

A PEER-TO-PEER SAFETY PROGRAM FOR AMERICA'S YOUTH



TOO MANY TEENS ARE DYING.

Car crashes kill more young people than any other cause, accounting for nearly half of all teen deaths in America each year. About 3,000 U.S. teens die each year in car crashes; that's the equivalent of a school bus loaded with teenagers crashing once every week for an entire year.

On a per-mile driven basis, teens are eight times more likely to die in their first six months of driving than adults. The majority of teen passenger deaths happen when another teenager is driving. For every American teen killed in a car crash, about 100 more are injured.

Besides the human tragedy of teen deaths, the societal costs of these crashes amount to \$30 billion per year for the United States.

FOCUS IS ON THE TOP RISKS.

The most common causes of teen driving crashes are the ones that young drivers (and their parents) know the least about. Combined with a lack of driving experience, the top five dangers are:

- **Distractions, such as cell phones / texting and too many teen passengers**
- **Driving at night**
- **Speeding and street racing**
- **Low seat belt use**
- **Impaired driving**

Most teens are unaware of the driving restrictions imposed on them by the Graduated Driver Licensing (GDL) laws.

Serious crashes are more frequent for teens learning through parent-taught driver education.

TEENS ARE A KEY PART OF THE SOLUTION.

Started in 2002, Teens in the Driver Seat® is the first peer-to-peer program for teens that focuses solely on traffic safety throughout the entire year and addresses all major risks for this age group.

Teens help shape the program and are responsible for implementing it; TTI provides the science, guidance, project resources, and facilitates a wide variety of contests, outreach, and leadership awards for the program's top students and teams.

Teens in the Driver Seat® and Teens in the Driver Seat Junior High programs are available to schools, at no cost, in several states and we are looking for other states to apply to begin the program. Visit t-driver.com to see where we are currently offering the program.

TEENS IN THE DRIVER SEAT® IS HELPING MAKE A DIFFERENCE.

Texas has taken great strides in saving teen lives and Teens in the Driver Seat® is proud to be part of the solution. In Texas, the number of teen drivers involved in fatal crashes has dropped significantly since 2002.

Teens in the Driver Seat® program surveys show awareness levels increasing in all risk areas. Cell phone use at Teens in the Driver Seat® program schools has dropped, and seat belt use has gone up significantly.

A rigorous 20-county control group analysis for Texas indicates the program results in an average decrease of 14.6 percent in injury and fatal crashes (total) where the program has been sustained for three or more years.

Over 1,250 schools now have implemented the Teens in the Driver Seat® program, reaching over one million teens. The program has also been deployed in 38 states outside Texas.

Because of the positive results shown in numerous studies, TDS has won dozens of awards (including eight national awards) and has been recognized as a national best-practice model four times by the U.S. Department of Transportation, the Governors Highway Safety Association, and the National Safety Council.

TEENS IN THE DRIVER SEAT® PARTNERS:

Texas Department of Transportation
State Farm Insurance
Georgia Department of Transportation
Houston-Galveston Area Council
Federal Motor Carrier Safety Administration
Colorado Department of Transportation
Nebraska Office of Highway Safety
AAA-Nebraska

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