

The #1 killer of teenagers *doesn't have a trigger.*



IT HAS A STEERING WHEEL.

Motor vehicle crashes are the #1 cause of death for teens in America. They take nearly 6,000 young lives and injure another 300,000 teens every year. Those numbers remain unacceptably high, despite safer cars, better roads and decades of safe-driving programs.

We think it's time for a change.

So The Allstate Foundation has taken a fresh look at the issue. By developing a new program that actually puts *teens* in charge of solving the problem — instead of lecturing them and making them watch scary videos.

This innovative, nationwide effort is called "Keep the Drive." It mobilizes teens to become safe-driving activists by involving them in designing a new safe-driving program, creating a national panel of peer advisors, and connecting them online and through local events. It uses the power of peer influence to help teens think and act smarter every time they get into a car — as a driver or a passenger.

Peers are some of the most important influences in getting teens to drive more safely. "Keep the Drive" can help them realize that **smart driving is the key to keeping their licenses, their cars, their friends and their futures.**

As an added benefit, if we can put smarter teen drivers behind the wheel, the roads will become safer for us all.

To learn more about this issue and what you can do to help, go to Allstate.com/community. If you're a parent, you'll also find a link to the Allstate Parent-Teen Driving Contract. Use it to help you and your teen set driving limits and make smarter decisions on the road.

It's time to make the world a better place to drive.
THAT'S ALLSTATE'S STAND



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