

# Impact

Teen Drivers



JOIN IN ON THE

Impact  
Teen Drivers



# DRAWING

WIN AN IMPACT  
TEEN DRIVERS  
EDUCATION BOX

DROP YOUR  
BUSINESS  
CARD HERE

[IMPACTTEENDRIVERS.ORG](https://IMPACTTEENDRIVERS.ORG)

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# Impact Teen Drivers' Mission

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Impact Teen Drivers is dedicated to developing, promoting, and facilitating **evidence-based** education and strategies to save lives and reduce injuries caused by reckless and distracted driving, including efforts focused on bicyclists, pedestrians, and micromobility safety.

Our vision is to create a widespread **culture shift** among teens and their influencers where reckless and distracted driving are recognized as unacceptable behaviors and outside of the social norm.

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# Magnitude of the Problem

~39,345      People killed in crashes in 2024

3.8%      Decrease from 2023

~ 4.4      Million serious injuries each year





# All Individuals in Teen Driver Crashes

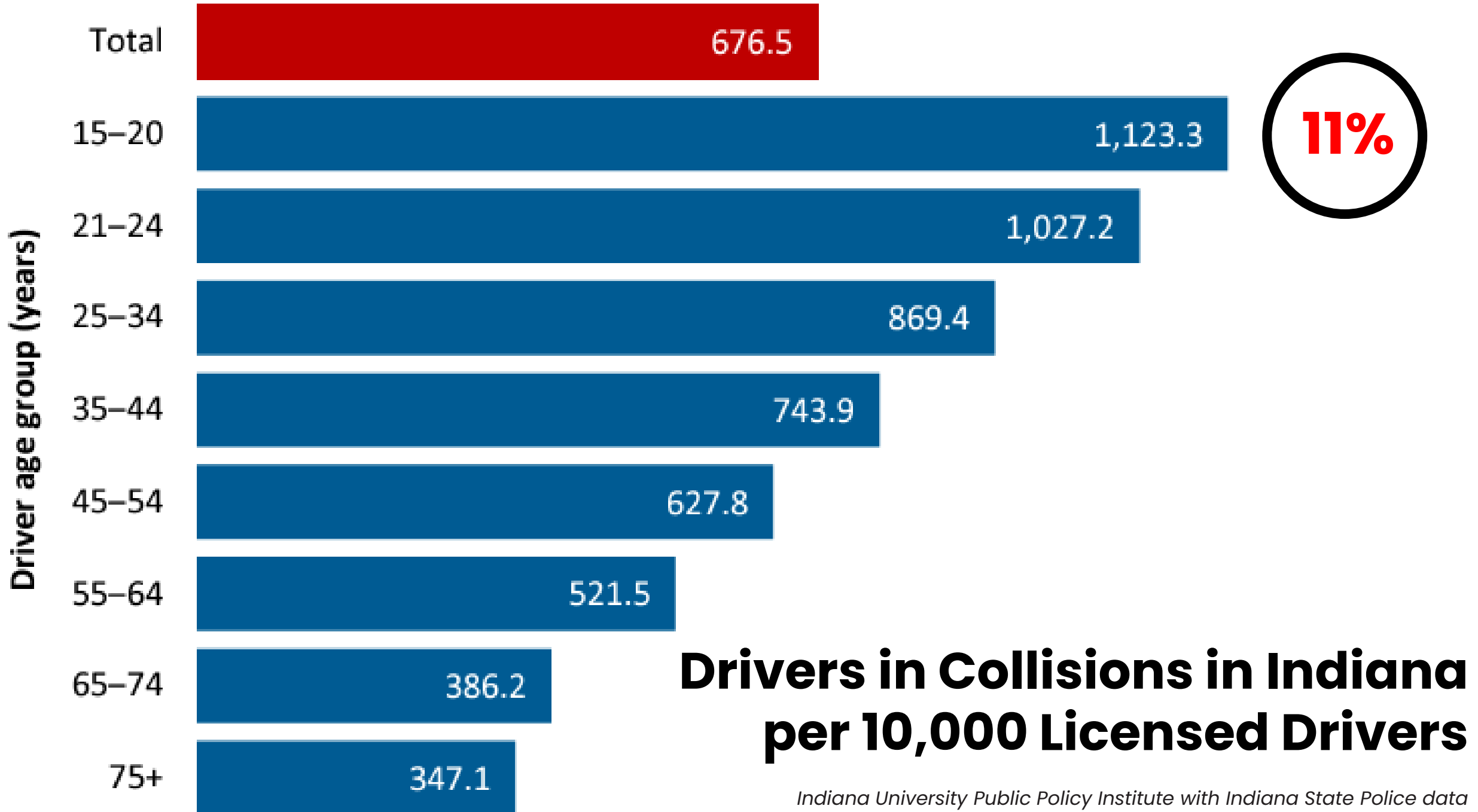
**114**

Dead

**9,610**

Injured

*Indiana University Public Policy  
Institute with Indiana State Police Data*



# Why?

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# The #1 Unintentional Killer of Teens

## Statistics

- Almost 3,000 teens are killed in crashes every year
- Another 225,000+ seriously injured
- 50% of teen driving fatalities are passengers
- 75% of fatal teen crashes do **NOT** involve drugs or alcohol

## Causes

- **DO** involve reckless & distracted driving decisions
  - Speed
  - Putting on makeup
  - Eating/drinking (non-alcoholic)
  - Shuffling playlist
  - Having conversations with friends
  - Cellphone/texting/selfies

