

**Driver Education:
The Long, Long Road...**

...And How Do We Reach
ZERO Fatalities?



We Have Met the Enemy...



Haven't We????



What Changed Between This...



.....And This???



Then...

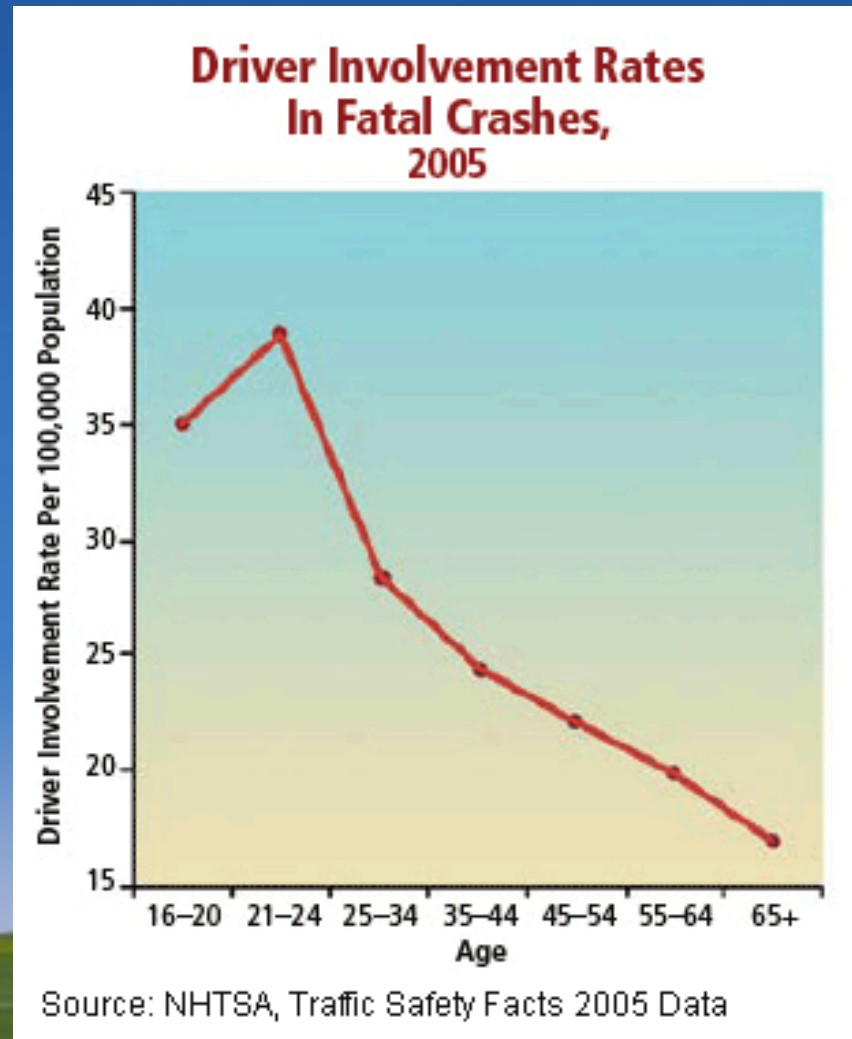


... and Now?



