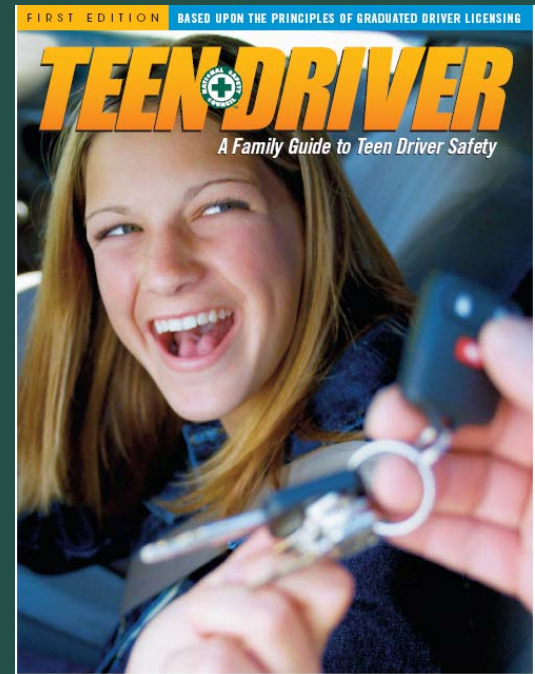




# A Family Guide to Teen Driver Safety





# Teens Are Highest-Risk Drivers

- No driver is at greater risk of being killed in a collision than a teenage driver.
- Crash risk is at lifetime high during first 12-24 months of driving.
- Risk is greater due to youth and lack of driving experience.





# How Can We Reduce Teen Crashes?

- Driver Education?
- State Laws?
- Better Teen Behavior?
- Community Programs & Advertising?
- Reducing Exposure to High-Risk Situations?
- Parents?





# Development of The Family Guide

- NSC sponsored a symposium at which experts presented findings on what is proven to reduce teen crashes.
- Results were peer-reviewed and published in NSC Journal of Safety Research.
- Science was then translated into a family risk management strategy.





# What Are the Issues?

## Skills

- How skills are obtained has little impact.
- Driving experience is the most important factor.

## Behaviors

- Behavior is a factor in many crashes.
- Teen brains can't fully regulate risk-taking.

## Exposure to Risk

- Reducing exposure reduces crash involvement.





# There Is No Substitute for Experience

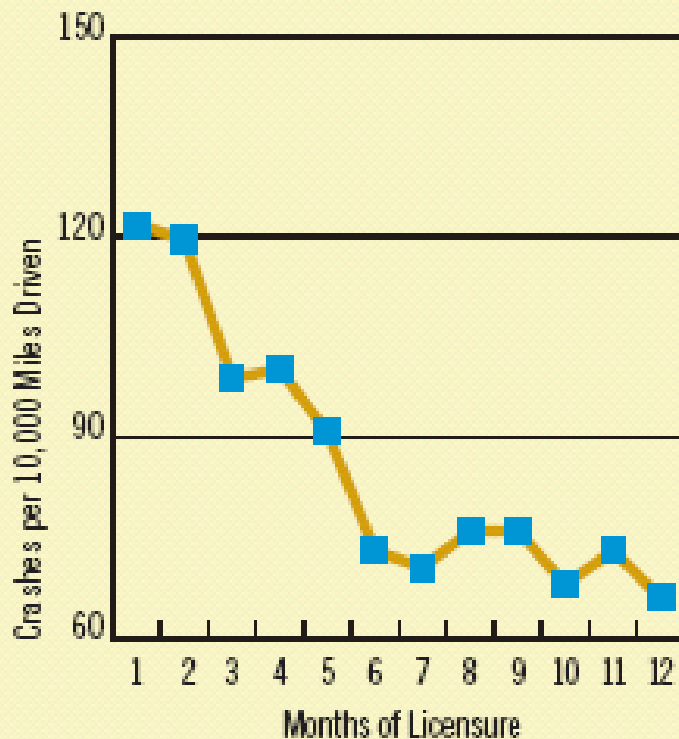
- Novice drivers need significant experience in low-risk, supervised situations.
- Parents must be role models and guides.
- Parental involvement in teaching best practices is critical.



