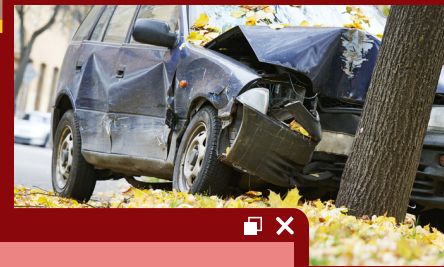


IN ONE INSTANT AWARD-WINNING TEEN SAFE DRIVING PROGRAM

Empowering Your Teen to Make
SMART AND SAFE CHOICES





IN ONE INSTANT

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IN ONE INSTANT

INTRODUCTION

SAFE TEEN DRIVING?

It's Actually Possible*
(*with your help)

In One Instant is an award-winning, emotionally charged program that empowers teens to make smart choices and save lives by reducing distracted, impaired and reckless driving. By making the issues relevant, personal, and approachable, teens are compelled to take ownership of their decision making process and influence their friends to do the same.

Our program is designed around the Health Belief Model – the idea that people only change their behaviors when they believe themselves to be at risk for serious consequences. To get someone to change their behavior, you have to convince them they're at risk and then provide them with the tools they need to change their behavior. That's what we do.

We start with our captivating video presentation and follow up with classroom discussions and activities. We provide further support with year-round projects and community service opportunities, creating an incentivized learning experience that helps teens teach themselves.

“

“To this day, the emotional impact of In One Instant has prevented me from making stupid choices, not only behind the wheel, but in every aspect of my life.”

- Student

”

Through In One Instant, teens acquire the skills to:

- Refrain from cell phone use/texting while driving
- Stand up to peer pressure
- Refrain from driving if impaired
- Serve as ambassadors to their peers.

We provide the tools, based on years of research and input from health and safety professionals, parents, driving instructors, psychologists, teachers and teens, but everything comes back to you – the parent. This guide will equip you with the resources to drive the message home. Together, we will save the lives of our children and affect societal change



IN ONE INSTANT

IN-CAR COMMUNICATION

DRIVING WITH YOUR TEEN - IT DOESN'T HAVE TO BE TORTURE!

Even if your teen already has their license, they're still not an experienced driver. Communication is essential to helping them become safe on the road. It helps to keep emotions in check and leave the day's baggage at the door. Emotionally charged conversation can easily distract new drivers.

SETTING GROUND RULES: THE CAR IS A "NAG FREE ZONE"

Making the car a "nag free zone" creates a positive learning environment, allowing teens to focus on their driving.

- When your teen is behind the wheel, only talk about driving related topics. If a sensitive or important issue comes up, agree to discuss it outside of the car. Pull over if necessary.
- When teens demonstrate basic driving skill and start to be more relaxed behind the wheel, parents can start to bring up topics other than driving.
- It's okay for your teen to tell you to "chill out." An angry parent is very distracting. Count to ten and focus on teaching so your teen can focus on driving.

ENGAGING IN CONSTRUCTIVE CRITICISM

It's difficult to give anyone criticism, but teens – especially your own – often react poorly to the slightest nudges. Psychologists recommend the following when giving criticism:

- Stay away from accusatory "you" statements. Try to use "I" statements. "I feel this way when..." or "This makes me feel..."
- Make your concerns bite-sized; avoid long lectures. For every consideration, ask your teen if he or she understands.
- When your teen makes a mistake, ask what they would do differently next time. Be patient: becoming a good driver takes time.
- Expect resistance to rules or criticism. Be prepared to counter this with facts, logic, and explanations – not additional rules. Threats do not work. (See sample dialogues on the next page.)

Does your teen overreact? It's their brain!

Here's the scoop on teenage brains – they haven't finished developing yet. The area responsible for emotional control (the prefrontal cortex) is underdeveloped, while the region governing emotional response (the amygdala) is fully developed. The end result? A teenager's brain is like a car with an engine worthy of F1 racing, but the brakes of a junkyard clunker. Their emotional centers are on overdrive while the systems that would regulate them are still under construction. Their heightened emotional response is not personal to you; it's just a stage that they're going through. failed to stop someone? How did it make you feel?