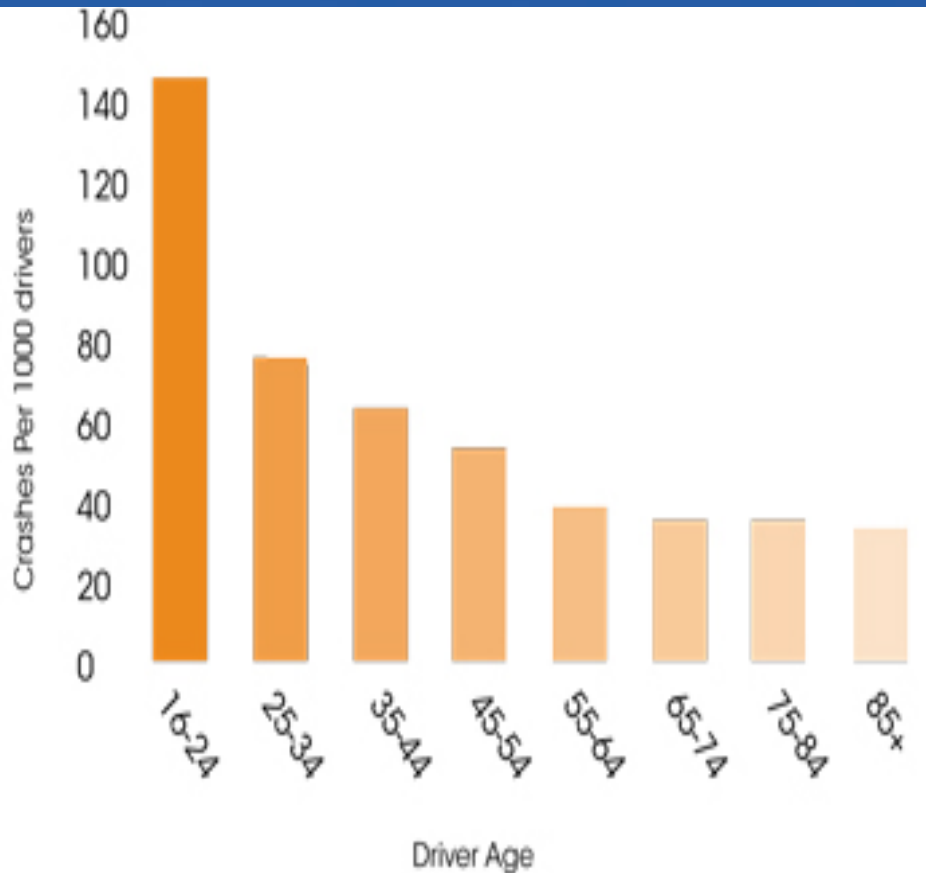
A screenshot of a computer screen displaying a character introduction. The character is Jessica, a blonde woman in a dark blue police uniform with a cap, holding a clipboard. The screen shows her name 'Jessica' and a message: 'Hi, I'm Jessica and I'll be your instructor. I know that my beautiful face can be distracting, but please pay attention and follow my instructions. You'll pass if you do. You'll fail if you don't. Any questions?'. Below the text are two orange buttons labeled 'Back' and 'Continue'. To the right of the screen is the 'DriversEd.com' logo with the tagline 'click. learn. drive.' and a small globe icon. At the bottom of the screen are three navigation links: 'Add our game to your webpage', 'Start making money', and 'Send to friend'.

The Facts...

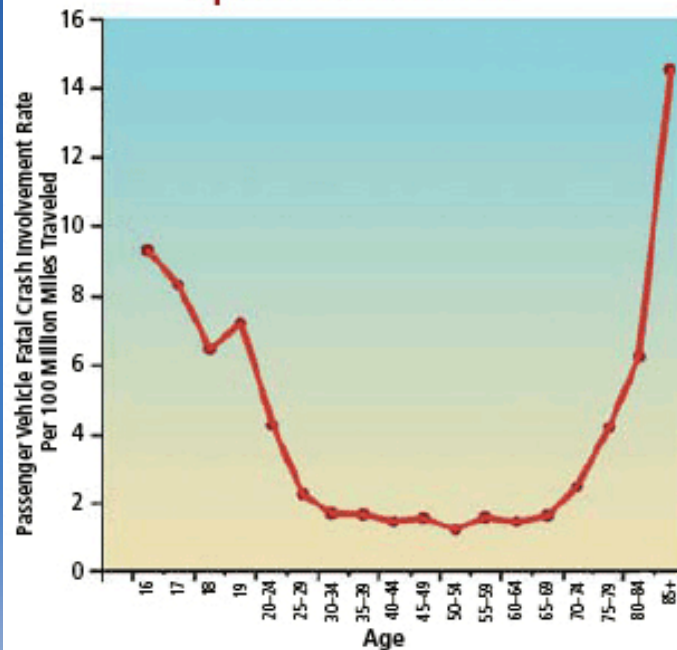


What about that peak???

Data Says...



