



# Montana Highway Patrol & National Safety Council

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*Working together to SAVE lives in Montana*





# The Statistical Reality

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## 15 – 24 age drivers

- ❑ Motor vehicle crashes are the #1 cause of death.
- ❑ Lowest level of safety belt use of any age group.
- ❑ 14% of licensed drivers.
- ❑ 27% of drivers involved in fatal collisions.
- ❑ 21% of people who die in crashes with other vehicles.
- ❑ 34% of people who die in collisions with fixed objects.
- ❑ 28% of car roll-overs , run off road, etc.

**We lose 30 people—or a classroom full –EVERY DAY.**



# Science of Maturation...from work done by Dr. Laurence Steinburg, Professor of Psychology, Temple University



- ❑ By age 15 / 16 most teenagers logical reasoning abilities are the same as adults.
- ❑ Their emotional and social development is still relatively immature.
- ❑ Where adults, teens, and college students were tested it was found that evaluations of risk taking are nearly identical.
- ❑ But when friends were allowed alongside in the testing, risk-taking **increased significantly** among the adolescents and college students.





# Problem Situations

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- ❑ While only 15% of their driving is at night, 40% of their fatal crashes take place at night.
- ❑ While text messaging, they often use cruise control and steer with their knees.
- ❑ Many of them claim they pattern this after the activities they have seen their parents do while driving. This is referred to as “kneeing”.





# Significant Statistics!

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- ❑ A teen's risk of being in a car crash is at a lifetime high in their first 12 to 24 months of driving.
- ❑ With one teen passenger in the vehicle the risk of a crash increases by 50%.
- ❑ With multiple teen passengers in the vehicle the risk is 3-5 times higher.





# Graduated Driver Licensing

Research has proven that a graduated approach is an effective way to reduce risk.

Teens acquire driving experience under low-risk conditions.



