

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

FIRST IMPACT

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FirstImpactMO

ThinkFirst!
Missouri



**ARRIVE
ALIVE**
www.saveMOLives.com

Missouri Coalition
for Roadway Safety

Missouri teens
are dying in
traffic crashes...

**BUT THEY
DON'T HAVE TO**



FIRST IMPACT

preparing new drivers for the road ahead

GDL WORKS!



MISSOURI'S GDL LAW IS A 3-STEP LICENSING SYSTEM

1 INSTRUCTION PERMIT

2 INTERMEDIATE LICENSURE

3 FULL LICENSURE

The **Graduated Driver License (GDL)** law is the single most effective tool in reducing teen driver crashes. It limits the highest risk factors for teens including driving at night, with multiple passengers, distracted and unbelted.

Parents make the First Impact by enforcing GDL restrictions and limiting exposure to high-risk situations. **Most parents aren't familiar with the GDL law.**

WE HAVE

A SOLUTION

BUT NEED YOUR HELP!



first impact can help

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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