

COMPANION GUIDE



**AGENTS OF
CHANGE!**



EDUCATING COMMUNITIES
ON DRIVER SAFETY

Presented by  **State Farm**

**Talk the Talk,
Drive the Drive!**

OVERVIEW

Congratulations! You are accepting the challenge to be a State Farm® & SADD Agent of Change. By talking to your community about mobility safety matters, you have a unique opportunity to share information that will keep teen drivers, passengers, and adults safe. We know you wear many hats as an agent, so thank you for investing in the safety of your community.

BEFORE YOU GO

Please review the Talk the Talk, Drive the Drive PowerPoint presentation that SADD students and State Farm have created together. This interactive and fun presentation is designed to be a starting point and guide for the conversation you will lead with teens and/or their parents about youth traffic safety. Before you head out the door to give your first presentation, there are a few points we ask you to consider:

1. Whether you're presenting at a school or community event, make sure you know the tech capacity of the room you're using. Ask the organizer to ensure they have the tech specs you'll need, which vary based on your comfort level.
2. Make sure to familiarize yourself with the presentation and these talking points. The talking points are written to address teens and their parents. So, if you are just speaking with teens, you will want to make some minor modifications. More information on the various topics discussed during the presentation can be found on the Simple Insights® from State Farm® page. These are great resources to refer attendees to as questions arise.
3. On slides 2 and 20, there are gray boxes to share your contact information, social media handles, and photo.
4. One key element of teen mobility safety is the Graduated Drivers Licensing laws. These laws vary from state to state. Before your presentation, take a moment to input the information specific to the GDL laws for your state on slide 14. There are two great resources below to find your state-specific laws. We encourage you to review these slides every few months and reflect any GDL changes on this slide.
 - a. [The Governors Highway Safety Association](#)
 - b. [The Insurance Institute for Highway Safety](#)
5. Remember to have fun! Mobility safety is a heavy subject. SADD and State Farm want communities to be excited about the possibilities as we work together to keep our roadways safe. If you're having fun, the audience will too - and they're more likely to remember the content.



SLIDE ONE

- Start the presentation with a warm hello. This is an excellent opportunity to welcome those in attendance and thank them for their time.
- State Farm and SADD (Students Against Destructive Decisions) have teamed up to combat one of the leading causes of teen injury and death – roadway crashes.

SLIDE TWO

- Introduce yourself!
- Talk about your experience and involvement with the community and why you care about roadway safety.

SLIDE THREE

- Audience participation time. Ask the audience to tell you what comes to mind when they hear the word insurance.
- Suppose the audience is dead silent. Call on someone who looks like they may have a good answer. Feel free to follow up with individuals and ask them, “why does insurance remind you of _____.”
- Allow for five to six answers depending upon the flow of the conversation.
- **Optional: Feel free to use giveaways as an incentive to increase participation**

SLIDE FOUR

- Make the audience feel good and thank them for their answers.
- Share that in this case, there was a correct answer, and that correct answer is SAFETY.
- State Farm and SADD believe that keeping the things that matter most to us safe is a responsibility we all share – this is especially true when we take to the roadways.
- Most crashes are not “accidents,” meaning they didn’t just happen. Most crashes are preventable and involve a series of choices that a driver, passenger, pedestrian, or other roadway user has made.
- *See the next page for more tips about slide four.



SLIDE FOUR (cont'd*)

- The US Department of Transportation tells us that we lose an average of 40,000 individuals on our roadways each year. These are moms and dads, brothers and sisters, grandmas/grandpas, teachers, coaches, and friends.
- Ask attendees to raise their hand if they know someone who has been in an auto collision. Ask folks to look around the room—almost every hand will be raised.
- Highlight the fact that your goal as an agent is to keep people safe. This is why State Farm and SADD, are teaming up to share this vital information with teen drivers, who are more likely to be in a crash than any other age group, as well as their parents.

SLIDE FIVE

- SADD and State Farm believe there are three key ways to keep your family, friends, and property safe on the roadways
- First, it's important to know the facts
 - When we understand the leading causes of teen crashes, we can identify the opportunities to make better choices.
- Second, it's so important to Practice the Art and Science of Driving
 - Driving is all about science—knowing the rules and the laws that govern how and why we drive.
 - Driving is also an art—something that takes time and practice.
 - Ask if there are any athletes or musicians, or bakers in the room? These skills didn't just happen. They took time, practice, and hard work. It's the same with driving.
- Finally, we must speak up if a poor choice is being made. Teens have the power to use their voices to make a difference and keep each other safe. It's important for parents to set the tone and model the behavior they wish to see in their teen drivers. And, this modeling should begin at a very early age.

