

Students learn rules of the road during the

IKnow**Everything**

teen driver program

The [Foundation for Advancing Alcohol Responsibility \(FAAR\)](#) presented its [I Know Everything](#) integrated teen driver safety program at Jeffersontown High School Oct. 22 in honor of National Teen Driver Safety Week Oct. 19-25. This game show style assembly included 300 students from the senior class.

Seniors at Jeffersontown High School participate in the national I Know Everything teen driver safety program presented by the Foundation for Advancing Alcohol Responsibility.

After welcoming statements by Kentucky Office of Highway Safety Director Bill Bell and Attorney General Jack Conway, students were presented a series of questions on topics such as drunken driving, distracted driving, speeding and license restrictions. The following is a sample of the results:

- 88.17 percent were able to identify distracted driving scenarios.
- 83.51 percent were able to identify unsafe driving practices.
- 81.25 percent knew what to do if their designated driver had been drinking.
- 60.82 percent understood how to handle a distracting friend while driving.
- 97 percent knew what to do if their passenger wasn't wearing a seat belt.

During the 2013-2014 school year, FAAR conducted the I Know Everything program for more than 2,000 students nationwide, and used the participants' answers to develop this teen driver survey. The results identify gaps in teen driver's knowledge and are intended to help traffic safety experts, teens and communities work together to improve teen driver safety.

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Director's Message — Bill Bell



Toward Zero Deaths, Technology, and Champions

I believe there will be a day when we are surprised to hear about a highway fatality. That day may be 20 years in the future, but it will come. There are driverless vehicles on the road now in California. Manufacturers are building more and more cars with crash-avoidance technology. Eventually, we will have vehicles that will not crash ... period.

Until that time, we must take action to save as many lives and prevent injuries wherever and whenever possible. We need to utilize the funds allocated to "highway safety" to make improvements to our roadways and intersections and educate our communities, especially younger drivers.

Last year, we unveiled the [Drive Sober app](#) and made it available to all Kentuckians. This mobile application has features including buttons to call [Kentucky State Police](#) to "report a drunk driver," "blood-alcohol estimator," "find a ride" and "laws and regulations." Soon, we will release a new version which will include a "text a friend" button

which uses GPS to pinpoint their location. You can join roughly 8,000 other people and download this at [drivesoberky.com](#).

In addition, for us to be successful in preventing injury and fatality crashes, we need strong partnerships. The [Federal Highway Safety Administration](#) has been our longest partner and we have had tremendous support from [Kentucky Division Administrator, Jose Sepulveda](#). Since he took the position in 2007, our traffic crashes have greatly decreased, with the largest decrease in the 16-24 year old demographic. Unfortunately, Mr. Sepulveda will retire next month, but he has left an impression on his staff regarding highway safety. We wish him a long, happy retirement, but he will be missed. Thanks, Jose!

One last thing ... turn up your speakers and enjoy our [latest radio commercial](#) featuring two of my four children, Ryder and Caroline.

Have a safe and happy holiday season! Buckle, buckle, buckle!



SafetySpotlight

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Alive at 25

Ron Turley spent 27 years patrolling the highways of Kentucky as a state trooper. Ask him what the worst part of the job was, and he quickly answers: "Telling parents that their son or daughter was killed in an automobile crash – nothing comes close to that."

Turley, now retired from [Kentucky State Police \(KSP\)](#), shares some of those horrific stories with teen drivers as an instructor in a defensive-driving program, [Alive at 25](#).

"It's a fun and engaging class, but the students take it seriously," he said. "They actually practice how to tell their friends to slow down, stop texting and driving, and not to drink and drive."

Turley taught the four-hour class at Lafayette High School Oct. 21. Alive at 25 was developed by the [National Safety Council \(NSC\)](#) to take aim at the No. 1 killer of teens — motor-vehicle crashes. The course is free and is state certified, meaning it will count toward the classroom requirement for the [Kentucky Graduated Driver Licensing Program](#).

The statewide Alive at 25 program was made possible by a two-year \$150,000 grant from [Toyota Motor Manufacturing, Kentucky, Inc.](#) By 2015, the partnership between NSC, Toyota and KSP will reach more than 11,000 high school students. It is the second grant from Toyota toward Alive at 25. In 2004, the automaker gave \$150,000 to help kick-start the program.

Kentucky has one of the highest teen crash rates in the nation. Teen drivers only account for about 7 percent of Kentucky drivers, but are involved in about 18 percent of deadly crashes and more than 20 percent of all highway crashes, according to the [Kentucky Office of Highway Safety](#).

In the decade since Alive at 25 launched, the state's death toll among drivers ages 16-19 dropped

46 percent. The numbers jumped by 20 percent in 2012, which led to the new Toyota grant to help KSP increase the number of instructors and programs across the state.

Since the expansion of the program, crash numbers are decreasing. KSP said in 2013, crashes involving teens dropped 7 percent, deadly crashes decreased 12 percent and injury crashes were down 7 percent. Kentucky is the first to offer the program statewide, and unique in that all 17 certified instructors are KSP employees, including troopers and officers.

The classes include interactive media segments, workbook exercises and role-playing. Discussions allow students to develop convictions and strategies to keep them safe, and explore how changing driving behavior makes personal, legal and financial sense.

Alive at 25 programs are being [booked through KSP](#) at high schools across the Commonwealth.



Your Letters

Mr. Bell,

I want to thank you and your team for the wonderful assistance we received on the night of October 15. Mr. Rodney Middleton with Safe Patrol assisted us when we had a tire blowout on the Western Kentucky Parkway. He was very courteous and helpful. It was a very stressful time, and we were fortunate to have such quick, professional help.

Thank you,

Martha Horesman



Event Calendar

An up-to-date and detailed listing will be on our [Events Facebook page](#)

Did you know?

Registration open for 37th Annual KBT Conference

The [Kentuckians for Better Transportation Annual Conference](#) is Jan. 21-23, 2015 at the Lexington Marriott Griffin Gate Resort. Early registration deadline is Dec. 12, 2014.

Registration open for 2015 National SADD Conference

Register for the [Students Against Destructive Decisions 2015 National Conference](#) in Nashville, Tenn., June 28-July 1, 2015.



Registration open for 2015 National Lifesavers Conference

Register for the [2015 National Lifesavers Conference](#) in Chicago March 15-17, 2015 at the Hyatt Regency.

NOYS recaps 2014 National Teen Distracted Driving Summit

Visit the [National Organization for Youth Safety website](#) for a full recap of the Teen Distracted Driving Summit.

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