

ENGAGE. EDUCATE. EMPOWER.

Pennsylvania Resource Guide



Thank you for your commitment to stopping the
number one killer of teens!

Impact
Teen Drivers

NJM Insurance
Group

Dear Community Champions,

NJM Insurance Group is partnering with Impact Teen Drivers (ITD) to address the number one killer of teens in America—reckless and distracted driving. NJM's sponsorship and support allows us to make our programs and resources available to you—educators, first responders, health professionals, and other community advocates. This Pennsylvania Resource Guide describes ITD's teacher, teen, parent, and social media resources, plus the Just Drive Contest where teens and teachers/advisors can win educational grants.

Impact Teen Drivers programs and resources outline the dangers of reckless and distracted driving, the importance of good decision making behind the wheel, evidence-based strategies, and the necessity of understanding and following the Graduated Driver Licensing law so students can keep themselves and their friends safe on Pennsylvania roadways. Our programming does not use scare tactics—it is designed to engage, educate, and empower teens and their influencers. The programs use engaging quizzes, interactive tools, and real stories of teens who have lost their lives or caused the loss of life in preventable car crashes—ITD connects emotionally to motivate young people toward attitude and behavior change. Our programs are available in both English and Spanish.

Impact Teen Drivers is honored to collaborate with NJM to work with you, the community champions, to help save lives and reduce injuries caused by reckless and distracted driving. For more information about Impact Teen Drivers, visit impactteendrivers.org, email us at info@impactteendrivers.org, or call (916) 733-7432. To schedule a program, visit impactteendrivers.org/Pennsylvania.

Thank you for the work you do to make a difference in Pennsylvania schools and communities.

Sincerely,



Kelly K. Browning, Ph.D.
Executive Director
Impact Teen Drivers

STOP THE #1 KILLER OF TEENS: CAR CRASHES.

Reckless and distracted driving is anytime your:



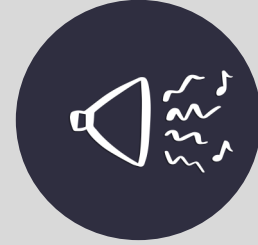
Eyes are off the road



Hands are off the wheel



Mind is off driving



Ears are not alert

50% of the teens who die in crashes are passengers driven by another teen
75% of crashes do not involve alcohol or drugs

Here's What We Can Do For You

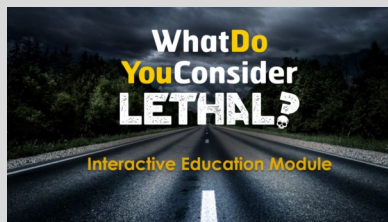
Teen Presentations

Lead the Leaders

Parent-Teen Workshops

In Person, Virtual, and Online Modules

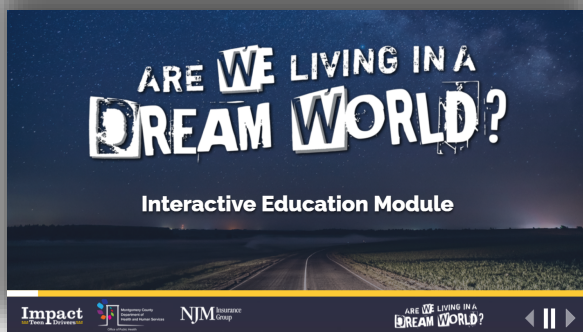
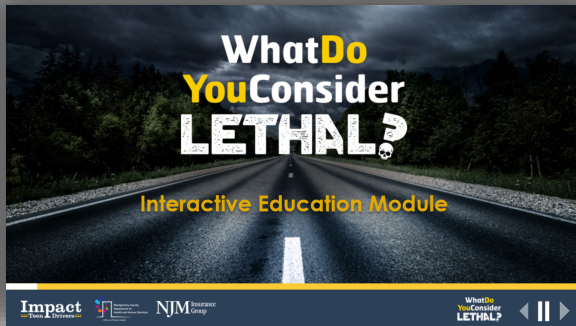
To meet educational standards, we offer our programs both in-person and virtually. These resources feature engaging quizzes, educational videos, and provide evidence based strategies to empower teens to make good choices behind the wheel—as a driver or a passenger.



Just Drive Contest

An opportunity for teens and schools to win educational grants by creating a 30 second video emphasizing the importance of avoiding distracted driving. For more information visit www.justdrive.njm.com

Teacher Resources



Michael Alvarado's Story

Interactive Education Modules

Impact Teen Drivers' interactive education modules engage teens through interactive activities, knowledge checkpoints, and real stories of preventable distracted driving crashes. These can be utilized as a class assignment, as a requirement for getting a parking permit on campus, or as a part of an in-service meeting.

Personal Story Videos

Teachers can share one of many personal stories of teens who lost their life or took the life of another due to distracted driving. All of these videos also have a discussion worksheet available for download.

Teen Resources



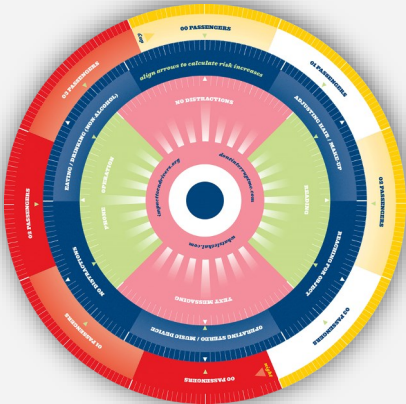
Positive Community Norms Posters

A Positive Community Norms approach to traffic safety emphasizes the healthy behaviors already occurring in a community. A set of 7 posters is available for download to be shared in class or via social media.



Safe Driving Pledge

Print this out, sign it, and keep it inside your car as a reminder of the conscious commitment you've made to making safe choices every ride.



