

INTRODUCTION



Too many teens are dying. You can help stop that.

While in high school, you'll probably never do anything more dangerous than drive a car — or ride in one that's driven by another teenager. Car crashes are the leading cause of injury and death for teens in America.

- About **3,000** teens per year are killed in traffic crashes in the United States. (NHTSA) That's like loading up two school buses with high school students and crashing it every week for an entire year!
- Crash rates for 16- to 19-year-olds is nearly 3 times the rate for drivers over 20. (Insurance Institute for Highway Safety (IIHS))
- Crash risk is highest at ages 16 to 17. In fact, the fatal crash rate per mile driven is nearly twice as high for 16- to 17-year-olds as it is for 18- to 19-year-olds. (IIHS)
- Car crashes are responsible for more than 50% of teen deaths. (Centers for Disease Control and Prevention (CDC))
- For every teenager killed, more than 100 others are injured. (CDC)

SO...WHY IS THIS HAPPENING?

Simple — young drivers just don't have enough driving experience. In addition, most young drivers don't know the dangers they face every time they get in the driver's seat. Since they are not aware of the dangers, they don't know how to avoid them. In just about every crash involving a young driver, you'll find common factors that contributed to the crash.

The good news is these injuries and deaths can be prevented.

WHAT ARE THE COMMON FACTORS?

Graduated Drivers Licensing laws encourage new drivers to get lots of driving experience in

the safest conditions possible and avoid the the following common crash factors:

- Driving at night/fatigue
- Speeding/racing
- Distractions — like cell phones, texting and other teen passengers
- Not wearing a seat belt
- Alcohol/drugs

Experts call this an epidemic, and they're right. It's out of control. But this program, **Teens in the Driver Seat®**, is turning things around, and your school can be part of it.

For years, most driving safety campaigns have been pretty much the same. They've been put together by adults — parents, teachers, police officers and politicians...all telling you what you need to do. But this program is different. It is teens, just like you, talking to other teens about the top driving dangers. Don't let any of your friends die or get seriously injured. Teens in the Driver Seat saves lives, and it can work to save the lives of your friends too.



DRIVING FACTORS

Understand the teen driver safety problem.

DRIVING AT NIGHT/FATIGUE

- 58% of teen crash deaths occur between 6pm and 6am. (IIHS)
- 90% of a driver's reaction depends on vision, and vision is very limited at night. (National Safety Council)
- Being awake for 18 hours is similar to having a blood alcohol concentration of .08, which is legally drunk for adults over 21. (National Sleep Foundation)
- 55% of drowsy driving crashes are caused by drivers less than 25-years-old. (National Sleep Foundation)

SPEEDING/RACING

- About 33% of young driver and passenger deaths occur in speed-related crashes. (National Highway Traffic Safety Administration (NHTSA))
- Speeding is more prevalent among males, at night, and in the presence of other teen passengers and more often leads to single-vehicle and run-off-road crashes. (Governors Highway Safety Association (GHSA))
- In fact, half of all fatal crashes involving 16-year-old drivers with three or more passengers and speed-related. (GHSA)
- Accelerating from 30 mph to 60 mph quadruples the distance needed to stop. (Drive and Stay Alive.com)

DISTRACTIONS — like cell phones, texting and other teen passengers

- On average, about two out of four teens



that die in motor vehicle crashes are in vehicles driven by other teens. (IIHS)

- The chances of a fatal crash increase significantly with the addition of each teen passenger. (Chen et al.)
- Texting and driving causes reaction time to double and those drivers have a harder time staying in their lane and maintaining a consistent speed. (Texas A&M Transportation Institute)
- 10% of drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted. (NHTSA)

NOT WEARING A SEAT BELT

- About 3 of every 5 teen passengers and drivers involved in fatal crashes were not wearing a seat belt. (IIHS)
- Seat belts, when used properly, reduce the number of serious traffic injuries by 50% and fatalities by 60-70%. (James Madison University Office of Public Safety)
- Teen passengers are among those least likely to buckle up. (NHTSA)

ALCOHOL/DRUGS

- An estimated 1 in 10 high school teens admit to drinking and driving. (CDC)
- Drivers ages 16- to 20-years-old are 17 times more likely to die in a crash when they have a BAC of .08% compared to when they have not been drinking. (CDC)

Now that you know the facts, where do you go from here?

