

About the Campaign

Car crashes are the #1 killer of teens, taking about 2,000 young lives every year in the U.S.

This means 6 deaths each day can be prevented!



Through the Parents are the Key campaign, the Centers for Disease Control and Prevention (CDC) offers parents tools and proven steps for reducing teen driving injuries and deaths.

As a parent, you have a great influence over your teen's behavior. Believe it or not, teens actually listen to what parents say. Parents play a **key** role in preventing teen car crashes and deaths.

Partnering with You To Keep Your Teen Driver Safe.



Public Health
Prevent. Promote. Protect.

**Winnebago County
Health Department**



For information about Parents are the Key presentations or more brochures/contracts contact:

Winnebago County Health Department
112 Otter Ave
Oshkosh, WI 54903
920-232-3000
Email: health@co.winnebago.wi.us



**Parents
are the
Key...**

To Safe
Teen Driving

*One
Life
Lost
is too many!*

Did you know?

In Northeast Wisconsin, motor vehicle crashes are the #1 cause of unintentional injuries resulting in deaths of our youth.

Ages 15-19 Years: 2010-2014*

**Wisconsin Interactive Statistics on Health*

- 3,820 ER Visits
- 236 Hospitalization
- **50 LIVES LOST**
(Wisconsin 2014)

Preventable Causes

No seatbelts; drug or alcohol use; extra teens in the car; inexperience; speeding; texting and emotional instability.

What our high school students are saying*

**Winnebago County Youth Risk Behavior Survey 2014*

- Nearly 40% don't wear a seatbelt when riding in a car.
- 1 in 4 admit to email or texting while driving
- 1 in 6 admit to riding in a car with someone who has been drinking alcohol.
- 1 in 15 drove after drinking alcohol

What Can You Do?

Be a Coach

- Practice driving with your teen :
 - ⇒ at least 50 hours (10 at night)
 - ⇒ in various weather and road conditions

Be a Role Model

- Avoid talking on the phone, texting, eating or speeding while driving
- Wear your seatbelt
- NEVER drink alcohol and drive

Be Proactive

- Discuss the rules of the road
- Remember you have given permission for the GDL, you can take it away!
- **Follow Graduated Drivers License (GDL) laws** at wisconsindot.gov/Pages/dmv/teen-driver/yr-frst-lcns/gdl-summary.aspx
- Tell parents of other teens about
“Parents Are the Key”
- Complete the included **Parent-Teen Driving Agreement**

(Additional copies found at)
www.cdc.gov/ParentsAreTheKey/index.html

Danger Zones

for Teens Behind the Wheel

Make sure your young driver is aware of the leading causes of teen crashes.



1. Driving with **teen passengers**
2. **Distracted** driving
3. Driver **inexperience**
4. **Nighttime** driving
5. **Not using seat belts**
6. **Drowsy** driving
7. **Reckless** driving
8. **Impaired** driving

*Put rules in place
to keep your teen safe.*