



**SOUTH CAROLINA CHAPTER
NATIONAL SAFETY COUNCIL**



**ALIVE
AT 25**



Discussion Agenda:

- ➔ **Alive at 25 Overview**
- ➔ **Why we NEED the Program**
- ➔ **South Carolina Statistics**
- ➔ **Program Breakdown**
- ➔ **Training Program**
- ➔ **Keys to Success**
- ➔ **The Road Ahead**





Alive at 25 Overview

The Mission of the Alive at 25 program is to help young drivers choose safe driving practices, take responsibility for their behavior, and be aware of the typical driving hazards.

- ➔ **Written and designed for drivers 15-24 years of age**
- ➔ **4 ½ - hour classroom setting**
- ➔ **No behind-the-wheel driving or training**
- ➔ **Taught by certified law enforcement officers**





Alive at 25 Structure

Alive at 25 is an innovative, young driver intervention program that bridges the gap between what teens learn in driver's education and what behaviors and skills they need to become responsible, crash-free drivers.

Alive at 25 This is done through interactive media segments, workbook exercises, class discussions and role playing. Young drivers learn how to **take control** of situations by understanding the **consequences of their actions**. It offers a balanced approach to help teens not only regulate their driving behavior, but also helps them deal with the actual issues that can influence their driving behavior.





Discussion Topics



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- ➔ **Why we NEED the Program**
- ➔ South Carolina Statistics
- ➔ Program Breakdown
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- ➔ Keys to Success
- ➔ The Road Ahead





Why we NEED the Program

The **#1 KILLER** of teens in
the United States is
car crashes!

30 individuals, ages 15-24, die everyday from motor vehicle collisions





Why we NEED the Program

Breakdown of how **32,885** People **DIED** in Motor Vehicle Collisions:

Seat Belts & Child Seats = 11,426 deaths

Drunk Driving = 9,322 deaths

Large Trucks = 529 deaths

Motorcycles = 4,502 deaths

Young Drivers = 7,106 deaths

If you don't **DIE**, the annual cost of Motor Vehicle Crash Injuries is:

\$99 Billion!

Data According to the Center for Disease Control and Prevention and National Highway Traffic Safety Administration

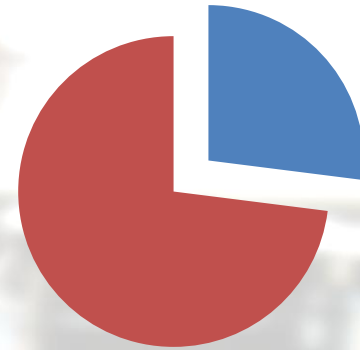




The Statistics

Drivers aged 15-24 make up 14% of all drivers,

But, they make up 27% of all collisions.



141 young adults between the ages of 15-24 DIED in 2013 in SC due to vehicle collisions.





Did you know?

SC Graduated Driver's License System

To get a SC beginner's permit:

- Be at least 15 yoa
- Pass a written test

Restrictions of beginner's permit:

- Only drive with someone 21>yoa.
- Not drive midnight-6am without parent.



To get a SC conditional/restricted:

- Be 15-16 yoa
- Have 6 months beginner's permit experience
- Complete driver's education
- Drive 40 hours (10 at night)
- Pass a driving test

Restrictions of conditional/restricted:

- Not drive 6pm-midnight without someone 21>yoa
- Not drive midnight-6am without parent
- Not carry more than 2 passengers <21 (except to/from school/family)





Did you know?

Motor vehicle crashes are the **NUMBER ONE** cause of death for people in the 15-24 age group → **75% of all deaths!**

→ **EVERY** day **30** people in this age group die in a crash

→ **49%** of these crashes are alcohol-related

→ **LOWEST RATE OF SEATBELT USAGE**

What do you think the #1 distraction might be?





What does the research show us?

Distracted Driving, hands down, is the leading cause of vehicle collisions for young adults.

- ➔ CELL PHONE/TEXTING
- ➔ GPS
- ➔ applying make-up/shaving
- ➔ MP3 players



- ➔ staring
- ➔ smoking
- ➔ tuning radio
- ➔ eating and drinking

Distracted Driving
IS DEADLY!





Texting while driving is Deadly

The Allstate Foundation found that 1/3 of teens admit to texting while driving.

