The Novice Driver Problem
Fatality Rate per 100 Million Vehicle Miles Traveled

16-year olds are about 10 times more likely to be involved in a fatal crash.
Teenage Drivers – A Tragic Story

- Motor vehicle crashes are the **number-one killer of teens in America**
- Car crashes account for 2% of all deaths in U.S.
- They account for **70% of teen injury deaths**

Teenage Drivers – A Tragic Story

- On average, one teen injured in a car crash every 15 minutes (approx. 100 times as many injuries as fatalities)
- Over **500 Texas teens** are killed in car crashes each year
- Cars driven by teens kill over 800 per year in Texas
Tragedies Put in Perspective

• Approx. 6,000 teens per year killed in traffic crashes in U.S.

Tragedies Put in Perspective

• Equivalent of one commercial airliner full of teens crashing every week
Key Statistics

• In U.S., teens are involved in 15% of crashes
• In Texas they are in 22% of crashes

Source: National Highway Traffic Safety Administration statistics

Key Statistics

• Drinking and driving involved in only 12% of 15 & 16-year old driver crashes
• Campaigns directed at this issue are missing 88% of the problem for this age group

Source: National Highway Traffic Safety Administration statistics
Key Statistics

- Total economic cost of crashes with drivers age 15 to 20 years old = $41 Billion per year

Source: National Highway Traffic Safety Administration statistics

The Highest Risks

- Driver inexperience
  Coupled with following situations/conditions
  - Driving at night
  - Distractions
    - Teen passengers in the vehicle without an adult
    - Cell phones
  - Low seat belt use
  - Speeding/racing
  - Alcohol/drugs
Crash Rates by Number of Teen Passengers
Ages 16-17, per 10,000 trips

Source: Insurance Institute for Highway Safety

Additional Issues

- Reduction in exposure to basic education due to lack of driver education in public schools
Additional Issues

• Parent-taught driving
  • Surveys have shown parents have same fundamental awareness deficiencies
  • 40% of Texas teens currently licensed via parent-taught driving
  • On-road test by DPS no longer required – 87% of licensed teens are not taking the on-road test

Additional Issues

• More distractions in the vehicle
  • Cell phones
  • DVD players
  • In-vehicle guidance systems
Additional Issues

• No significant impact of Graduated Driver Licensing in Texas (recent TTI study)
  • Only 30% of teens were aware of new law (2003 survey of 2,500 students)

Project Goal

• To establish a sustainable peer-to-peer program that will increase awareness of teen driving risks and decrease the frequency of crashes involving teen drivers.
### Teenage Knowledge of Highest Risks (Pre-Pilot Project)

<table>
<thead>
<tr>
<th>Driving/Risk Factor</th>
<th>Awareness Before</th>
<th>Awareness After</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinking/Drugs</td>
<td>44%</td>
<td>76%</td>
<td>+202</td>
</tr>
<tr>
<td>Other teens in vehicle</td>
<td>21%</td>
<td>44%</td>
<td>+51</td>
</tr>
<tr>
<td>Speeding/racing</td>
<td>4%</td>
<td>21%</td>
<td>+44</td>
</tr>
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### Awareness Changes from Pilot Project

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<td>67%</td>
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<tr>
<td>Speeding</td>
<td>21%</td>
<td>30%</td>
<td>+44</td>
</tr>
<tr>
<td>Alcohol/drug use</td>
<td>76%</td>
<td>80%</td>
<td>+6</td>
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</table>
Project Resources

- Base “kit” of materials such as:
  - Website: t-driver.com
  - Video testimonials
  - Short-story video
  - On-line materials
    - Logo
    - Business card

TDS Business Card

Keep Our Drive Alive

Know Your Risks

1. Be extremely careful when driving at night.
2. Avoid distractions, like cell phones and too many teen passengers.
3. Don’t speed.
4. Always wear a seat belt.
5. Don’t drive under the influence of alcohol.
TDS Poster

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Additional Resources

- Templates and/or samples for wrist bands, key chains, air fresheners, t-shirts, etc.
- Webinar “Talk Show” for teens
- “How To” guide for students/student organizations
Additional Benefits

- “Service Learning” opportunities to reinforce key facts/risks
- Helps obtain “Community Service” credits
- Develops responsibility and leadership skills in youth
Deployment in Texas 2006-2007 School Year (~ 50 schools)

Future Plans

• Create a clearinghouse of materials for:
  • Teens
  • Parents
  • Educators
Statewide Efforts

• Texas Annual Student Council Conference, Arlington – April 2006
• Texas PTA Conference, Austin – July 2006
• Texas Association of School Administrators, Houston – October 2006

Funding Partners
How Can You Help?

- Corporate Funding Opportunities ($1,000+ recognized on website, etc.)
- Personal tax-deductible donations
  - Can dedicate to loved one

Teen Testimonials
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