IDENTIFY THE TEAM

WHO SHOULD DRIVE THE PROGRAM AT OUR SCHOOL?

Anybody can. It can be the student council, an athletic association or a combination of ten to twelve representatives from several different groups. You could even create a new group altogether. This group can also exist outside of your school — like a city teen court or youth commission. Assume that everyone may want to help, even those students who are not currently involved in another program. You need all the messengers you can get, and it's best to have many different kinds of messengers. Everyone has a peer group, no matter how small it may be. The more peer groups that you involve, the better chance you have to succeed.

CAN TEENS IN THE DRIVER SEAT BE A COMMUNITY SERVICE PROJECT?

Yes, absolutely! Your school or student organization may have community service requirements. Teens in the Driver Seat could be just what you and your school needs and is a great way to get community service hours and add to your college resume.

DO WE NEED TO WORK WITH AN ADULT?

An adult teacher/sponsor can help drive the program at your school and help with resources you might need. Some examples of a teacher/sponsor are a teacher, counselor, school nurse, student council sponsor, safety officer or any school administrator. Creating a formal Teens in the Driver Seat Team at your school with an adult sponsor can help make your program even more successful.

DO ALL THE MEMBERS OF THE TEAM NEED TO HAVE A DRIVER'S LICENSE?

Each year, about 25% of your school population will receive their learners permit or license. It is never too early to start telling teens about the dangers they will face and passengers also play an important role in safe teen driving. Anyone with an interest in saving teen lives can be involved. Plus, when all age groups are included on the team, the program will be more successful each school year.

CAN WE WORK WITH OTHER SCHOOLS IN OUR COMMUNITY?

Yes! Schools in your area may already have an established program. If not, you can introduce the program to them and work together to deliver messages and hold community activities.



SPREAD THE MESSAGE

Now it's time to share Teens in the Driver Seat with your classmates. This is where most of the real work happens.

Jumpstart your program with these free tools:

- **t-driver.com**, the Teens in the Driver Seat website, has lots of information, from teen stories to school highlights, and so much more
- Free educational materials, like thumb rings, air fresheners and banners to help spread the word can be reordered each school year
- T-shirts for your Teens in the Driver Seat team members
- TV messages and radio spots that you could ask your local stations to use on the air or play on your school's closed-circuit station
- Information on teen driving statistics
- The Teens in the Driver Seat activity tools and posters for you to use in creative and new ways

In addition, we're always available to assist you. Find contact information on the back page.



t-driver.com



Use free educational items, downloadable posters and media to help spread the message.



IDEAS TO GET YOU STARTED

Consider these ideas to help you spread the word.

- Announce your Teens in the Driver Seat program to your local news media and make a presentation to your city council to make them aware of the problem and what your team plans to do about it
- Deliver safety messages at sports events and school programs by printing them on programs or on the back of admission tickets or hanging up posters. Find ready to insert messaging on t-driver.com
- Have random seat belt checks in your school parking lot and give out a promo item to those wearing their seat belts
- Put safety messaging on cars at school during a Safety Week
- Count distracted drivers coming into a sports event and make announcements during half-time
- Create a fun presentation for other schools in your district
- Write about Teens in the Driver Seat in your school newspaper or yearbook. Articles can be found on t-driver.com
- Highlight your team on your school's website
- Add a link to the Teens in the Driver Seat website on your personal social networking web page
- Read a "tip of the day" on the PA system at your school promoting safe driving
- Work with community organizations to help spread the message (Scouts, places of worship, clubs, driving schools, etc.)

SEASONALLY THEMED IDEAS

- **Football Season:** Pass out cardboard fans at football games with the top five dangers listed on the back.
- **Halloween:** "You thought Halloween was scary!" Warn classmates about top driving dangers.
- **Winter:** Hang snowflakes up with safety messages printed or written on them.
- **Valentine's Day:** Set up a booth to send candygrams or flowers to their crush and include a card with a catchy safety slogan, like "Don't break my heart, drive smart."
- **St. Patrick's Day:** "Don't rely on luck, buckle up." List the top five driving dangers on shamrocks and post them around your school.
- **Spring Break:** Make large 3-D posters to place around the school reminding friends about Zero Tolerance and No Refusal laws.
- **Prom:** Have parents valet park cars at prom and then leave a Teens in the Driver Seat air freshener in the student's car.
- **Graduation:** Kiss a senior goodbye — and give candy kisses to seniors with Teens in the Driver Seat safety messages attached.

