

# **Cobras. Uzis. Cancer. Floods. Texting.**

**What  
do  
you  
consider  
lethal?**  
[impactteendrivers.org](http://impactteendrivers.org)

**Dear superintendents and principals:**

**Starting in March, teachers and faculty in every public high school in the state of California will be receiving materials to share with students from IMPACT Teen Drivers, a non-profit organization that is dedicated to saving teen lives. There will be posters and t-shirts as well as short DVDs and lesson materials for teachers, along with a truly unique website where students can get the facts and share their stories.**

**I have endorsed this program and I am asking you personally to support this campaign, too.**

**Can you name a student who has been killed in a car accident?**

**Almost **all** of us can.**

**An empty seat may be the single image we all dread the most. But do you really know the facts on teen driving?**

**Car accidents remain the leading cause of death among teens (ages 16-19). And, of the 5,500 teenagers killed in car accidents last year, 75 percent of the accidents had nothing to do with drugs or alcohol. The truth is, combined with inexperience, seemingly innocent and everyday distractions are the main causes of accidents and deaths for teen drivers.**

**Text messaging, eating, adjusting music, applying makeup and over-stimulation are among the main killers –we are now starting to see the true consequences of these everyday teenage actions when coupled with limited road skills.**

**This is where IMPACT and you fit in.**

**This is our opportunity to save lives with basic everyday common sense. The materials are designed to engage the high school audience –short, interactive and to the point.**

**Our hope is that you and the teachers can take 15 minutes on March 9 to go over these materials with your students. 15 minutes could literally save a life.**

**I know as well as all of us that in our current schedule everyone is pressed for time, and pressured to meet our testing requirements. But our hard work to reach our goals is all lost if a student is not there to learn from them.**

**As we approach the week of March 9, you will receive reminders from me by e-mail. Meanwhile, access the IMPACT website so you can explore and look at ways to integrate this into curriculum and, most importantly, learn about how to save teen lives.**

**I hope that you will join me in support of the IMPACT campaign.**

**Thank you,  
Jack O'Connell,  
State Superintendent of Public Instruction**