

## PSA CONTEST FACT SHEET

Remember the goal of your PSA. Chose one of two themes:

### 1. Ride Like A Friend

Nothing kills more teens than car crashes, and nothing is more annoying than a loud clueless passenger. So when a friend is driving, don't drive the person crazy. Ride like a friend. That includes: buckling up; showing respect; and being there to help. You can find even more ideas at [RideLikeAFriend.com](http://RideLikeAFriend.com)

OR:

### 2. Drive Like You Care

Smart drivers win respect early. Drivers who care about others on the road and the people in their car can follow these three simple steps: set and enforce rules; ask for the help they need—from directions to answering their cell or turning down the radio or music when it gets too loud; and set the tone: if someone acts annoying, they let them know.

You may also want to use other phrases for specific approaches. You can use your creativity and come up with your own or use some examples provided here.

#### Our Space.

This phrase is meant for friends who see the car as a place where there is shared responsibility between drivers and passengers. Creating "Our Space" can involve making rules that your friends and you are comfortable with as a group or building mutual respect for what happens in the car.

#### My Car. My Rules.

This phrase is meant for drivers to help them feel empowered in their car so they can feel comfortable making clear rules for their passengers and confident in enforcing these rules.

- Every driver should set rules that work for them and let everyone in their car know the rules upfront.

#### SOME FACTS TO USE IN YOUR PSA:

- **Motor vehicle crashes are the No. 1 cause of death for teens—both as drivers and passengers.** More than 5,000 teens die in traffic crashes every year.
- **Inexperience adds to crash risk.** A driver's crash risk over their lifetime is highest in the first six months after getting a license at age 16 or 17 and remains high until age 25. Teens agree: the Children's Hospital of Philadelphia and State Farm Insurance Companies® survey found that 60% of teens think inexperience heavily influences safety.
- **Inexperience can be fatal.** About two in three fatal teen crashes are due to driver error. "Driver error" includes mistakes due to inexperience and distractions.

- **Distractions are especially deadly for teen drivers.** Two main distractions are cell phones and passengers. Having just one passenger doubles a teen driver's fatal crash risk; three or more teen passengers is four times riskier. Cell phone use (texting or talking, even hands-free) makes the risk of a fatal crash four times higher.

### USE SOME TIPS IN YOUR PSA TO HELP TEENS RIDE SAFER.

#### HERE ARE SOME THINGS TEENS CAN DO TO REDUCE CRASH RISK:

- **Buckle up.** It really is the single most important thing everyone in the car can do. Two out of three teens who die in crashes aren't wearing their seat belts.

#### *What drivers can do...*

- **Set and enforce rules for your car.** For tips and for a rule-setting activity, visit [RideLikeAFriend.com](http://RideLikeAFriend.com).
- **Let your passengers know if they're distracting you.** When a friend is distracting, you can use two words: Just Chill. As a driver, set the tone and take control.
- **When you want help, ask for it.** From directions to answering your cell to turning the music down or changing the song, friends can be a big help to a driver...when you ask.

#### *What passengers can do...*

- **Ride Like a Friend by showing respect.** If the driver asks, help with directions or answer their cell. Help keep your fellow passengers calm so they don't distract the driver.
- Passengers can really distract the driver. **So give your friends a break: Don't chat on the cell, act wild, or pressure the driver to speed.**
- **Keep the volume down.** As a passenger, remember to keep cell conversations short and lower the volume to the radio if the driver asks.