**Passenger Vehicle Fatal Crash Involvement
Per 100 Million Miles Traveled,
April 2001–March 2002**

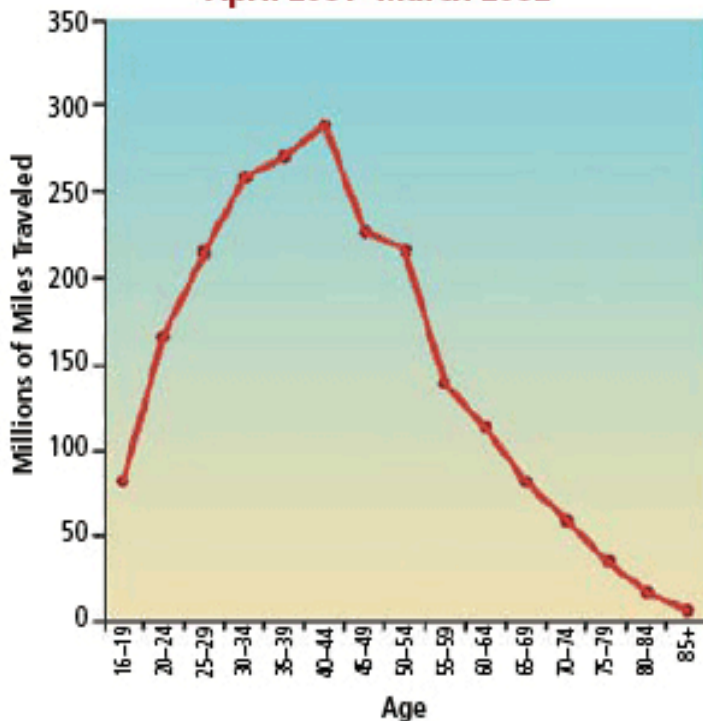


Source: Insurance Institute for Highway Safety,
Fatality Facts 2005

A Contradiction in data??

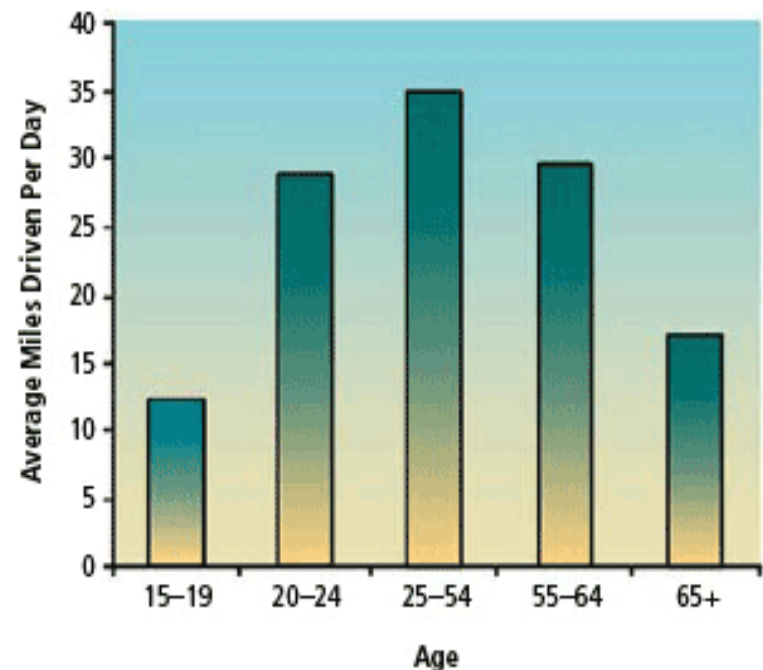
What Can We Understand?

**Millions of U.S. Vehicle Miles Traveled
By Age Group,
April 2001–March 2002**



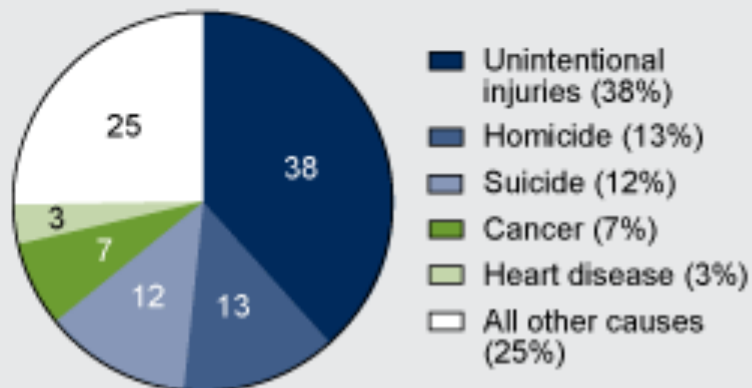
Source: Insurance Institute for Highway Safety,
Fatality Facts 2005

