

# Public Service Announcements (PSAs)



## **15 Seconds**

If you are a parent of a teen driver – you know the term “fake brake”! But do you know that the number one cause of death for teens is auto crashes? Every year, we lose thousands of youth due to crashes that could have been prevented. It’s time to put a brake on these crashes – put your teen driver under YOUR driving influence at [www.underyourinfluence.org](http://www.underyourinfluence.org). Drive by the Rules. Keep the Privilege!

## **30 Seconds**

If you are a parent of a teen driver – you know the term “fake brake”! But do you know that the number one cause of death for teens is auto crashes? Every year, we lose thousands of youth due to crashes that could have been prevented. That’s why the new Web site Under YOUR Influence has been created. The purpose of Under YOUR Influence is to raise awareness about youth traffic safety and help parents teach their youth what they can do to be safe on the road. You’re a parent who cares, a parent who wants to do the right thing, a parent who wouldn’t mind some help teaching your teen how to drive safely. And you’re a parent who wants to put a stop to teen crashes. It’s time to put a brake on these crashes – put your teen driver under YOUR driving influence at [www.underyourinfluence.org](http://www.underyourinfluence.org). Drive by the Rules. Keep the Privilege!

## **45 Seconds**

So, you’ve got a teen who is just learning to drive. Now what do you do, right? Where’s the driver’s ed. manual for parents?

There’s no doubt about it. Raising kids is one of the most – if not THE most – challenging things in life. You want the best for your child. You’re a parent who cares, a parent who loves, a parent who wants the reassurance that you’re doing the right thing, especially when it comes to teaching them how to drive safely. With automobile crashes as the leading cause of death for teens, your role as teacher, encourager, and enforcer - YOUR Influence - is more important now than ever.

That’s why the new Web site Under YOUR Influence has been created. From discussing underage drinking and impaired driving to the vital importance of seat belts and support and enforcement of graduated driver license laws, this site is meant to be the resource you need in your role in both teaching your child how to drive safely and establishing rules that will protect them both as a driver and passenger. Choose to take an active role, and be the influence your teen needs. The other drivers sharing the road – and your teen – are counting on you. Check out [www.underyourinfluence.org](http://www.underyourinfluence.org) for more information. Use it as a parent’s driver’s ed. manual, and you don’t even have to take a test afterwards. Drive by the Rules. Keep the Privilege!

## **1 Minute**

So, you’ve got a teen who is just learning to drive. Now what do you do, right? Where’s the driver’s ed. manual for parents?

There’s no doubt about it. Raising kids is one of the most – if not THE most – challenging things in life. You want the best for your child. You want to protect them. You want to guide them. You’re a parent who cares, a parent who loves, a parent who wants the reassurance that you’re doing the right thing, especially when it comes to teaching them how to drive safely. With automobile crashes as the leading cause of death for teens, your role as teacher, encourager, and enforcer - YOUR Influence - is more important now than ever.

That's why the new Web site Under YOUR Influence has been created. From discussing underage drinking and impaired driving to the vital importance of seat belts and support and enforcement of graduated driver license laws, this site is your resource and link to the information you need in your role in both teaching your child how to drive safely and establishing rules that will protect them both as a driver and passenger. Just as you carefully prepared your child for the other progressive steps in their life, we hope you use this site to help you prepare your teen for the road. Choose to take an active role, and be the influence during this very exciting and important time in your child's life. The other drivers sharing the road – and your teen – are counting on you. Check out [www.underyourinfluence.org](http://www.underyourinfluence.org) for more information. Use it as your parent's driver's ed. manual, and you don't even have to take a test afterwards. Drive by the Rules. Keep the Privilege!