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**“Evidence-based”**

**“Meet National Health Education  
and Common Core standards”**

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# THEORY OF REASONED ACTION

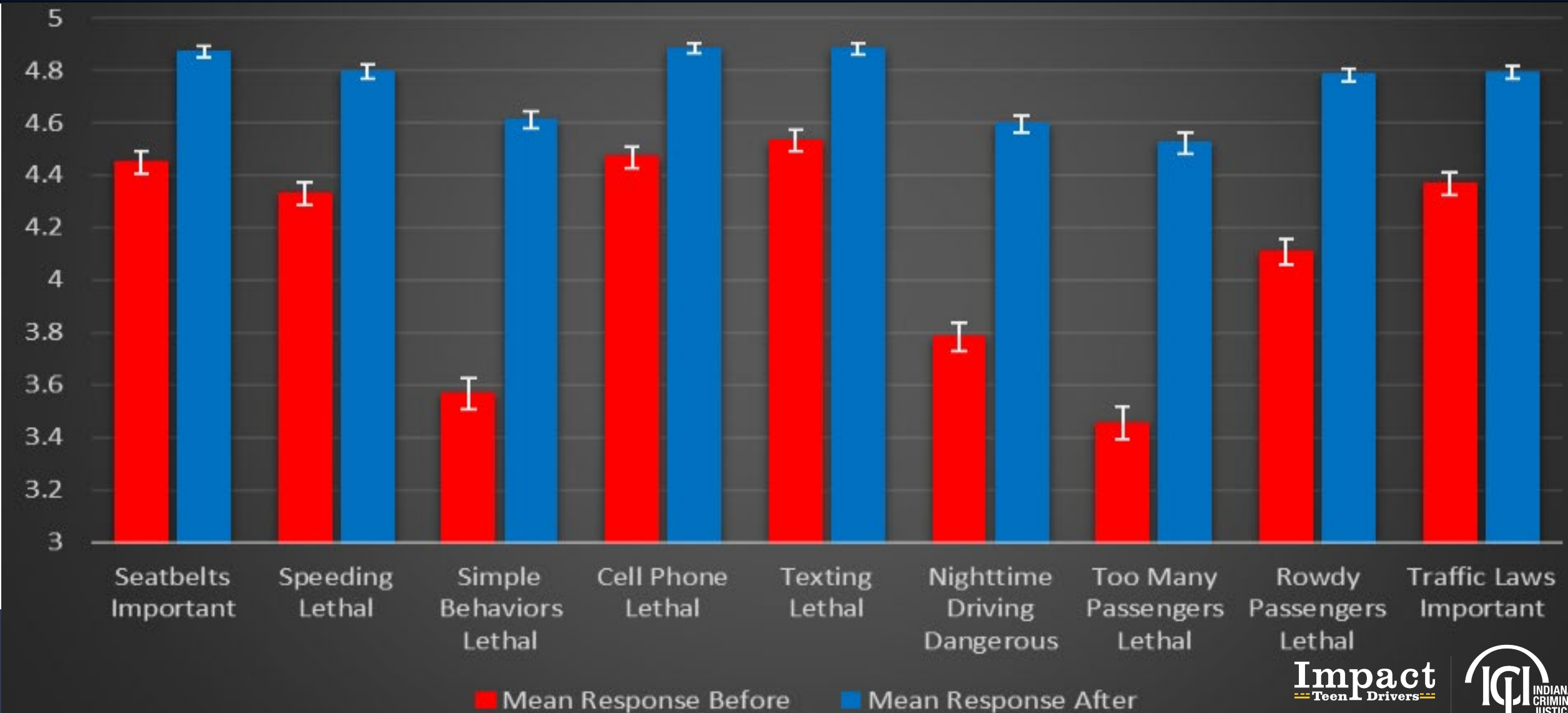
- *Following traffic laws is important to me.*
- *Seatbelts are important to my safety.*

## SUBJECTIVE NORMS

- *I will speak up as a passenger to promote safe driving.*
- *I will make safe choices whenever I drive a vehicle.*

- *I know how to make good decisions when driving.*
- *I know how to talk with friends about safe driving.*
- *I know how to make good decisions as a passenger.*

# Perception of Behavior Control



# Effective Messaging

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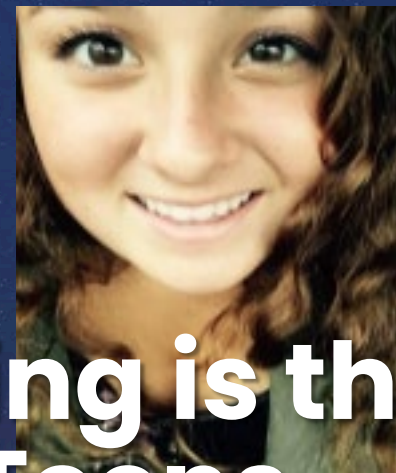


## **Empowerment**

- Personal stories meant to connect



# Car Crashes are 100% Preventable



**Reckless and Distracted Driving is the  
#1 Unintentional Killer of Teens**



# Effective Messaging

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## **Interactive**

- Questioning and engaging tools



# Effective Messaging



## **Proactive**

- Clear, action-focused messaging
  - “Speak up if you feel unsafe”






WHO CAN  
MAKE A  
DIFFERENCE?