**Miles Driven Daily by Age,
2001**

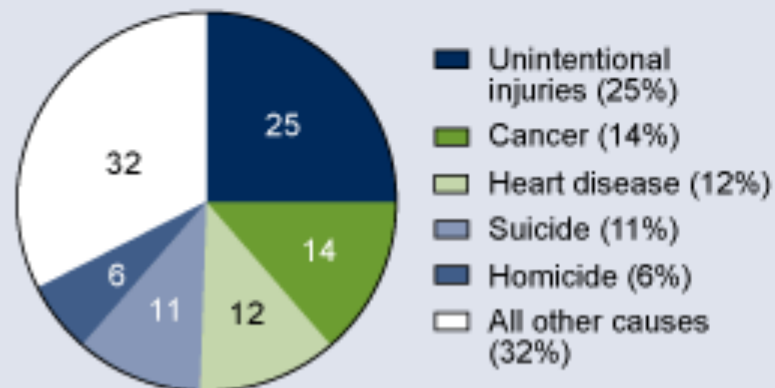


USDOT: 2001 National Household Travel Survey

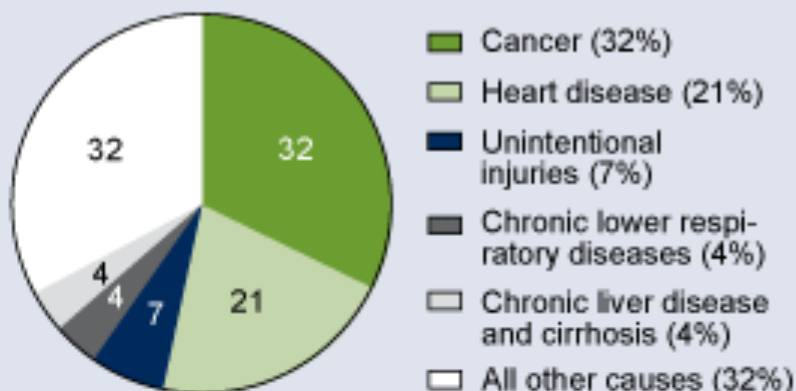
Aged 1–24 years
Number of deaths = 39,086



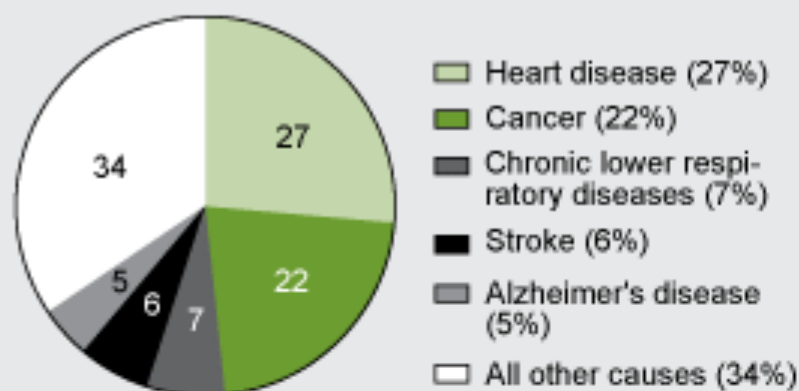
Aged 25–44 years
Number of deaths = 112,117



Aged 45–64 years
Number of deaths = 493,376



Aged 65 and over
Number of deaths = 1,796,620



So Where Should Our Efforts Be?