SLIDE SIX

- Let's talk about the leading causes of teen crashes and why these crashes are so deadly for young people.



SLIDE SEVEN

- Refer back to practice. Teen drivers, when they get their licenses, haven't mastered the skill of driving.
- The Centers for Disease Control and Prevention (CDC) tells us that the average teen brain doesn't fully develop until the age of 25. The part of the brain that handles decision-making isn't developed when we give teens a license. Therefore, they are more prone to reckless behavior and acts that are dangerous.
- The best way to overcome inexperience is to practice. Practice with a caring adult in all types of driving conditions. Drive on rural roads. Drive on highways. Drive at night. Drive in and through all different kinds of weather. Each new situation presents new challenges to new drivers. The more you practice, the more prepared you will be.

SLIDE EIGHT

- Driving at night. Why is this so much more dangerous? According to the National Highway Traffic Safety Administration (NHTSA), 40% of all fatal teen crashes happen between 9:00 pm, and 6:00 am.
- When experts looked into these crashes, they found some common themes
 - There's reduced visibility--it's harder to see at night and to anticipate what might be ahead.
 - If you're driving in a rural area, you might encounter wildlife or other obstructions. This impacts how you should be driving.
 - More drivers drive impaired during the nighttime hours.
 - Teens are tired. They're leaving school, then going to practice, youth group, and more. When they're driving on empty, they are more likely to fall asleep at the wheel.
 - Teens are more likely to speed at night.

SLIDE NINE

- There's a lot of talk about technology making cars safer. Did you know that there's technology that significantly increases your odds of surviving a crash?
- This technology exists, but more than 50% of teens who lost their lives last year in a crash were not wearing it - it's a seat belt.
- *See the next page for more tips about slide nine.



SLIDE NINE (cont'd*)

- This is the oldest habit you have (well, one of them). You grew up buckled in car seats and have been told how important it is since you were a toddler. Why would you change that habit now?
- When your car leaves the roadway, as it does in many teen crashes, you need something to keep you in that car. If you're ejected, your odds of survival drop to almost 0. Seat belts keep you in the car - that's physics, that's science, and science is cool.

SLIDE TEN

- We all know that impaired driving is dangerous, but impairment means more than you might think.
- We know that driving after using alcohol is dangerous, but still, teens choose to do so. Underage drinking is a serious issue with severe consequences. However, if a teen finds themselves in that situation, there are many options, from ride shares to calling a friend. We'll talk more about that in a moment.
- Drug-impaired driving is on the rise. Any substance you use can impair your ability to be a safe driver. You know those labels that say "don't operate heavy machinery" that we find on our pill bottles? Guess what? They are not just talking about forklifts. They are also talking about cars. These substances change how we see, how we think, and how we act. Marijuana and other drugs do the same thing. Any of these substances can be very dangerous if used behind the wheel.
- Teens are drowsy driving. Teens, how many hours of sleep did you get last night? Parents, did you realize that's the amount of sleep your teen is getting? The teen brain needs eight to ten hours of sleep during adolescence to operate safely. When teens run low on sleep or get four hours or less, their behavior can mirror that of someone who has been consuming substances. That puts everyone at risk.

SLIDE ELEVEN

- Let's talk about distractions for a moment. We all know that using the phone behind the wheel is a no-no. How about reaching for those sunglasses or changing the playlist? What about reaching for that French fry or opening the water bottle. Anything that takes your eyes off the road, your hands off the wheel, or your mind off the task of driving is a distraction.
- *See the next page for more tips about slide eleven.



SLIDE ELEVEN (cont'd*)

- Are you putting on make-up? Adjusting the seat? Keep your eyes on the road, your hands on the wheel, and your mind on the task of driving.
- Technology includes things in the car and on our phones. Infotainment centers can be a huge source of distraction. Parents, ensure your teen knows what tech is available in your vehicle and encourage them to make it a habit to preselect tech before the car is in motion.
- Cell phones. We know they shouldn't be used behind the wheel, but how many of us saw a distracted driver today? That quick look at a text. Sending a snap, checking your social. There is nothing on your phone worth risking your safety or the safety of someone else.
- There is no greater distraction than another person. Siblings. Parents, Friends. Other people fight for our attention and they can cause you as teens to do some silly things. Each additional passenger increases the likelihood of a crash for a teen driver. This is why it is best for teens to have no passengers while they are learning the art and science of driving.

