

Pointers for Parents

Teens Speak Up Against Reckless Driving



Speak Your Mind—Encouraging teens to speak up against reckless driving could help keep them safe.

(NAPSA)—A new campaign from the Ad Council is putting the brakes on the No.1 killer of American teens: car crashes.

National Highway Traffic Safety Administration (NHTSA) data show that, on average, more than 300,000 teens are injured in car crashes each year, nearly 8,000 are involved in fatal crashes and more than 3,500 are killed.

A new national program may help turn those statistics around. It encourages teens to be the spokespeople against reckless driving by empowering them to speak up when they're in the car with friends and don't feel safe. Launched by the Ad Council, the "UR the Spokesperson" campaign includes a series of public service announcements (PSAs), a new Web site and a tool kit for classroom and community-based outreach. It was created pro bono by North Castle, an ad agency specializing in reaching teens.

In addition to encouraging teens to speak up, the campaign is meant to increase awareness of the dangers of reckless driving and educate teens on how to be safe drivers. The campaign also offers these tips to parents:

- Know the state's Graduated Driver License Law, including requirements for supervised driving and restrictions on time of day and passengers in the car.
- Set family rules about driving, such as no driving after 10 p.m. and no changing CDs or handling MP3 players.
- Establish and enforce consequences, including loss of driving privileges for breaking the rules.
- Give Them A Ride—Let your teens know that they can call you for a ride home any time they don't feel safe getting in a car with a friend.

For more information on the campaign and to see the ads, visit www.URtheSpokesperson.com.