**100% OF US CAN**  
BE THE GENERATION TO CHANGE THE DRIVING STATISTICS.

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 INDIANA  
CULTURAL  
JUSTICE  
INSTITUTE



**90% OF US LISTEN**  
WHEN A FRIEND ASKS US TO STOP TEXTING ON THE ROAD

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JUSTICE  
INSTITUTE



**75% OF US ARE**  
INFLUENCED BY ROLE MODELS WHO ADVOCATE FOR SAFE DRIVING

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CULTURAL  
JUSTICE  
INSTITUTE





**YOU  
HAVE  
THE  
POWER  
POWER  
POWER**



## Multifaceted Outreach

- Age-Specific Curricula
- Training Community Champions
- Community Events

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# Who Do You Want To Reach?



**Elementary**

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**Middle School**



**College**



**High School**



**Parents**



# Evidence-Based Teen Programs

What **Do**  
**You** Consider  
**LETHAL?** 

ARE **WE** LIVING IN A  
**DREAM WORLD?**



WHAT DO YOU CONSIDER LETHAL?



**Grizzlies.  
Riptides.  
Ecstasy.  
Swords.  
Lip Gloss.**

*what  
do  
you  
consider  
lethal?*

While everything on this list can be fatal, car crashes are the leading cause of unintentional death for 10 to 21 year-olds, resulting in over 9,000 lives lost each year. Three-fourths of these crashes had nothing to do with drugs or alcohol. (CDC 2020)

[ImpactTeenDrivers.org](http://ImpactTeenDrivers.org)

[Impact](#)

**Cobras.  
Tsunamis.  
Opioids.  
Missiles.  
Texting.**

*what  
do  
you  
consider  
lethal?*

While everything on this list can be fatal, car crashes are the leading cause of unintentional death for 10 to 21 year-olds, resulting in over 9,000 lives lost each year. Three-fourths of these crashes had nothing to do with drugs or alcohol. (CDC 2020)

[ImpactTeenDrivers.org](http://ImpactTeenDrivers.org)

[Impact](#)

**Alligators.  
Wildfires.  
Nicotine.  
Chainsaws.  
Lattés.**

*what  
do  
you  
consider  
lethal?*

While everything on this list can be fatal, car crashes are the leading cause of unintentional death for 10 to 21 year-olds, resulting in over 9,000 lives lost each year. Three-fourths of these crashes had nothing to do with drugs or alcohol. (CDC 2020)

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ARE WE LIVING IN A  
DREAM WORLD?

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CRIMINAL  
JUSTICE  
INSTITUTE





# WhatDo YouConsider LETHAL?

Interactive Education Module

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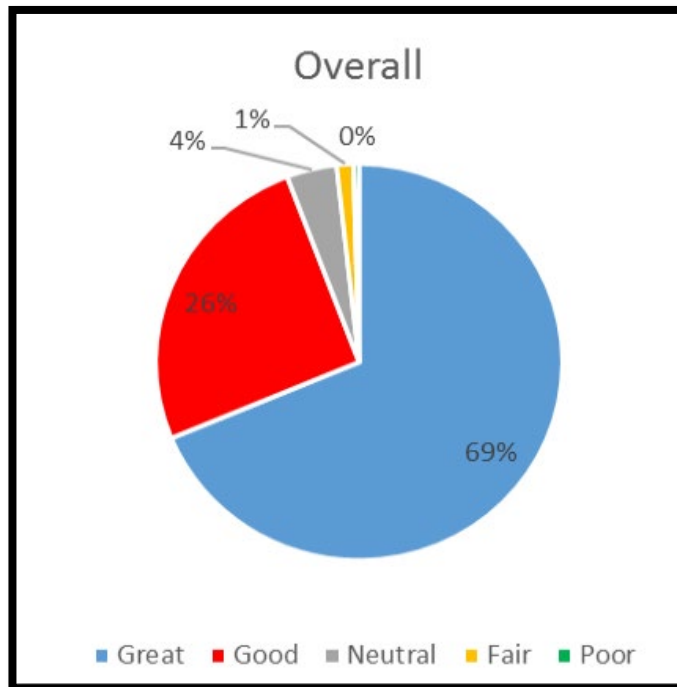
WhatDo  
YouConsider  
LETHAL?



