TOO MANY TEENS ARE DYING

- Motor vehicle crashes are the #1 cause of injury & death for teens in America
- About 3,500 teens per year are killed in traffic crashes in the U.S. and nearly 500,000 are injured

(Source: NHTSA, Traffic Safety Facts, 2009)
IN VOLVING TEENS IS CRITICAL

“Tell me something, and I’ll forget.
Show me something, and I may remember it.

Involve me, and I’ll understand.”

-- Chinese Proverb
THE HIGHEST RISKS

Driver inexperience, coupled with the following situations / conditions:
• Driving at night / tired
• Speeding and street racing
• Distractions, such as cell phones and other teen passengers
• Low seat belt use
• Driving under the influence of alcohol and/or drugs

(Source: National Safety Council, 2007)
REACH

- Over 600 high schools and 500,000+ teens to date
States with Active TDS Programs
Identifying & Organizing Your TDS Team

- Team size of 10 to 12 students is ideal
- Can be a school-based organization (Student Council, NHS, 4-H, etc.);
- Or a group of volunteers
- Helps continuity if you involve some freshman and sophomores as well
TEENS IN THE DRIVER SEAT® TOOLS

• “How To” Guide
• T-shirts and other promo items
• Banners
T-DRIVER.COM

- Safe driving articles, stats, and facts
- Contests and Events
- Team Pages
- Downloadable videos, posters and media
- Activity ideas
- Order Forms
- Testimonials, stories
Manageable projects throughout the year
Safe Driving Pledges

Use promo items to remind friends of pledge
Naaman Forest High School

Lights on for LIFE and Seat Belt Check in the School Parking Lot

The TDS team made bookmarks with the dates to turn headlights on for LIGHTS ON FOR LIFE Weekend. They also performed on-campus seat belt checks, giving out Smarties if drivers and passengers were wearing seat belts and bubble gum if they were unsecured. They supported the event with informative flyers and announcements over the PA system.

- Information Flyer

Naaman Forest TDS member hands out candy in the school parking lot to raise awareness about wearing seat belts.

Naaman Forest Students Sponsor T-Driver Safety Week

The TDS team at Naaman Forest High School in Garland, Texas sponsored "T-Driver Safety Week" during the week of April 16-20. The team developed a plan that included specially prepared Powerpoint presentations:
TEEN TRAFFIC FATALITY TRENDS / BENCHMARKS IN TEXAS

16-19 Year - old drivers involved in fatal crashes in Texas FARS Data

-45% for teens
-15% for drivers 25+ years old

1995 On-Road Driving Test Removed
Parent Taught Driver Ed Implemented
GDL Implemented
 Teens in the Driver Seat® Implemented
TDS Awards

- Governors Highway Safety Association, Peter O’Rourke Safety Award
- ITE Transportation Achievement Award for Safety
- 6 major national awards in last 6 years
Governors Highway Safety Association, 2010 - 2012
Active Program Elements

- High school
- Junior High
- University (pilot test)
CURRENT FUNDING SOURCES
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