

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





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)





INVOLVING 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)





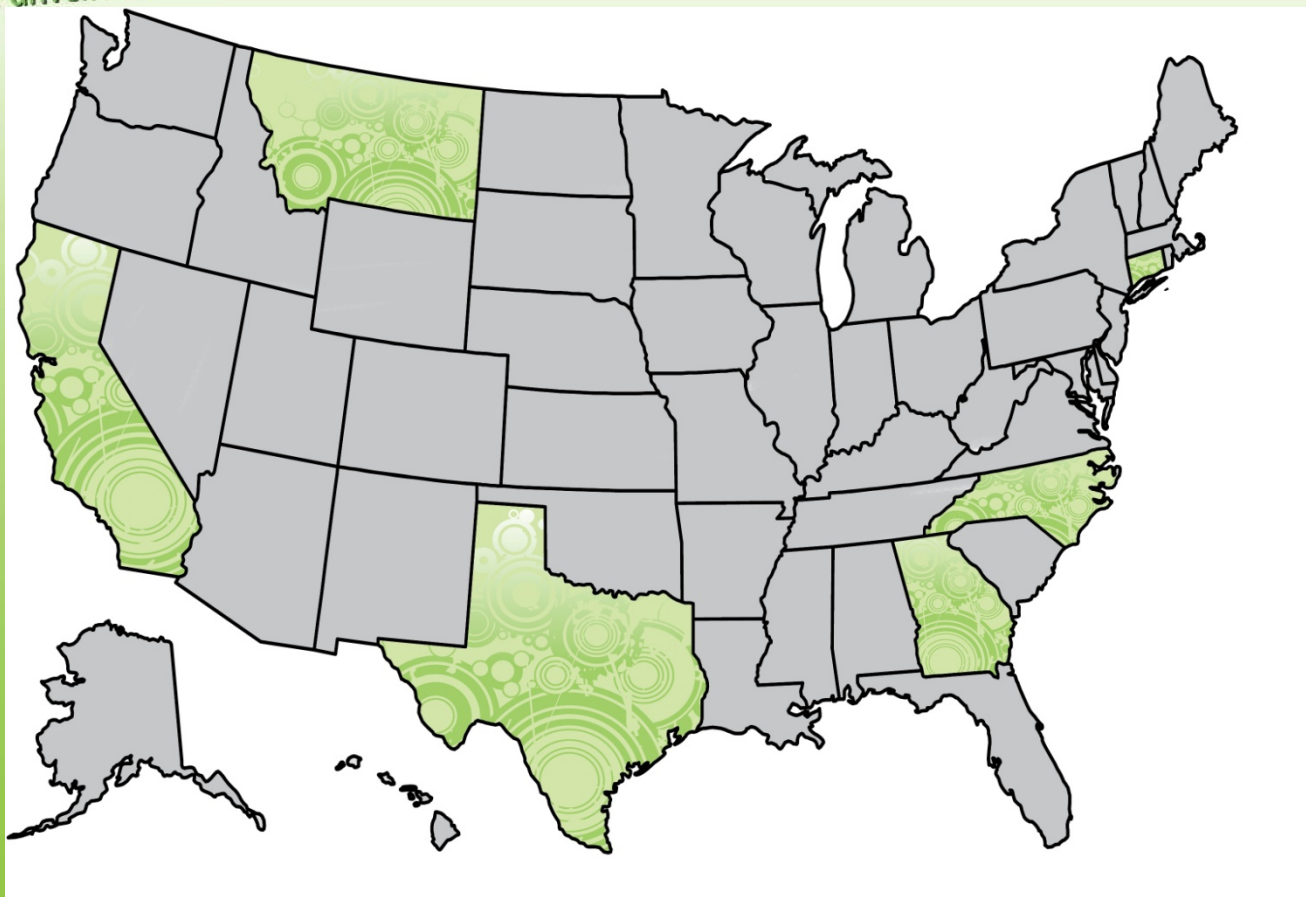
REACH

- Over 600 high schools and 500,000+ teens to date





States with Active TDS Programs





Identifying & Organizing Your TDS Team

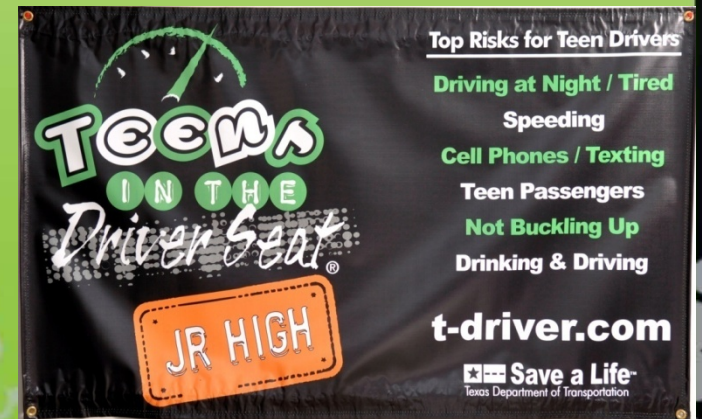
