

ENGAGE. EDUCATE. EMPOWER.

Indiana Resource Guide



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

Engage. Educate. Empower.

Dear Community Champions,

The Indiana Criminal Justice Institute is partnering with Impact Teen Drivers (ITD) to address the number one killer of teens in America—reckless and distracted driving. ICJI's sponsorship and support allows us to make our programs and resources available to you—first responders, educators, health professionals, and other community advocates. This Indiana Resource Guide describes ITD's teacher, teen, parent, and social media resources, plus the Create Real Impact 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 Indiana 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 the Indiana Criminal Justice Institute 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/Indiana.

Thank you for the work you do to make a difference in Indiana 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

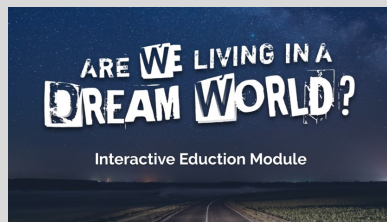
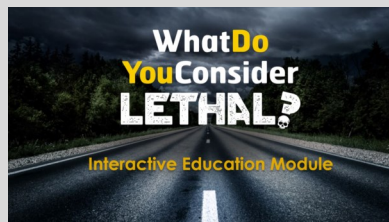
Teen Presentations

Lead the Leaders

Parent-Teen Workshops

In Person, Virtual, and Online Modules

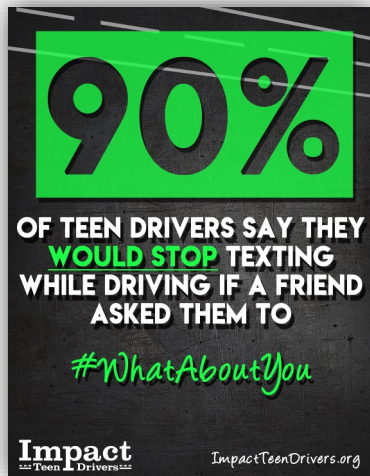
To meet educational standards, we offer our programs both in-person and virtually. These resources feature engaging quizzes, educational videos, and provide evidence based strategies to empower teens to make good choices behind the wheel—as a driver or a passenger.



Create Real Impact Contest

A yearly opportunity for teens and schools to win educational grants for submitting their creative solutions to end reckless and distracted driving! For more information visit www.CreateRealImpact.com

Teen Resources



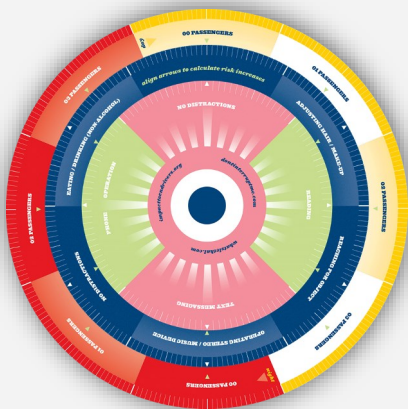
Positive Community Norms Posters

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.



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. Or [click here](#) to visit the online pledge!



Online Wheel of Distraction

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](#).

Create Real Impact Contest

CREATE REAL IMPACT

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](https://www.createrealimpact.com)

Impact
Teen Drivers

The graphic features the words 'CREATE REAL IMPACT' in large, colorful, stylized letters. Each letter is composed of various icons related to driving and safety, such as a car, a cell phone, a donut, a toothbrush, a lipstick, a car seat, a car, a car seat, and a car seat. Below the text is a dark blue banner with white text.

Teens and teachers/ advisors have the opportunity to win a share of \$27,000! Teens can enter the individual categories and show us their creative solution to end reckless and distracted driving. Groups of teens supervised by a teacher/ advisor can potentially win \$10,000 for their school by creating and sharing a social media campaign. For more information visit [CreateRealImpact.com!](https://www.createrealimpact.com)

**CALLING
ALL
CREATIVES**

A yellow square with black text.

CRI Promo Video

CREATE REAL
impact
YOUR IDEAS DRIVING CHANGE

Impact
Teen Drivers

A dark blue square with a white silhouette of a person holding a megaphone. The text 'CREATE REAL impact' is in white, with 'YOUR IDEAS DRIVING CHANGE' in smaller white text below it. The Impact Teen Drivers logo is in the bottom left corner.

Teacher Promo Video

Spanish Resources



Presentations in Spanish

Both parent-teen and teen-focused presentations are available in person and via webinar in Spanish.



Personal Stories

Impact Teen Drivers has powerful personal stories from families who choose to share their stories to help make a positive impact, including stories in Spanish.

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.



Click [here](#) to take the Indiana Teen GDL Module

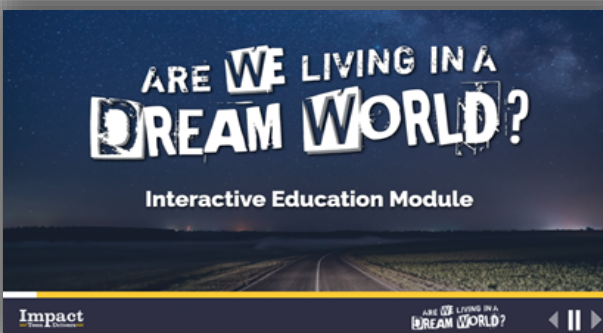
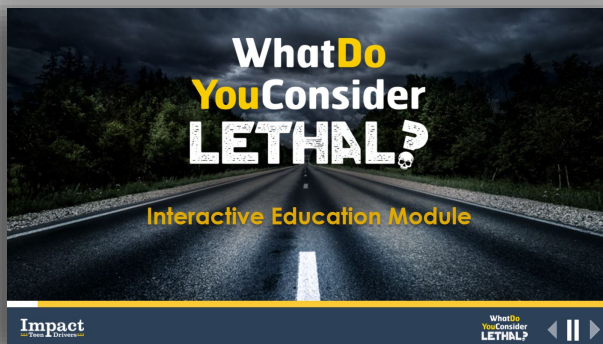
A Parent's Letter Video

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](#).

Teacher Resources



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 & Discussion Worksheets

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

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. Click the link to take the pledge! <https://www.impactteendrivers.org/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.)

Speak Up 4 Safety Social Media Campaigns

Speak Up 4 Safety with us all year long! Click the link above to visit the *Speak Up 4 Safety* website and explore the six social media campaigns offered throughout the year. All graphics, virtual backgrounds, and social media templates are available for download. You are invited to add your organization's logo and post on your social media pages. Be sure to tag Impact Teen Drivers, @ImpactDrivers on Twitter and Instagram and @ImpactTeenDrivers on Facebook, so we can re-post the great work that you are sharing!



Social Media Campaign Calendar:

- January** - New Years Resolutions
- February** - Valentine's Day
- April** - National Distracted Driving Awareness Month
- May-August** - 100 Deadliest Days
- September** - Back to School
- October** - National Teen Driver Safety Week



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 Create Real Impact Contest! You can submit your creative solution to end reckless and distracted driving and maybe win a share of \$27,000! Visit our website at www.CreateRealImpact.com for more information.