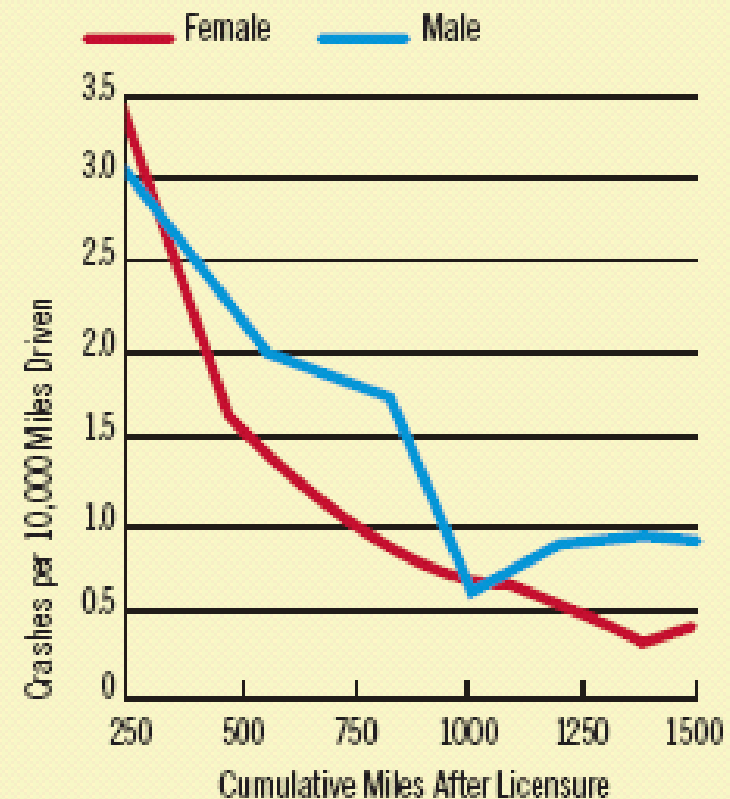


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# Crash Involvement Drops with Experience



Source: Mayhew, 2002



Source: McCart, Shabanova & Leaf, 2001





# Certain Factors Raise the Risks

- Driving with passengers
- Driving at night
- Alcohol use
- Not wearing seat belts
- Cell phone use
- Vehicle selection

