Teen Distracted Driving: Pervasiveness, Perceptions, and Possibilities

MICHELLE JOHNSON
LIFESAVERS CONFERENCE 2019
Connor’s Story

[Blank space for PSA]
Putting a Face to the Statistics

Make Good Choices
Don’t Drive Distracted

Fatal crashes are 4x more likely with 3+ passengers
Connor’s Crash

- Inexperienced Driver
  - 16 Year Old Driver Licensed <1 year
  - Driver Inattention
  - Speed

- Passengers in Vehicle

- No Seat Belt Use by Passengers
Car Crash are 100% Preventable

- Each year 4,000 teens die in car crashes
  - 11 teens every day
  - 50% young driver fatal crashes are passengers

- 400,000 seriously injured

- Not Accidents- Car Crashes!
Make Good Choices- Every Ride.

- Passengers increase risk
- Know Your Driver
- Follow Traffic Laws
- Passenger Responsibility
- Personal Accountability
- Be Alert
Why am I here today?

- Out of tragedy – a lifesaving message from my son

Cowboy – Up!
What Can You Do?

- Parents are #1 Influencer
- Speak Up and Get Involved
- Continue the Conversation
- Good Choices-Every Ride!
Making a Difference

**Workshop Content was Useful**
- 75% Strongly Agree
- 25% Agree
- 0% Neutral
- 0% Disagree
- 0% Strongly Disagree

**Statistics Clear and Easy to Understand**
- 100% Strongly Agree
- 0% Agree
- 0% Neutral
- 0% Disagree
- 0% Strongly Disagree
Parent Programs Do Make a Difference

Knowledge Before and After Parent-Teen Workshop of Parents Role in Protecting Your Teen Driver

Parent Education & Presentations are Important

- Strongly Agree: 88%
- Agree: 13%
- Neutral: 0%
- Disagree: 0%
- Strongly Disagree: 0%
Thank You for Being Part of the Solution!

Michelle Johnson, Connor Johnson Foundation & Impact Teen Drivers Advocate
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