# Teens: Quality of Information

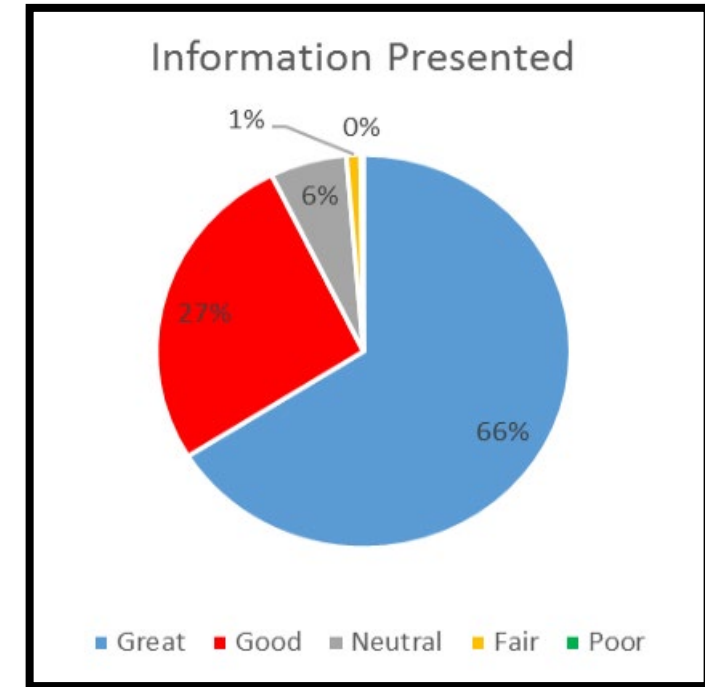
## Overall Presentation

95% found the quality of presentations were *Great* or *Good* overall

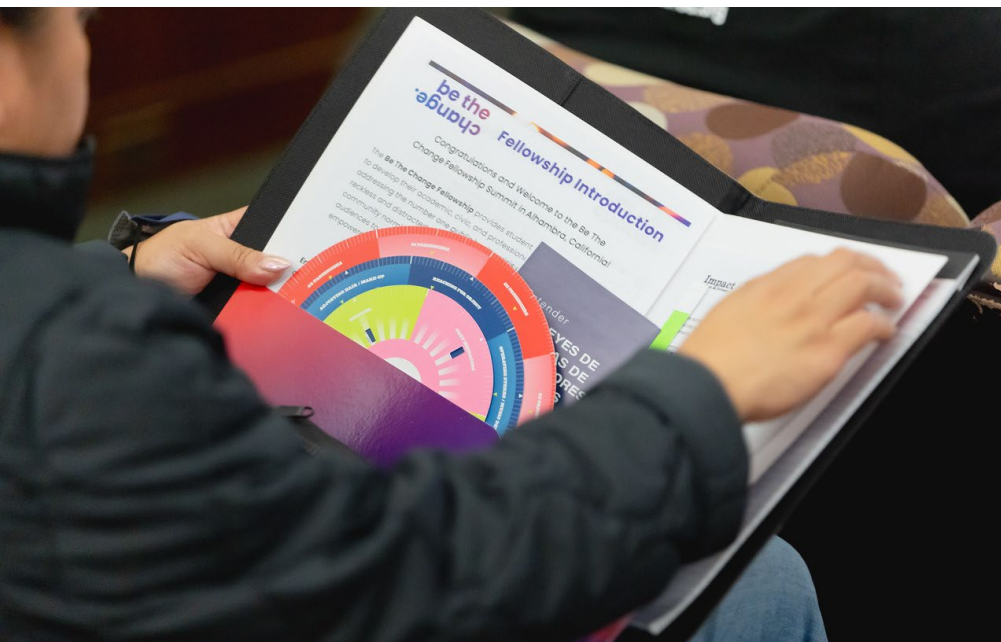


## Information Presented

93% found the information presented about distracted driving to be *Great* or *Good*









**STAY IN THE game**

# COACHES CURRICULUM

A SPORTS-CENTRIC GUIDE FOR COACHES TO DISCUSS SAFE DRIVING

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916-733-7432 | [impactteendrivers.org](http://impactteendrivers.org) | [whatdoyouconsiderlethal.com](http://whatdoyouconsiderlethal.com)

### BASKETBALL DRILLS & ATTENTION GRABBERS

DRILLS	ATTENTION GRABBERS
<p><b>PASSING:</b> Swing the ball, cross-court pass, chest pass, bounce pass, lob pass, etc. Have athletes practice passing the ball while also being distracted visually, cognitively, and manually.</p> <p><b>SHOOTING:</b> Pick a spot for athletes to shoot from (Top of the key). Athletes will attempt to make a basket while being distracted visually, cognitively, and manually.</p> <p><b>SCHWAMME:</b> Try playing while wearing an eyepatch, sending a text, taking a call, or eating or drinking. Compare your gameplay.</p>	<p>When playing basketball, you become an extension of the ball. Your feet can not touch out of bounds while you have the ball or it's a turnover. A matter of inches between your toes and the three-point line can determine whether the shot counted as 3 or 2 points.</p> <p>While driving a car, you become an extension of the car: your hands move the wheel and your feet accelerate and decelerate the engine.</p> <p>Stay 100% focused on the drive and your surroundings (Manfredi, 2015).</p>

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### GYMNASTICS DRILLS & ATTENTION GRABBERS

DRILLS	ATTENTION GRABBERS
<p><b>BALANCE:</b> Balance beam work, standing on one leg, handstands, etc. Athletes will attempt to balance while being distracted visually, cognitively, and manually.</p> <p><b>FLIPS:</b> Practicing flips and skills into the foam pit while being cognitively distracted. Add visual and manual distractions if deemed safe.</p>	<p>Remind athletes that they are improving their strength, flexibility, balance and control as a gymnast every day and should be doing the same in the car as a driver and passenger.</p> <p>Strength to turn their phone off and put snacks in the trunk, flexibility to leave earlier instead of speeding to be on time, balance to keep both hands on the wheel, and control to prevent reckless and distracted driving ("Gymnastics," 2016).</p>

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**STAY IN THE game**

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A GAME PLAN TO DISCUSS SAFE DRIVING



# Drills and Attention Grabbers

**BASKETBALL DRILLS & ATTENTION GRABBERS**



DRILLS	ATTENTION GRABBERS
<p><b>PASSING:</b> Swing the ball, cross-court pass, chest pass, bounce pass, lob pass, etc. Have athletes practice passing the ball while also being distracted visually, cognitively, and manually.</p> <p><b>SHOOTING:</b> Pick a spot for athletes to shoot from (Top of the key). Athletes will attempt to make a basket while being distracted visually, cognitively, and manually.</p> <p><b>SCENARIO:</b> Try playing while wearing an eyepatch, sending a text, taking a call, or eating or drinking. Compare your gameplay.</p>	<p>When playing basketball, you become an extension of the ball. Your feet can not touch out of bounds while you have the ball or it's a turnover. A matter of inches between your toes and the three-point line can determine whether the shot counted as 3 or 2 points.</p> <p>While driving a car, you become an extension of the car; your hands move the wheels and your feet accelerate and decelerate the engine.</p> <p>Say 100% focused on the drive and your surroundings (Manfredi, 2015).</p>

