

About the Campaign

Car crashes are the #1 killer of teens, taking about 3,000 young lives every year in the U.S.

This means 8 deaths each day that can be prevented!



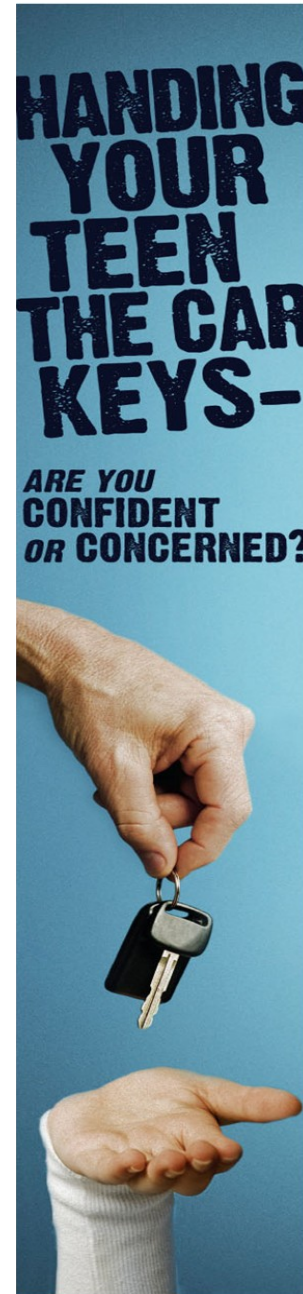
Through the **Parents are the Key** campaign, re:TH!NK offers parents tools and proven steps for reducing teen driving injuries and deaths.

As a parent, you have a great influence over your teen's behavior. Believe it or not, teens actually listen to what parents say. Parents play a **key** role in preventing teen car crashes and deaths.



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re:TH!NK, Winnebago's Healthy Living partnership, is a community coalition supported in part by the Winnebago County Health Department that is promoting **Parents are the Key**, a campaign developed by the Center for Disease Control and Prevention (CDC). Through effective community collaboration, re:TH!NK creates an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents.



Parents are the Key... To Safe Teen Driving

Even one life lost is too many!



What You Should Know

In Winnebago County, motor vehicle crashes are the #1 cause of unintentional injuries resulting in deaths of children.

- **1546 ER Visits** 2002-2008
- **106 Hospitalization** 2002-2008
- **17 lives lost; most were males age 16-19** 2005-2010

Causes → No seatbelts, drug or alcohol use, extra teens in the car, inexperience, speeding, texting and emotional instability.

What High School Students Say*:

- Nearly half don't wear a seatbelt when riding in a car.
- 1 in 5 admit to riding in a car with someone who has been drinking alcohol.
- 1 in 10 drove after drinking alcohol.

*Winnebago County Youth Risk Behavior Survey 2009-2010

What You Can Do

Be a Coach!

Practice driving often with your teen
Enforce seatbelt use for all.

Be a Role Model!

Avoid talking on the phone, texting, eating or speeding while you are driving
NEVER drink alcohol and drive.

Be Proactive!

- Discuss the rules of the road with your teen
- Follow Graduated Drivers License (GDL) laws
- Remember you have given permission for the GDL, you can take it away!
www.dot.gov
- Work with your teen to complete the enclosed **Parent-Teen Driving Agreement** or **find it on-line** www.rethinkwinnebago.org

Have you completed the Parent-Teen Driving Agreement?

Let us know at www.rethinkwinnebago.org
Enter to win a \$100 gas card.

Danger Zones for Teens Behind the Wheel

Make sure your young driver is aware of the leading causes of teen crashes. Put rules in place to keep your teen safe.



1. Driver inexperience

(Provide at least 30-50hrs of supervised driving practice over at least 6 months)

2. Driving with teen passengers

3. Nighttime driving

4. Not using seat belts

5. Distracted driving

(Using a cell phone, eating, drinking or playing with the radio)

6. Drowsy driving

(Early morning or late at night)

7. Reckless driving

(Speeding, tailgating and checking blind spots)

8. Impaired driving