Reckless & Distracted Driving Resource Guide

Automobile collisions have been the leading cause of death for American teens for generations. Since 2007, Impact Teen Drivers has emerged as a leading non-profit organization dedicated to reversing this pervasive yet 100% preventable crisis. Impact’s mission is to change the culture of driving forever thereby saving lives not only in this generation of drivers, but also in all future generations of drivers.

Distracted and reckless driving is a complex public health crisis that requires a multifaceted response – so while our message remains the same throughout our varied content, we have developed evidence-based curricula and guides for different professional fields, and for different target audiences. All of our materials utilize our “Three E” approach – emphasizing the importance of Engagement, Education, & Empowerment to truly make an Impact.

Impact Teen Drivers offers myriad free resources to educators, first responders, healthcare professionals, parents, community members, and teens and teen organizations:

Classroom Videos (10 minutes)

These teen-narrated videos contain topic statistics, street interviews with the public, and a real stories of teens who lost their lives due to speeding, phone use, no seatbelts, or passengers as a distraction. Interview segments with drivers, surviving passengers, and family members are included.

Personal Stories (each approximately 5 minutes)

Impact Teen Drivers works extensively with families and individuals who have been affected by reckless and distracted driving. Some of these families have lost a teen to a crash, and others have been involved in causing a fatality. Impact Teen Drivers works with these Affected Family Members to tell their stories with effective messaging. Each of these videos highlights different aspects of reckless and distracted driving, such as texting and social media while driving, passengers being a distraction, drowsy driving, GDL violation, and speeding. Impact Teen Drivers has personal stories in Spanish and close-captioned.

Public Service Announcements (30 – 60 seconds)

Impact Teen Drivers has designed and developed a large number of funny and serious Public Service Announcements for use in presentations, community events, or just for use as quick, engaging, stand-alone educational content!

Presentations & Curricula

Impact Teen Drivers’ bedrock What Do You Consider Lethal? program is the evidence-based, 10-step program that underlies all of our guides and curricula. This program is designed to be adaptable for various target audiences, and Impact Teen Drivers has further developed age-specific curricula as well. We also have an Are You Living in a Dream World? curriculum that emphasizes that drivers and passengers are living in a dream world if they believe these crashes could never happen to them. If you crash in a dream, you wake up. If you crash in real life, you may never wake up. We additionally offer presentations and curricula in Spanish.
• Presentations
  o Teens – presentations can be adapted for all size audiences, including for use in school assemblies, classroom presentations, and community events.
  o Parent-Teen Workshops – designed for audiences of all ages, but focused on the number one influencer of teen driving behaviors and attitudes: Parents!
  o Lead-the-Leaders Workshops – designed for teen leaders who want to champion distracted driving programs in their communities with the oversight from an advisor who assists them in developing action plans and outreach. This makes a great community service project.
• Elementary and Middle School Curriculum – it is never too early to get kids thinking safety on the road. Impact Teen Drivers’ pre-high school curricula cover the importance wearing your seatbelt, being a non-distracting passenger, speaking up in unsafe driving situations, and other tools for developing good habits before starting to drive, as well as being a safety advocate for life.
• Coaches Curriculum – a sports-centric program for coaches to use with their teams, including specific hands-on activities designed for use on the field, court, track and anywhere teen athletes get moving!
• Drowsy Driving Curriculum – a short a classroom presentation that illustrates what the consequences can be when a driver chooses to drive drowsy.

Educational Materials

Woven throughout all of our presentation materials and curricula are the use of hands-on educational materials that are engaging, educational, and empowering. Each of these materials is data-driven and focus-group tested with target audiences, and updated regularly to keep them relevant, effective, and impactful! Digital versions of many of these materials are available for download on our website, and printed resource materials (including certain materials in Spanish) are available for order through the Impact Teen Drivers office (see our website for ordering procedures, or contact us with questions).

Train-the-Trainers Workshops

Impact Teen Drivers additionally offers Train-the-Trainers Workshops for first responders, health professionals, educators, and other community stakeholders. The four-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. The workshop leads facilitators through the ITD evidence-based What Do You Consider Lethal? program, and provides participants with evidence-based tools to deliver high energy presentations focused on the dangers of reckless and distracted driving.

Create Real Impact

Impact Teen Drivers is proud to host a biannual educational grant contest in the fall and spring called Create Real Impact. This contest engages teens in designing creative educational content in several categories (art, music, video, and writing), and it relies heavily on a social media campaign that encourages teens to share content with each other – creating a unique peer-to-peer platform.

Questions about our resources? Interested in learning more, or getting assistance starting presentations in your area? Contact Impact Teen Drivers info@impactteendrivers.org or 916-733-7432!