



## FACT SHEET

**Dane County Youth are at Risk:** Vehicle crashes are the number one cause of death for people between the ages of 16 and 24 in Wisconsin. 44% of teen deaths in the United States are traffic-related.

### Did you know:

- In Dane County, a young driver between 15 and 20 years old is in a traffic crash every three hours.
- Over 60% of teenagers who are killed in traffic crashes die on Friday, Saturday or Sunday.
- During the school year, the peak hour for teenage driver crashes is 3-4 p.m.
- As teenagers grow older, crashes become fewer and fewer. 19.5% of all 16 year-old drivers crash. By age 20, 9.3% crash. The more information we give our youth at a younger age, the greater the impact.
- There were 63 injury deaths of young people ages 15-24 in Dane County over a 5-year period. **That is one death per month!**

**Program Goals:** The National Safety Council created the Alive at 25 Defensive Driving Course to reduce serious crashes, death and injury among this at-risk group.

**Program Impacts:** Research conducted by National Safety Council and Colorado State Patrol indicates that youth who complete the Alive at 25 course are 96% less likely to be involved in a serious crash than those who do not. Since launching Alive at 25 statewide in 2006, South Carolina has experienced a 35 percent reduction in traffic fatalities in the 15-24 age group.

**Alive at 25 vs. Traditional driver's education:** In contrast to the Colorado State Patrol Alive at 25 study cited above, evaluations of traditional driver's education courses have demonstrated no difference in crash experience between participants and non-participants. While traditional driver's education focuses on mechanics, Alive at 25 focuses on decision-making and behavior.

**Alive at 25 Program Description:** The course uses workbook exercises, interactive media segments, group discussions, role playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road. Core learnings:

- people in their age group are more likely to be hurt or killed in a vehicle crash;
- inexperience, distractions, and peer pressure cause unique driving hazards;
- speeding, alcohol, and party drugs greatly increase their risk;
- as a driver or passenger, they can greatly reduce their risk by taking control;
- committing to changing their driving behavior makes personal, legal, and financial sense.



**How is the program delivered in Wisconsin:** Safe Communities, a 501(c)3 nonprofit injury prevention coalition based in Dane County, is one of only two organizations in Wisconsin sanctioned to deliver National Safety Council's Alive at 25 Program. Safe Communities employs the state's only master trainer.

**Opportunities to offer Alive at 25 in your school:** If there is sufficient interest, Safe Communities will help launch and administer Alive at 25 programs by:

- contracting with and training trainers to teach courses in your school;
- Managing course registration including collection of fees, provision of course supplies and distribution of Certificates of Course Completion to participants;
- Maintaining contractual relationship with National Safety Council, including payment of annual fees to deliver the Alive at 25 Program.
- Working with you to link course completion with provision of parking permits. Schools in other communities who use this approach have seen a reduction in liability insurance premiums.
- Working with parents to pursue an auto insurance premium reduction for students who complete the course. This reduction is offered to families in other participating communities.

Safe Communities is piloting this approach in Dane County in 2010 based upon the South Carolina experience, thanks to a grant from State Farm Insurance. Contact Safe Communities for more information, or visit [www.scaliveat25.org](http://www.scaliveat25.org).

**What do past attendees of Alive at 25 think?**

“Wasn't looking forward to coming but I learned more than I thought I would and felt it was a very worthwhile experience.”

“Very informative class on communicating ideas to friends when you feel in danger and how to drive more defensively.”

“Gave me new things to think about and good tools to drive more safely.”

“It reached me and made me realize some things I never thought of before.”

“I learned more about driving safely in this 4 hours than I did in all the weeks of driver's ed.”

“Very informative. This is something I think a lot of people should take just as a class and not as a consequence.”

**We can work together to keep our youth Alive at 25!**