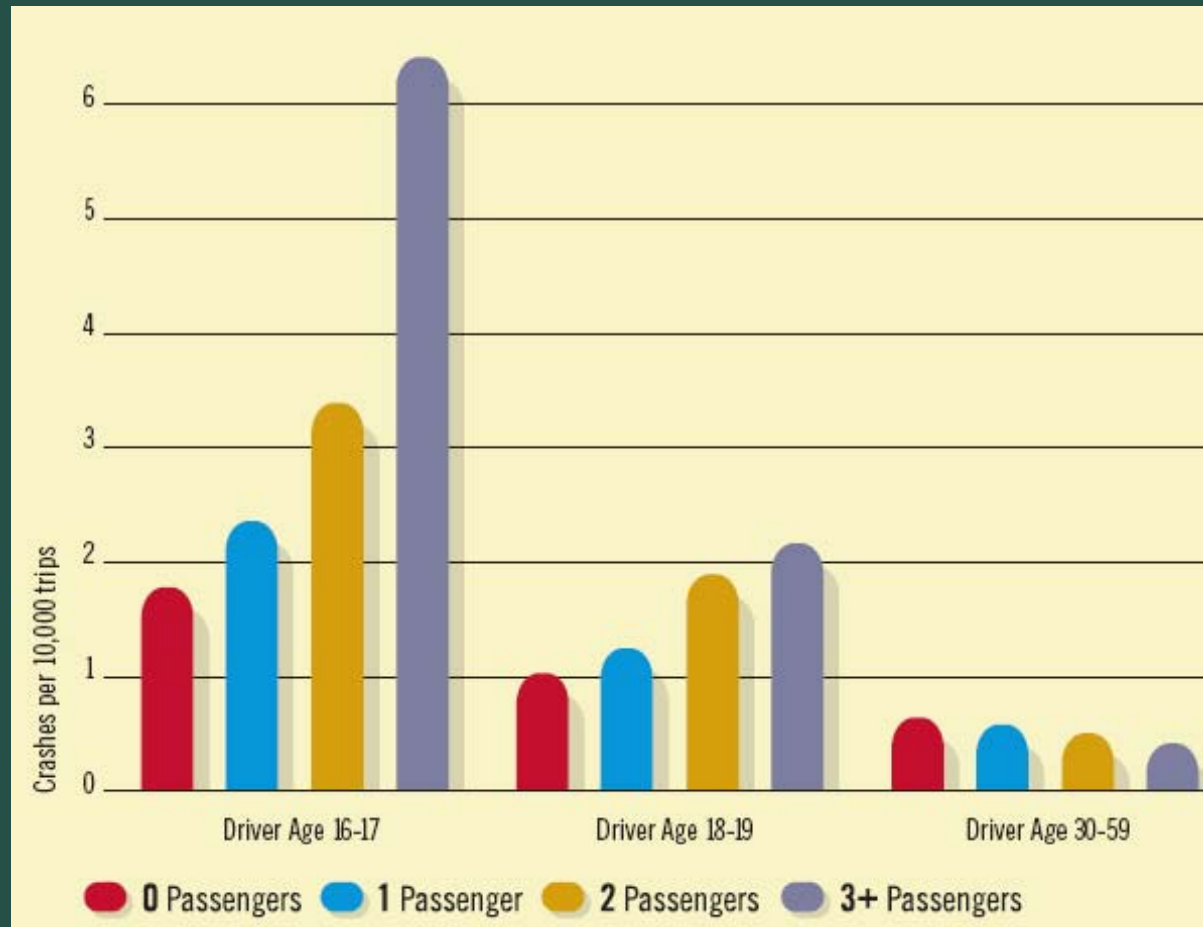






# Reducing Risk

## 1. Limit Passengers



Crash Risk by Age & Number of Passengers





# Reducing Risk

## 2. Limit Night Driving

- Night driving represents
  - 15% of teen drivers' miles
  - 40% of teen drivers' fatal crashes
- Nighttime restrictions on 15–17 year olds reduce driver fatality rates
  - multiple-vehicle fatality rates -28%
  - single-vehicle fatality rates -25%





# Reducing Risk

## 3. No Alcohol Use

- 25% of teen drivers killed in 2002 crashes had BAC of .08 or higher
- .05 – .08 BAC increases fatality risk
  - 7x for females
  - 17x for males
- .08 – .10 BAC increases risk even more
  - 15x for females
  - 52x for males