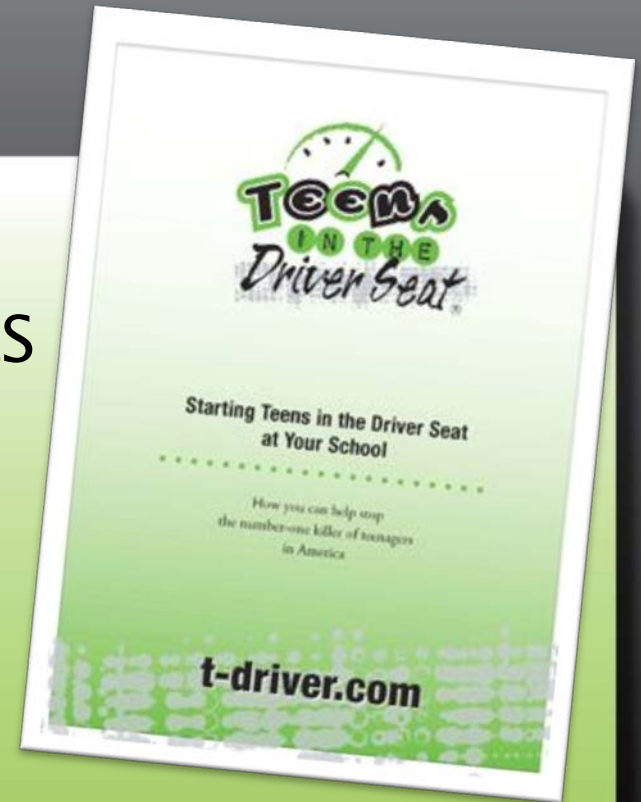
- Team size of 10 to 12 students is ideal
- Can be a school-based organization (Student Council, NHS, 4-H, etc.);
- Or a group of volunteers
- Helps continuity if you involve some freshman and sophomores as well





TEENS IN THE DRIVER SEAT® TOOLS

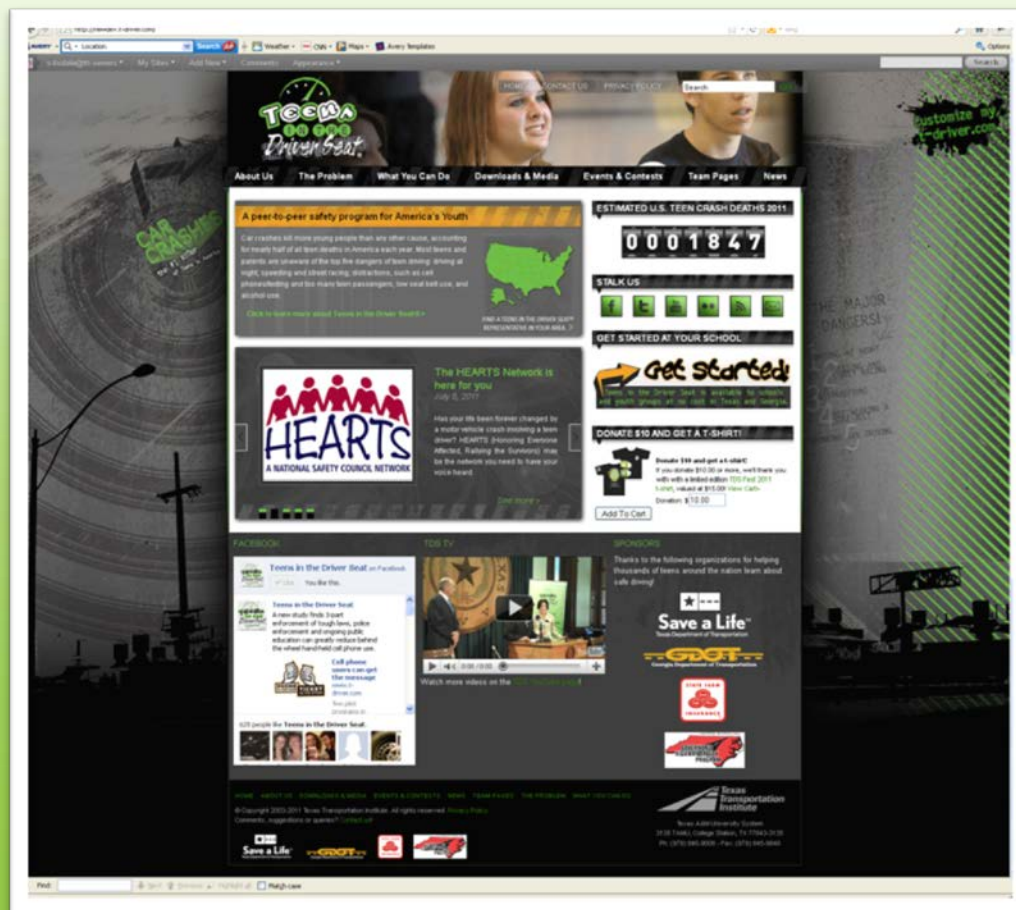
- “How To” Guide
- T-shirts and other promo items
- Banners





