



Public Service Announcements

(For School, Local Radio and TV Stations)

2008 Spring & Summer Safe Driving Campaign for Teens

Teens:

1. The YOVASO club wants you to know that summer can be a dangerous time for teen drivers. Did you know that the 101 days from Memorial Day weekend through Labor Day are the deadliest days on the road? No school, late nights and the joys of “cruising” the highway with friends contribute to risky driving behaviors that lead to crashes. Your best defense is to eliminate distractions, buckle up, stay alert, and drive sober. Don’t be another statistic! Please remember to buckle up and drive safely! Let’s lower the rate in 2008!
2. Do you have the necessary tools to survive the drive this summer – full tank of gas, sunglasses, seat belt, no distractions, and lower speed? If you answered no to any of these – think before you get behind the wheel. Summer is the deadliest time for teen drivers. The YOVASO club wants to challenge you to help us lower the rate in 2008 – the teen fatality rate that is. Do you have what it takes?
3. Summer is the deadliest time of year for teen drivers. Teen drivers average 44% more hours behind the wheel each week during the summer (23.6 hours) than during the school year (16.4 hours). In fact, July and August are the most dangerous months. The YOVASO club would like to encourage each of you to buckle up and drive safely this summer. Don’t crash and burn! Help us lower the rate in 2008!
4. Schools almost out and fun summer days are ahead. To help you survive this most deadly time for teen drivers – don’t forget your summer survival checklist. Always buckle up – check. Drive the speed limit – check. Obey the midnight curfew law – check. No “cruising” and piling the car full of friends – check. No texting or cell phone use while driving – check. Don’t be a summer statistic, please drive safely.

Graduates:

5. Graduates, this is an exciting time in your life. With graduation parties, beach week and summer vacations around the corner, the celebrations seem endless. During this enjoyable time, please remember to drive safely, slow down, and buckle up. Your future is ahead of you. Please don’t wreck it.
6. Graduates, as you head out to graduation parties and take off for beach week, please remember to drive safely. Obey the speed limits, don’t drink and drive, limit your passengers, and always wear your safety belt. Your future is ahead of you. Please don’t wreck it.

Parents:

7. Parents, did you know that summer is the deadliest time for teen drivers? More free time, “cruising” with friends, staying out later at night and “piling in” friends are key reasons for the increase in teen crashes and fatalities during the summer. You can help by setting rules and having your teen sign a summer safe driving contract. Go to www.yovaso.net to print out a contract and other summer safety tips.
8. Parents, as your teen is heading out the door this summer, remember that the road to safety can begin with your help as a parent. Say no to “cruising” and “joy riding” with friends. Set curfews and don’t allow driving after midnight. Make sure your teen obeys the passenger limitation law and never allow “piling in” a car load of friends. Ban cell phone use and texting while driving. Continue to practice driving with your teen and always remind your teen to buckle up. Let’s lower the rate in 2008.