BE AN ACTIVE LISTENER

Take the time to let your teen finish their sentence. Listen while they speak instead of thinking about your next question/response. Repeat back and clarify when needed. When you listen to your teen, it shows that you care and how important they are to you. This open dialogue will make them more comfortable to share with you in the future.

RELEASE FRUSTRATIONS

Give yourself the space to release frustrations away from your teen - sometimes that means biting your tongue when you're in the car. It's important to keep things in perspective and make calm decisions. Most " situations can provide learning opportunities.

SAMPLE DIALOGUES

SEAT BELT USE

Parent might say: "Do you always make sure that all your passengers are buckled up before turning the key?"

Expected teen response: "It's not my job to make my friends buckle up – I'm not their mom."

Parent response: "When you're the driver, you are the parent! Remember, you're responsible for everyone's safety in your car. Most crashes happen close to home, so there are NO exceptions to wearing a seat belt."

INEXPERIENCE

Parent might say: "Until you're really experienced, I'll continue teaching you new driving skills, and we'll have rules in place to make sure you stay safe."

Expected teen response: "But I'm already experienced! I have a license."

Parent response: "I'm proud of the work it took to earn that license, but it's only the first step. Teens crash a lot during their first year of driving, and I don't want that to happen to you. It's my job to continue to help you stay safe."

TALKING ON A CELL PHONE

Parent might say: "You have to pull over if you ever need to call someone."

Expected teen response: "Don't worry; I put it on hands-free."

Parent response: "Hands- free or not! Cell phones increase crash risk –It's the conversation that takes your mind off the road."

TEXTING

Parent might say: "Never ever text while driving. It's deadly."

Expected teen response: "Yeah, if I texted like you. Watch this; I barely have to think about it."

Parent response: "I'm impressed, but you still took your eyes off the road for three critical seconds. And don't forget it's not just about where your hands are, it's about where your mind is."

YOU'RE THE ROLE MODEL

WHO DO KIDS LEARN FROM THE MOST?

If you answered "parents", you'd be correct. Young children will constantly watch their parents, studying their behaviors. Teens do the same thing and they remember everything. They may turn your words against you. They see hypocrisy and are likely to reject any advice that feels insincere. Through our ongoing meetings with high school students, teens consistently report that many of their parents do not practice what they preach when it comes to safe driving. Moral of the story? Be on your best behavior. Your kids are watching.

BE THE DRIVER YOU WANT THEM TO BE

- Obey traffic laws.
- Pull over to answer your cell phone, change music, or use a GPS device. Alternatively, have a passenger do it for you.
- The driver is the one in control. Show your child that it's okay to tell passengers, "Please don't distract me while I'm driving."
- Maintain a safe following distance.
- Always use a designated driver if you're drowsy or impaired.
- Point out safe and unsafe driving behaviors. Your child will view them as expectations for themselves.
- Keep your cell phone charged in case of emergency. • Treat other drivers courteously.

HOW TO DEAL WITH AGGRESSIVE DRIVERS

Don't escalate the interaction. Back off and avoid responding to their taunts. Get to your destination safely. Keep your focus on the road. Don't make eye contact and ignore their hand gestures. If necessary, contact the police with a vehicle description, license plate number, location, and the direction they're headed in.

EMPHASIZE EXPERIENCE

Make sure your teen understands that experience accumulates slowly, and although they may be better drivers than when they first started, they're still not experienced. It's important to not become over confident. Always remember: even experienced drivers need to be engaged drivers.



“

"Why shouldn't I text and drive when my dad does it going eighty down [the highway]."

—17-year-old student



ENGAGED DRIVING

Anything that takes your mind off the road for too long is a distraction. That's why we encourage you to talk to your teen about engaged driving because it more accurately sums up what you should be doing when you're behind the wheel: paying attention.

