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OHS TEEN DRIVER SAFETY WEEK Toolkit

***Eblast for parents (insurance companies and traffic safety partners)***

FINAL

*Subject line: Same teen, new distractions – learn how to better protect them when driving*

**National Teen Driver Safety Week is October 17-23**

**Join the movement to stop vehicle crashes from being the #1 cause of teen deaths**

Dear [First name/loving parent],

Let’s face it, when we were young, we didn’t have nearly the number of distractions today’s teens have when they get behind the wheel. Nor were our distractions as “tempting” as they are now. Cell phones, social media, selfies, to-go cups of lattes and energy drinks, hundreds of satellite radio stations to surf or Spotify playlists to search through —today’s teen drivers have more risk factors than ever, and that’s on top of perennial distractions such as the “need for speed” and a carload of boisterous friends.

These distractions don’t make teens “bad kids,” they just make them, well, a typical teenager. Unfortunately, giving in to the distractions of teen life *is* taking its toll—to the tune of **2,042 people killed in crashes involving a teen driver** (15-18 years old) in 2019, and vehicle crashes continue to be the **leading cause of teen deaths**.

This is why [[school/company/organization]] has teamed up with the Delaware Office of Highway Safety (OHS) to encourage every Delaware parent and caregiver to connect with their teens on the topic of driver safety—and to empower you with everything you need to have the conversation–intelligently, lovingly and effectively with your child. Here are a few tips to get you started:

* Educate yourself on [Delaware’s Graduate Driver Licensing laws](https://www.ghsa.org/state-laws/issues/Teen-and-Novice-Drivers).
* Explore the information at [ArriveAliveDE.com/Protect-Teen-Drivers](https://www.arrivealivede.com/protect-teen-drivers/) with your teen.
* Talk about the dangers of drug and alcohol use and legal limits.
* Set your own unique rules and consequences.
* Be a good role model and practice safe driving yourself.
* Stay involved for the duration of your teen’s driving years.

Lastly, remember that helping your teen be a safe driver does much more than protect them. By preventing teen vehicle crashes you’ll “pave the way” for your family to remain intact, happy, and healthy—and be contributing to the safety of people throughout Delaware.

Thank you,

[[Name, first and last]]

[[Position]]

[[Company]]

P.S. Did you know that teens typically use seatbelts less than other drivers, and 1 in 3 teens who text have done so while driving? Visit [ArriveAliveDE.com/Protect-Teen-Drivers](https://www.arrivealivede.com/protect-teen-drivers/) to discover more major causes of fatal teen crashes that may cause your child to stop and change behavior before it’s too late.