

I Know Everything

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Even though drunk driving among teens is down across the nation, motor vehicle crashes remain the number one killer of teenagers ages 15 to 20.



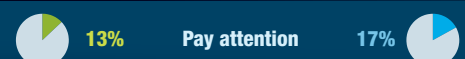
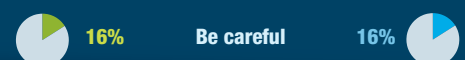
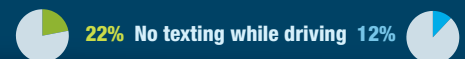
Drivers in the first month are nearly twice as likely to crash as they are after two years of experience. Pay attention **100%** of the time.

MOST IMPORTANT

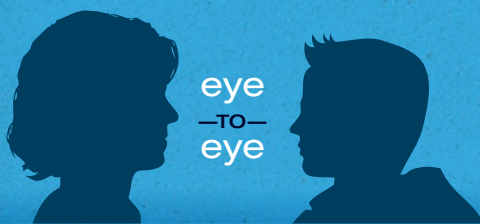
Messages About Driver Safety

TEEN

PARENT



"Driver Safety Study", APCO Insight June 2010. 750 paired interviews with teen drivers aged 15-18 and one parent. Survey completed between May 18-May 26, 2010



Through a nationwide survey we found that Parents & Teens agree on what constitutes unsafe driving behavior.

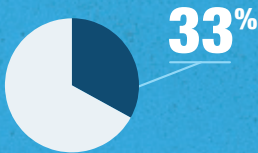


More than half of all fatal crashes that occur at night and involve 16 year-olds happen before midnight.

20% that injure someone are caused by a distracted driver.



Fatal crash risk for teen drivers increases incrementally with 1, 2, or 3+ passengers.



Even though it is illegal for people under 21 to drink any alcohol and drive, one-third of all teen drivers killed in motor vehicle crashes had a .01 BAC or higher in 2010.



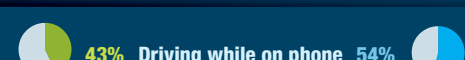
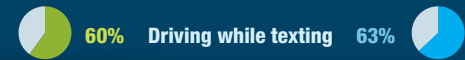
of high school students say they text "at least sometimes" while they drive.

MOST DANGEROUS

Distractions

TEEN

PARENT



"Driver Safety Study", APCO Insight June 2010. 750 paired interviews with teen drivers aged 15-18 and one parent. Survey completed between May 18-May 26, 2010



Think You Know Everything? Check out the video to find out:

www.iknoweverything.com/resources

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THE CENTURY COUNCIL



NOYS National Organizations for Youth Safety



the FOUNDATION