Experienced drivers have about three-seconds to prevent a crash if something goes wrong (less if you're speeding or following too close). Teens need even more time because they don't have as much experience as adults. Identify drivers who are obviously texting. Point out the swerving and erratic speeds. Ask your teen if they really want to be that person. "Do you want to be that guy? Do you want to be that girl?" Ask your teen what would happen if they didn't answer their phone. Ask yourself too. Would the world end?

BE A PRESENT PARENT

BE THE PARENT YOUR TEEN WILL CALL.

It's important to be the parent that your teen can call if they're in trouble for any reason or need help getting home. This is for safety, not an opportunity to criticize your teens' judgment. They may not call you if they think you're going to fault them.

SET A CODE WORD. BE A SAFETY NET.

Help your teen get out of an unsafe situation by calling or texting you with a predetermined code word. When you hear that word, pick your teen up right away. Many teens and parents use something as simple as, "I'm not feeling well," to signify they need a ride.

MONITOR YOUR TEEN.

Make sure your teen knows that you expect them to check in and let you know what they're doing and where they're going throughout the day and night. It's easier to do this if it's an established part of the parent-teen relationship. If you encounter back talk and resistance, explain that it's for their safety - not to ruin their life.

Distractions are little things. Putting on makeup, eating a burger, reading a text. These little things have caused one big problem. But if all of us avoid the little temptations, together we can create **big change.**

71% of teens say they have sent text messages while driving; **78%** of teens report reading a text message while driving.

(Source: National Highway Traffic Safety Administration)

60% of teens believe inexperience heavily influences safety, but only **15%** consider themselves or their peers to be inexperienced.

(Source: Children's Hospital of Philadelphia Research Institute)



PEER INFLUENCE

A critical section of our program is a proactive lesson delivered by one of our teen Ambassadors. To emphasize the lesson, consider discussing the following topics with your teen:

Have a plan. Make sure that your teen has a plan for getting a safe ride home. If that isn't possible, make sure your teen can call a taxi, a car service – or you – to come pick them up.

Trust your gut. If your teen is unsure about a situation, they should trust their gut. If they have to ask the question, they already know the answer, and should do the above.

Speak up. If someone is driving recklessly, make sure your teen is confident enough to vocalize concerns. Encourage them to be emphatic: demand that the driver changes their behavior or pull over. All it takes is one person to say something and others will follow suit.

"It can wait" - The enduring AT&T adage. It sums up exactly what any driver should think when distraction tempts. One parent had this slogan engraved on the dashboard of their teen's car!

INVOLVE YOUR COMMUNITY

To create lasting change, we have to look beyond our personal bubbles of family and friends; we have to look to the community at large and make safe driving a top priority. Consider approaching local hospitals, businesses and nonprofits and ask for their support (financial, publicity, or otherwise) and bring widespread change to your corner of the country.



MAKING RULES STICK

LOSING SLEEP? HAVE YOU CHECKED YOUR HOUSE RULES?

Teens are notorious for bending, breaking, or outright ignoring rules. Once they get a license, they might be out and about in places that you wouldn't ordinarily let them be. So how do you get them to follow your lead?

Be Consistent. You should be consistent with how you apply rules. Don't let your teen talk their way out of doing what you say. It's important to keep a united front with your partner. Rules don't work if one partner is undermining the other. Settle any disagreements you may have with your partner in private and show your teen that the two of you are a cohesive unit.

Recognize Independence. Teens are in a critical stage of life. They're straddling the boundaries of dependence and independence. Although they may say otherwise, they need rules in order to become responsible adults. They want limitations placed on them, but within reason. It's important to strike a balance between freedom and rules. Only you, your partner, and those closely involved with your teen can decide what that balance should be.

Maintain Expectations. Your teen should know that you have expectations about their behavior. Set your rules from the get-go and make sure your teen understands the consequences of misbehavior. It can be helpful to create a parent-teen agreement so all rules and their consequences are clearly defined from the start.