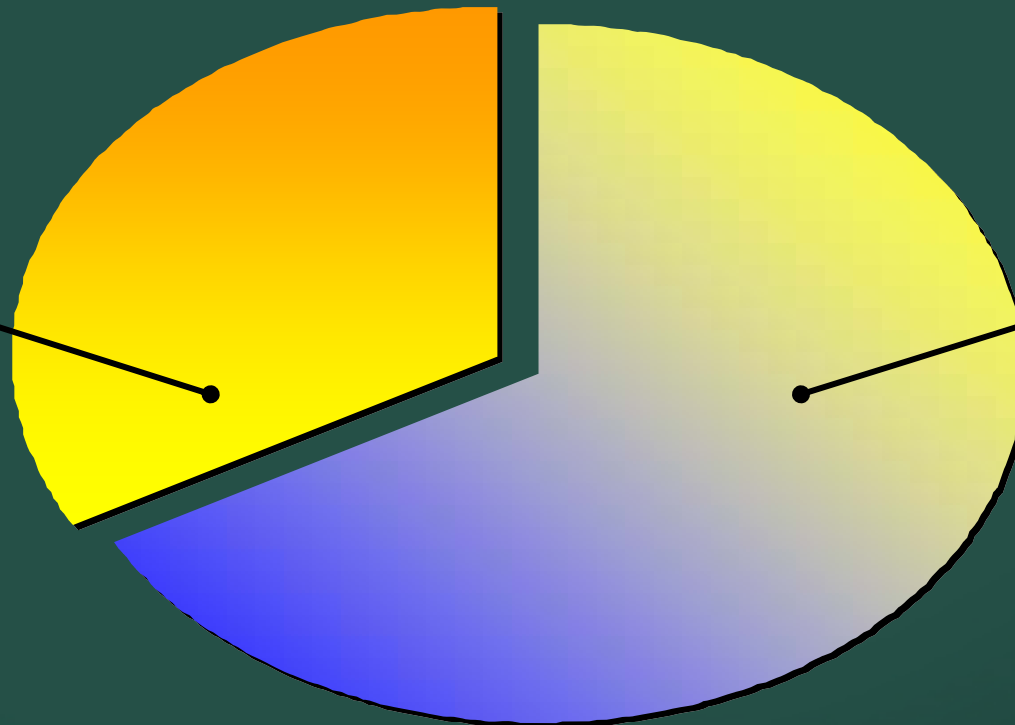


# Reducing Risk

## 4. Mandatory Seat Belt Use

Seat belts are 50% effective in saving lives, but only if teens wear them.

Teen victims wore safety belts (33%)



Victims did not wear safety belts (67%)





# Reducing Risk

## 5. Ban Cell Phone Use

- Scientific research shows:
  - Cell phones are significant distractions
  - Teen reaction times reduced with cell use
  - Hands-free does not reduce risk
- NSC advocates a ban on teen cell phone use while driving.





# Reducing Risk

## 6. Choose The Right Car

- Best choice for teens is “basic” car with excellent safety characteristics.
  - Size matters
  - Style/horsepower should not encourage “show off” behavior





# Keys to Success

- Understand that state laws and driver education are not enough.
- Parents and teens need to work together to improve skills and behaviors, and reduce risks.





# The Family Plan

- Develop a family plan and contract.
- Parents are role models and guides.
- Gradually introduce greater driving challenges and risks.







# Success Leads to Expanded Privileges

PRIVILEGES		Checkpoint 1	Checkpoint 2	Checkpoint 3	Checkpoint 4
NIGHTTIME		Sundown or 9 pm	10 pm	11 pm	Midnight
TEEN PASSENGERS	Daytime	None	1, sometimes	1	2, sometimes
	Nighttime		none	1, sometimes	1
WEATHER	Daytime	Dry	Dry, light rain	Moderate	Most
	Nighttime		Dry	Dry, light rain	Moderate
ROAD TYPES	Daytime	Neighborhood	Local	All but highways	Most
	Nighttime		Neighborhood	Local	All but highways
RECOMMENDED TIME IN EFFECT		FIRST 1-3 MONTHS AFTER LICENSURE	NEXT 1-3 MONTHS	NEXT 3-6 MONTHS	NEXT 3-6 MONTHS
NEXT REVIEW DATE					





*Your Safety & Health Leader for 90 Years*

# **The Invisible Dead**

William Margaretta

President

New Jersey State  
Safety Council

# Did You Know That Young Drivers 16 to 24 Years of Age

- Represent 14% of all drivers
- Participate in 28% of all collisions
- Represent 21% of the people who die in crashes
- Represent 33% of people who die in crashes with fixed objects
- 29% of no collision crashes (rollovers and leaving the road)
- 25% of crashes with trains.

# Did You Know That

- Every day 29 people between 16 and 24 years of age die in a traffic “accident”
- 29 set of parents will find out today they lost a child
- 29 Funeral homes will be contacted
- 29 Graves will be filled TODAY.

# Did You Know That

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- 111,000 Citizens died from all sources of accidental death
- 45,000 of those died in motor vehicle collision.
- 28% of all those collisions involved young drivers
- 21% of the people who died were young drivers.

# Why are these the Invisible Dead?

- 50,000 citizens died during 10 years of the Vietnam war. There were marches on Washington, posters ribbons, songs, celebrities and a memorial.
- Young drivers die alone or in small groups and small markers dot our roadways nationwide, yet there is no posters, ribbons, songs, marches or celebrities working to eliminate this epidemic.

# How Do You Make Something Invisible?

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- If you want to make something Invisible make it someone else's problem.

