
THE ALLSTATE FOUNDATION TEEN DRIVING PROGRAM

Keep the Drive Fact Sheet

- Keep the Drive is a national teen-to-teen smart driving movement created and funded by The Allstate Foundation to take on the No. 1 killer of teens – car crashes.
- Keep the Drive encourages teens to drive smart to protect everything that's important to teens: their keys, cars, friends, futures and freedom.
- Research indicates teens provide an important – but often overlooked – voice on the teen driving issue.
 - Teens are tired of being talked “at” when it comes to driving.
 - Fifty-three percent of teens said that their peers would be influential in getting them to drive more safely.
 - The power of peer influence may be the only force strong enough to change the way teens think and act in the car as a driver or passenger.
- Keep the Drive is led by a “Drive Crew” – a group of diverse teens from across the country who want to make a difference in the lives of their friends and classmates.
 - Crew members serve as advisors, providing input and guidance on all Keep the Drive strategies and tactics.
 - Crew members also are responsible for leading activism projects online and in their hometowns.
 - Some Crew members have been involved in car crashes or have lost friends, family and classmates due to car crashes.
- The program is about teens taking a new approach to an old problem by creating a conversation among their friends, letting teens call the shots and finding their own solutions, one person at a time.
- The Keep the Drive program name has a double meaning.
 - It means keep your car and your ability to drive by driving smart.
 - It also means keep the passion to create change and save lives.
- Launched in late 2006, the Keep the Drive movement is continuing to gain momentum.
 - Nearly 120 teens have served as Drive Crew members.
 - More than 138 smart driving projects have been conducted in nearly 100 communities reaching more than 40,195 teens.
 - Keep the Drive Local Summits have been held in 27 communities, involving more than 80 schools and reaching more than 2,300 teens.
- For more information visit: www.KeeptheDrive.com.