

How to change teen driving behavior:

- **Awareness**
- **Education**
- **Peer Pressure**

Who we are

Impact Teen Drivers is a high-energy ongoing educational program aimed at beginning drivers. We deliver meaningful messages about the dangers of distracted driving through multiple channels, including an interactive website, educational materials designed especially for teens, and a growing presence on Facebook and MySpace. This program targets sophomores in high school, sparks conversation and awareness, and is successful if it saves even just one life.

Impact Teen Drivers is a collaborative program sponsored by the California Association of Highway Patrolmen, California Teachers Association and California Casualty Insurance.

www.impactteendrivers.org

How to reach teens:

- **Connect**
- **Challenge**
- **Engage**

Why we're different

Teenagers are individuals. They have diverse learning styles, so Impact Teen Drivers met with teens in advisory groups to find out what messages resonate with them.

The result? Our program incorporates components designed to reach teens on all levels. Our bright, colorful posters and T-shirts grab their attention. Our website and interactive probability wheel offer a hands-on approach to determine the risk of certain behaviors. To connect on an emotional level, videos and an online memorial wall tell real stories. Constantly changing viral content, including YouTube videos and a blog, will keep the message alive. We aim to prevent teen deaths by reaching teens in schools, online and in their communities, increasing awareness and eliminating unsafe driving behaviors.

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Our goals

Impact Teen Drivers wants to reach every new driver in the United States. Our current focus has been on new drivers in California, but the program has generated so much interest in other states that we are expanding the campaign nationally. Our goal is to gain support from a diverse group of donors who understand the importance of our message and want to be part of saving teen lives.

How to help

Impact Teen Drivers is funded through grants and donations from individuals and companies. We are endorsed by the California Highway Patrol, the California Department of Education, the Association of California School Administrators, PORAC and the California State Firefighters Association. We are always looking for additional grant-funding opportunities and donations that will help us realize our goals — and save lives.

For more information or to make a donation, please contact:

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