Doug Adams.



# Friends Can Save Friends

- Teens must make this an issue of their time.
- You can make a difference

Non Provisional Drivers make a contract with your friends that you will come and get them out of dangerous situations no questions asked, no lectures and no recriminations.

Provisional Drivers make a contract with your parents.

# Take Your Case to The Online Community

- Where are the songs or poems about the epidemic of teens fatalities?
- Where are the celebrities that make this epidemic their cause?
- Where are the Internet messages and movies calling attention to this epidemic of invisible dead.

# It Is An Epidemic

- 29 young drivers a day equals 10,635 individuals per year.
- 5,000 Teens between the ages 16 and 18 die each year.
- If one chicken dies in this country, the press will panic about the arrival of bird flu, yet 10,000 young people can die every year and there is no national outcry.
- Teens must save Teens.

# How You Can Help

Highlight the highest risks to new drivers!

- Speed Kills
- Alcohol and Drugs Kill
- Distracted Driving Kills
- Multiple Teens in a vehicle dramatically increases crash risk
- Seatbelts save lives

# Is it worth the risk?

- For every 10 miles per hour over 50 mph, the risk of death in a traffic crash is doubled.
- Going 10 miles at 50 mph takes 12 minutes
- 65 mph takes 9 min. 14 sec. 3x Risk of Death
- 75mph takes 8 minutes 6X Risk Of Death
- 85 mph you save only 4 minutes and 57 seconds but your risk of death is 12 times as great.

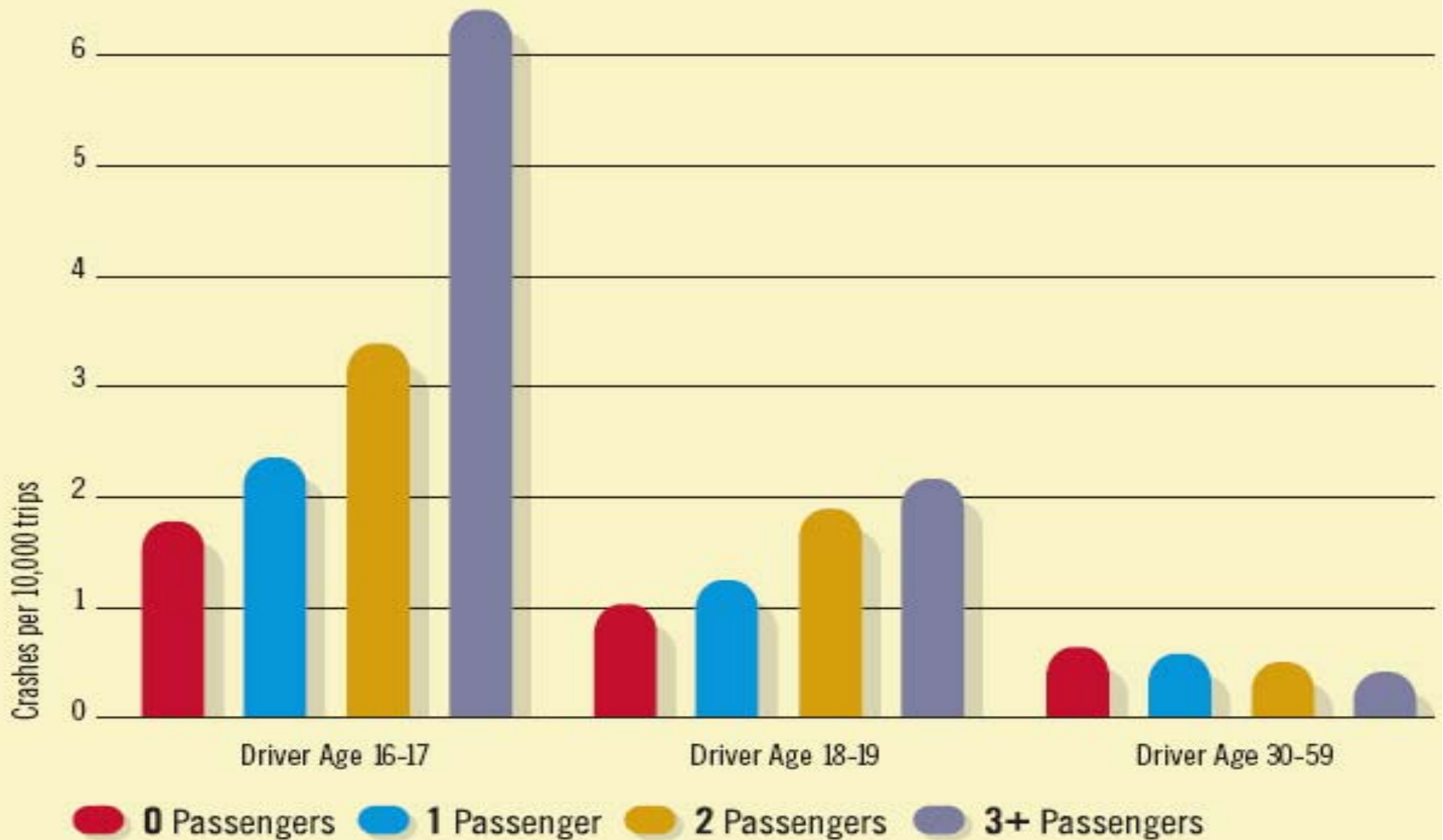
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# Reducing Risk

