

# Under YOUR Influence

## General Fact Sheet



### Campaign Objective

The Under YOUR Influence campaign seeks to encourage parents to take an active role in teaching their teen how to drive safely and provide them the resources to be able to do so.

### Target Audience

All parents, caretakers, and guardians of teens that are legal to drive and teens that will be legal to drive soon and all youth leaders that can work to spread the word about this campaign to their friends

### An Issue Parents Can't Afford to Ignore

- Car crashes continue to be the number one cause of death for teens.
- Teens have lower seat belt use than adults.
- The risk of teens getting into a crash is very high during the first year that teenagers are eligible to drive.
- Teenage drivers account for only 6.4 percent (12.5 million) of the total drivers in the United States, but teen drivers account for 14 percent of all drivers involved in fatal crashes and 18 percent involved in police-reported crashes.
- Most parents (59 percent) are aware that motor vehicle crashes are the number one killer of teens, yet they talk to their children about the dangers of smoking and drugs at an earlier age than safe driving.
- 99 percent of parents believe demonstrating good driving behavior is helpful in teaching their teen safe driving. Yet many parents admit to displaying bad driving behavior when their teens are in the car, including:
  - 71 percent have talked on a cell phone
  - 62 percent have operated a radio, MP3 player, game, or other device
  - 26 percent have broken the law.
- The risk of motor vehicle crashes is higher among 16- to 19-year-olds than among any other age group. In fact, per mile driven, teen drivers ages 16 to 19 are four times more likely than older drivers to crash.
- The presence of teen passengers increases the crash risk of unsupervised teen drivers. This risk increases with the number of teen passengers.
- 59 percent of teenage passenger deaths occur in vehicles driven by another teenager.
- Fatal crashes involving young drivers are much more likely to occur when other teenagers are in the car, and the risk of a fatal crash increases in proportion to the number of teenage passengers.
- Based on crashes of all severities, the crash rate per mile driven among 16- to 19-year-olds is four times the risk among older drivers.

Sources: National Highway Traffic Safety Administration, [www.nhtsa.gov](http://www.nhtsa.gov); Centers for Disease Control, [www.cdc.gov](http://www.cdc.gov); The Allstate Foundation, [www.allstate.com/foundation](http://www.allstate.com/foundation)

### Resources Available

The following topics are discussed on the Under YOUR Influence Web site:

- youth/community toolkit
- message board
- tips on practicing with teens
- general driving, seat belt, graduate driver licensing, and underage drinking facts
- general driving Web resources
- parent/teen driving contracts
- seat belt Web links and information on state seat belt laws
- graduated driver licensing Web links and information on state graduated driver licensing laws
- underage drinking Web resources and information on state underage drinking laws
- starting a conversation with your teen
- much more!

### Information

For more information, visit [www.underyourinfluence.org](http://www.underyourinfluence.org).