

The Allstate Foundation Teen Safe Driving Program

Paving the way to safety for teens and everyone who shares the road with them
2005 - 2015

The Allstate Foundation's support for teen safe driving dates back to 1953. Our first grants were for \$5,000 to each of four educational institutions (Michigan State University, University of Georgia, University of Southern California, and Rutgers University) to provide high school teachers with scholarships to attend a summer course in driver training.

The Foundation officially identified the issue as a signature program in 2005. Since then, we have invested more than \$43 million and reached more than 56 million people with resources and messages to help reduce the number of young lives lost on the road. Programming includes teen-to-teen, community outreach, parent education, public awareness campaigns and public policy education. By 2013 (the most current year statistics are available), teen traffic fatalities have been reduced by nearly 48 percent. Today, more teens arrive safely at home each night, in part because of the influence The Allstate Foundation has had on teen driving over the last decade.

In fact, according to The Allstate Foundation's 2015 Driving Change Report, teens report safer driving awareness and behaviors than their peers did 10 years ago. The number of teens, ages 15-17, who describe their behavior as very or somewhat aggressive decreased by almost a third (29 percent) from 2005 to 2015. There was also a 79 percent increase in the number of teens, age 15-17, who said using the phone was extremely or very distracting in the same time period.

Highlights of the Foundation's contributions over the last decade include:

TEEN-TO-TEEN PROGRAMS

In 2014, 28.8 million people, including teens, heard safe driving messages delivered by friends, promoted in popular youth media and through in-school communications.

- We worked with the National Organizations for Youth Safety and virtually every leading national youth service organization in the nation to harness the power of peer influence to change the way teens think and act in the car.
- The Foundation's teen-to-teen programs evolved over the last 10 years to reflect the way young people communicated with each other. The Foundation's general safety message to "Keep the Drive" over time morphed into a more specific message targeting the most deadly teen behaviors: speeding, failure to wear seat belts, and having too many teen passengers in the car. And the way teens communicated with each other also changed. The program's MySpace page, launched in 2006, was replaced by programs that came to life on Facebook and Instagram. For instance, we encouraged teens to re-write popular holiday songs with safe driving message through "Holiday Holla." Most recently, the Foundation used hashtags as a tool to help teens focus on the three most deadly driving behaviors among teens through #GetThereSafe.

POWER OF PARTNERSHIPS

To increase our social impact, we partnered with the National Safety Council and launched Teen Safe Driving Coalitions in the 10 states with the largest number of teen crash fatalities in 2006: California, Florida, Maryland, Michigan, New Jersey, New York, Ohio, Pennsylvania, Tennessee and Texas. The coalitions bring together diverse leaders in safety, education, health care and other traditional and non-traditional arenas to develop and implement programs that promote safer teen driving in ways that are unique to each state.

- Fatal car crashes among 15 to 17 year olds in Coalition states have dropped 52 percent in the last four years while deaths in states without coalitions declined just 24 percent.
- The Coalitions have reached more than 1.6 million people through rallies, school programs, speaking engagements and other events.
- Our contributions were recognized in 2013 when the National Safety Council presented its prestigious Flame of Life Award to Allstate Insurance Company and The Allstate Foundation for our national leadership in reducing car crashes involving teen drivers. The award, which recognizes significant life-saving contributions to safety, had been previously presented only four times in the Council's 100-year history.

THOUGHT LEADERSHIP

Since 2005, we funded seven research projects to better understand the teen safe driving issue. Summaries of all studies are available in the teen driving section of allstatefoundation.org.

- **Driving Change: Ten Years Helping Reduce Teen Traffic Fatalities** (2015). Teen driver attitudes and behaviors from 2005, when The Allstate Foundation identified this issue as a signature program, were compared with attitudes and behaviors ten years later. Parents and older teens were added to the research.
- **“Vamos,”** or “Let’s Go, (2014). This is the first-ever national survey looking into the attitudes and behaviors of Hispanic teen drivers and parents.
- **“License to Save”** (2012). The Allstate Foundation and National Safety Council partnered to create this report to learn how many lives and how many dollars could be saved through stronger teen driving laws, commonly known as Graduated Driver Licensing laws.
- **Teen Licensing Survey** (2010). This survey found that teens believe there should be stronger laws related to earning driver licenses, indicating young people support policies likely to lead to reductions in teen crash rates.
- **Shifting Teen Attitudes** (2009). Shifting Teen Attitudes: The State of Teen Driving 2009 found that while teen drivers have similar attitudes and behaviors behind the wheel than teens in 2005, shifts have taken place in unexpected areas.
- **Parent Research** (2007). To better understand parents' knowledge of the teen driving issue and to help parents prepare their teen for driving, The Allstate Foundation conducted a national survey.
- **Chronic** (2005). Prior to launching the teen driving program, The Allstate Foundation closely examined the problem by working with a diverse panel of expert advisors, and evaluating existing programs and available crash data.

Our public awareness programs generated more than a billion media impressions educating teens and parents about the issue.

Over the last 10 years, teen driving laws in virtually every state have been strengthened to better protect teens from high-risk driving situations while they gain critical driving experience. Allstate Insurance Co. played a pivotal role in encouraging the important legislation fueled, in part, by research from The Allstate Foundation.

- To dispel the widespread myth that parents and teens disapproved of laws restricting teen drivers, research from The Allstate Foundation found that most parents and teens actually approve of stronger legislation.
- Working with National Safety Council, we produced and distributed inaugural information documented the number of lives and money that could be saved if every state enacted ideal teen driving laws in 2012.

TOOLS OF THE TRADE

We created resources to help parents better manage their teens’ driving experience and distributed the information online, through community partners and with the help of Allstate agency owners. In 2014, nearly 1,500 agency owners shared teen safe driving resources in their local communities. Available in English and Spanish, tools include:

- Parent-teen driving agreements, customized for each state with Graduated Driver License laws.
- Parent coaching guides with tips for parents of teens with learner’s permits as well as for parents of newly licensed drivers.
- Graduated Driver Licensing made simple videos to make the importance of this important system clearer.

THE FUTURE

To celebrate the 10th anniversary of the Foundation’s commitment to keeping teens on the road safer, we’re trying something completely different to capture the attention of parents and teens. Through our Driving Change campaign, we’re using the power of social media to bring teen driving statistics to life in fun, engaging ways. Plus, we’re rewarding parents and teens for sharing the life-saving information during the summer – the deadliest season on the road for teens. The Foundation’s goal was to reduce teen traffic fatalities by 50 percent by 2015 and we’ve almost reached our destination. Research shows that parents hold the key to keeping their teen drivers safe on the road.