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**THE ALLSTATE FOUNDATION TEEN DRIVING PROGRAM**

## Frequently Asked Questions

### The Teen Driving Program

**Q: What is The Allstate Foundation Teen Driving Program?**

The Allstate Foundation Teen Driving Program addresses the No. 1 killer of teens – motor vehicle crashes – by making smart driving socially acceptable through a positive approach to the issue that empowers teens and celebrates their driving experiences.

**Q: What are the key program components?**

The program includes four components:

- Keep the Drive teen-to-teen smart driving movement.
  - Educates teens about the issue.
  - Changes the way teens think and act in the car as a driver or passenger.
  - Empowers teens to become smart driving activists.
- Community outreach.
  - Involves key teen influencers (parents, schools, community groups, etc.) to reinforce teen smart driving and surround teens with smart driving messages.
- Thought leadership and advocacy.
  - Advances public understanding of issue.
  - Informs public policy decision-making.
- Public awareness.
  - Elevates teen driving as a chronic public health issue.
  - Conducts targeted social marketing and public relations campaigns.

**Q: Why is the Foundation taking a stand on the teen driving issue?**

- Teen driving is a chronic public health issue that deserves more attention than it has received in the past.
- The program addresses a significant national and local issue.
  - The tragic loss of young lives due to largely preventable crashes is unacceptable.
  - Teen crashes cost more than \$34 billion annually in medical expenses, property damage, lost work, quality of life loss and other related costs in 2006 alone, according to a recent study by Pacific Institute for Research and Evaluation.
  - Ultimately, the program protects all drivers and prepares the next generation of new drivers.
  - Teen driving should be an important issue to all parents and teens.
- Builds on Allstate Insurance Co.'s long legacy of promoting motor traffic safety, including advocacy work for seatbelts and air bags.

**Q: How big of a problem is teen driving in the United States?**

- Car crashes are the No. 1 killer of teenagers in the United States, causing far more teen deaths a year than smoking, drugs, violence or suicide.
- An average of 15 teens die each day in motor vehicle crashes, which adds up to more than 5,000 a year.
- More than 300,000 teens are injured in motor vehicle crashes each year.
- The statistics haven't changed significantly in 10 years.

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- Q: What are the primary causes of teen driving crashes?**  
The majority of teen crashes are caused by driver error and speeding. Recent advances in adolescent development indicate that some brain functions critical to safe driving (multi-tasking, judgment and considering consequences) are not fully mature until age 25. As a result, driving skills and knowledge can be quickly outpaced by the presence of peers and a greater appetite for thrill-seeking – social factors that reinforce biological limitations.
- Q: What are the worst times of the year for teen driving crashes?**  
Some of the deadliest times for teen drivers are the summer months – with seven of the top 10 deadliest days of the year falling between Memorial Day and Labor Day. Additionally, there is an increase in crashes during holiday timeframes, especially Thanksgiving and New Year's.
- Q: How much funding is the Foundation committing to the issue?**  
The Foundation recognizes that changing the way teens think and act in a car requires significant time. As a result, the Foundation has made a multi-year, multi-million dollar commitment to the issue.
- Q: Why is the Foundation trying to create a teen-to-teen smart driving movement?**  
The power of peer pressure is well known. Positive peer influence may be the only factor strong enough to get teens thinking and acting differently in a car as either a driver or passenger. The Foundation's research indicates teens cannot aspire to be "safe" drivers. "Safe driving" is inherently uncool. However, research indicates that teens can aspire to be "smart" drivers. Teens want to be "smart." A smart driver is someone who thinks behind the wheel, makes the right choices and has the right attitudes about driving.
- Q: How will the Foundation ensure the program resonates with teens?**  
Teens inform the program's strategies and tactics. Teens also will deliver smart driving messages wherever teens gather – in local communities, at events or, increasingly, online. A National Keep the Drive Crew, made up of about 50 diverse teens (ages 15-18) from throughout the nation, serves as program advisors and lead activists in communities and online.
- Q: What does the Foundation want teens to do to help prevent crashes?**  
The Foundation will focus on providing teens with knowledge, tools and ideas for making smart driving socially acceptable. The Foundation wants teens to start thinking differently about driving through peer dialogues and activism projects that raise awareness of the issue and identify possible solutions.
- Q: Why is it important to get parents to more effectively manage their teens' driving?**  
Whether they recognize it or not, parents hold the keys to their teen's driving in many ways. According to the Foundation's research, teens reported that their parents have the greatest influence on their driving. To make teen driving safer, parents must: discuss the issue early and often with their teens; ensure their teens get adequate training; establish and enforce driving rules; and continually monitor their teen's driving habits.

