

TEENS  **IN THE**
DRIVER SEAT
t-driver.com



Teens in the Driver Seat® (TDS) is a peer-to-peer program that educates teens about the top five dangers of teen driving — distractions, such as cell phones and teen passengers; driving at night/fatigue; speeding and street racing; not wearing a seat belt; and driving after alcohol/drug use. Since 2002, the program has won more than 20 awards and enjoyed best practice program recognition on multiple occasions from entities such as the United States Department of Transportation (USDOT), the Governors Highway Safety Administration and the National Safety Council.

In 2022, TDS celebrated its 20-year anniversary and will provide more than 350 schools with the opportunity to provide empowering, results-driven community service to help make roads safer across the United States.

"I founded this program on the notion that students themselves should be actively involved in the solution and give year-round attention to reducing injuries and fatalities for those using our transportation system," said Russell Henk, TDS Program Founder. "While that is still the core focus of programming, TDS has evolved over the last 20 years. With the age of social media and the onset of smartphones, we developed an incentive-based safe-driving app, You in the Driver Seat (YDS). I am so very grateful for the incredible support we have received thus far from numerous sponsors/partners and the dozens of Texas A&M Transportation Institute (TTI) staff — past and present — that have contributed to this program's success."

Since its inception in Texas, TDS has expanded to over 2.5 million student drivers in more than 1,800 schools. Depending on sponsorship, TDS has reached a total of 38 states over the program's lifetime and currently supports 25 different states, with lots of online learning materials free to anyone thanks to both public- and private-sector partnerships.

What do the next 20 years look like, you ask? "Mobility for young people is continually evolving, and it's important for our program to focus on meeting these needs to ensure that they're safe no matter how they use our roads," said Lisa Minjares-Kyle, TDS program manager. "While our vision remains the same — to ensure youth live long and healthy lives through safe practices on our roads — it is important to recognize the systemic issues that can impact communities and work to proactively address them. Only then can we hope to make progress toward zero young lives lost on our nation's roads."

Teens in the Driver Seat is open and available for collaboration and questions anytime.



Youth Transportation **SAFETY** PROGRAM y-driver.com

MISSION

The Youth Transportation Safety Program saves lives and prevents injury among youth through education, empowerment and peer-led outreach.

VISION

To ensure that America's youth live long and healthy lives through safe practices on our transportation system.



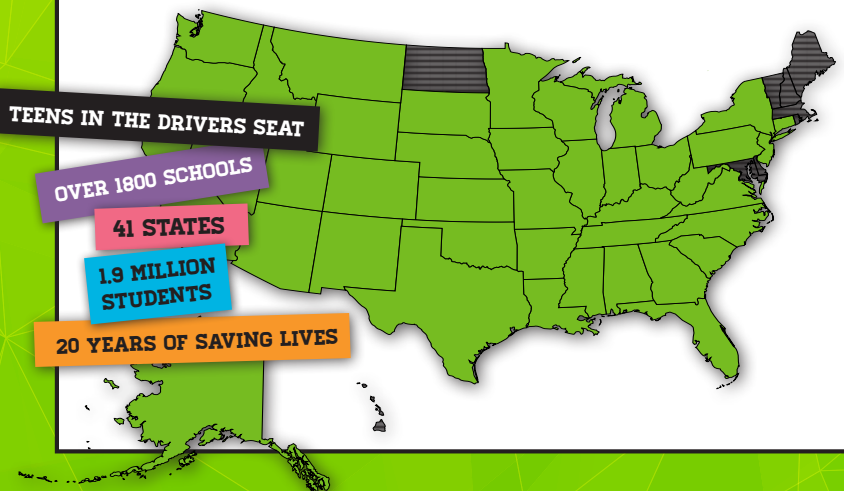
TEENS IN THE DRIVERS SEAT

OVER 1800 SCHOOLS

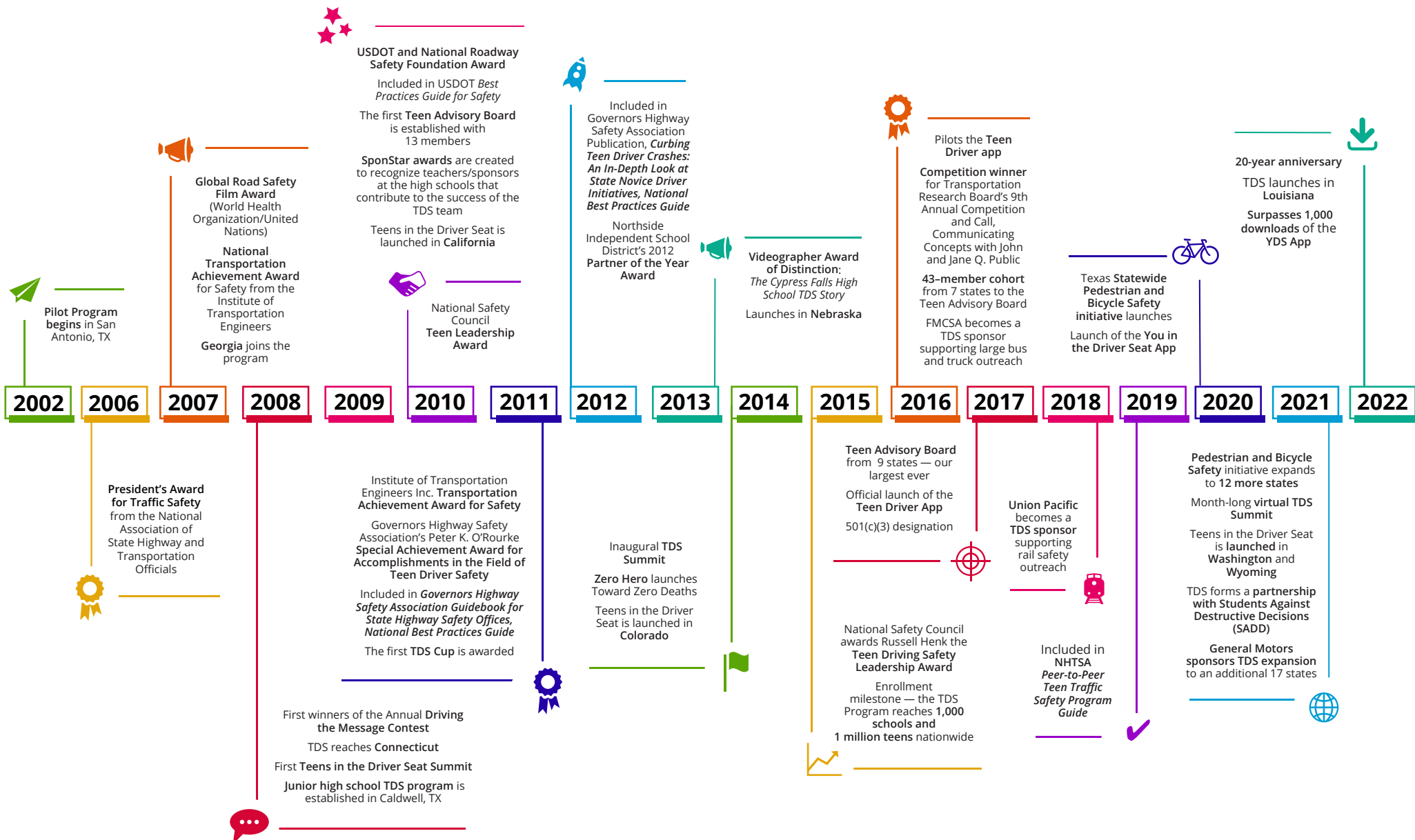
41 STATES

1.9 MILLION STUDENTS

20 YEARS OF SAVING LIVES



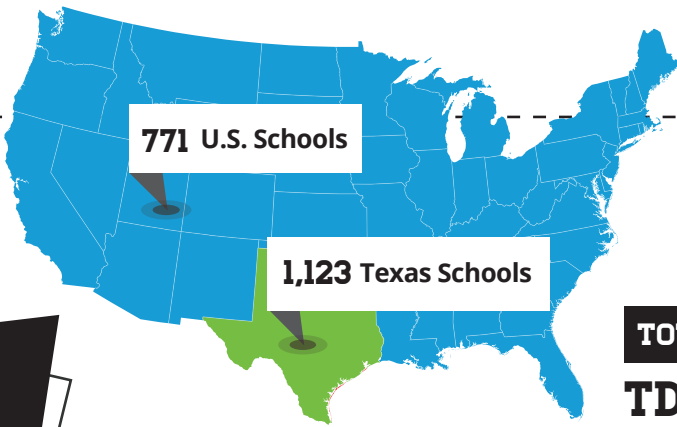
HISTORY AND MILESTONES



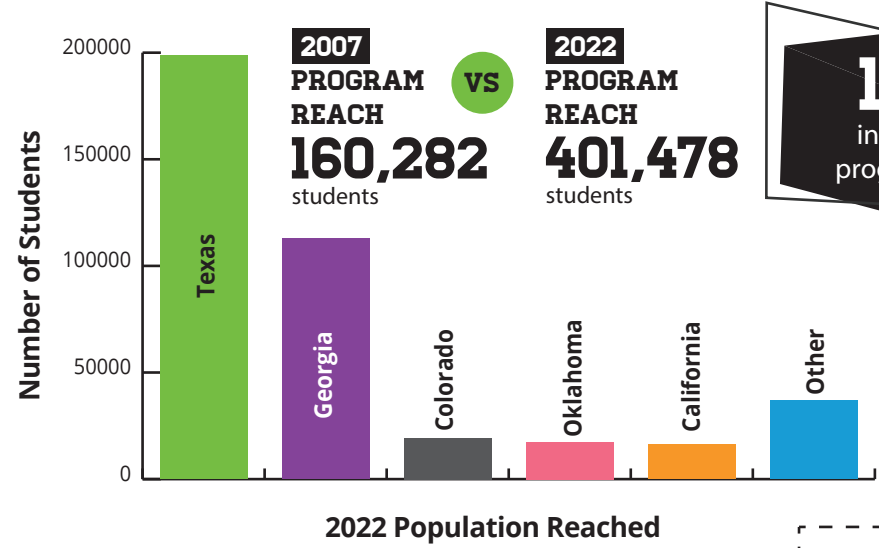
PAST AND PRESENT



1,894 SCHOOLS
high school & junior high
41 STATES
1.9 MILLION
STUDENTS



TOTAL: 1,894
TDS SCHOOLS



2007
PROGRAM REACH
160,282
students

VS

2022
PROGRAM REACH
401,478
students

150%
increase in
program reach

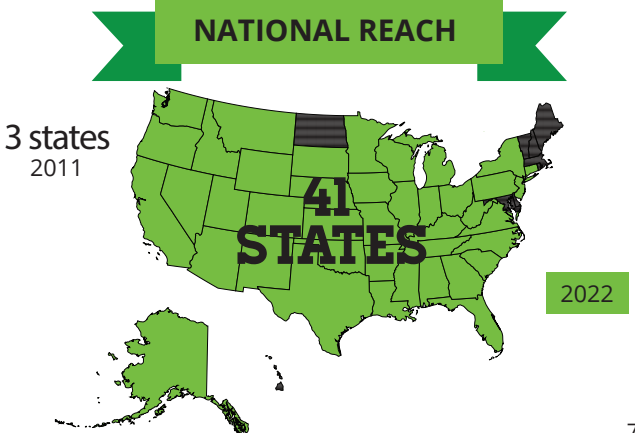
2022
121,505 TEEN HOURS
105,465 TEACHER/ADVISOR HOURS

226,970

VOLUNTEER HOURS

STARTED IN
2002

SAN ANTONIO
TEXAS



PROGRAMS

TDS ALL-STARS

Est. 2011

What began as the TDS Cup in 2011 then evolved into the All-Stars. TDS manages an incentive program for schools active in spreading the safety message year-round. All-Stars is organized into risk units — distracted driving, nighttime drowsy driving, speeding, seat belt use, sharing the road, and impaired driving. TDS will reward student teams with cash — up to \$1,500 — as they complete each risk unit.



EXTRA MILE

Est. 2019

This program is an opportunity for high school seniors to go the Extra Mile doing traffic safety outreach in their school or community. Seniors show off their leadership skills by planning and leading three activities throughout the school year and are rewarded with a TDS graduation cord.

TEEN ADVISORY BOARD

Est. 2009

The board is made up of high school students who guide the future direction and content of the program. New program initiatives either originate from or are thoroughly vetted by the board prior to implementation. TDS's 67 board members (representing nine states) meet quarterly and at the annual TDS Summit.