Driving skill is measurably impaired by text-messaging.

Driving while text messaging is just as dangerous than drinking and driving or driving under the influence of marijuana.

Writing text messages creates a significantly greater impairment than reading text messages, but both are harmful.



Distracted Driving
IS DEADLY!





Targeted Approach

The top factors contributing to fatal crashes in this age group are:

- ➔ **SPEED**
- ➔ **DISTRACTED DRIVING**
- ➔ **ALCOHOL**
- ➔ **OCCUPANT RESTRAINTS**





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2013 South Carolina Statistics

South Carolina Driving Facts:

- ⊕ In 2013, **141** people, age 15-24, died as a result of traffic collisions.
- ⊕ Roughly **1** in every **5** traffic deaths in the state was a person age 15-24.
- ⊕ **70** out of **111** killed in automobiles (**63%**) were **NOT** wearing seatbelts.

**Note: 5 unknown seatbelt usage, 6 pedestrians, 18 motorcycles, and 6 mopeds





South Carolina Statistics

SC Annual Statistics:

- ⊕ In 2007, **278** drivers and passengers, ages 15-24, died in traffic collisions.
- ⊕ In 2008, **227** drivers and passengers, ages 15-24, died in traffic collisions.
- ⊕ In 2009, **190** drivers and passengers, ages 15-24, died in traffic collisions.
- ⊕ In 2010, **172** drivers and passengers, ages 15-24, died in traffic collisions.
- ⊕ In 2011, **172** drivers and passengers, ages 15-24, died in traffic collisions.
- ⊕ In 2012, **176** drivers and passengers, ages 15-24, died in traffic collisions.
- ⊕ In 2013, **141** drivers and passengers, ages 15-24, died in traffic collisions.

This is a 49% reduction in fatalities!

Alive at 25 was introduced to South Carolina in February 2007 in hopes of reducing teen fatalities!!





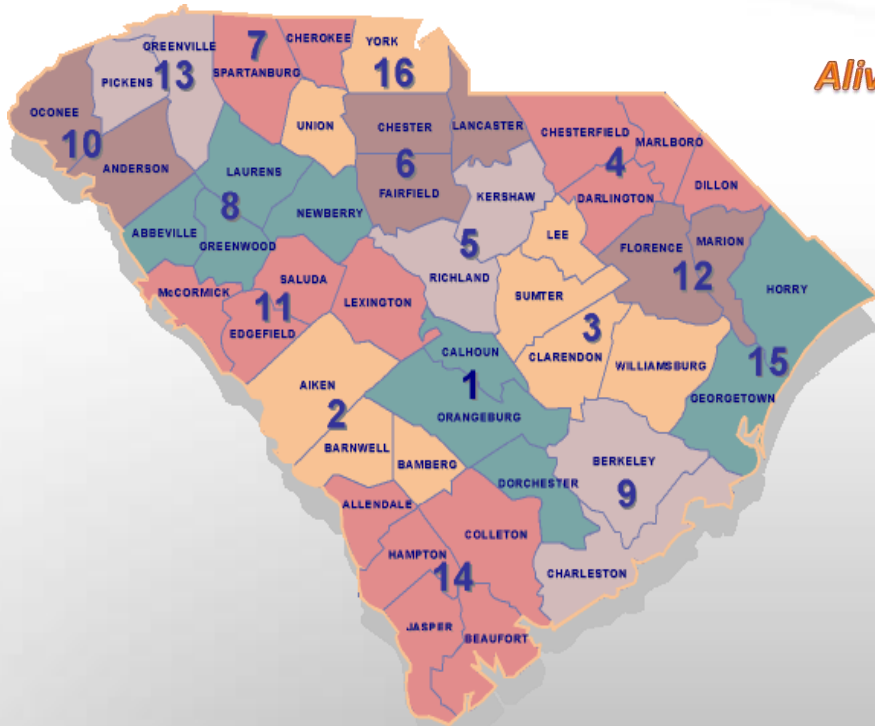
South Carolina Statistics

- ▶ From February 2007 through today, over **82,000** students have participated in the Alive at 25 course state-wide. Of those, 40 participants (37 drivers and 3 passengers) have been involved in fatal collisions within the State of South Carolina.
- ▶ Fatalities among drivers ages 15-24 have **decreased** since 2006 statewide.
- ▶ In a recent study by the SCNSC, **98%** of DDC-Alive at 25 participants have said that they would change their driving behavior after taking the course.