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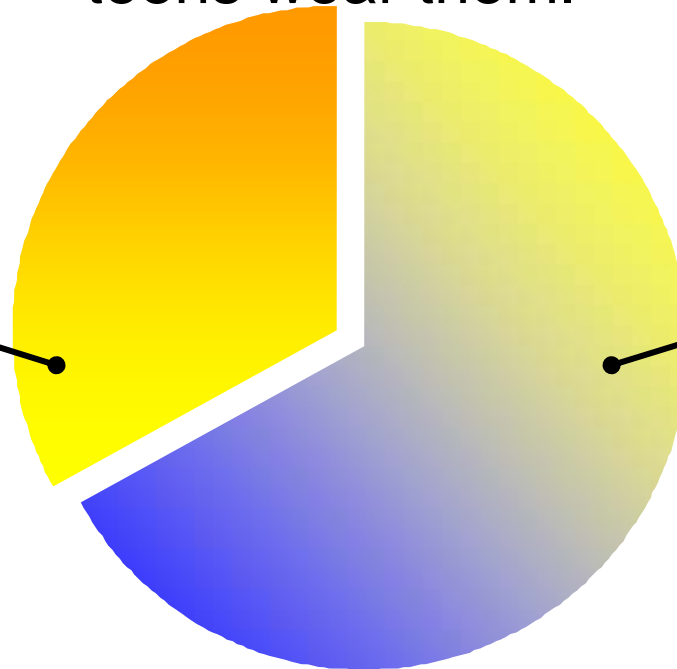
# Reducing Risk

## Mandatory Seat Belt Use

Seat belts are effective in saving lives, but only if teens wear them.

Teen victims  
wore safety  
belts (33%)

Victims did  
not wear  
safety belts  
(67%)





# Reducing Risk

## Ban Cell Phone Use

- Scientific research shows:
  - Cell phones are significant distractions
  - Teen reaction times reduced with cell use
  - Hands-free does not reduce risk
  - 50% of a recent survey of teens admitted to sending a text message while driving.

# Reducing Risk

## Choose The Right Car

- Best choice for teens is “basic” car with excellent safety characteristics.
  - Size matters
  - Style/horsepower should not encourage “show off” behavior

# Seat Belts Save Teen Lives

- Seat Belts are effective in preventing serious injury.

