

The #1 Killer of Young People in America is *100% Preventable*

That's Why We Are Here...

We are Impact Teen Drivers (ITD), a nonprofit organization dedicated to ending **the number one killer of young people in America—car crashes caused by reckless and distracted driving**. Shockingly, this pervasive health crisis is **100% preventable!**

Graduated Driver Licensing (GDL) laws are a strategy used to minimize high-risk situations (e.g., passengers, nighttime driving, and use of electronic devices) for young novice drivers as they gain experience. Since their introduction, GDL laws have reduced serious injuries and fatalities by 30–50% among 15–17-year-old drivers. Drivers licensed at age 18 years or older are not subject to GDL, however, and serious crash rates are highest for novice college-aged drivers.

ITD seeks to change these ongoing trends by educating young people that it is often the simple, everyday behaviors that become lethal when done behind the wheel of a car, or as a passenger and empowering them to make safer choices. ITD has created an **online college module** to reach young adults who remain at high risk for being involved in a fatal car crash but are likely unaware of their risk. **The interactive college module can be completed in 25 minutes.**

Impact
Teen Drivers

Every year in America, nearly

4,000

**YOUNG PEOPLE DIE IN
PREVENTABLE CAR CRASHES**

400,000

ARE SERIOUSLY INJURED

75%

of these crashes do not involve drugs or alcohol, but everyday reckless and distracted driving.

The Module

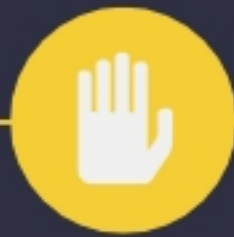
Impact Teen Drivers' Online College Module is designed to educate students about how **reckless and distracted driving is the number one killer of young people in America**, and empowers them to make safer choices in the future. The module explains that distractions come in many forms and that it is often simple everyday behaviors that we do not think of as dangerous that become lethal when done behind the wheel.

This module explains the four major types of distractions.



Visual

Anything that takes your eyes off the road.



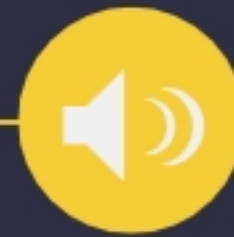
Manual

Anything that takes a hand off the wheel.



Cognitive

Anything that takes your mind off driving.



Auditory

Anything that makes your ears unalert to driving.



11 young people will die today in 100% preventable car crashes.

Students who complete the module will be able to:

- 1 Recognize specific actions that make reckless and distracted driving dangerous.
- 2 Identify different situations that increase the chance of a crash.
- 3 Learn to keep themselves and others safe on the road, whether as a driver or passenger.