A.E.P. / P.T.I.



Alive at 25 is currently in the following Judicial Circuits:

- First Circuit
- Second Circuit
- Third Judicial Circuit
- Fourth Circuit
- Fifth Circuit
- Sixth Circuit
- Seventh Circuit
- Eighth Circuit
- Ninth Circuit
- Tenth Circuit
- Eleventh Circuit
- Thirteenth Circuit
- Fourteenth Circuit
- Fifteenth Circuit
- Sixteenth Circuit





High School Participation

Dutch Fork HS
Broome HS
Spartanburg HS
Chapin HS
Gilbert HS
Pelion HS
Lexington HS
White Knoll HS
Bluffton HS
Swansea HS
JL Mann HS
Spring Valley HS
Richland NE
Blythewood HS
Brookland Cayce HS
Chapman HS
Darlington CIT
Manning HS
Batesburg-Leesville HS
Hilton Head Island HS
Powdersville HS
Eastside High School
Riverbluff
Spring Hill

Orangeburg-Wilkinson HS
Clarendon Hall School
Beaufort/Jasper ACE
Richard Winn Academy
Boiling Springs HS
Mid Carolina HS
Scott's Branch HS
Fairfield Central HS
Whitmire Community School
Christ Church Episcopal School
Lugoff – Elgin HS
Gaffney HS
Blacksburg HS
Hartsville HS
Mauldin HS
Irmo HS
Dreher HS
Dorman HS
Lakewood HS
Crestwood HS
South Pointe HS
Wade Hampton HS - Greenville

Nation Ford HS
Fort Mill HS
Beaufort HS
Newberry HS
Chesnee HS
Columbia College
Hillcrest HS
Ridge View HS
Hammond School
Pendleton HS
Strom Thurmond HS
Great Falls HS
Clemson University
Riverside HS
TL Hanna HS
Williston-Elko HS
West Oak HS
Walhalla HS
Temassee-Salem HS
Seneca HS
Woodmont HS
East Clarendon
Eastside

West Ashley HS
Branchville HS
Edisto HS
Hunter Kinard Tyler
Palmetto HS
Belton-Honea Path HS
Wren HS
RD Anderson
Camden HS
Blue Ridge HS
Ware Shoals HS
Glenforest School
Berkeley HS
Wade Hampton HS
Westside HS
Darlington HS
Airport HS
Dorchester Academy
St. Joseph's Catholic School
Academy for Career Excel.
Clover High School
Anderson Alternative
Clinton High School

AC Flora High School
Andrew Jackson High
Buford High School
CA Johnson High School
Easley High School
Eau Claire High School
Indian Land High School
Lancaster High School
Liberty High School
Lower Richland High School
Pickens High School
Samuel A. Heyward Career
Travelers Rest High School
WJ Keenan High School
Westwood High School
Northwestern High School
Rock Hill High School
Hanahan High School
York Comprehensive High School
Columbia High School
Daniel High School
York Preparatory Academy