SHARING THE ROAD

Est. 2017

This program is aimed at preventing young road user crashes through large truck, bus, railroad crossing, pedestrian, and bicycle safety education and resources for peer-to-peer outreach.

EVIDENCE OF HOPE

TDS developed at TTI has addressed teen driver behavior through peer-to-peer outreach for 20 years.

The TDS Program has produced positive results for young drivers on many occasions over the past 20 years. Following are some examples.

2006–2009

A three-year before-and-after case study of Garland ISD (which deployed TDS district-wide) showed a 92 percent decrease in fatal crashes, while the neighboring school district showed no change.

2010–2011

A statewide control group analysis in Texas showed counties that deployed TDS for three or more years averaged a 14.5 percent decrease in crashes involving injuries and fatalities.

2017–2019

A third-party statewide analysis in Nebraska showed significant improvements in seat belt use (and other young driver risks) at TDS Program schools.

2019–2020

A Colorado analysis aimed to understand the impact of TDS across schools since its implementation in 2014. Findings showed decreases in crashes for TDS schools that maintained the program for more than three years compared to one-year schools.

2019–2021

A review of self-reported driving behavior surveys showed improvements in multiple risky driving behaviors.

2020–2022

An analysis of young drivers showed a 20 percent decrease in distracted driving and a 15 percent higher driving score for those regularly using the YDS smartphone app.

ZERO HERO

Est. 2014

Rebranded in 2021 to Zero Hero, this Toward Zero Deaths initiative is an activity that includes pre-observation, three weeks of activities/messaging, and post-observation. Teams may tackle increasing seat belt use, reducing distracted driving, and reducing distracted walking. Observations are done to get a snapshot of the problem and to see if the team made a difference.



OUR SCHOOL ADMINISTRATORS SAY IT ALL

TDS is a wonderful program! The impact is easily noticed because students on our campus can tell you the five major causes of teen driving deaths. Students enjoy the activities before holidays and major school parties, like prom and graduation. I look forward to it every year.

— **Nannette Fausett**, CTE Culinary Arts and Fashion Design/TDS Sponsor, Nacogdoches High School, Nacogdoches, TX

The TDS Summit is awesome! My students had an amazing time and were excited to bring new ideas to the club for next school year! We are so thankful and happy that we found out about Teens in the Drivers Seat.

— **Alyssa Martin**, Chattahoochee High School Math Teacher, SADD, Junior Civitan and AGA Club Advisor

TDS has become more than a program for us at Cypress Falls High School. It has become a culture. Teens' taking responsibility for themselves and each other is a powerful way of sharing the message of safe driving.

— **Becky Denton**, Principal, Cypress Falls High School, Houston, TX

TDS gave our school the opportunity to have the resources we needed to complete a Teen Driver Awareness Program. Without this program, our Teen Safety Week would not have been as successful and reached as many students.

— **Tonya Parsons**, Family Consumer Sciences, Graford High School, Graford, TX

I searched for something that I could be a part of after losing a 15-year-old son in a teen-related car accident. This program has helped our high school focus and be more aware of the five risks while driving. It has also helped me to survive the death of a child. This program is well organized and so important to our young people.

— **Carie Archer**, TDS Sponsor, Chisum High School, Paris, TX



TDS SUMMIT

Est. 2008

Teens, teachers and safety professionals gather to build alliances and spread awareness about teen driving dangers at the annual TDS Safe Driving Summit. The two-day event consists of workshops, interactive learning experiences and an awards banquet to recognize student leaders in bringing awareness about this problem to their peers, their families and their community.



