

# Educating and Empowering Youth for Pedestrian Safety

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**Do teens care more  
about what adults say  
or what their friends  
say?**

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# PEDESTRIAN CRASHES

Pedestrian crashes continue to be a growing concern across the country.



Pedestrian fatalities,  
ages 11-25,  
nationwide (2022)

**802**

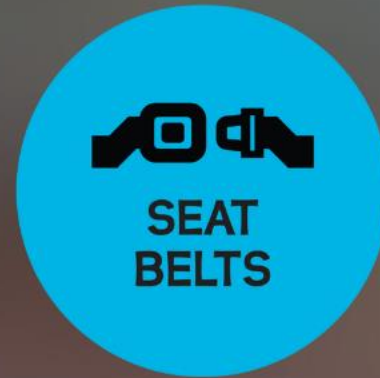
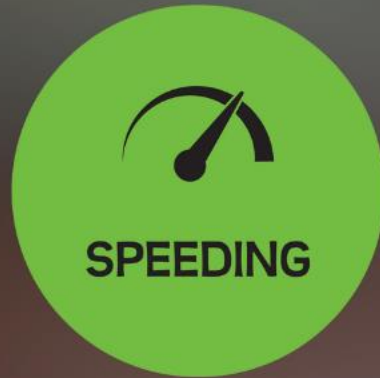
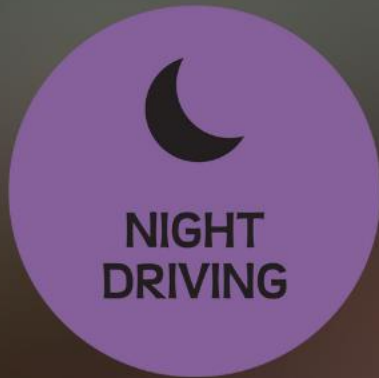


Pedestrian fatalities,  
ages 11-25,  
Texas (2023)

**117**

# Driver inexperience

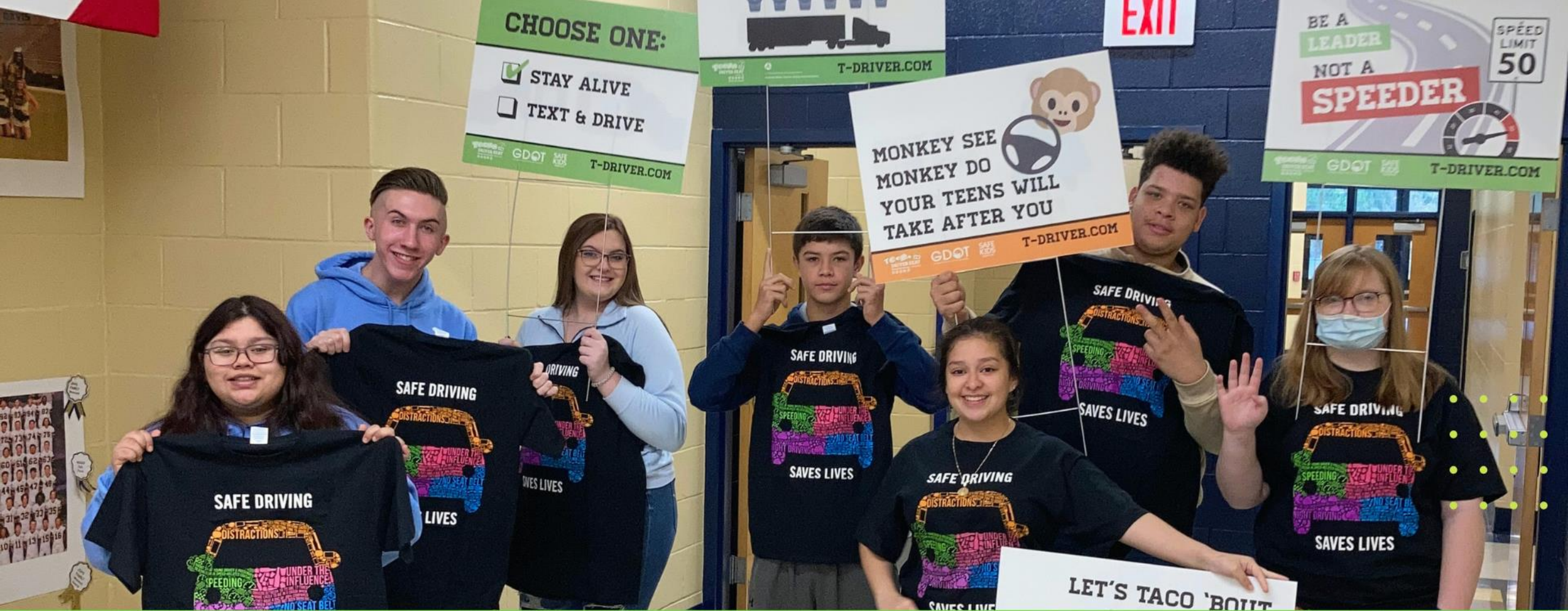
is the #1 contributor for teen crashes.