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



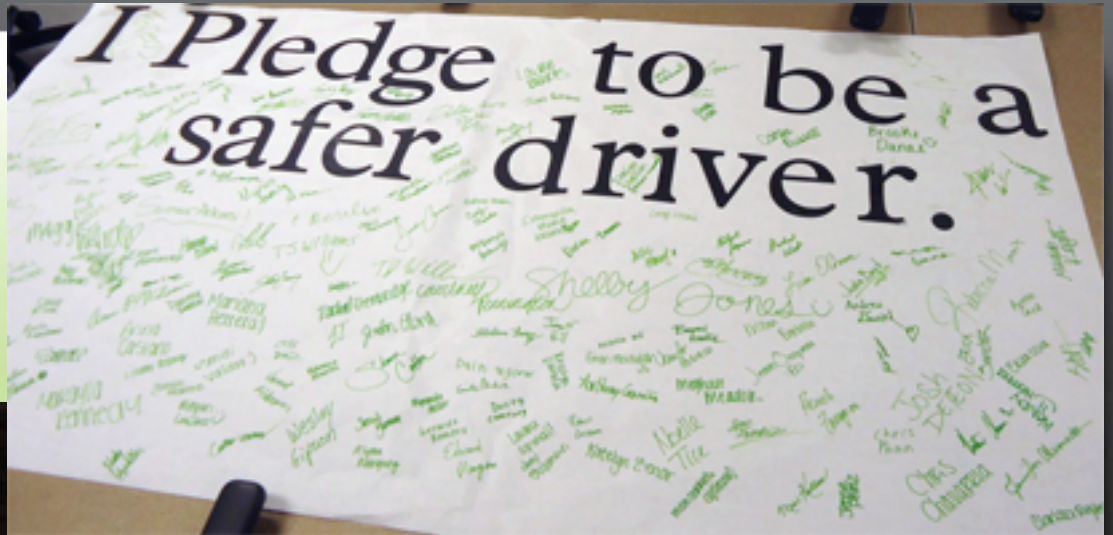


Manageable projects throughout the year





Safe Driving Pledges



Use promo
items to remind
friends of
pledge



Save a Life[™]
Texas Department of Transportation



New activity
planner for
2012- 2013
school year



Team Pages

[About TDS](#) [Get Started](#) [Your Stories](#) [Active Teams](#) [Contests!](#) [News](#) [TDS Jr High](#) [Sponsors](#)

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.



Adults are given information also.

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:

