

CSSRC Resource Review

Review Date: 7/10/13

Name/Title: Parents are the Key campaign, “Handing Your Teen the Car Keys – Are You Confident or Concerned?”

Author: Centers for Disease Control and Prevention (CDC)

Media Type: (Book, CD, Flyer, Poster, Website, etc) flyers, posters, customizable materials, and website

Publisher/Supplier: CDC

Publication Date: new resources – 2012; original campaign – 2009

Re-order Source: website: <http://www.cdc.gov/ParentsAreTheKey/index.html>

Flyers and posters: <http://www.cdc.gov/ParentsAreTheKey/materials/index.html>

Language: English and Spanish

Usefulness Rating:

1. Excellent
2. Good XX
3. Fair
4. Poor
5. Rated by: (CSSRC staff member)
6. Comments:
 - a. Motor vehicle accidents are the top cause of death for teens in the U.S. CDC is addressing this issue by engaging parents in reducing risky driving behaviors. Based on findings from a pilot program in 2009, the campaign includes a website with information and links to all the other materials. Flyers, posters, postcards, and information sheets can be downloaded, customized, and printed. Hard copies of many of the materials can also be ordered for free from CDC. A Facebook page has also been created at [facebook.com/cdcParentsAreTheKey](https://www.facebook.com/cdcParentsAreTheKey).
 - b. Information in the campaign focuses on tangible steps parents can take to help increase the safety of their teen drivers and reduce risky driving behaviors. Strategies to enable communities and businesses to share information about teen driving safety and the campaign with parents are included in the website as well.
 - c. Schools can help disseminate information from the campaign by sharing the materials or using some of the information for newsletters.
 - d. The website and many of the materials are available in Spanish.

Category: (Prevention, Preparedness, Response, Recovery, Promotional Item) Prevention

Topic: (Bullying, Substance Abuse, Threat Assessment, etc) Safe driving



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Audience: (Administrators, Counselors/Psychologists/Social Workers, Emergency Responders, Health Professionals/Nurses, Law Enforcement/SROs/Security, Parents, Teachers, Other School Personnel)
Parents

Intended Age Group: (pre-K, elementary, middle, high, higher education) teens, high school

Cost: 0

Additional Comments:

