Preparing New Drivers For The Road Ahead

Missouri teens are dying in traffic crashes...

BUT THEY DON’T HAVE TO

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FirstImpactMO

TRAFFIC CRASHES ARE THE 
#1 KILLER OF TEENS

In Missouri in 2016:
637 teens were killed or seriously injured in a crash and 78% were unbuckled.

Teens are 10X more likely to crash during their first year of driving.

23% of traffic fatalities involved an impaired driver.

Source: www.saveMOlives.com, 2017

why?

LEADING CAUSES:
1. Inexperience
2. Nighttime driving
3. Driving with passengers

Highest risk is at age 16 during first year of independent driving

Missouri Coalition for Roadway Safety

ARRIVE ALIVE

www.saveMOlives.com

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First Impact is a 90-minute evidence-based traffic safety program that educates parents about Missouri’s GDL law. The goal of First Impact is to reduce new driver crashes and the resulting injuries and fatalities by increasing parents’ awareness and enforcement of Missouri’s GDL law.

Objectives of the program are to increase:
- Awareness of teen driving risks
- Understanding of Missouri’s GDL law
- GDL monitoring and enforcement at home
- Importance of being a positive role model

First Impact provides the tools parents need to monitor, coach and support their new teen driver. First Impact features a video and a discussion to promote the importance of parents and teens working together to reduce teen crashes, injuries and fatalities.

Ensuring parents understand the risks and responsibilities associated with driving is essential in preventing teen driving tragedies.

The program is delivered by trained facilitators who coach parents by presenting key facts and proven strategies to help parents lower their teens’ crash risk by utilizing the Missouri GDL law.

This statewide program is available free of charge.

Learn how to keep teens safe while driving. Locate or request a program near you:

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