Teen Traffic Safety Activities
Reduce TN Crashes

- Traffic safety awards program that facilitates and rewards schools for conducting awareness activities.

- Educational tool that provides regional crash data and statistics.

- Targets all public and private high schools in the state.
Reduce TN Crashes

• Website URL is [http://www.ReduceTNCrashes.org](http://www.ReduceTNCrashes.org)

• Acts as a portal to all teen traffic safety activities that are available within Tennessee.

• Also meant to be a marketing tool/resource for affiliated partners.
Reduce TN Crashes

- Used the best practices of marketing to develop a consistent brand for the program.

- Have received inter-departmental support from Dept. of Health and the Dept. of Education, among other partners.
Reduce TN Crashes

- Developed a statewide network across 21 counties.
- Have 45 schools actively participating.
- Distributed over 35,000 pieces of print material through the program.
Reduce TN Crashes

• Portions of the program are fully-funded to allow schools to get involved immediately.

• Other activities offer tangible rewards such as grants and scholarships.
ThinkFast

- Combines teen driver safety facts and trivia with a MTV style game show. Includes:
  - Music
  - Videos
  - Game show host
  - Interactive (wireless) remote controls
ThinkFast

- Allows participation by the entire audience.
- Keeps the attention of a large group while conveying educational information.
Click It & Ticket

- Promotes leadership development and ownership of highway safety issues.
  - Peer driven.
- Utilizes emerging technologies that students are familiar with.
  - Digital app for smartphones.
Click It & Ticket

- CIAT app is a tool that allows students to count the number of people in a car who are belted and un-belted.
- Downloadable in the iTunes store for iPhones and in Google Play app store for Androids.
Click It AND Ticket

- Involves conducting seat belt checkpoints at high schools.
  - Geared toward delivering citations of GOOD behavior.
  - Cash prizes.
- Also includes a school-wide traffic safety awareness event.
Graduated Driver License (GDL) Program

Level 1
Learner Permit (PD); Age 15

Level 2
Intermediate Restricted (IR); Age 16

Level 3
Intermediate Unrestricted (IU); Age 17

Level 4
Regular Class D Driver License; Age 18

Wallet-size GDL cards

Teen Risk Factors At-A-Glance

DON'T DRINK & DRIVE
27 people die each day in alcohol-impaired driving crashes.

BELT UP
In 2010, the use of seat belts in passenger vehicles saved 12,546 lives.

DON'T TEXT & DRIVE
Distracted-driving crashes kill 8 people every day.

SLOW DOWN IN WORK ZONES
Work-zone crashes kill a teenager every 3 days.


When parents know their state's GDL laws, they can help enforce the laws and, in effect, help keep their teen drivers safe.

Visit our website at ARRIVE交通安全.org for more information and resources.
Graduated Driver License (GDL) Program

- Almost 13,000 GDL rack cards have been distributed via the Reduce TN Crashes program.

- Available to order and download online.

Teen Risk Factors At-A-Glance
Blake McMeans

- Real life example of a tragic driving incident.
- Teens learn of the losses associated with impaired driving.
- Encourages schools to host a presentation by Blake McMeans, or by a well-known local survivor of an impaired/distracted driving incident.
Products and Resources

• TN Governor’s Highway Safety Office website is available via the link http://www.tntrafficsafety.org

• The “Products and Resources” link has a Teen Driver section with resources available to print/download.
Products and Resources

- Reduce TN Crashes provides metal street signs and vinyl banners to participating schools.
  - Buckle Up America
  - Don’t Text and Drive
  - One Text or Call Could Wreck It All

- Highly reflective, regulation size street signs are funded by public and private partnerships.
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QUESTIONS?