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**The National Safety Council's "Alive at 25" Driver Safety Program**



**JOHN BRADY**  
DIRECTOR  
TEXAS ALIVE TEAM

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What if you knew a secret that could save somebody's life?

***Could you keep it to yourself?***



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## Alive Team Overview

- ALIVE AT 25 OVERVIEW
- WHY WE NEED THE PROGRAM
- PROGRAM BREAKDOWN
- KEYS TO SUCCESS
- THE ROAD AHEAD

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## Alive at 25 Mission

The Mission of the Alive at 25 program is to help young drivers choose safe driving practices, take responsibility for their behavior, and be aware of the typical driving hazards.

DDC-Alive at 25 is a highly interactive, young driver, intervention program in which the instructor plays the role of facilitator. The facilitator uses workbook exercises, interactive video segments, small group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road.



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## Our Goal:

Create a statewide network of public safety professionals who are committed to reducing young driver deaths.

Saving Lives Through Education!



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## What is Alive at 25?

- 4-hour LIVE interactive course
- Focus on issues specific to drivers under the age 25 including:
  - Instruction in alcohol & drug awareness
  - State traffic laws
  - Issues commonly associated with crashes involving young drivers
  - Importance of taking control of potentially dangerous driving situations as driver or passenger
- Ticket Dismissal Benefit:
  - Completion of the 4-hour Young Driver Course may qualify for ticket dismissal
  - Prior to attending course must make contact with local court to get permission to attend
  - May only attend once in a 12-month period for ticket dismissal
- Success Rates:
  - Colorado State Patrol has taught over 200,000 students with a greater than 60% decrease in fatalities amongst graduates of the program vs. non-graduates
  - South Carolina has taught over 60,000 students since 2007 with an over 80% decrease in expected fatalities



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## Why Alive at 25?

- As of January 1, 2012, NSC's Alive at 25 is approved as the first 4-hour specialty driving safety course for young drivers under Senate Bill 1330.
- Judges can sentence drivers younger than 25 to complete a 4-hour young driver safety course in addition to the standard 6-hour defensive driving course.
- Alive at 25 curriculum specifically focuses on the ages between 15 and 24:
  - Emphasis on the positive attributes of the age group
  - Highly interactive curriculum that is more appealing to teens
  - Encourages teens to take responsibility for the CHOICES they make with their driving behavior
  - Focuses on peer-to-peer interactions
  - Shows young drivers that, whether they are the rider or passenger, they can greatly reduce their risk by taking control
  - Helps younger drivers recognize changing their driving behavior makes personal, financial, and legal sense



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## Why Do We Need this Program?

Car crashes are the #1 killer of teens in the United States.



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## The Statistics

- Individuals aged 16-24 make up 14% of all drivers
- Despite that, they are involved in 30% of all crashes!
- In 2011, the number of crashes involving teens were up for the first time in eight years
- Texas leads the country in teen fatality motor vehicle crashes



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## What is the concern?

- Motor vehicle crashes are the leading cause of death among young drivers in the U.S.
- Even though young drivers represent approximately 14% of the driving population, they account for 30% of all traffic-related fatalities
- **In Texas, young drivers account for 22% of all crashes (NHTSA)**
- In the US during 2010, there were:
  - 1,963 young driver fatalities
  - 1,326 fatalities of passengers of young drivers
  - 1,245 occupants of other vehicles died after being involved in a crash with a young driver
  - 487 non-occupant fatalities
- That's more than **5,000** people who died as a result of the actions of a drivers under the age of 20



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### The Stats Don't Tell The Whole Story...



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### It's a fact...

- Half of all young driver crashes involve only one vehicle. Typically these are high-speed crashes in which the driver lost control.



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### What are the causes?

- Use of drugs, alcohol, and/or other intoxicants
- Inexperience
- Willingness to take risks
- Following too closely
- Getting too little sleep
- Night driving

○ Per miles driven, the fatal crash rate of 16 year-olds is about twice as high at night compared with during the day.



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## Major Contributing Factors

- **Seat Belt Use**
  - Most drivers killed in crashes aren't wearing safety belts
  - Teens tend to buckle up less than adults
  - Seat belt use decreases as the number of passengers increases
- **Number of Passengers**
  - Young driver fatality crashes occur more frequently when there are passengers in the vehicle
  - One teen passenger in the vehicle increases the risk of a crash by 50%
  - Multiple teen passengers vehicle increases the risk 3-5 times
- **Driver Distractions**
  - Include: eating, tuning the radio, using a GPS, putting on-makeup or shaving, talking on a cell phone, texting, etc.
  - 2/3 teens admit to texting while driving



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## Alive at 25 – Course Breakdown

- Session One
- Session Two
- Session Three
- Session Four



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## Session 1...

### ARE YOU A POTENTIAL STATISTIC?

- Get acquainted with other participants.
- Face the collision and fatality statistics for this age group.
- Discuss why young drivers have such high violation rates and how driving behaviors and attitudes contribute.
- See how inexperience, peer pressure, distraction, and underestimation of risk cause unique driving hazards.



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## Collision Prevention Formula

### RECOGNIZE THE HAZARD

Scan the road ahead as far as you can see.

Check mirrors every 3-5 seconds.

Stay focused on driving.

Use the "what if" strategy.

### UNDERSTAND THE DEFENSE

Know what to do to avoid a traffic hazard.

Know the consequences of the driving choices you make, both positive and negative.