@teendriverseat
#teendriving



Get more ideas at
t-driver.com, on our social media
pages or get creative and come
up with your own ideas.

KEEP IT GOING

By getting the right message to others, you can help stop the epidemic that kills more teens in this country than any other cause. But, it's not a one-time effort.

It's not enough to get the right message out — you have to get the message out time and time again so that your classmates are reminded about the dangers and what to do about them. New teens are learning to drive all the time in your community.

Plan activities for the rest of the school year. Hold regular meetings with your sponsor and team.

Stay on the lookout for monthly newsletters that are full of activity ideas, resources and current contests. The email will go to your teacher/sponsor. If team members would also like to receive the newsletter, let us know.

CONNECT

Text idrive to 95577 to get weekly safe driving text messages delivered to your phone.

This tragedy didn't become an epidemic overnight. We won't solve it overnight, either. The sooner you get started, the sooner you can make a difference.

TIP

Teens in the Driver Seat rewards successful and active schools through awards and contests. Watch t-driver.com for details.



••••• AWARDS & INCENTIVES

Choose your own level of involvement.

TEENS IN THE DRIVER SEAT CUP

Schools receive points for completed activities (some must be reported) and compete against other schools for the top prize of TDS Cup and CASH! Everything your team does has a point value. We keep track and post a leader board throughout the year. All activities must be reported by March 31 and teams must complete requirements to win 1st, 2nd, 3rd place, or Outstanding School.

TEEN OF THE MONTH

Are you actively involved in your team's activities and a great safe driving activist? Tell us about it! Complete the application form on t-driver.com and you could be our next Teen of the Month!

SPONSTAR AWARD

The purpose of this award is to recognize the teacher/sponsors that make a difference to teens through their work with the Teens in the Driver Seat program. Nominate your teacher/sponsor in the spring for this recognition!

DRIVING THE MESSAGE VIDEO AND POSTER CONTEST

This is where you speak up, save a life, and cash in! Your winning videos and posters earn cash for your school! It's all about peer-to-peer. We know the best messaging comes from your own voice and that is what we are wanting to hear! Send us your best creations and we use them to help other teens spread the message about safe driving. The annual contest opens in the fall and all entries must be in our office the posted deadline. Any junior high or high school student may enter. Send as many entries as you want and you can work in teams or individually. Make sure you read the rules and don't miss the deadline!

TEENS IN THE DRIVER SEAT SUMMIT

The Summit is an annual event that showcases student leaders in bringing awareness about this problem to their peers, their families, and their community. Learn more about this epidemic and latest innovative solutions to combat it. Activities are available for teens, teachers, school administrators, families, law enforcement, safety practitioners, industry, and more. All are invited to attend this annual event, held before the end of the school year.



ACTIVITIES & INVOLVEMENT

Watch for and sign up for these fun activities.

ZERO CRAZY!

An activity that focuses on increasing seat belt use in the fall and decreasing electronic use behind the wheel in the spring. Schools sign up to participate, then are sent step-by-step instructions to keep them on track to complete the activity in nine weeks. There is a pre-observation, three weeks of activities, and a post-observation. Observations are sent in and the school receives a report on the habits they changed in their community, a gift card, and TDS Cup points!

Cash prizes are sponsored by:

State Farm



HELP

Need help with an activity or ideas? We're here for you! Contact us for additional support or resources.

TEEN ADVISORY BOARD

Teens in the Driver Seat can only succeed with the involvement and commitment of young people who are represented by the Teens in the Driver Seat Teen Advisory Board. Board members are selected for the next year at the end of each school year. Board members:

- Provide insight on how to engage their peers and sustain their interest in Teens in the Driver Seat
- Assist in organizing program-oriented events and activities
- Provide feedback, ideas, and opinions on new program materials, safety messages, promotional items, and related elements
- Participate in quarterly meetings
- Serve as ambassadors and leaders for Teens in the Driver Seat

Watch for announcements in the spring.

Activity, event, and contest announcements are always made on t-driver.com, our social media pages, and in monthly newsletters!