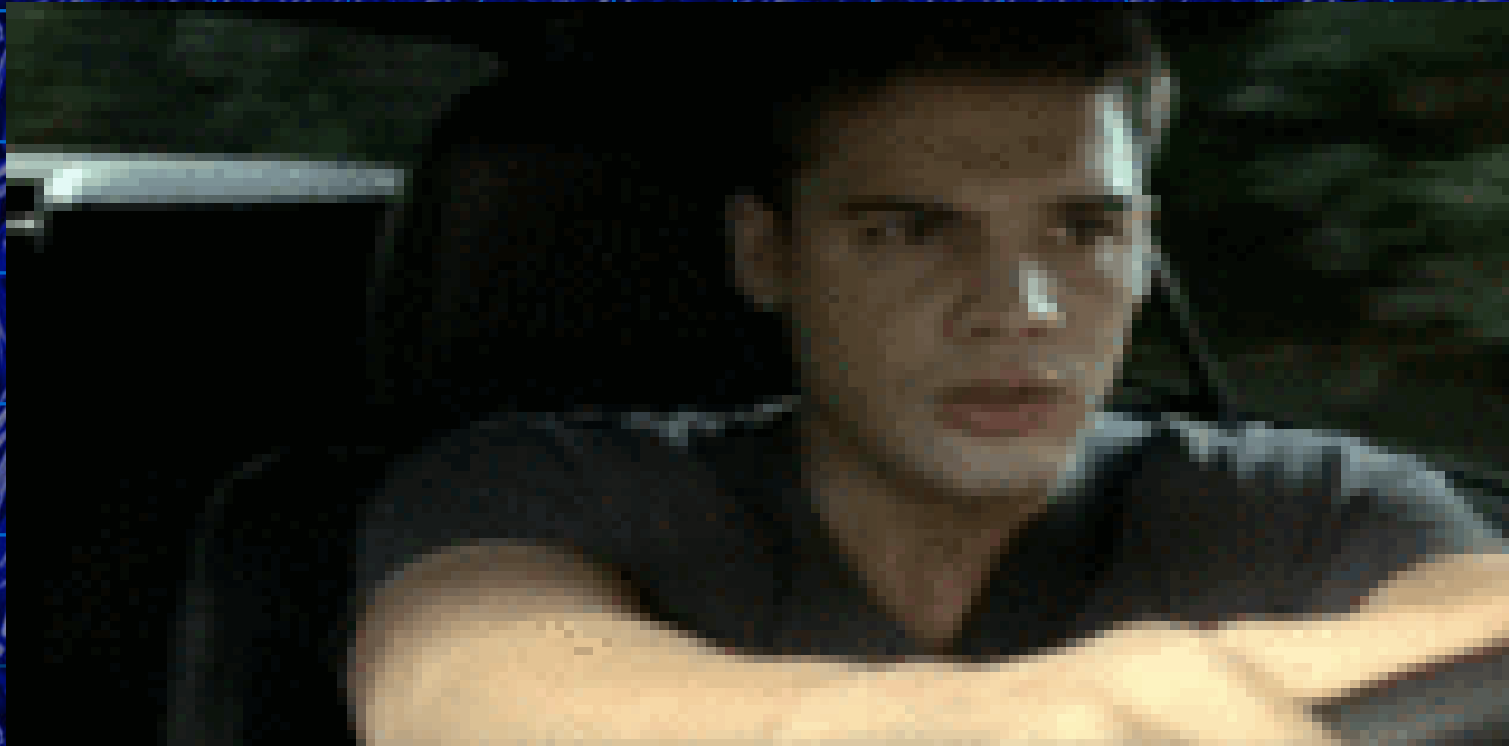
**YET**

- Rollover Crashes are just 3% of Crashes  
Yet 33% of Passenger Fatalities  
72% of Rollover Fatalities were not belted.

# Those are the facts

- Make the correct choice.
- Don't ride with those that choose high risk
- Rescue each other from the real killer that stalks every young teen
- Spread the word among other teens and share the gift of life
- Remember you would be badly missed – Help us save others - make good choices and share ways to help others do the same.