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**FOOTBALL DRILLS & ATTENTION GRABBERS**

DRILLS	ATTENTION GRABBERS
<p><b>PASSING:</b> Run plays, or simply practice passing while adding visual, manual, and cognitive distractions.</p> <p><b>LADDER:</b> In-out, lateral feet, tango, etc. Use your favorite ladder drills while adding visual, manual, and cognitive distractions.</p> <p><b>SCENARIO:</b> Try playing while wearing an eyepatch, sending a text, taking a call, or eating or drinking. Compare your gameplay.</p>	<p>Quarterback's job on the field is to avoid the collision. Your job in the car is the same. Defensive lineman's job is to stop the rush (run), and offensive lineman's job is to stop the (pass) rush. Your job as a driver is the same. Leave yourself plenty of time to get ready for school or work, don't eat or drink while driving, and drive the speed limit. Make every drive safe. As a safety, if you get distracted on the field and miss the read, it means the other team scores a touchdown.</p> <p>On the road, a distraction could mean your life. Don't drive distracted. 3 seconds of texting while driving @ 65 mph = 100 yards (a football field) driving blindfolded.</p>

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**SOCCER DRILLS & ATTENTION GRABBERS**



DRILLS	ATTENTION GRABBERS
<p><b>PASSING:</b> Run plays, or simply practice passing while adding visual, manual, and cognitive distractions.</p> <p><b>LADDER:</b> In-out, lateral feet, tango, etc. Use your favorite ladder drills while adding visual, manual, and cognitive distractions.</p> <p><b>SHOOTING:</b> Pick a spot for athletes to shoot from. Athletes will attempt to make a goal while being distracted visually, cognitively, and manually.</p> <p><b>SCENARIO:</b> Try playing while wearing an eyepatch, sending a text, taking a call, or eating or drinking.</p>	<p>One of the simplest concepts in soccer, as in most team sports, is communication. It is a constant chatter. Once you've determined that you are the one that is playing the ball and you have made a good, loud call to let everyone know, do not change your mind. Make a strong move and trust your decision.</p> <p>When you are driving a car, make a decision to be distraction free, communicate with your passengers and always communicate as a passenger.</p>

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**GYMNASTICS DRILLS & ATTENTION GRABBERS**



DRILLS	ATTENTION GRABBERS
<p><b>BALANCE:</b> Balance beam work, standing on one leg, handstands, etc. Athletes will attempt to balance while being distracted visually, cognitively, and manually.</p> <p><b>FLYING:</b> Practicing flips and skills into the foam pit while being cognitively distracted. Add visual and manual distractions if deemed safe.</p>	<p>Remind athletes that they are improving their strength, flexibility, balance and control as a gymnast every day and should be doing the same in the car as a driver and passenger.</p> <p>Strength to turn their phone off and put snacks in the trunk, flexibility to leave earlier instead of speeding to be on time, balance to keep both hands on the wheel, and control to prevent reckless and distracted driving ("Gymnastics," 2016).</p>

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# WHO CAN MAKE A DIFFERENCE?

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# Why Does This Matter?

3.6 x

more likely to survive a severe crash if you wear a seat belt.



90%

of teen drivers say they would stop texting while driving if a friend asked them to.



94%

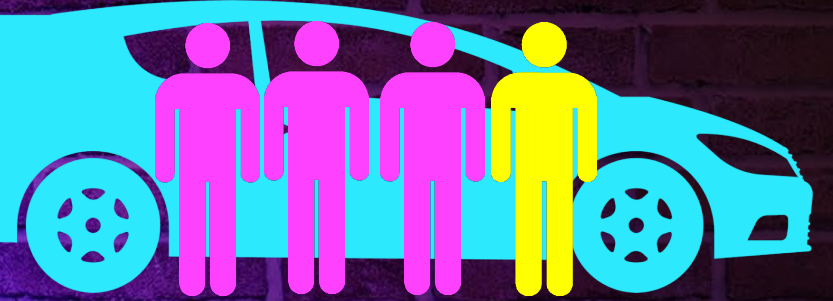
of young people say they always buckle up in the car.



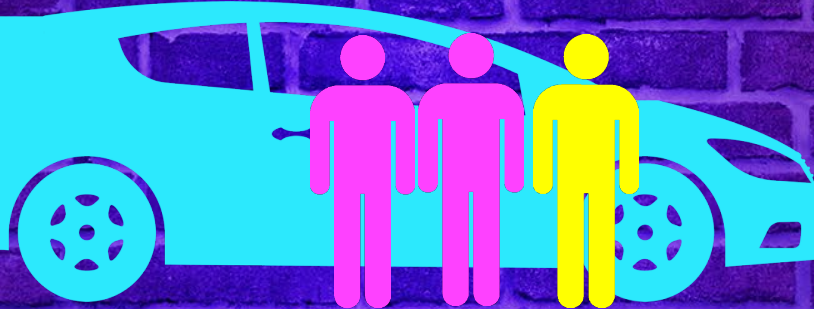


# Why Does This Matter?

**4X** when carrying **3 or more**  
**passengers** younger than 21



**2X** when carrying  
**2 passengers** younger than 21



**INCREASES** by  
**1.5X** when carrying **1**  
**passenger** younger than 21



Passengers  
under 21



Teen Drivers  
(ages 16 or 17)





# PASSENGER POWER

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INDIANA  
CRIMINAL  
JUSTICE  
INSTITUTE

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**BUCKLE UP + DON'T DISTRACT**  
**BE A HERO ON THE ROAD**

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# ACTIVITIES



## Objectives:

- STUDENTS WILL UNDERSTAND THE IMPORTANCE OF SAFE BEHAVIOR AS PASSENGERS IN A CAR.
- STUDENTS WILL LEARN TO DIFFERENTIATE BETWEEN SAFE AND UNSAFE CAR RIDE PRACTICES.
- STUDENTS WILL DEMONSTRATE THE ABILITY TO MAKE INFORMED DECISIONS REGARDING THEIR SAFETY IN A CAR.

