



Car crashes due to reckless and distracted driving have been the leading cause of death for American teens for decades. Since 2007, Impact Teen Drivers (ITD) has emerged as a leading 501(c)3 non-profit organization dedicated to reversing this pervasive yet 100% preventable trend. With many free online materials, and direct trainings available, ITD's unique grassroots framework and multifaceted approach **empowers** people to make meaningful behavioral changes in their own driving habits, as well as to promote safe driving in their community.

Impact Teen Drivers' endeavors to affect long-term attitudes and behaviors of individuals by connecting with them on an emotional level. It is our vision that this change in mindset will ultimately change the culture of driving to one that is distraction free, **thereby saving lives not only in this generation of drivers, but also in all future generations of drivers.**

ITD works with all ages to change the driving culture, but we focus on teenagers because they are the highest-risk group. Our bedrock educational program, *What Do You Consider Lethal*, teaches teens about good decision-making behind the wheel in an engaging and effective way. This evidence-based curriculum is offered free to high schools across the United States, online through our web portals ImpactTeenDrivers.org and WhatsLethal.com. Impact Teen Drivers has reached more than two million students by delivering materials to high schools, educators, law enforcement, and health professionals across the nation.

Research shows that emotional appeal has more influence over teens' long-term behavior than graphic gore, so Impact Teen Drivers connects with teens on a visceral level by using stories of real teens and their families. Rather than trying to scare teens, we inspire teens to make good decisions, and provide them information and tools to share the message with their peers. Direct teen outreach is facilitated through classroom presentations, school assemblies, lunch period events, after-school workshops, internships, contests, teen conferences, teen organizations, and conventions. Our *Lead the Leaders* training champions a peer-to-peer approach by assisting teen leaders in fine-tuning their traffic safety messaging.

Impact Teen Drivers was formed through a unique partnership with California Highway Patrol, California Teachers Association, and California Casualty and continues to collaborate with leaders in education and the driving safety community nationwide. Our Program targets and serves those who serve our communities—first responders, educators, parents, teen leadership groups and health professionals.

Are you looking for an engaging and evidence-based program to bring to your area?

Are you looking for a dynamic speaker to talk to you or your team about distracted driving?

Ready to get involved in your community and stop the #1 Killer of teens in America?

Do you need community service hours, and you want to choose something meaningful that will make a difference in your community?

Impact Teen Drivers will train you and your team on how to effectively use the Impact Teen Drivers resources in your community.

For more information or to sign your organization up for training, please contact info@ImpactTeenDrivers.org (916) 733-7432.

~Remember Driving Distraction Free is a Choice—Thank you for making the right choice~