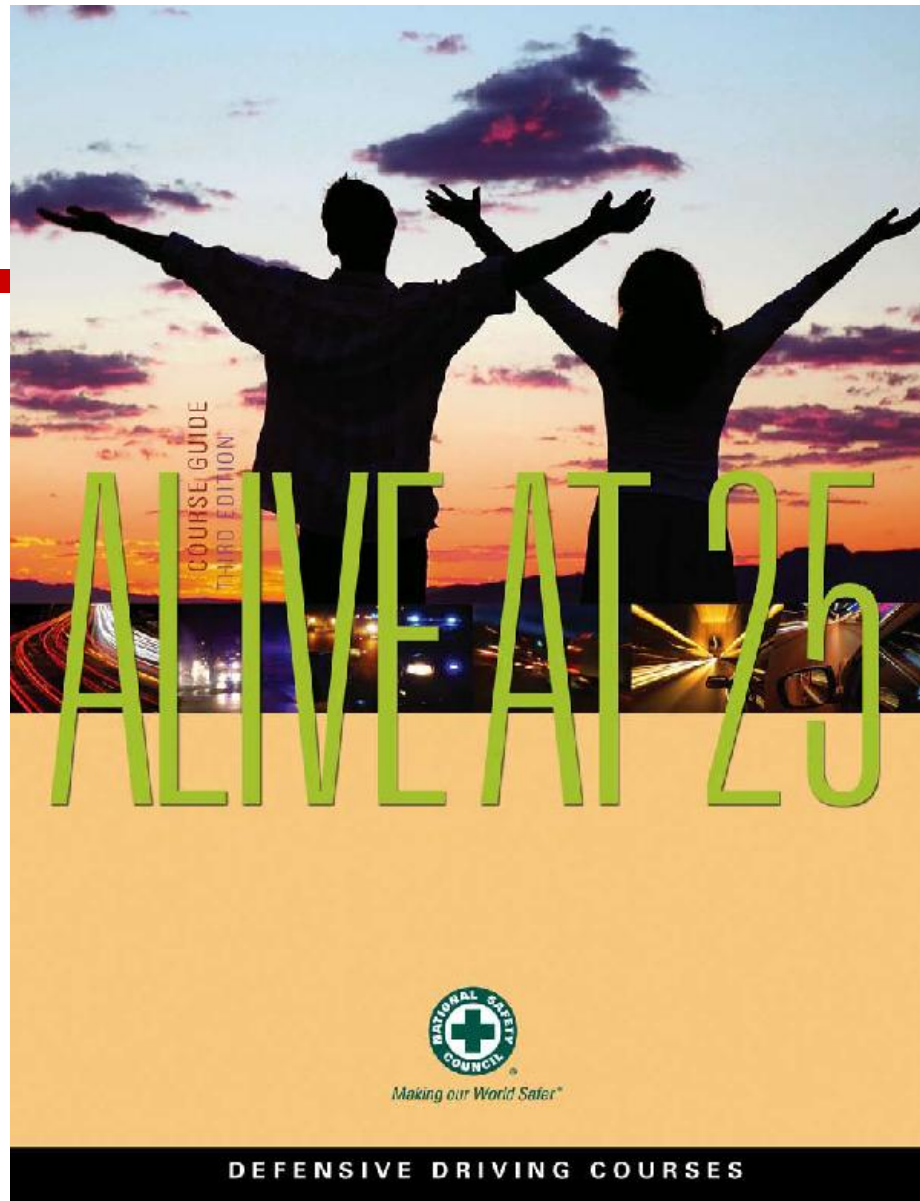


# Critical National Issue

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- National Safety Council (NSC) offers two programs to reduce accidental deaths and injuries for this 15-24 age group.
  - One created for teen peer-to-peer learning, and
  - One targeted at parents to help them build a safe-driver role-model relationship with their teen drivers.





Traffic Education Conference





# *Alive at 25*

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- Program teaches participants that:
  - Speeding, alcohol, and "party drugs" greatly increase their risk of injury or death;
  - 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;
  - 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.





# ***Alive at 25***

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- ❑ Stronger emphasis on good decision-making skills.
- ❑ Shorter, crisper, more bulleted format that is more appealing to young drivers.
- ❑ New added emphasis on the positive attributes of the age group.
- ❑ Helps in making wiser driving decisions.
- ❑ Young drivers are taught how to save other young drivers.



# Alive at 25



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## New Videos

- Session 1 "Driving Statistics" 3 min
- Session 2 "Seven Deadly Drives" 8 min
- Session 2 "Recognize the Hazards" 3 min
- Session 3 "Two Friends" 9 min
- Session 4 "Improv" 5 min
- Session 4 "Don't Drive Stupid" 7 min





# *Alive at 25...Highly Effective*

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- ❑ Since 1995, more than 850,000 young adults nationwide have been trained through *Alive at 25*.
- ❑ Courts and schools nationwide use *Alive at 25* in their graduated license and violator programs.
- ❑ In South Carolina, *Alive at 25* began in February 2007. By December 2007, the number of motor vehicle fatalities involving young adults ages 15-24 dropped from 315 to 244, a decrease of 23% statewide.
- ❑ In a recent NSC study, 98% of *Alive at 25* participants in South Carolina said they would change their driving behavior afterwards.
- ❑ As of August 2008, of those 7,500 young adults, ages 15 – 24, none of them has been involved in a fatal collision in South Carolina.





# *Alive at 25...Highly Effective*

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- ❑ The Colorado State Patrol (CSP) has been using *Alive at 25* for over 10 years.
- ❑ The CSP claims the Under 20 Years of Age fatality rate in Colorado has dropped 20% since their adoption of the *Alive at 25* Program.
- ❑ According to the CSP, *Alive at 25* participants in Colorado under the age of 25 are 84% less likely to be killed in a crash over the national average. The national average fatality rate for Under 20 Years of Age is 13 per 20,000; Colorado is 2.11 per 20,000.

