

Under Their Influence

The New Teen Safe Driving Champions





A collaborative effort



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Why other adult influencers?

- Teens spend more time with other adults
- Normal development process
- Some parents not involved and/or available
- GDL/safe driving reinforcements



Why partner?

- Resources
- Credibility
- Access to expertise
- Greater reach
- New channels
- New allies



How do you reach them?

- Look for natural affinity
- Identify what's in it for them
- Do your homework, seek out the person who shares your goal
- Leverage networks, organizations
- Listen & match opportunities to daily activities



Once they're on board...

- Monitor
- Communicate
- Celebrate
- Evaluate



What do they need to know?

- Keep it simple, focus on key facts:

- ✓ #1 killer

- ✓ Highest crash risk

- ✓ Inexperience, brain development

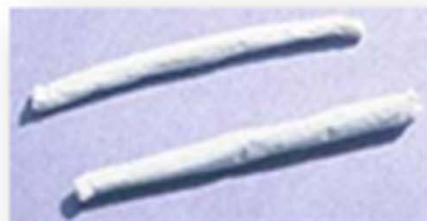
- ✓ GDL

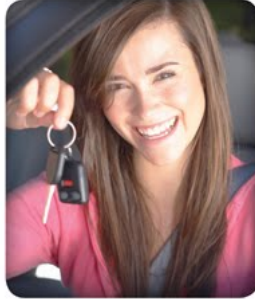


Overcoming resistance...

- Get to the root of the objection
- Offer low cost, easy ways to get involved
- Tap into grants







Teen Safe Driving



Coalition
NEW JERSEY







MISSOURI SAFE! SOBER

TAKE THE PLEDGE

I pledge to be Safe and Sober!

This means starting today:
check all that apply to you!

- ☐ I will not drink until I am at least 21 years old
- ☐ I will not drink throughout high school
- ☐ I will not drink this school year
- ☐ I will never drink and drive
- ☐ I will not use drugs
- ☐ I will encourage my friends to stay safe and sober

Student Name: _____
☐ Female ☐ Male
☐ Freshman ☐ Sophomore ☐ Junior ☐ Senior

Student Signature: _____
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Questions?



Access the report at <http://www.ghsa.org/html/publications/teens/2015teens.html>