Internet

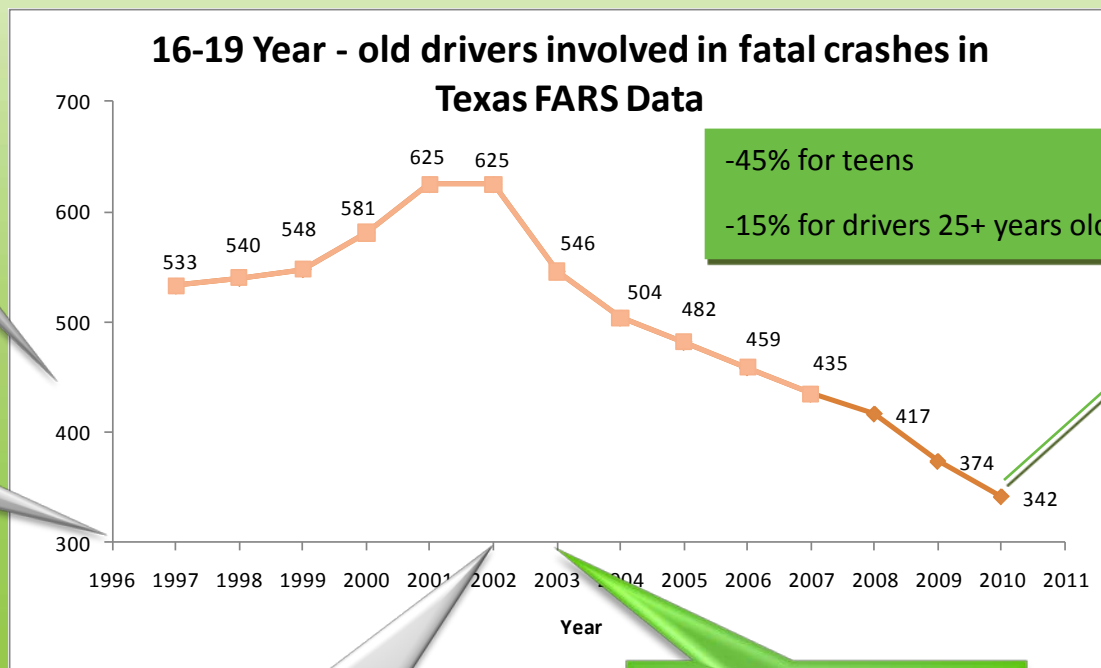




TEEN TRAFFIC FATALITY TRENDS / BENCHMARKS IN TEXAS

1995
On- Road
Driving Test
Removed

Parent Taught
Driver Ed
Implemented



-45% for teens

-15% for drivers 25+ years old

GDL Implemented

Teens in the Driver
Seat® Implemented



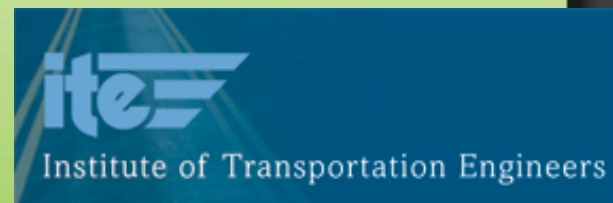


National Safety Council




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





2009 National Roadway Safety Awards



Teens in the Driver Seat® Program


The teens in the Driver Seat® Program (TDS) is a peer-to-peer safety initiative for young drivers that has shown outstanding progress in reducing car crashes involving teen drivers. It stands apart from other programs in that it involves the teen audience directly in both the development and dissemination of safety messages. Because teens are to be more likely to listen to each other than to adults, this peer-driven approach helps to ensure that these messages are both relevant and credible in the minds of the target audience. TDS is designed to support and augment graduated driver license (GDL) laws, offering students an effective "one-two punch" in the fight to stop the leading killer of teenagers in America.

The most common method of deployment of the TDS program is through groups of student leaders in high schools. All teams are provided with a wide variety of promotional materials, video books, web-based materials and technical assistance from professional staff, but each team is responsible for developing and sustaining its own approach to spreading safety messages. The students typically employ a broad array of strategies, from the most basic (e.g., student led assemblies and distribution of TDS materials of bullgates/community events) to the more complex (i.e., chair races requiring the "drivers" to test while driving in a daily 60-second test) to convey messages in the way they believe will best resonate with their peers. Student choice has helped to raise risk awareness levels by up to 200%, reduce cell phone use while driving by 30%, and increase seat belt use by 14%.

TDS has been introduced in more than 300 schools in Texas, where the program was introduced in 2003. Since the program's introduction, the number of teens involved in fatal crashes in Texas has dropped by 23% - more than any other state and more than twice the national average from 2003 to present. The program has also been introduced in Connecticut, Georgia and California. The program's early success demonstrates that it holds great potential to foster a safety culture among young people and provide an essential and effective strategy to combat a persistent crisis that continues to claim over 5,000 young lives each year with an annual cost of over \$60 billion to the U.S.

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Top Risks for Teen Drivers



Best Practices

2009 National Roadway Safety Awards

Governors Highway Safety Association, 2010 - 2012



USDOT, 2009



Save a Life™
Texas Department of Transportation



Active Program Elements

- High school
- Junior High
- University (pilot test)





CURRENT FUNDING SOURCES





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