Online Wheel of Death

Teens can take a spin on the wheel to see how their risk of getting into a fatal crash increases based on the choices they make behind the wheel.

To access these and other teen resources [click here](#).

Win Money \$\$



NJM Insurance Group and the Pennsylvania DUI Association invite Pennsylvania High Schools to enter the *Just Drive PSA Video Contest*. Students and teachers have the opportunity to win a share of \$30,000! Students create a 30 second video emphasizing the importance of avoiding distracted driving.



Enter NJM's Just Drive
PSA Video Contest!

[Just Drive NJM Website](http://www.JustDriveNJM.com)



FIRST PLACE
**NORTH ALLEGHENY
SENIOR HS**
(PITTSBURGH)

[Past Contest Winner](#)

www.ImpactTeenDrivers.org/Pennsylvania

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Impact
Teen Drivers

Parent Resources

Parent Teen GDL Module

Graduated Driver Licensing laws have reduced serious injuries and fatalities by 30%- 50%. This self-guided module walks parents and teens through the purpose of the law and encourages them to make safe choices every ride.



To take the PA Parent Teen GDL Module [click here](#).

A Parent's Letter Video

Michelle Johnson lost her son Connor in a car crash that was 100% preventable. She shares the conversations she wish she would have had and gives parents strategies they can use to keep their teens safe.



To access these and other parent resources [click here](#).

Social Media Resources

Thank you for being part of the solution to end reckless and distracted driving. The work you do will make a difference in your school and community. A great way to reach a wide variety of teens is sharing the message about the dangers of reckless and distracted driving on social media platforms. Use this guide as a resource to promote how to stay safe inside of a car, whether as a driver or a passenger. These are captions you can use on your social media accounts, or just use them for inspiration on what to post!

Be sure to follow Impact Teen Drivers' social media accounts and tag us in your post so we can re-share the great work you are doing.



@impactdrivers & @whatslethal



@impactdrivers



Impact Teen Drivers

Social Media Captions and Tweets

- Distracted Driving is anytime two eyes are not on the road, two hands are not on the wheel, your mind is not focused on your driving, or when your ears are not alert to your surroundings. Be sure to put all distractions away before you start to drive. @impactdrivers
- We lose about 4,000 teens every year to reckless and distracted driving. That is equivalent to 11 teens a day. These are not sad accidents, but 100% preventable crashes. Be sure to make good decisions each ride. Your choices matter. @impactdrivers
- It is up to you as a driver or passenger to make the right choices in a car. Buckle up properly, follow the rules of the road, speak up if you feel unsafe in the car, and make good decisions each ride. @impactdrivers
- Take the pledge to commit to being a safe driver and passenger in the car each ride. Visit ImpactTeenDrivers.org to take the pledge! @impactdrivers
- 50% of the teens we lose in car crashes each year were passengers being driven by another teen driver. Passenger safety is just as important as driver safety. @impactdrivers
- 90% of teen drivers say they would stop texting while driving if a passenger asked them to stop. Make sure to use your voice if you ever feel unsafe in the car. You could be the one who saves your own life! #WhatAboutYou? @impactdrivers

Social Media Resources (cont.)

Additional Social Media Platform Captions

- Car crashes caused by reckless and distracted driving is the #1 killer of teens in America, and these crashes are 100% preventable. Choosing to make better decisions inside of the car, as a driver or passenger, can save lives today, tomorrow, and for future generations. @impactdrivers
- Did you know that driving at night and teen passengers increase your risk of getting into a fatal crash? Check out the Wheel of Death to see how simple behaviors can be most lethal to you behind the wheel. ImpactTeenDrivers.org @impactdrivers
- Ryan Post was only 13 years old when she lost her life in a car crash that was 100% preventable. Ryan's family chooses to share their story in the hope that no other family must go through what they suffer each and every day. Click the link below to hear Ryan's story. <https://youtu.be/CyIonCsdmjc>
- The car should be a "no phone zone," even as a passenger! Natalia Salcido was killed in a crash that involved social media use by the back seat passenger. Click on the link below to hear Natalia's story. https://www.impactteendrivers.org/pennsylvania#resources-subsection-personal_stories @impactdrivers
- Do you want to learn more about how you can help stop the number one killer of young people? Visit the Impact Teen Drivers school resource page and take the What Do You Consider Lethal or Are We Living in a Dream World? Interactive Education Module. <https://www.impactteendrivers.org/iems/pennsylvania-wdycl-teen-iem/register> @impactdrivers
- Have you heard the myth that multitasking makes you more productive? The truth is that attempting to multi task actually just makes you more distracted! Behind the wheel that distraction can be LETHAL. Visit the Impact Teen Drivers website to learn more about your brain on distractions! <https://www.impactteendrivers.org/pennsylvania#resources-subsection-shareable> @impactdrivers
- You wouldn't use your phone, eat a snack, or drink a latte on the field or court, so why would you do it behind the wheel? You have to stay in the game whether you're playing a sport or driving a car! Click the link below to learn more about how distractions hurt! <https://www.impactteendrivers.org/pennsylvania#resources-subsection-sports> @impactdrivers

Do You Want to Be a Part of Something BIG?

Ways YOU Can Get Involved!

- Internship Opportunities
- Community Service
- Professional Networking
- Spanish Presentations

Help Us Stop the #1 Killer of Teens in America

4000

Teens die yearly
in car crashes

75%

Crashes do not involve
alcohol or drugs

50%

Passengers driven
by a teen driver

Need Money for School?

Check out our Just Drive Contest! An opportunity for teens and schools to win educational grants by creating a 30 second video emphasizing the importance of avoiding distracted driving. For more information visit www.justdrive.njm.com