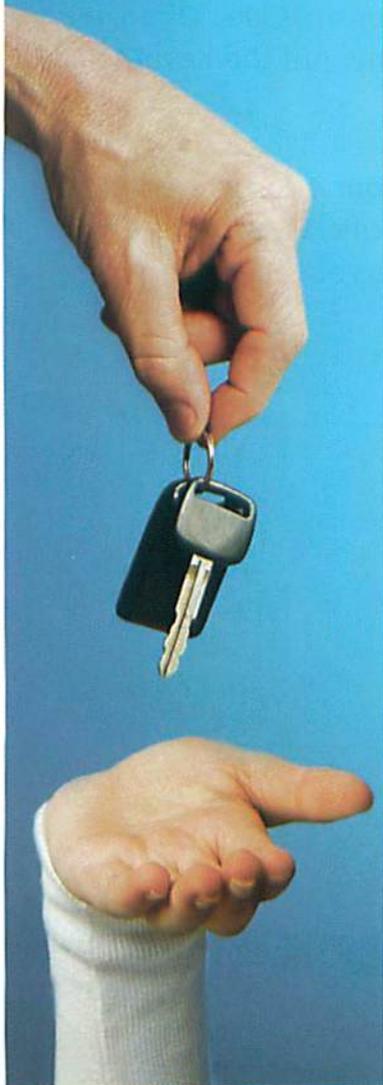




**HANDING  
YOUR  
TEEN  
THE CAR  
KEYS-**

**ARE YOU  
CONFIDENT  
OR CONCERNED?**



## TAKE ACTION FOR SAFE TEEN DRIVING

Every year, over 4,000 teens die in car crashes—the #1 killer of youth in America. That’s 11 teen deaths each day that can be prevented. You can make a difference. Join in the safe teen driving effort and help to save young lives in your community. Use “Parents Are the Key” materials to support parents in their efforts to keep teens safe behind the wheel. Posters, flyers, and a parent-teen driving contract are some of the tools available for free online at [www.cdc.gov/parentsarethekey](http://www.cdc.gov/parentsarethekey). Here are some ways your organization can use these tools and get involved:

- **Talk to your employees and colleagues:** Perhaps you employ or work with parents who have teenage drivers. Let them know that car crashes can happen to any teen simply because of driver inexperience. Point out that the “Parents Are the Key” materials can help their child avoid a crash and encourage them to visit the Web site. Share copies of the newsletter article, poster and flyer.
- **Poster the town:** Find places in your community where parents go, especially with their new teen drivers. These may include movie theaters, departments of motor vehicles, supermarkets, gas stations, auto service centers, and malls. Ask the management of these outlets to display campaign posters and flyers in high-traffic areas. For smaller businesses, such as video stores and pizza parlors, ask the management to include a flyer in their video or pizza boxes.
- **Hold your own event:** Community events are a great way to highlight the topic of safe teen driving. Ask a local celebrity to take part in order to draw extra attention to your event. The “Parents Are the Key: Event Planning Guide” provides a step-by-step process for holding an event.

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VISIT [WWW.CDC.GOV/PARENTSARETHEKEY](http://WWW.CDC.GOV/PARENTSARETHEKEY) TO GET GOING.

- **Piggyback on an event:** Grab the attention of local parents at a football game, car wash, or other high school event. Ask community leaders to get involved and help distribute posters and flyers. Remember that seasonal events—such as homecoming, spring break, prom season, or graduation—are good times to spotlight safe teen driving.
- **Work with school districts and high schools:** Contact your local school district officials and parent-teacher associations (PTA) and ask if they can help spread the word to parents. Propose that school administrators share the “Parents Are the Key” fact sheet, newsletter article, and Web site link. Remind them that crashes are the #1 killer of teens. Chances are, they will listen.
- **Partner with local driver education schools:** Contact the instructors and management of local driver education schools. Ask if they would promote the “Parents Are the Key” Web site when parents enroll their teens in class. Suggest they use the “Parents Are the Key: Parent-Teen Driving Contract” in their curriculum.
- **Use the media:** Let your local newspaper, radio station, or TV station know about your safe teen driving efforts. The media is a vital partner for raising awareness on an issue. Often, it is the most effective way to reach folks with your messages. The “Parents Are the Key: Media Guide” offers tips to help you reach out to and work with local media.
- **Let us know about your good deeds:** We would love to hear about your efforts to promote safe teen driving. Let us know what you are doing—and be as specific as possible. Your participation is appreciated and will help protect local teens. Share your feedback in the comment box at the “Parents Are the Key” Web site.

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