### ACT CORRECTLY, IN TIME

Be alert and concentrate on the driving task.

Choose the safest driving behavior in time to avoid a crash.

### DEFENSIVE DRIVER?



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## Session 2...

### RECOGNIZE THE HAZARD

- Identify different types of driver vs. driving hazards.
- Identify the most common driving hazards that 15-24 year-olds face
- Discuss alcohol, drugs and all state laws.
- Understand how hazards, impaired driving, speeding, distractions, fatigue and not wearing a seat belt increase risk.
- Use defensive driving strategies to set personal guidelines and guidelines for others.



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## Session 3...

### UNDERSTAND THE DEFENSE

- Identify situations that lead to feeling out of control as a driver.
- Discuss forms of consequences.
- Analyze several situations and discuss how to use Defensive Driving strategies to take control in each.
- Formulate what to say to peers who are trying to take control, whether as a driver or passenger.
- Conclude that a real leader drives safely and responsibly.



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## Session 4...

### ACT CORRECTLY, IN TIME

- Recognize positive characteristics of 15-24 year-olds that will help them be defensive drivers.
- Explore instances where other young drivers lost control and role-play ways to take charge.
- Commit to making a change in driving attitudes and behaviors.



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## Keys to Success

### Curriculum

- Multimedia approach
- Updated as needed

### Instructors

- Taught by licensed Instructors
- Stringent training – 20 hours + continuing education

### Marketing, Communications, and Public Relations

### Program Development

- Continually finding new ways to improve product
- Quality videos

### Community Effort

- Local sponsors
- “It takes a Village”



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## The Road Ahead:

Achieving nationwide support

- Colorado
- Wyoming
- Kansas
- California
- South Carolina
- Illinois
- South Dakota
- Utah
- Texas
- Washington
- Idaho



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# We Need Your Involvement !




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## Our Partners:




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## Texas Alive Team Contacts

### NSC.ORG

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AN ACT

relating to driving safety courses for individuals younger than 25 years of age receiving deferred disposition for certain traffic offenses.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Effective January 1, 2012, Subsection (b-1), Article 45.051, Code of Criminal Procedure, is amended to read as follows:

(b-1) If the defendant is younger than 25 years of age and the offense committed by the defendant is a traffic offense classified as a moving violation:

- (1) Subsection (b)(8) does not apply;
- (2) during the deferral period, the judge;

(A) shall require the defendant to complete a driving safety course approved under Chapter 1001, Education Code; and

(B) may require the defendant to complete an additional driving safety course designed for drivers younger than 25 years of age and approved under Section 1001.111, Education Code; and

(3) if the defendant holds a provisional license, during the deferral period the judge shall require that the defendant be examined by the Department of Public Safety as required by Section 521.161(b)(2), Transportation Code; a defendant is not exempt from the examination regardless of whether the defendant was examined previously.

SECTION 2. Subchapter C, Chapter 1001, Education Code, is amended by adding Section 1001.111 to read as follows:

Sec. 1001.111. DRIVING SAFETY COURSE FOR DRIVER YOUNGER

THAN 25 YEARS OF AGE. (a) The commissioner by rule shall provide minimum standards of curriculum for and designate the educational materials to be used in a driving safety course designed for drivers younger than 25 years of age.

(b) A driving safety course designed for drivers younger than 25 years of age must:

(1) be a four-hour live, interactive course focusing on issues specific to drivers younger than 25 years of age;

(2) include instruction in:

(A) alcohol and drug awareness;

(B) the traffic laws of this state;

(C) the high rate of motor vehicle accidents and fatalities for drivers younger than 25 years of age;

(D) the issues commonly associated with motor vehicle accidents involving drivers younger than 25 years of age, including poor decision-making, risk taking, impaired driving, distraction, speed, failure to use a safety belt, driving at night, failure to yield the right-of-way, and using a wireless communication device while operating a vehicle, and the role of peer pressure in those issues;

(E) the effect of poor driver decision-making on the family, friends, school, and community of a driver younger than 25 years of age; and

(F) the importance of taking control of potentially dangerous driving situations both as a driver and as a passenger; and

(3) require a written commitment by the student to family and friends that the student will not engage in dangerous driving habits.

(c) A course approved for use under this section before January 1, 2012, must comply with the requirements of Subsection (b) and be approved for that purpose by the commissioner not later than January 1, 2012. This subsection expires September 1, 2012.

SECTION 3. (a) The Texas Education Agency shall adopt the rules required by Section 1001.111, Education Code, as added by this Act, as soon as practicable after the effective date of this Act.

(b) The change in law made by this Act to Article 45.051, Code of Criminal Procedure, applies only to an offense committed on or after January 1, 2012. An offense committed before January 1, 2012, is governed by the law in effect on the date the offense was committed, and the former law is continued in effect for that purpose. For purposes of this subsection, an offense was committed before that date if any element of the offense occurred before that date.

SECTION 4. Except as otherwise provided by this Act, this Act takes effect September 1, 2011.

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President of the Senate

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Speaker of the House

I hereby certify that S.B. No. 1330 passed the Senate on May 10, 2011, by the following vote: Yeas 31, Nays 0.

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Secretary of the Senate

I hereby certify that S.B. No. 1330 passed the House on May 23, 2011, by the following vote: Yeas 142, Nays 0, one present not voting.

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Chief Clerk of the House

Approved:

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Date

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Governor