

# Cobras. Uzis. Cancer. Floods. Texting.

***What  
do  
you  
consider  
lethal?***

***[impactteendrivers.org](http://impactteendrivers.org)***

## ***What***

**IMPACT** - a high-energy educational program designed to help save the lives of teenage drivers.

## ***How***

Use of effective multi-media tools, including a website and motivational publications, to encourage teens to make better choices and decisions when they get behind the wheel.

## ***Who***

The California Highway Patrol, the California Teachers Association, the California Department of Education, California Casualty, the California Association of Highway Patrolmen, the Association of California School Administrators and others.

## ***When***

The California Legislature has been asked to declare the week of March 9, 2009, "Teen Driving Safety Week."

## ***Where***

Distribution of specially designed materials that will be delivered to more than 500,000 10th grade students in all of California's 1,200+ public high schools.

## ***Why***

The California Highway Patrol, teachers and others are on an important mission - to save the lives of hundreds of teenage drivers each year.

That mission is called **IMPACT** because it will impact the driving habits and choices that teens will be making on our roadways as new drivers. Of the millions of California drivers, teens are the most at risk per capita of having accidents, being injured and losing their lives on our streets and roadways. It needs to be stopped and it needs to be stopped now.

That's where **IMPACT** comes in.

**IMPACT** is an ongoing educational program aimed at beginning drivers. We will deliver meaningful messages through multiple channels, including a highly relevant website and educational materials designed especially for teens. The program will officially begin during the week of March 9.