DIY PROPS

GOOD CAR RIDE | BAD CAR RIDE

SAFETY CHANTS

RED LIGHT, GREEN LIGHT ACTIVITY

COLORING PAGES

CREATE YOUR OWN PASSENGER SAFETY HERO ACTIVITY

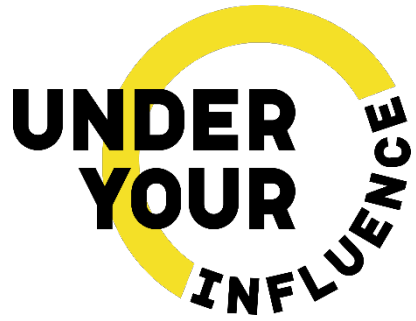
ITD STORY BOOKS





# UNDER YOUR INFLUENCE

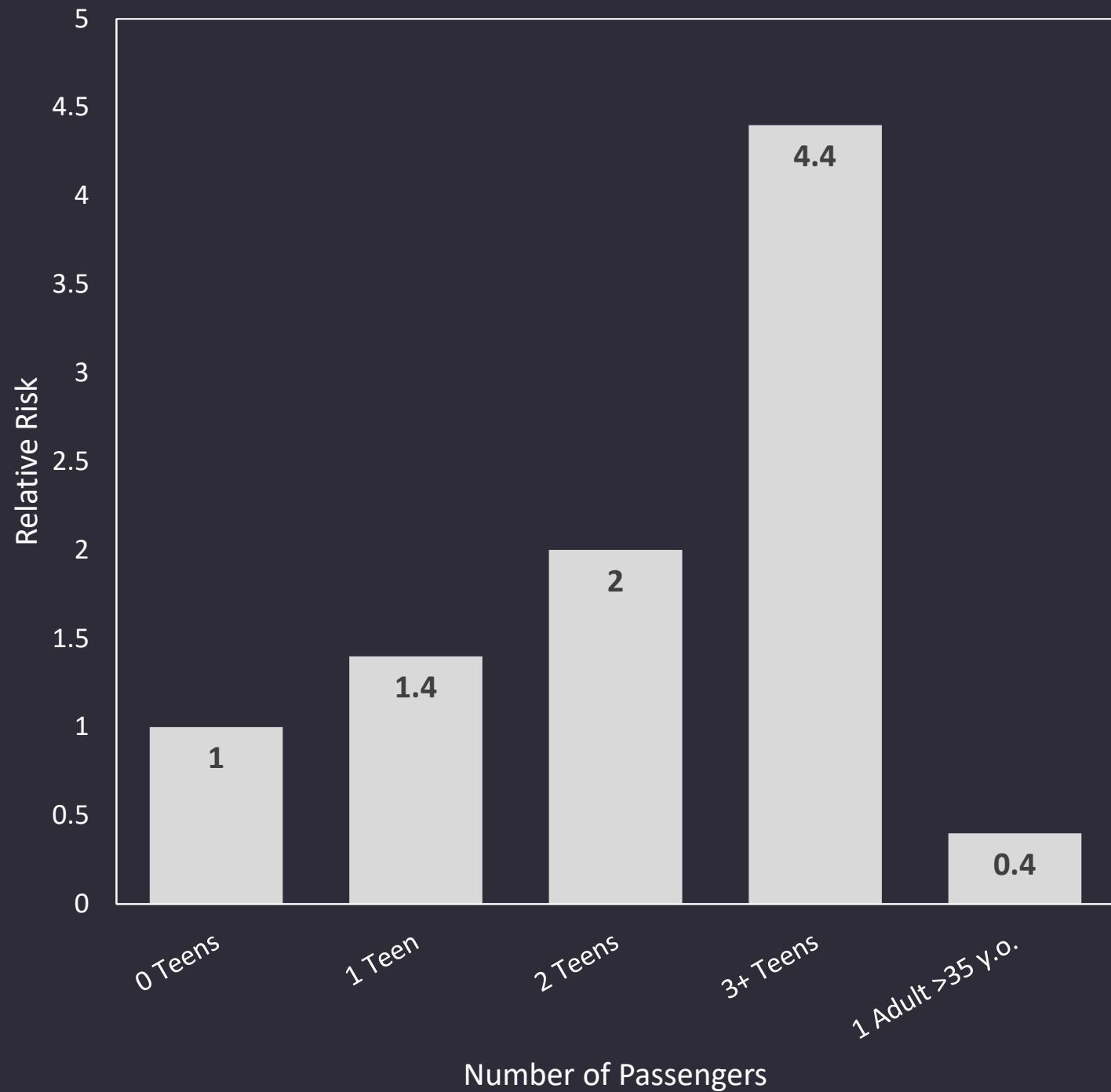
Parents are the #1 INFLUENCER of  
Their Teen's Driving Behavior