Teen Drivers

- Mandatory Education
- Nothing Kills More Teens than Crashes
- Novice Driving #1 Reason for Crashing
- Most Years of Life to Lose

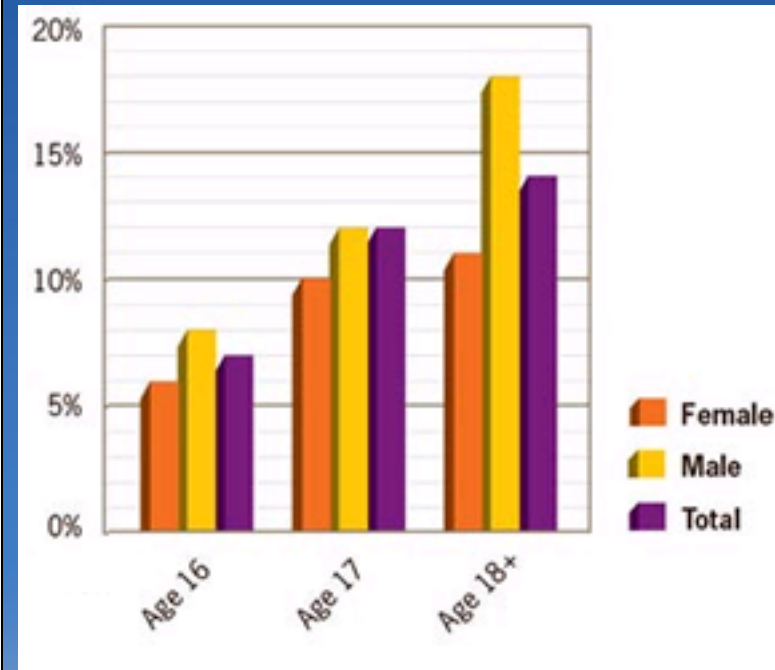
Older Drivers

- Fastest Growing Segment in Country
- 2030 Prediction is for 1 in 5 Americans to be 65 Plus
- Country Aging in Place
- Clark County Also Attracts Retirees

We Live Here Too! We Know and Love These Numbers...

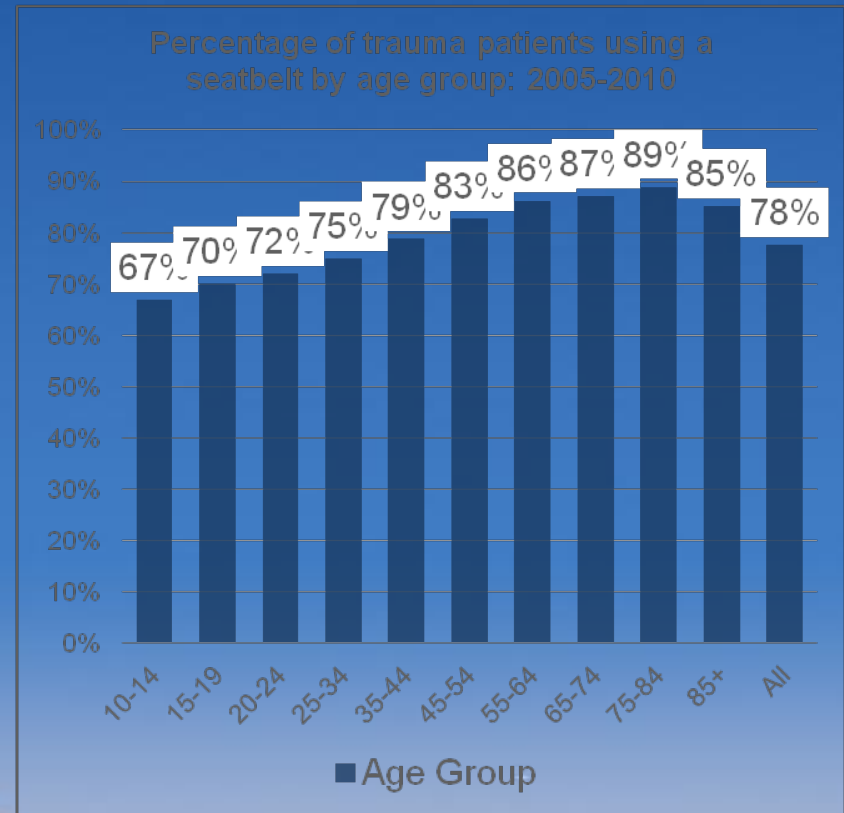
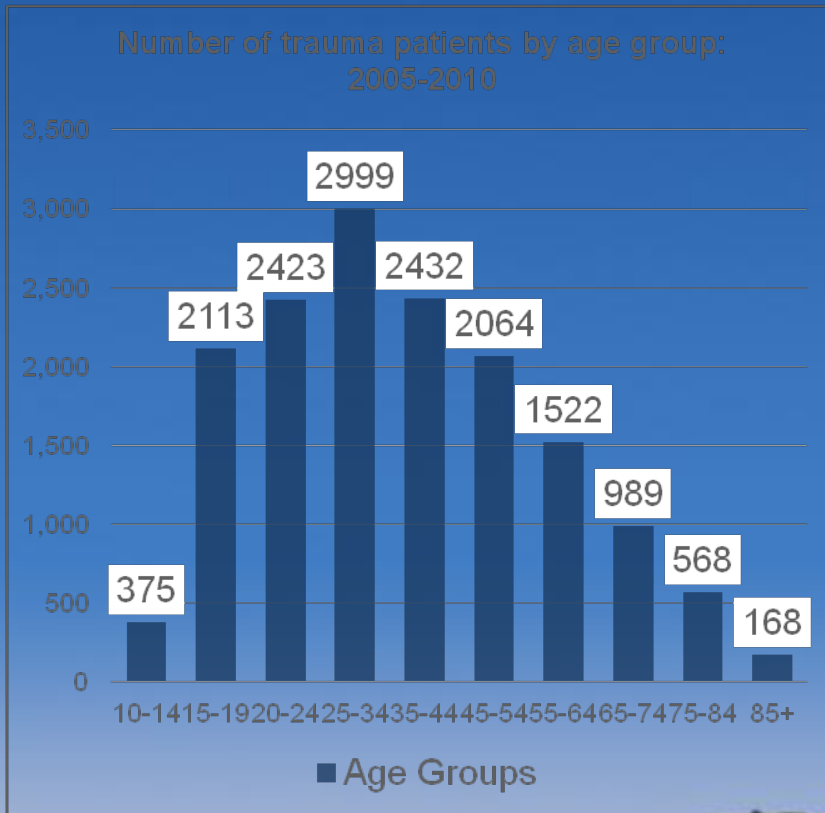
The Good News for Teens:

