROMISING PARENT PROGRAMS

Public Sector

Distributed Materials

Mandated Parent Class

Voluntary Parent Class (PRIDE)

Parental Involvement in
licensing ceremony

Electronic Parent Alerts

Private Sector

Checkpoints™ - NIH

I Know Everything - Century
Council

Parent's Are Key - CDC

Road Trips® - State Farm

Drive It Home - NSC

Apps & In-Vehicle Cameras

Ford Driving Skills for Life

Nebraska Department

Massachusetts Registry of Motor Vehicles

Colorado Division of Motor Vehicles

Vermont Division of Motor Vehicles

VERMONT

the **PA**
superv

the **PARENT**
supervised driv

the **PAREN**
supervised

the **PARENT'S** 
supervised driving program

A Require

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A Requirement for Teen Licensing



B

Brought To Y

Brought To You By



With Support From



With Support From



&



VERMONT MUTUAL
INSURANCE GROUP

Use our app to track your driving experience.

Use our app to track your driving experience.

Use our app to track your

Use our app to track your driving experience.



Massachusetts RMV

Rhode Island DMV

Vermont DMV

Maine BMV

North Carolina DMV

Colorado DMV

Wisconsin DMV

Nebraska DMV

Delaware DMV

Idaho IDT/SDE

Florida FLHSMV

Michigan DOS

Alaska DMV

PARTICIPATING STATES

PRESS EVENTS



PRINTED MATERIAL



E-READER



PARENT & TEEN



MOBILE APP



WEB & SOCIAL