Encourage Civility. The best time to speak to your teen is when you're both calm. If they start to yell, ask them to speak calmly to continue the conversation. Engage at a different time when you're both more relaxed.

Focus on the "Behavior." When dealing with your teen, make sure to separate the "person" from the "behavior." Emphasize that you love them, but just don't like their behavior..

AT&T offers a free application to help their customers curb the distracted driving epidemic. It's called **Drive Mode** - it silences alerts and sends auto replies to let your contacts know you're behind the wheel. It automatically turns on when the vehicle starts moving and can even send you parental alerts from your child's phone if DriveMode or AutoMode get turned off. It's currently available on the Apple App Store and Google Play. Other anti texting apps are available as well - check your carrier.

Remember:

Additional freedom and additional responsibilities are rewarded for good behavior and improving skills. If you are hesitant about your teen's abilities, consider postponing any purchase.

Suggested House Rules:

- Many parents require their teens to always ask permission to use the car. (Even for the teen's own vehicle!)
- No peer passengers for the first year of licensure. In most states this is the law.
- Consider allowing siblings as passengers after the first six months of driving.
- Gradually increase car use after first six months of responsible driving.
- Don't give rides to hitchhikers or other strangers.
- No using headphones while driving.

Always abide by the rules of the road. You can find your state's GDL laws at: http://www.ghsa.org/html/stateinfo/laws/license_laws.html

DISCUSSING THE FIRST CAR

What's a teen gotta do to get a car around here?

Your teen just got their license. Now they're asking for a car. They want more freedom. But should you give it to them?

Avoid cars with a sporty or performance driven image.

These vehicles encourage young drivers to speed and "test" their performance.

Look for mid and full size passenger cars with updated safety features.

Their size and weight offer more protection than smaller vehicles. The best models have side and curtain airbags with Electronic Stability Control (ESC) and Anti-Lock Braking Systems (ABS).

Consider the rollover factor.

Some SUVs and pick up trucks may seem safe due to their size and weight, but many are unsuitable for new drivers because of their tendency to rollover if overcorrected – something new drivers have a propensity to do when faced with a dangerous situation.

New is not always best or possible.

This can be a valuable lesson to share with your teen. Discuss the cost of insurance, repairs, etc., and how your teen will be able to contribute. Teens that have to pay for repairs or insurance have been shown to be less likely to get into a crash.

DECIDING ON DRIVING SCHOOL

DRIVING SCHOOL CAN BE YOUR FRIEND - SOME STATES EVEN REQUIRE IT!

Some states require driving school, some don't. All driving schools are not created equal. Here's how to pick out a good one for you and your teen.

Here are recommendations from Mark Primack, owner of Primo Driving Schools in Los Angeles:

- Positive reviews on websites like Yelp, or the Better Business Bureau are good indications.
- Many states list all accredited driving schools on their DMV website.
- Compare tuition costs. Find out about any additional fees.
- Ask about the student-teacher ratio. The lower the better.
- Make sure the curriculum is well rounded. The goal is not just to pass the driver's test, but to actually prepare students for real life situations.
- Ask about parental involvement. A good school will keep you in the loop every step of the way.
- If considering a racing school, make sure that it also includes an extensive defensive driving component.

RESEARCH SHOWS:

It's safest if teens share a car rather than own one. New teen drivers who own a car or have easy access to keys are twice as likely to get into a crash than those who share a car with family members. They're also more likely to speed and use cell phones while driving. (Source: Children's Hospital of Philadelphia Research Institute)

PRACTICE LOG

It goes without saying: learning to drive is a process. Below is a link to a practice timeline, provided by the Children's Hospital of Philadelphia Research Institute. After your teen is familiarized with your vehicle's basic safety equipment - headlights, windshield wipers, defroster, emergency flashers/hazard lights, parking brake, seat adjustment, and side mirror adjustment – it's appropriate to start the learning process by following the three simple steps outlined on the first page of the Practice Log. Monitor your teen's progress with the chart provided and create a reward system for good driving behavior.

https://injury.research.chop.edu/sites/default/files/documents/tdp_goal_guide_0.pdf



PARENT-TEEN DRIVING AGREEMENT

When deciding on your house-rules, some teens respond more favorably when they have a helping hand creating the rules. Below is a link to a comprehensive sample created by the American Academy of Pediatrics and the Center for Disease Control. Many parents prefer to use this as an example when they create their own.

