



# Young Driver Fact Sheet

Results of a recent survey among teens in the state revealed a 56 percent safety belt usage rate, which translates to a dramatic difference in teen safety belt usage in comparison to Missouri's statewide safety belt usage rate of 77 percent and the national average of 82 percent.

## CRASH STATISTICS

*Taken from the 2004 Traffic Safety Compendium, produced by the Statistical Analysis Center of the Missouri State Highway Patrol*

- Young drivers (under 21) are overrepresented in traffic crashes in proportion to the number of licensed drivers. Young drivers (under 21) comprise 11 percent of licensed drivers and were involved in 29 percent of the traffic crashes in 2004.
- A total of 249 people were killed and 20,464 were injured in traffic crashes involving a young driver.
- One person was killed or injured every 25 minutes in a traffic crash involving a young driver.
- Common causes of these crashes include speeding, inattention, drinking and driving, and failing to buckle up.

## THREE MAIN FACTORS THAT CONTRIBUTE TO TRAFFIC CRASHES FOR THIS AGE GROUP

**Inexperience:** All young drivers start out with very little knowledge or understanding of the complexities of driving a motor vehicle. Technical ability, good judgment and experience are all needed to make safe driving decisions.

**Risk-taking behavior and immaturity:** Adolescent impulsiveness is a natural behavior that can result in poor driving judgment and participation in high-risk behaviors. Peer pressure also often encourages risk taking.

**Greater risk exposure:** Young drivers often drive at night with other friends in the vehicle. During night driving, reaction time is slower since the driver can only see as far as the headlights allow. Driving with young passengers usually causes distractions for the driver. Studies show that more teen fatal crashes occur when passengers – usually other teenagers – are in the car.





# Contest Summary

## WHAT

*Restrain Yourself* is a contest that challenged high school students across the State of Missouri to use their creativity in the development of an original 30-second public service announcement (PSA) that convinces their peers to buckle up each and every time they drive or ride in a vehicle.

## WHY

The statewide campaign was prompted by the alarming results of a safety belt usage survey conducted by the Missouri Department of Transportation in cooperation with the Missouri Safety Center. The survey found that only 56 percent of teenagers across Missouri are using a safety belt when driving or riding in a vehicle.

## WHO

Missouri high school students in grades 9-12 were challenged to participate. Any size group, class, club, student organization, or individual was encouraged to enter.

## WHEN

*Restrain Yourself* contest packets were sent to over 540 Missouri high schools in the beginning of September 2005. Students had until October 31 to create and submit their entry, in the form of a storyboard, VHS, CD or DVD.

## RESULTS

A total of 139 entries were submitted by 399 students across the state with the support of 44 teachers, coordinators and principals.

## JUDGING

Three PSAs (one Grand, First and Second Place winner) were selected on the basis of their persuasiveness, logical organization, clarity, quality and creativity. Each clearly communicated the importance of teens using safety belts whenever they drive or ride in cars, no matter who is driving. All winning entries were creative and original and had a call to action. The judges selected two entries for honorable mention and ten entries for special recognition at the awards ceremony held on December 13, 2005.

## PRIZES

A total of \$5,000 in cash prizes to winning students and their schools was made available through a grant from State Farm Insurance. \$2,000 was awarded to the Grand Prize team and \$1,000 went to their school. \$1,000 was awarded to the First Place team along with \$250 for their school. The Second Place team received \$500 and their school received \$250.

## SPONSORS

Missouri Department of Transportation, Missouri Coalition for Roadway Safety, Missouri State Medical Association, Missouri Safety Council and State Farm Insurance.



# The Winners

## SCRIPT SYNOPSIS

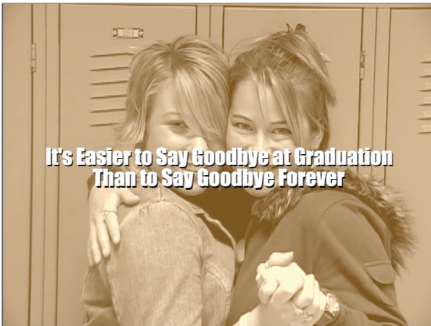
(Full spots may be viewed on the DVD provided with this folder)



### Grand Prize – “My Habit”

Rachel Beydler and Michael Sansagraw  
Sikeston Career and Technology Center, Sikeston, Missouri

16-year-old Rachel Beydler introduces herself as the sophomore class president, number one in her class and center for the varsity volleyball team. As we see, on October 17, her car was struck broadside, inches from where she sat with her seat belt on. [We see an image of her car.] That’s her “habit”– whether she is driving or riding, she belts up. Her volleyball season was cut short, but her life wasn’t. She goes on to say **“I’ll play again next season because I took an extra moment to click – will you?”**



### 1st Place – “Saying Goodbye”

Kaylyn Steinke, Amanda Allen, Layce Cable, Alaina Graber  
Morgan County R-II High School, Versailles, Missouri

Two teenage girls get into a car. The driver buckles up, the passenger doesn’t. The driver tells her friend to put her seat belt on, the passenger responds with “How about no!” The two drive off and sounds of a car crash are heard. A crash scene with the injured passenger appears, which leads to a scene of the driver mourning by the side of her friend’s grave. The spot ends with a picture of the two friends and the words **“It’s easier to say goodbye at graduation than to say goodbye forever.”** Buckle up.



### 2nd Place – “Restrain Yourself”

Michael Admire and Zach Hartnett  
Lee’s Summit West High School, Lee’s Summit, Missouri

The PSA opens with a popular football star playing football. A voiceover says “He made *all* the right moves.” The next scene shows the football star being interviewed by the media. The voice says “Answered the questions in *all* the right ways.” The next scene depicts the football player eating with his friends at lunch. The voice says “Chose *all* the right friends, but made one wrong decision.” The next scene shows the football player driving off without his safety belt on. We then see a cross with flowers by the side of the road. The voice says **“So now he’ll be remembered on the right side of the street.”** The last frame shows the words “Restrain Yourself” with a voiceover saying “Take time, restrain yourself.”