SOCIAL MEDIA

FOLLOW

TAG

CONNECT



#YDSAPP

#TDSSUMMIT

#RESPECTTHERIG

#HEADSUPLISTENUP



@TEENSDRIVERSEAT

**YOUTH WALK
BIKE SAFE**



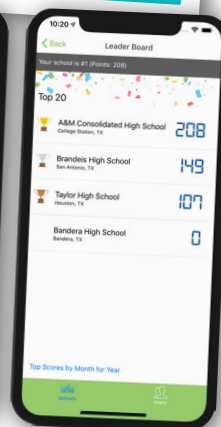
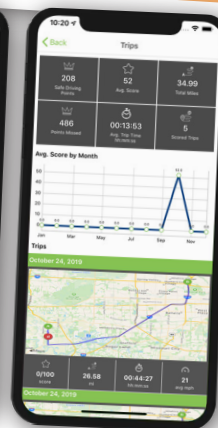
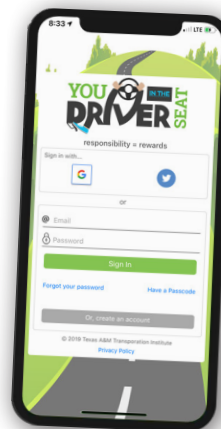
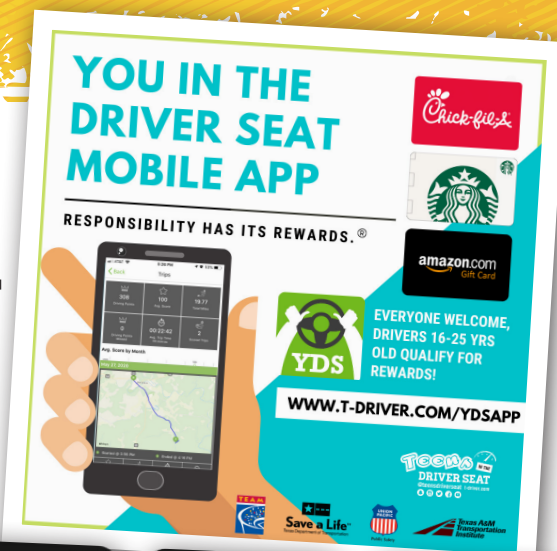
@YOUTHWALKBIKESAFE



@YOUTHWALKBIKE

2020

YOU IN THE DRIVER SEAT APP



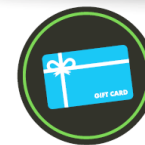
DRIVING SCORES

It's simple. Drive safe, without distractions, earn points. If you don't drive safe, we'll let you know how many points you missed out on.



SAFE STREAK BADGES

Earn Safe Streak Badges for every 3 consecutive safe trips you have! Safe Streak Badges qualify you for random prizes!



REWARDS

We'll send you a gift card for Chick-Fil-A, Starbucks or Amazon each time you reach a new level of points earned.



PARTNERSHIPS/SPONSORS



**ALL OF THIS WOULDN'T BE POSSIBLE WITHOUT
THE SUPPORT OF OUR PARTNERS AND SPONSORS.**

Thank you!

SPONSORS

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State Farm of Oklahoma
State Farm of Texas (Richardson)
Texas A&M Transportation Institute
Center for Transportation Safety
Texas Department of Transportation
Union Pacific
Washington Target Zero
Wyoming Department of Health

PARTNERS

Austin Crossroads Coalition
Boy Scouts of America (National Council,
based in Dallas, TX)
City of Garland, TX (IDS, Public Works,
& Police Dept.)
Future Career & Community Leaders
of America
Future Career & Community Leaders
of America (Austin, TX)
Fort Worth ISD & Community Health
District
Girl Scouts of America El Paso, TX ,
Regional Council
Joshua Brown Foundation (Atlanta, GA)
Keep Kids Alive — Drive 25
(based in Omaha, NE)
Make Roads Safe — The Campaign for
Global Road Safety (Washington,
DC)
MSR Houston, Teen Driving Safety
School
National Association of Secondary
Schools Principals

National Association of Student
Councils (based in Reston, VA)
National Organizations for Youth Safety
(based in Washington, DC)
Pan American Health Organization
(Western Hemisphere Headquarters –
El Paso, TX)
Planning Group, Global Road Safety
Decade of Action (Washington, DC)
Safe Kids Austin
Safe Kids Georgia
Safe Kids San Antonio
San Antonio Traffic Jam Coalition
Students Against Destructive
Decisions
Texas Association of Broadcasters
Texas Association of Student Councils
Texas Teen Safe Driving Coalition
Texas Trucking Association
World Health Organization



To make a gift, visit:
give.am/TTIYouthSafety

For more information about TTI's Youth
Transportation Safety Program:

y-driver.com

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