



WHAT WE DO

Multifaceted Approach



What Do You Consider Lethal?

- Total time: 1 hour

Reckless and distracted driving is the #1 killer of teens in America. The “What Do You Consider Lethal?” is our bedrock educational program, an easy-to-use, and free program for teachers, safety educators, law enforcement, students, and concerned citizens to implement in their communities aimed at reducing these preventable deaths. “What’s Lethal?” is high-energy and interactive bringing the facts about reckless and distracted driving to teens using innovative videos, materials, and curriculum and encourages teens to take the lead in peer-to-peer messaging.

Parent-Teen Workshop

- Total time: 1.5 hours
- Part 1: “What Do You Consider Lethal?” presentation
- Part 2: Strategies for parents and open discussion

The parent-teen workshop is attended by both parents and their teens, and usually held in the afternoon or evening. It shares the “What Do You Consider Lethal?” campaign and includes information on graduated driver licensing laws. Schools can choose to hold a school assembly during school hours and a parent-teen workshop after school on the same day for maximum impact in the community. Some schools choose to raffle campus parking permits off or make attendance by a parent with their teen mandatory for the teen to be able to drive to school.

Lead the Leaders

- Total time: 2.5 hours educational program + training
- Part 1: “What Do You Consider Lethal?” presentation
- Part 2: Free, Downloadable Resource-Exploration, Advocacy Training, & Action Planning

Lead the Leaders is designed to assist student leaders in fine-tuning their peer-to-peer traffic safety messaging—Lead the Leaders. This educational training program empowers teens and young adults to fight against reckless and distracted driving in their own communities.

With numerous peer-to-peer organizations already working tirelessly to promote safe driving, *Lead the Leaders* is designed to support the efforts already being made. Its evidence-based curriculum fosters creativity and initiative, providing the building blocks for student leaders to execute a successful advocacy project. Projects may range from elementary and middle school mentorship programs, to parent-teen workshops, to teen traffic safety weeks.

Train the Trainers

- Total time: 5 hours educational program + training
- Part 1: Introduction to Impact Teen Drivers and teen traffic safety issues
- Part 2: “What Do You Consider Lethal?” presentation
- Part 3: Free, downloadable Resource-Exploration, Advocacy Training, & Action Planning

Train the Trainers is an engaging workshop for participants to learn about the issue of distracted and reckless driving itself, and become empowered to address it in the most effective manner. This five-hour training conveys the most recent and cogent research concerning teen driving behaviors and attitudes, driving statistics, and Graduated Driver Licensing laws, and translates all the information into actionable solutions.

Train the Trainers provides participants with evidence-based tools to deliver high-energy presentations focused on the dangers of reckless and distracted driving. Participants will become well-versed in the “What do You Consider Lethal?” campaign, and learn how to effectively communicate the essentials of safe driving to teens, parents, and members of their communities. Participants will receive informational handouts, guides, and templates for facilitating discussion and preparing presentations about teen safe driving for their own reference and to share with other educators, first responders, health professionals, or community members.

Affected Family Member Trainings

Impact Teen Drivers is always looking for affected family members who are in a healthy place in their healing process who may want to share their story of loss. We work with affected family members, helping them craft their story into something more than just a heartbreaking tale. We provide the tools to help them most effectively connect with people on an emotional level while simultaneously conveying traffic safety messaging.

Create Real Impact Contest

Open to students, aged 14-22, the *Create Real Impact* contest is an exceptional opportunity to produce and showcase socially conscious art and get recognized for it, an opportunity to earn educational grants for both students and schools, and an opportunity to create real impact. The artwork must address the issue reckless and distracted driving in a creative and compelling way, as well as meet criteria based on its format.

Entries Can Be...

- **Video:** Two minutes or less Public Service Announcements uploaded to YouTube.
- **Creative Writing:** maximum 600 words uploaded directly to the site.
- **Art:** Original work in any medium uploaded directly or as a picture to the site.
- **Music:** Two minutes or less original piece of music, any style, uploaded on YouTube.

The contest is open to high school, technical, college, and university students and in each category there are multiple ways to win. Judges determine the grand prizewinners based on effectiveness of messaging, concept/idea, and creativity, and give out whopping \$1500 educational grants accordingly. The top three high schools with the most entries each receive \$1500 as well. The top online vote-getter in each category will also each win a \$500 educational grant.

Contact Us and We Will Help You Get Started: (916) 733-7432, info@impactteendrivers.org,

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