**Testimonial: "There is only one true proven approach to reducing the number of young people being killed on our roads, the three E's of education, engineering and enforcement. Without any of the three, the strategy will not work. GDL and enforcement along with vehicle improvements have helped, but the largest single factor to our success has been the *Alive at 25* program."**

**Chief Mark Trostel, Colorado State Patrol**



# ***Alive at 25 ONLINE Parent Program***

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- Complete guide on instructing your teen to drive safely while abiding by your state's laws [and where to find those laws].
- Inform about teen-driving risks based on solid, scientific evidence.
- Encourage parent-teen cooperation and involvement throughout the entire process.
- EASY and FLEXIBLE 2-hour web-based program; parents can take it as they wish over a 30 day period.
- \$5 discount for ALL Montana residents, only \$19.95.





# ***Raising Funds with Alive at 25 ONLINE Parent Program***

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- Schools and organizations can use as a fundraiser!
- Free to sign up.
- No setup cost.
- All administration done by National Safety Council.
- \$5 awarded to your school for each participant who signs up.



# LOGIN INSTRUCTIONS TO ACCESS NATIONAL SAFETY COUNCIL'S *ALIVE AT 25 PARENT PROGRAM ONLINE* *(for court representatives only)*

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1. Go to [www.safetyserve.com/nsc](http://www.safetyserve.com/nsc)
2. Click on the **New Student** button.
3. Click on Click here for New Student Registration
4. Type in **ALIVEPP** as your Access Code and click Submit.
5. You will be presented with a Registration page. Type in your information, including a Login ID and a Password of your choice, and click on **Submit**. (**Please note** – you will receive a confirming email reminding you of the user name and password you created for access to the site at a later date.)
6. On the My Place page, click on **Safety**.
7. Then on the My Courses Page, click on **Alive at 25 Parent Program** to begin the course.

***Note: Students will have 45 days to complete the course***







# NSC History

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- ❑ When you choose NSC driver improvement programs for your traffic offenders, you're partnering with **95 years of safety knowledge and experience.**
- ❑ NSC has been educating drivers on how to take personal responsibility for their actions and understand the consequences of the choices they'll make on the road for **over 45 years.**
- ❑ Over 65 million drivers have been trained through NSC driver improvement programs.
- ❑ Thousands of courts select our driver improvement programs because they know the NSC is committed to educating drivers and reducing crashes on our highways.





# NSC Driver Improvement Programs are Universally Accepted

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- ❑ NSC programs are accepted in more courts and states than any other driver improvement or driver education program for court diversion, ticket dismissal, point reduction, insurance discount, corporate training, and driver re-training.
- ❑ These programs are offered in all fifty states and many foreign countries around the world.
- ❑ Over 30% of Fortune 100 companies and the U.S. Military also use NSC driver improvement programs.
- ❑ The United States Air Force has 80 instructors training at 20 installations for *Alive at 25*.
- ❑ In the next year, an estimated 50,000 U.S. Servicemen and women will learn life-saving defensive driving skills through *Alive at 25*.





# Working Together

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The Montana Highway Patrol  
in partnership with  
National Safety Council  
and

Montana Department of Highway Traffic Safety Bureau  
brings *Alive @ 25*  
to Montana's young adults.





# Progress Report

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- ❑ In January 2009, NSC and the Montana Highway Patrol trained 20 Montana Highway Patrol officers in the Defensive Driving Course *Alive @ 25*.
- ❑ These officers will teach the program to approximately 2500 of Montana's young adults.
- ❑ The cost for the training was covered by the NSC. Training materials, instructor kits, and course booklets for the students were covered by NHTSA grant monies awarded to the Montana Department of Transportation in the amount of \$14,900 [the full amount of the grant has been spent].
- ❑ Approximately 750 students have been trained so far.





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# Questions?

# We are here to help.

Trooper John Spencer  
Montana Highway Patrol  
PH: 406-444-3284  
[jospencer@mt.gov](mailto:jospencer@mt.gov)

Mark Wagner  
Director, Defensive Driving  
National Safety Council  
PH: 630-775-2258