SLIDE TWELVE

- That's a perfect segue to remind you to get out there and practice.
- "GDL" - ask the audience if anyone knows what that stands for?

SLIDE THIRTEEN

- Graduated Driver Licensing - the purpose of GDL is to slowly introduce teens to the various situations that make driving more dangerous. It allows teens time to practice the art and science of driving before adding in other factors.
- It is your responsibility, both teens, and parents, to know the laws. When you choose not to follow the laws, there are consequences. However, the bigger concern is the danger you are putting yourself, your passengers, and other roadway users in when violating the GDL provisions.
- We will review some of the key provisions you should know as you get behind the wheel.

SLIDE FOURTEEN

- Talk through the state-specific restrictions that you have included from the websites mentioned.



SLIDE FIFTEEN

- We know it can be hard to understand how to teach a teen to drive. Parents, there is no guidebook on that, right? Well, now there's a tool that can help.
- The "Passport to Safe Driving" is an interactive resource that highlights the skills and behaviors that young drivers need to know before they get behind the wheel. The passport provides talking points for parents to help coach their new drivers and facts that teen drivers need to know. There are podcasts, PSAs, and more information created by and for teens. I'd like to encourage you to scan this QR code now and bookmark the site for quick access.

SLIDE SIXTEEN

- The last point I'd like to make today is the power we all have to speak up when we feel unsafe.

SLIDE SEVENTEEN

- Research continues to show that teen drivers change how they're driving when a friend says they feel unsafe. We know it can be scary to say something and to be the one speaking up when others are just along for the ride. However, that decision to speak up can save your life and keep your friend out of trouble.
- We all know not to drive with someone who has been drinking. What do we do when someone is high? What do we do when someone is using their phone or changing the playlist? We need to speak up.
- The first step is to say, "I don't feel safe." Real friends who care about you will change their behavior. If the driver doesn't change how they're behaving, call a parent, a friend, or law enforcement to help you get out of that situation.
- When working to prevent any crises, the first step is to have a plan. Parents, have you talked to your teen about how to get out of situations where they don't feel safe?



SLIDE EIGHTEEN

- For more than forty years, SADD has been using the Contract for Life to help families communicate about potentially destructive decisions and make a plan.
- **Optional:** If you have time, encourage families to open their phones and look at the [Contract for Life](#) now. You can also bring printed versions of the contract for quick access. If time is short, encourage folks to bookmark the page and revisit when they have time.

SLIDE NINETEEN

- You're almost done!
- As you start to wrap up, go through the highlights of the presentation:
 - Safety Is a responsibility we all share.
 - Knowing the leading causes of teen crashes helps us to make better decisions.
 - It's so important to practice the skill of driving.
 - Remember to speak up if you feel unsafe.
 - The [Contract for Life](#) is a great tool for families. I hope you bookmarked the site.
 - State Farm and SADD both have great resources as you take to the road.

SLIDE TWENTY

- Thank individuals for their time today.
- Remind them of the power they have to help keep themselves and what they love most safe.
- Highlight that you are a resource for them, as well as the incredible Simple Insights that are featured on statefarm.com (link listed on the slide—www.statefarm.com/simple-insights).
- Take any questions folks might have at the moment and highlight your contact information as a continued resource.

SLIDE TWENTY-ONE

- **OPTIONAL SLIDE:** Encourage your participants to take the SADD + State Farm Teen Survey so we can get a better idea of driver and passenger behaviors on a National scale.



AFTER THE PRESENTATION

- You did it! You're now an Agent of Change. Thank you for taking the time to share this lifesaving information with your community.
- Make sure to thank those who hosted you and offer to provide ongoing resources for traffic safety from State Farm and SADD.
- If anyone is interested, they can find more resources on traffic safety on SADD.org and Simple Insights on statefarm.com.
- That's it! Keep being an Agent of Change. We encourage you to work with SADD at the local, state, and/or national levels to keep teens safe!

DOWNLOADABLES

Feel free to download and use these resources in your presentation or share with your audience to review later:

- Agents of Change Editable [Presentation Slide Deck](#)
- SADD's parent/caring adult-teen agreement, [Contract for Life](#)
- Passport to Safe Driving [Virtual Toolkit](#)
- Agents of Change: [Passport to Safe Driving MySADD Course](#)
- [Social Host Laws](#) one page info sheet

State Farm representatives can download the entire printable SADD + State Farm Passport to Safe Driving booklet for FREE at sadd.org/agentsofchange.

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