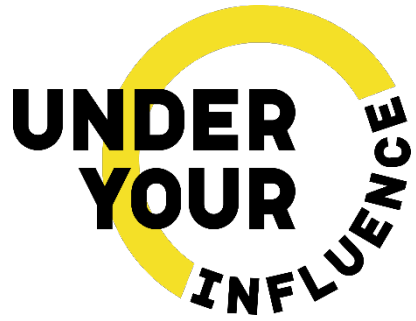


# Passengers in the Vehicle:

## Relative Risk of a Fatal Crash

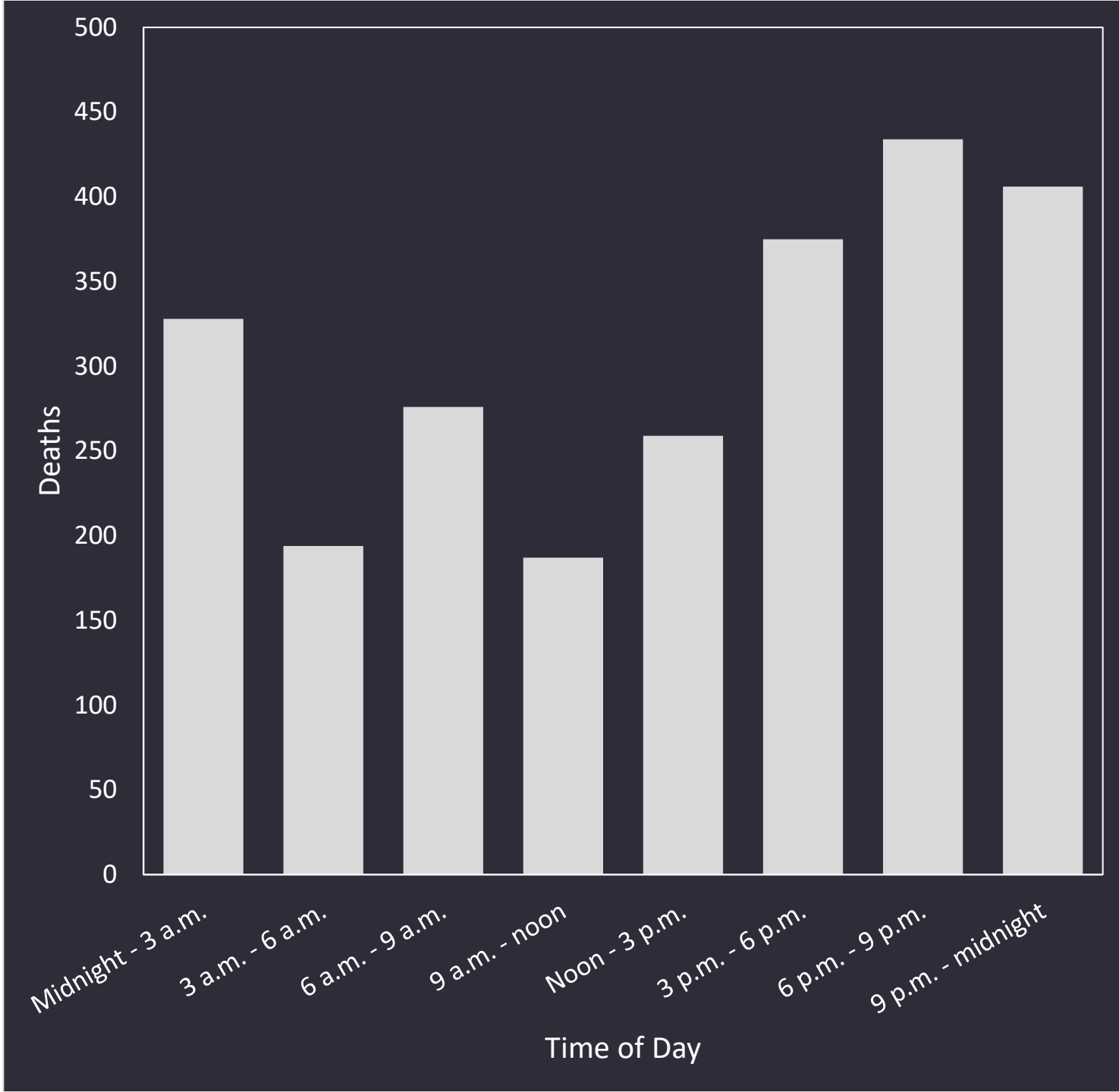
(Source: nsc.org)





# Time of Day:

## Traffic Deaths by Hour for 15 to 18-year-olds



# Graduated Driver Licensing Laws

Minimize the highest risk situations for new drivers while they gain experience safely



Learner's  
Permit



Probationary  
License

Curfew and passenger  
restrictions



Full Driver  
License

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**No cell phone use behind the wheel and  
buckle up properly at any age and any stage**

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## RECKLESS & DISTRACTED DRIVING KILLS

50%  
50%  
**50%**  
PASSENGER DEATHS

3,000  
3,000  
**3,000**  
TEEN DEATHS

100%  
100%  
**100%**  
PREVENTABLE

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**YOU  
HAVE  
THE  
POWER  
POWER  
POWER**

# An Opportunity to Commit and Make a Personal Promise

# Powerful Pledges

## Pledge:

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For my future, for life's big dreams and little comforts,  
**I pledge to make a conscious commitment to a safe ride.**

For my friends, my family, and all those who care about me,  
**I pledge not to drive distracted or be a distraction to the driver.**

For every person I may never meet, but share the road with,  
**I pledge to give driving the 100% attention it deserves.**



**I COMMIT** to not text, eat, or do anything that causes me to take my hands off the wheel or eyes off the road.

**I COMMIT** to speaking up to a driver who is driving unsafely.

**I COMMIT** to wear a seat belt and making sure everyone in the car does the same.

**I COMMIT** to **SAFE DRIVING**, to **THE LAW**, and to **MY LIFE**.

Signed: \_\_\_\_\_

# Create Real Impact

## Contest

Show creative solutions to  
ending distracted driving

To win \$\$\$ for educational use

Most importantly, to make a  
difference!