Mandatory – 77 Non-Mandatory - 35





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- ➔ The Road Ahead



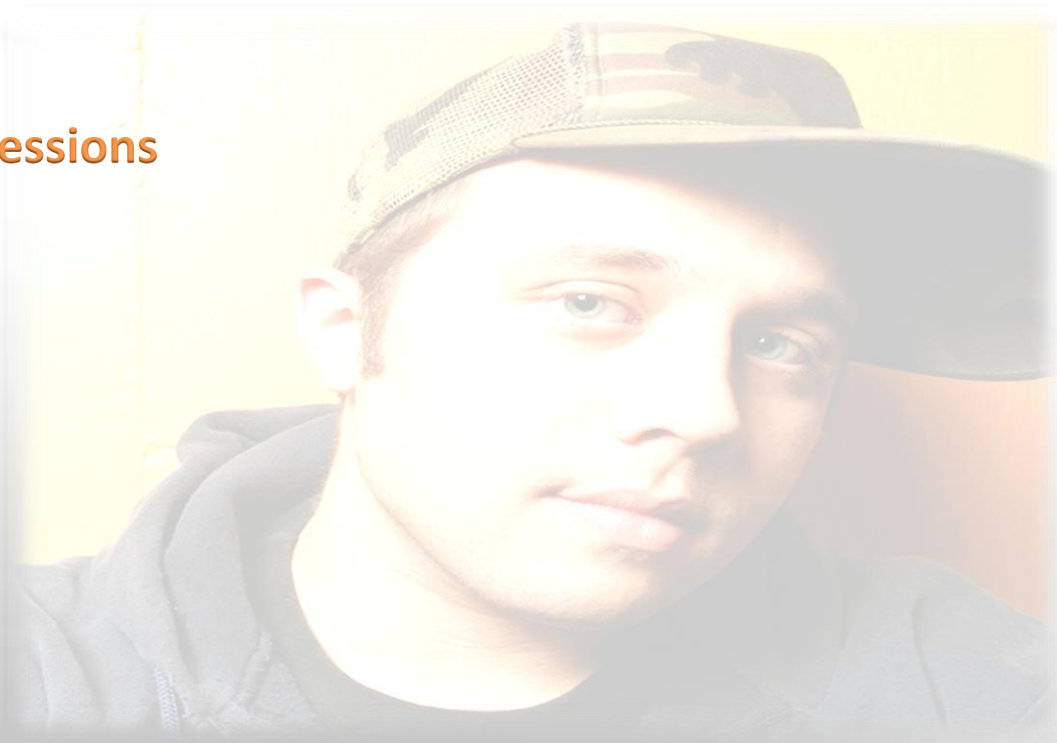


Program Breakdown

Student Workbook / Work Sessions

- Session 1
- Session 2
- Session 3
- Session 4

Videos





Session One

Are You a Potential Statistic?

- ➔ *Watch The Ron and Josh Story video*
- ➔ *Get acquainted with other participants*
- ➔ *Face the collision and fatality statistics for this age group*
- ➔ *Watch Driver Statistics video*
- ➔ *See how inexperience, peer pressure, distractions, and underestimation of risk cause unique driving hazards*
- ➔ *Review defensive driving principles*





Session Two

Recognize the Hazard

- ➔ Examine two types of hazards – Driver and Driving
- ➔ Watch *Seven Deadly Drives* video
- ➔ Discuss alcohol, drugs, and all state laws
- ➔ Understand how hazards, impaired driving, speeding, distractions, fatigue, not wearing a seatbelt, and too many people in the car increase risk.
- ➔ Examine how to react to different hazards found when driving
- ➔ Watch *Recognize the Hazards* video





Session Three

Understand the Defense

- ➔ Identify situations that lead to feeling out of control as a driver
- ➔ Discuss how to take control behind the wheel and various consequences
- ➔ Discuss tips for staying in control
- ➔ Watch *Two Friends* video





Session Four

Act Correctly, In Time

- ➔ Discuss and analyze positive characteristics of 15-24 year old age group and how they can make safe driving decisions
- ➔ Analyze hazards and discuss how to handle each one; stopping a drunk friend from driving, stopping a street race, texting while driving, and driving while tired
- ➔ Commit to making a change in driving attitudes and behaviors
- ➔ Watch *Don't Drive Stupid*





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Training

Knowledge

useful abilities.
backbone of co
quired for a tr
day





Instructor Training Program



- ⊕ 30 – Hour Instructor Course
- ⊕ Extremely demanding – Pass/Fail Course
- ⊕ Reason for using Police Officers
- ⊕ Facilitation Techniques
- ⊕ Stringent Training = RESULTS





Law Enforcement Partners





Statewide Programs

Massachusetts

South Carolina

Utah

Colorado

Maryland

Arizona

North Carolina

Kentucky

Kansas

Oklahoma



South Dakota

North Dakota

Wyoming





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Critical Success Factors

Curriculum – update as needed



Instructors

Marketing – Communications and Public Relations

Program Development



Community Effort – Corporate Sponsors





Community Benefits

- ★ Education to the young adults in your community, empowering them to make good decisions
- ★ Lowering the impact of the leading cause of death for young Americans
- ★ Positive connection between law enforcement and students
- ★ Graduates feel differently about driving and law enforcement
- ★ Increase public trust





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We Need Your Involvement!





When do we need to start the journey of the “Goal of Zero”?



Because one life lost...is one too many!





Contact Information

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