# Teen Drivers Tools to Stop the Carnage



William Margaretta  
New Jersey State Safety Council







- We kill 30 Young Drivers a Day Nationally Between the Ages of 16 and 24
- They are 14% of the Total Drivers
- They are Involved in 28% of All Collisions
- They are 21% of the Deaths in Crashes
- They are 29% of No Collision Crashes
- They are 33% of Fixed Object Collisions



# There is a Party in the Car!

EVERY DAY 13  
People Between  
the Ages of 16  
and 24 Die in an  
Alcohol Related  
Crash

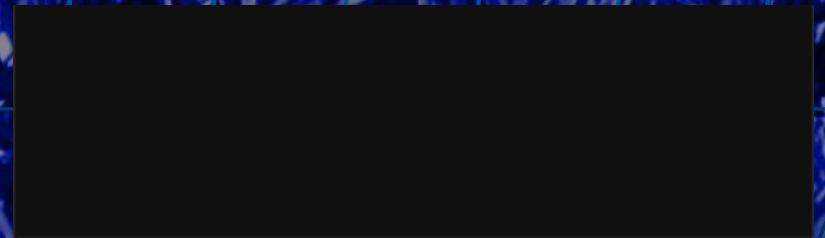
- 47% of All  
Traffic Fatalities  
Involving 16 to  
24 Year Olds are  
Alcohol Related.





# Behavior Has Consequences

- Teens Are as Likely To Be Killed In ANY Position In The Vehicle By The Actions Of The Driver!
- Teens Must Make The Correct Choices.





# Drivers Under The Age of 25 Have The Highest Violation Rates in These Areas



- Speeding
- Driving While Alcohol/Drug Impaired
- Ignoring Traffic Control Devices
- Improper Passing
- Not Yielding
- Illegal Turning



# Teens Think They Are Invincible

- Young Drivers Are Not Worried About Consequences of Bad Decisions.
- But Teens Do Fear Being Incapacitated and Helpless as a Result of Injury





# The Alive at 25 Program Teaches

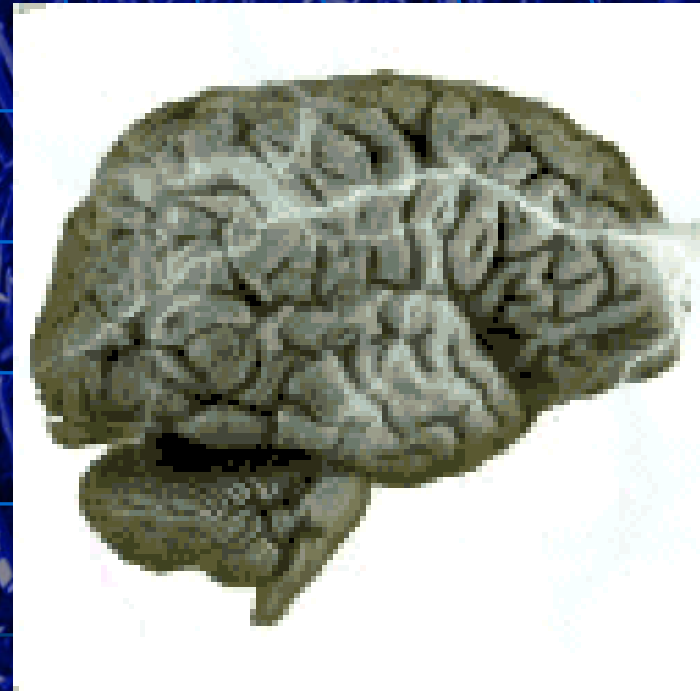


- The Legal and Personal Consequences of Poor Judgments.
- How to Exert Control in Most Driving Situations
- To Drive to Save Lives, Time, and Money



# Teens Brains Are Different

- Studies Show That Teens Do Not Completely Access Risks Properly Until the Age of 25.
- Adults Process Risk in the Back of the Brain, Young People Process Risk in the Frontal Lobes.





# Alive at 25 is Facilitated

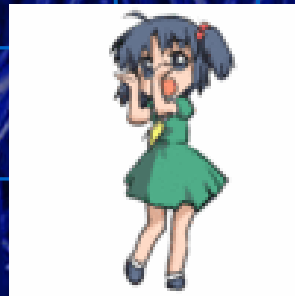


- Teens Dislike Lectures
- Teens Already Know Why They Are At Risk
- Teens Like To Talk About Their Concerns
- They Like and Respond to Our Facilitators



# Alive at 25 Helps Keep Young Drivers Alive to Enjoy Their Youth

## ■ Keep the Party Out of The Car



Let's Party!