ENGLISH

https://www.cdc.gov/parentsarethekey/pdf/patk_2014_teenparent_agreement_aap-a.pdf

SPANISH

http://www.cdc.gov/parentsarethekey/pdf/patk_2014_teenparentcontract_v8_aap_spanish_508.pdf

MYTHBUSTING SAFE DRIVING

MYTH: Your phone is the only distraction in the car.

TRUTH: Not even close! Eating is a distraction, not to mention applying makeup, changing the radio, as well as excitable friends. Even looking in your blind spots for too long can be dangerous. Anything that takes your eyes off the road is a distraction.

MYTH: Teenage drivers are more cautious during their first years of driving because they haven't built the experience and confidence to drive fast or recklessly.

TRUTH: Not at all. In fact, it's the opposite. They're more likely to take risks due to overconfidence in their driving abilities.

MYTH: Once you pass your drivers test, you have the skills to drive safely in all conditions.

TRUTH: Nope! Driving is a skill like any other. You need years of experience to be a genuinely safe driver.

MYTH: Teens are less likely to get into an accident if they own their car because they'll be more careful with it.

TRUTH: You'd think so, but actually teens who have easy access to the keys are significantly more likely get into an accident. Teens who have to ask for keys or share them with a sibling are statistically more inclined to take extra precautions while driving.

IN ONE INSTANT

ADDITIONAL RESOURCES

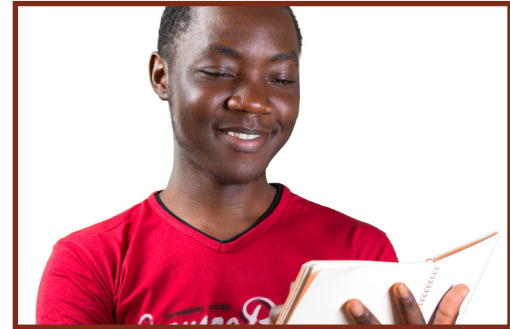
Here are some of the best resources from around the web for learning about and promoting engaged driving. You can use the links or the QR codes to get to the website!

Parent's supervised training program

- Ford Driving Skills for Life

A comprehensive guide to teaching practical driving skills and techniques, specifically designed for parents.

[https://www.drivingskillsforlife.com/images/Resources/92/The Parent's Supervised Driving Program.pdf](https://www.drivingskillsforlife.com/images/Resources/92/The%20Parent's%20Supervised%20Driving%20Program.pdf)



Dopamine and Teen Logic

- The Atlantic

The role of dopamine in teens' developing brains and how it affects their decision-making.

<http://www.theatlantic.com/health/archive/2014/01/dopamine-and-teenage-logic/282895/>



Distracted Driving and Risk of Road Crashes Among Novice and Experienced Drivers

- New England Journal of Medicine

The risks teens face when driving and how parents can be a positive influence.

<http://www.nejm.org/doi/full/10.1056/NEJMsa1204142#t=abstract>



A HEARTFELT THANK YOU

Fineshriber Family Foundation AT&T
State Farm
Beyoncé / Sony Music
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Universal Music Publishing Group
Warner-Chappell Music
Fox Music, Inc.
Philadelphia Children's Hospital
Ellie Kanner and David Zuckerman
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Miriam Muscarolas and Grant Abramson
The Digital Difference - Kevin Hurst
Primo Driving Schools – Mark Primack
Vicki Fox
Dr. Susan Stein
Merle Price
Shirley Price
Community Partners

**The dedicated administrators, teachers,
staff, parents, and students of:**

Palisades Charter High
Culver City High
LACES
Santa Monica High
University High
Venice High

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