- Drinking and driving cut more than half, down 54% since 1991
- From 1998-2008 Teen Fatal Crashes Down 27%
- Ages 20-24 now least likely to be unbelted in a crash



Teens Drinking and Driving 2010

Trauma Data NV, 2005-2010



Trauma Patients by Age Group

Trauma Patients Using Seat Belt by Age

Just the Numbers, 2010:

- 15 to 20 year olds 4.5% of Drivers Licenses
 - Involved in 5.8% of fatal crashes
- 21 to 24 year olds 6% of Drivers Licenses
 - Involved in 8.4% of fatal crashes
- 65 to 74 year olds 10.5% of Drivers Licenses
 - Involved in 7.8% of fatal crashes
- Those 75 and older are 5.5% of Drivers Licenses
 - Involved in 13.6% of fatal crashes

Just the Numbers, 2011

- 15 to 20 year olds 4.5% of Drivers Licenses
 - Involved in 5% of fatal crashes
- 21 to 24 year olds 6% of Drivers Licenses
 - Involved in 11.6% of fatal crashes
- 65 to 74 year olds 10.5% of Drivers Licenses
 - Involved in 5.7% of fatal crashes
- Those 75 and older are 5.5% of Drivers Licenses
 - Involved in 6.5% of fatal crashes

How to Keep Teen Fatalities Declining

- Who Holds The Keys to Fewer Deaths?
 - School?
 - Law Enforcement?
 - You?
 - PARENTS?

– TEENS!

- But How Do We Help???

Is Legislation the Answer?

- Mandatory Driver's Edge?
- Mandatory BTW?
- Sixteen for a Permit?
- Eighteen for Full License?
- Prohibit Internet Class?
- What Role Does Education-for-Hire Play?

... and for Older Drivers?

- Mandatory Driver Education at X age and above?
- Mandatory BTW for every crash at X age and above?
- Is AGE a reason to give up driving?
- How Can we Help??

Do You Know...

- Nevada has lost Zero 16 year old drivers in the past three years?
- Zero 17 year old drivers in 2009 and 2010
- Is Zero Fatalities Possible??

Discussion??

Thanks!
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895-2015