**CreateRealImpact.com**



**VIDEO & GRAPHIC DESIGN CONTESTS**

**SAVE LIVES. WIN MONEY.  
OVER \$27K IN PRIZES.**

**SHOWCASE YOUR SAFE DRIVING SOLUTIONS & STRATEGIES  
FOR TEEN DRIVERS & PASSENGERS.**

**RULES: [CREATEREALIMPACT.COM](http://CreateRealImpact.com)**

# GET SETTLED BEFORE YOU HIT THE PEDAL

4 THINGS TO DO  
BEFORE YOU DRIVE



1



Respond to all messages  
and set your phone to silent!

2



Adjust all music/ radio  
settings

3



Set your GPS/ decide on  
your route.

4



Make sure everyone in the  
car is wearing their seat belt!

#GetSettled

## Winning Examples

### Whats Your Squirrel?



Dont Drive Distracted!

## DISTRACTED DRIVING

KILLS!

Drive  
SAFE

ABOUT 11 TEENS  
DIE EVERY  
DAY IN COLLISIONS

At least 1 in 4  
OF ALL CAR  
COLLISIONS INVOLVES  
PHONE USE.



BUCKLE UP

50%

OF PEOPLE WHO LOSE THEIR LIVES  
IN COLLISIONS EACH YEAR WOULD  
HAVE STILL BEEN ALIVE IF THEY  
HAD WORN A SEAT BELT.

DON'T LET YOUR  
MIND WANDER OFF

62% of collisions  
ARE CAUSED WHEN THE  
DRIVER'S MIND IS  
WANDERING OFF



Drinking or  
EATING  
IS A DISTRACTION



PEOPLE  
IN THE CAR CAN DISTRACT  
YOU WHEN YOU ARE DRIVING



Adjusting your  
RADIO OR MUSIC

TAKES ATTENTION AWAY FROM DRIVING

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IGI  
INDIANA  
CRIMINAL  
JUSTICE  
INSTITUTE









***"I'm doing the Tricky Texting Challenge"***

**"Distracted Driving is 100% Preventable!"**

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# Impact Teen Driver Train the Trainers





# Join 100+ Indiana Community Champions

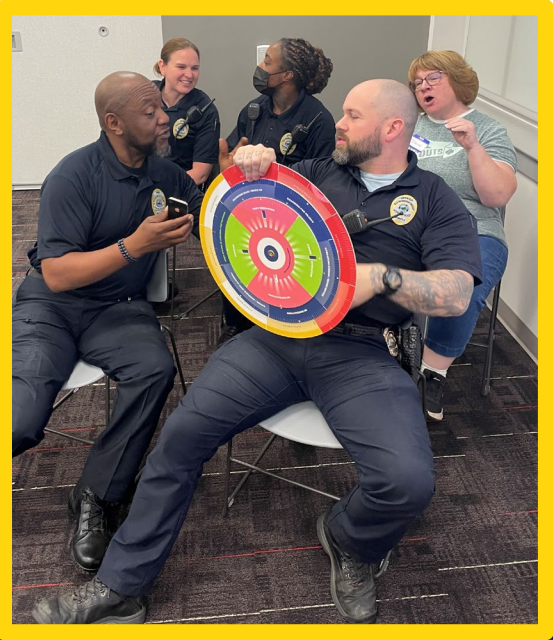
Paoli



Fire Inspector Conference



Indianapolis



Angola



Fort Wayne



St. John

# Webinar Training



July 2025

THU  
31

July 31 @ 10:00 am - 12:00 pm PDT

## **Train the Trainer Webinar – High School Program: What Do You Consider Lethal?**

Zoom

Virtual Event

Thank you for registering for this Train the Trainer workshop hosted by Impact Teen Drivers. Thank you for registering for this Train the Trainer workshop hosted by Impact Teen Drivers. Please register in advance by using the Zoom link below.

August 2025

WED  
6

August 6 @ 11:00 am - 12:00 pm PDT

## **Train the Trainer Webinar – High School Program: Are We Living in a Dream World?**

Zoom

Virtual Event

Thank you for registering for this Train the Trainer workshop hosted by Impact Teen Drivers. Please register in advance by using the Zoom link below.

THU  
7

August 7 @ 9:00 am - 10:00 am PDT

## **Train the Trainer Webinar – Parent Program: Under Your Influence?**

Zoom

Virtual Event

Thank you for registering for this Train the Trainer workshop hosted by Impact Teen Drivers. Please register in advance by using the Zoom link below.

# Distracted Driving is a Winnable Battle

- Change social norms: Distracted driving unacceptable
- Empower people: Effective education and strategies
- Provide high-quality, evidence-based materials
- Serve our youth and communities



# Together **WE CAN** Make Our Roads and Communities Safer

**Thank  
you!**

**Impact**  
Teen Drivers



**Kel McBride, Education Outreach Manager**

[Kel@ImpactTeenDrivers.org](mailto:Kel@ImpactTeenDrivers.org)

Home: [ImpactTeenDrivers.org](http://ImpactTeenDrivers.org)

Contest: [CreateRealImpact.com](http://CreateRealImpact.com)

Social Media Campaign: [SpeakUp4Safety.org](http://SpeakUp4Safety.org)

Like Us: [Facebook.com/ImpactTeenDrivers](https://Facebook.com/ImpactTeenDrivers)

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