

April 2021



What About You?

April has arrived! Today, April 1, marks the start of **National Distracted Driving Awareness Month** and **California Teen Safe Driving Week**.

This month we are focusing on the question "What About You?" because we believe in the power of a call to action. Let us work together to create momentum in making 2021 a safer year for all road users. Let us all engage our social and professional networks, our friends and family, and our community about the importance of making good decisions behind the wheel to keep your family, our family, and other roadway users safe. Together, we can change the culture of driving!

To support your education and outreach efforts this month, please look below in the "Digital Resources" for links and information about the following:

- Social media campaign for National Distracted Driving Awareness Month (April 2021)
- Social media campaigns for California Teen Safe Driving Week (April 1-7, 2021)
- A review of our digital learning tools

Champion Spotlight: Alison Sorscher



Impact Teen Drivers is thrilled to introduce Alison Sorscher, our first Director of Operations! Alison is rejoining the ITD team. Back in the spring of 2008, she was a student at UC Davis and became one of the first two interns for the fledgling ITD program. "My high school and early college experiences were affected deeply by the deaths of peers in distracted and reckless driving collisions," she wrote.

After her undergraduate experience, she went to Mills College to earn an MA in Early Childhood Education and Special Education, with a California teaching credential. She also has a certificate in Applied Behavior Analysis. Alison was most recently an education administrator.

What has drawn Alison back to ITD? "I find driving behaviors and traffic safety fascinating, and Impact Teen Drivers has an incredible team doing such important work to promote safer behaviors for young drivers and passengers," she shared.

Alison has seen ITD grow over the years. "The consistency of messaging is one of Impact Teen Drivers' huge strengths. It is an incredible achievement to have remained true to Impact's messaging priorities for so many years. Emotional connection and empowerment to promote behavior change have been at the heart of this organization. I cannot explain how amazing it has been to watch Impact grow over the years and how wonderful it is now to be back home."

Her hope for the future of our roads and communities: "Ultimately, my goal is the same as others in this field - to save lives. And on a personal level, it is my hope that before it is time for my child to learn to drive, the culture has shifted so that reckless and distracted driving are considered completely socially unacceptable. I want her generation to truly prioritize the safety and health not only of themselves but of each vehicle's occupants that they share the road with."

Timely Topics

Motor Vehicle Deaths Highest in 13 Years

A recent report from the National Safety Council shares more of the tragic loss of life on American roads during 2020. An estimated 42,060 people died in motor vehicle crashes, the highest amount in 13 years.

The rate of death increased 24%, but the number of miles driven decreased 13%. The report states, "The increase in the rate of death is the highest estimated year-over-year jump that NSC has calculated since 1924 – 96 years." The number of road deaths adds to the deep tragedy and trauma our country experienced in 2020.

NSC's report includes action steps and a link to the January letter calling on President Biden and his administration to commit zero roadway deaths by 2050. [Read the report here.](#)

Digital Resources

Social Media Campaigns

We are sharing social media campaigns for National Distracted Driving Awareness Month (NDDAM) and for California Teen Safe Driving Week (CATSDW). Look below for a sample image from each campaign. Click on the blue buttons to access the images and suggested captions for each campaign.

Please use one, two, or all three campaigns and tag us using our handles below. If you prefer, visit our social media accounts to easily share or repost campaign posts.

Twitter: [@impactdrivers](#) [@whatslethal](#)

Instagram: [@impactdrivers](#)

Facebook: [@Impact Teen Drivers](#)

**"I Will..." CATSDW social media
campaign**

**"See this? Say This!" CATSDW social
media campaign**



You have the power to make every car ride safer! Eliminating distractions like your phone, noisy passengers, and loud music greatly reduces your risk of being in a crash. #CATSDW #WhatAboutYou



Driving while angry can increase your risk of crashing 10x. See aggressive or angry driving? Say this!

I am going to speak up.
#WhatAboutYou #CATSDW

"What About You" NDDAM social media campaign



We are calm and safe passengers. #WhatAboutYou #DistractedDriving #NDDAM

Digital Learning Tools



We have built an incredible library of educational resources. Our traditionally in-person presentations "What Do You Consider Lethal?" and "Are We Living in a Dream World?" are [available as interactive modules](#). We also have [Graduated Driver Licensing interactive modules](#) for eight states.

One or more interactive modules can be assigned by a teacher, school, or district to address state and national high school health standards for students related to injury prevention. We have additional [optional post-module assignments](#) for teachers to assign, all aligned to English Language Arts Common Core Standards.

Our interactive education modules are also a great option for parents, youth group leaders, homeschool cooperatives, and drivers education professionals. Are you interested in further training in how to utilize our resources? Our Train the Trainer webinars are listed under "Upcoming Events."

Upcoming Events

Train the Trainers Webinars (for law enforcement, first responders, health professionals, teachers, and community leaders)

- California: [April 6 at 10 AM PDT](#)
- Ohio: [April 21 at 11 AM EDT](#)
- New Mexico: [April 23 at 10 AM MDT](#)
- Connecticut: [April 27 at 11 AM EDT](#)
- California: [April 28 at 10 AM PDT](#)
- Utah: [April 29 at 10 AM MDT](#)
- Colorado: [April 30 at 10 AM MDT](#)

Click [here](#) to look at our currently scheduled teen and parent events.

More can be requested and added so please contact us at (916) 733-7432 or info@impactteendrivers.org to schedule a webinar, event, or collaboration!