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**Q: How is the Foundation's program different from other teen driving programs?**

Most current programs focus on driving skills, traffic laws and the negative consequences of unsafe driving through outdated scare tactics, lectures and materials. The Foundation encourages teens to be smart drivers so they can keep their driving privileges and protect what's most important to them – their keys, their cars, their friends, futures and freedom. The Foundation's more positive approach to the issue tested well with teens who voiced skepticism that traditional drivers training actually influence their behaviors. The Foundation's program fills an important gap in teen-driver education. Few other national programs address teen driving attitudes and behaviors in a comprehensive way. The program encourages teens to take responsibility for the issue, raise awareness around it and develop solutions that teens "own."

In addition, the Foundation is taking a more comprehensive approach to the issue by reaching teens, parents and community leaders with information.

**Q: Why have existing teen driving programs not effectively reduced teen motor vehicle crashes?**

Traditional teen driver programs help develop good drivers. However, teens' attitudes, behaviors and misperceptions seem to be largely unaffected by existing education programs. Most teens know the rules of the road and understand risk as well as adults, but ultimately the way teens think and act determines how they use their driving skills and knowledge.

**Q: Why not focus Foundation resources on strengthening Graduated Driver Licensing (GDL) laws or increasing the age teens can get a license?**

There is no single solution to the teen driving issue. What's needed is a comprehensive approach to addressing the issue. The Foundation does support GDL. While every state has some sort of GDL, the restrictions are inconsistent, often weak and very difficult to enforce. GDL laws do lower teens' exposure to high-risk situations. However, all teens eventually "age out" of GDL restrictions and often still have the same dangerous driving attitudes, behaviors and misperceptions. Similarly, simply increasing the driving age does not necessarily mean teens improve their attitudes and behaviors, especially considering that the brain does not fully mature until age 25.

**Q: Why doesn't the Foundation focus on improving driver education or offer advanced, defensive driving classes for teens?**

Surprisingly, traffic experts agree that there is no evidence that teens who complete driver education classes crash less than teens who receive no formal training. There is evidence that advanced skill classes actually give teens a false sense of overconfidence in their driving skills and may even encourage more risk-taking. More importantly, the Foundation is attempting to influence the way teens think and act when they get into a car, since it is teen attitudes and behaviors that determine how skills and knowledge are actually used by teens.

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**Q: What has the Foundation accomplished since the Teen Driving Program began in 2005?**

In 2005, the Foundation published, *Chronic: A Report on the State of Teen Driving*, which presented a comprehensive review of the issue, including new research on teen drivers, the latest information on adolescent development and insights from experts in traffic safety and teen lifestyles. The award-winning publication continues to generate attention from media and key opinion leaders.

Then, in the spring of 2007, the Foundation launched a parent campaign to motivate and empower parents to manage their teen's driving experience from pre- to post-licensing. As part of the campaign the Foundation commissioned a survey that revealed that while parents know the No. 1 killer of teens is car crashes, the majority of parents do not understand the main causes of these crashes or may not be aware of laws that are intended to protect their teens. The campaign also resulted in the creation of [www.ProtectTeenDrivers.com](http://www.ProtectTeenDrivers.com), an online resource for parents which included the downloadable brochure: "Under Your Influence: How to Protect Your Teen Driver."

Most recently, the Foundation created a program called "Holiday Holla" which encouraged teens across the country to "holla" about smart driving – right before the deadly holiday season for teen drivers – through the first online caroling contest of its kind. The contest challenged teens to rewrite and perform traditional holiday carols with catchy lyrics about smart driving for the chance to win \$15,000 and meet and perform in front of teen platinum-selling artist Taylor Swift. The program generated nearly 69 million media impressions and is nominated for two prestigious awards.

Overall, led largely by National Keep the Drive Crew members, 138 smart driving projects have been conducted in nearly 100 communities reaching more than 40,195 teens. Local teen smart driving summits have been held in 27 communities, involving more than 80 schools and reaching more than 2,300 teens. The Foundation also has taken smart driving onto the Internet, with an innovative, award-winning Web site [www.KeeptheDrive.com](http://www.KeeptheDrive.com), which had more than 150,000 unique visitors in 2007 alone. More than 1,300 teens have signed up to Keep the Drive – to drive smart and encourage friends to be smart drivers.

Through aggressive media outreach, the Foundation has generated more than 450 million impressions about the issue and the program in traditional and nontraditional media outlets.

**Q: How will the program's impact be measured?**

Research and measurement are priorities for the program. The Foundation is working with some of the nation's most respected traffic safety leaders to develop effective measures to gauge changes in teen driving attitudes, behaviors and misperceptions. A reduction in the number of teens killed or injured in crashes will be the ultimate measure of success. However, the Foundation realizes that affecting meaningful change in the crash numbers will take significant time.

