IMPACT TEEN DRIVERS

SAVING LIVES THROUGH AWARENESS AND EDUCATION
# Program Philosophy

<table>
<thead>
<tr>
<th>Goal</th>
<th>Since our inception in 2007, we have had one goal—Save Lives through awareness and education.</th>
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<tbody>
<tr>
<td>Mission</td>
<td>To help teens reduce their risk of being involved in auto collisions, particularly those caused by everyday distractions and poor decision making</td>
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<tr>
<td>Method</td>
<td>We do this by providing tools to reach teens in a way that is creative and relevant to them. Resources and guides for parents, educators, and community members are accessible online.</td>
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Arizona Injury Prevention Advisory Council
Parallel Purpose

AZ Injury Prevention Council

- Reduce mortality and risk behaviors
- Focus on health and safety prevention
- Injury prevention education
- Public health initiatives
- Peer-to-peer approach

Impact Teen Drivers

- Focus on number one killer of teens
- Seek to change attitudes and behaviors
- Education and awareness
- Source of reliable information
- Peer-to-peer messaging
Did You Know?

The Stats

- In 2009, 5,560 teens (age 15-19) were killed in automobile collisions in the U.S. (nhtsa.dot.gov)
- In 2008, over 390,000 15-19 year-olds were seriously injured in vehicle crashes (cdc.gov)
- 75% of fatal teen driving crashes do NOT involve alcohol (cdc.gov)

The Causes

- They DO involve reckless and distracted driving decisions
  - Yes, texting. However, they also include other everyday behaviors that become deadly when done behind the wheel
    - Putting on makeup
    - Eating/drinking (non-alcoholic)
    - Adjusting the stereo
    - Having conversations with friends

Arizona Injury Prevention Advisory Council
Deaths.
Top causes of teenage deaths, ages 16–19*

impactteendrivers.org
Our Resources Are….

- Research-based
- Vetted by teens, parents, educators, and first responders
- Peer-to-peer messaging: talk to teens in their voice (social media, contests, language)
- Engaging and easily accessible
- User-friendly and FREE
- Flexible enough to be incorporated into your existing programs
How Do You Get Started?

- Visit the Resource web page for the Health Professionals group

- Use the easy to follow step-by-step approach for preparation which include:
  - Review the outline and videos
  - Download files and order supplies
  - Watch narrated video demonstrations on resources and online links if needed
  - Print Prepare The Presenters Guide for additional outlines and activity options

- Make your presentation

Select a resource set:
The categories below were developed to make implementation of the Impact Teen Drivers program easier for our various groups. Please click on the group with which you most closely identify yourself. All online resources are free, but we need you to help by completing the five question survey you will be asked prior to downloading our free educational materials. Your responses provide us with valuable data that help us to ensure the program remains free.

Questions?
If after reviewing our resources you cannot find what you are looking for, or have questions about how to use our resources and materials, please contact us at [info@impactteendrivers.org](mailto:info@impactteendrivers.org) or [Comprehensive Guide of Outlines](#) and various Interactivity Ideas.
Beyond The Basics

Each Resource Set curriculum can be set up for either single presentation delivery or ongoing supplementation of lesson plans. All can be enhanced with:

- audience interactive activities
- discussion questions
- hosted video discussions
- and much more on the teen website

Beyond the Basics

- Ideas for additional audience interaction
- Lesson plans for multiple subjects
- Discussion questions
- Additional presentation outlines
- Impact Brochure (En Español)
- Curriculum for non-driving age audiences

- Video Discussions: RULethal?
- Teen website for Impact Teen Drivers

To order materials, please complete this form and e-mail it to info@impactteendrivers.org
Contact Information

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