**Q: Where does the Foundation get its issue information?**

The program is guided by input from an Advisory Board made up of experts in traffic safety, adolescent development, teen lifestyles, parents and teens.

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**THE ALLSTATE FOUNDATION TEEN DRIVING PROGRAM**

**Keep the Drive**

**Q: What is Keep the Drive?**

Keep the Drive is a national teen-to-teen movement funded and created by The Allstate Foundation to take on the No. 1 killer of teens – car crashes – by encouraging smart driving to protect everything that's important to teens: their keys, their cars, their friends, futures and freedom. It's about teens calling the shots, coming up with their own solutions and making a difference, one person at a time. To become involved with the movement, teens can check out [www.KeeptheDrive.com](http://www.KeeptheDrive.com). It's a great way for teens across the country to learn about the issue and get ideas for spreading the word to friends and classmates through things like chalking the streets or writing to their local paper.

**Q: Who is behind Keep the Drive?**

Keep the Drive is led by a group of diverse teens from across the country who want to make a difference in the lives of their friends and classmates. Many of the teen members of Keep the Drive have been involved in car crashes and have lost friends, family and classmates due to car crashes.

**Q: What would teens learn from Keep the Drive that they wouldn't learn in driver's ed or from other safe driving programs?**

Keep the Drive is different because it's not about scare tactics and death or adults shaking their fingers at teens or talking down to teens. Keep the Drive is about empowering teens to make smart driving choices and building a teen-led movement. It's allowing teens to make it what they want it to be and creating a conversation among their friends by calling their own shots and searching for their own solutions. It's also about creating a connection to the issue in their schools and communities. For instance, teens are out getting their friends and classmates involved conducting activism projects in their communities.

**Q: Why are teens leading this movement?**

We think the best way to make change happen is to get teens to start talking about this issue and coming up with their own answers. Information about smart driving means a lot more to teens coming from their own peers, in their own schools or communities than from adults. A new approach is needed to tackle the unacceptable statistics around teen driving crashes, which haven't changed significantly in 10 years.

**Q: What does Keep the Drive mean?**

Keep the Drive has a double meaning; it can be interpreted literally to mean keep your car or your ability to drive, and can also mean keep the passion to create change and save lives.

**Q: Why did The Allstate Foundation create a movement to help solve the teen driving issue?**

We know it's going to take time and many people to reduce the number of teens who are dying every year due to un-smart driving. It's going to take a massive effort. So we look to the teens to start by reaching one teen at a time with the goal of the movement growing across the country, teen by teen, school by school, community by community.

We think the best way to make change happen is for teens to encourage their peers to drive smart, whether it be through sharing the activism tools on the website with friends or organizing big events at school. Plus, we need to take a new approach, considering the statistics haven't changed significantly in 10 years despite safer cars and many existing teen driving programs.

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- Q: Are there adults helping to guide the movement? If so, isn't that contradictory to a teen-led movement?**  
There are some adults helping the teens do things like build a Web site, produce materials for events, and encourage activism projects. However, every element of the movement is tested by the National Keep the Drive Crew to ensure the movement stays true to being teen-to-teen. Teens call the shots and drive the movement by shaping what it will become and spreading the word in their own schools and communities.
- Q: How do you expect to save lives? Won't this take years and years to make an impact?**  
We know that changing these stats will take a long time, but our goal is to start making a difference, one person at a time. By spreading the message through email, posters or in person, teens have the power to save the lives of their peers and their own lives. Teens can start impacting their peers' decisions little by little. In turn, we'll get teens to start thinking about the issue, talking to their friends and then hopefully save the life of someone's friend, sibling or classmate down the road.
- Q: What are the future plans for Keep the Drive?**  
The future plans for the movement are to continue to spread the word about smart driving to protect teens' futures, get more teens to go to [KeeptheDrive.com](http://KeeptheDrive.com) and sign up to grow the movement to eventually reduce teen deaths. We will be hosting another national Keep the Drive USA Summit in September 2008 to gather approximately 50 students from across the country to serve as National Drive Crew members and local ambassadors for the Keep the Drive movement.
- Q: Where can more program information be found?**  
More information is available at:
- [www.ProtectTeenDrivers.com](http://www.ProtectTeenDrivers.com)
  - [www.KeeptheDrive.com](http://www.KeeptheDrive.com)
- Q: Is there someone with The Allstate Foundation with whom I can speak about the program?**  
You can reach the director of The Allstate Foundation's Teen Driving Program, Susan Duchak, at 847-402-7561 or [sduch@allstate.com](mailto:sduch@allstate.com).