**Involving teens is critical.**





# Teens in the Driver Seat

## CREATING A CULTURE OF TRAFFIC SAFETY



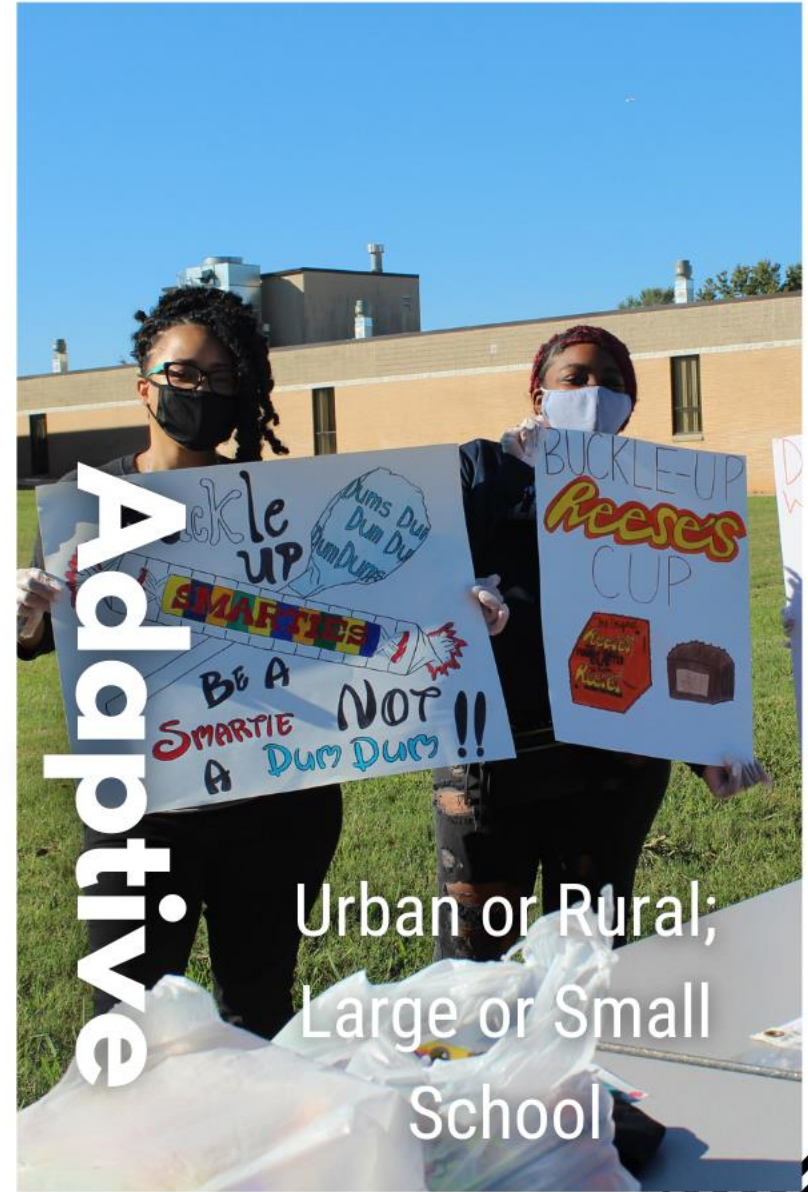
# Manageable

Easy Activities;  
Student-led



# Continuous

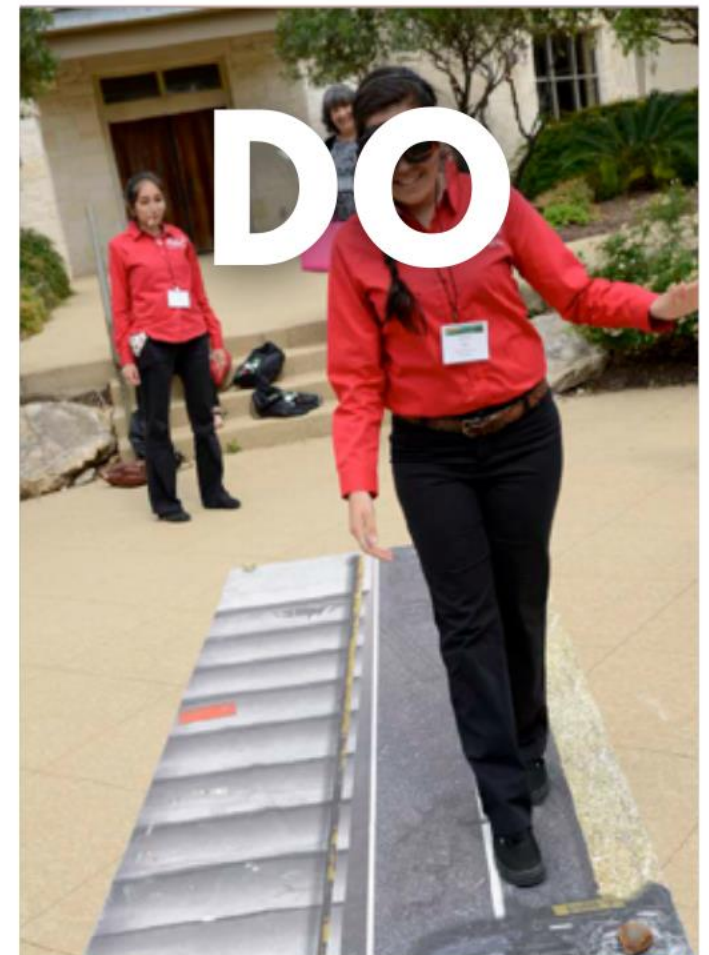
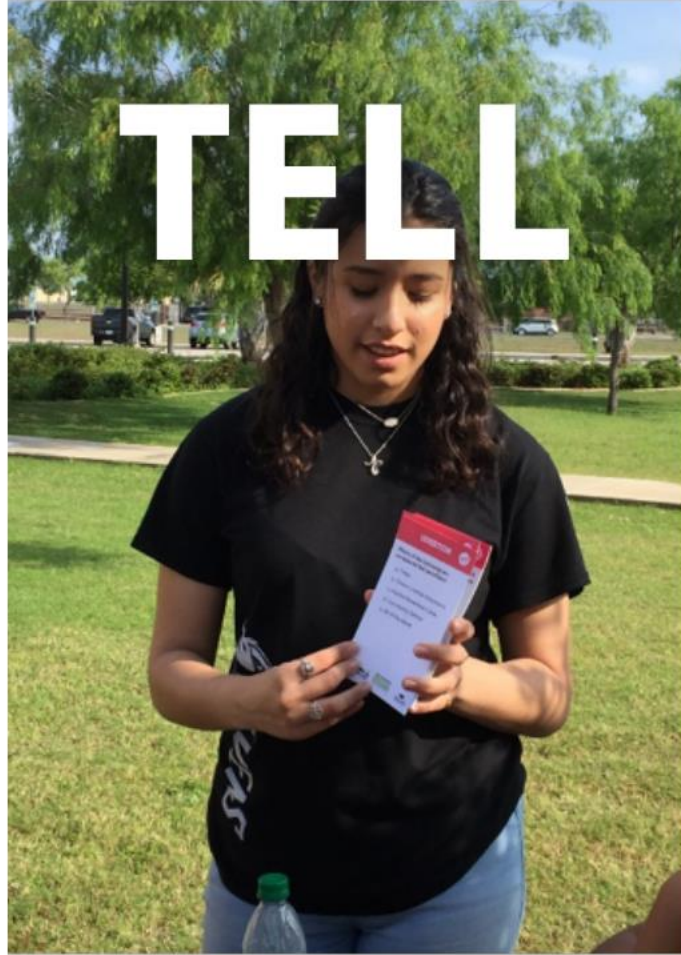
Frequent  
Messaging;  
Consistent  
Reminders



# Adaptive

Urban or Rural;  
Large or Small  
School

# SECRET FORMULA







# We Have a College Program Too!

The UDS program seeks to give college students the tools and information in order to promote peer-to-peer education regarding the dangers of driving which often includes driving under the influence.



# OVERVIEW OF TEXAS A&M KINGSVILLE

- Public Research University in Kingsville, Texas
- Over 6,500 students
- 5 academic colleges
- Suburban, 1,600 acres
- Member of UDS for 9 straight years



# PEDESTRIAN SAFETY PROBLEMS ON COLLEGE CAMPUSES



**Speeding &  
Agreessive  
Driving**



**Tailgating and  
Game Days**



**Students State  
of Mind**



# WHAT MAKES FOR A SUCCESSFUL CAMPUS INITIATIVE?

- Free food, drinks or giveaways
- It has to be *Catchy*
- The more *Interactive* the better
- Straight forward information that's easy to understand





# Community Partnering

Who are the partners in your area and how can they help?



FREE SIGN UP FOR TDS!

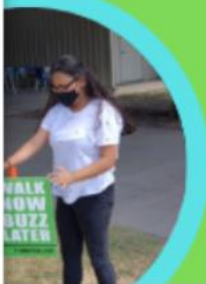
Text iDrive to 1-888-825-1346 for TDS and safety text messages.



# WELCOME BACK!

## YOUR FREE KIT IS WAITING FOR YOU!

**CLAIM IT NOW!**



EARN CREDIT FOR YOUR ACTIVITY FOR  CREDIT >>>

Be the change in Teen Traffic Safety. Start saving lives today. Sign up to start a Teens in the Driver Seat program at your school! How does the program work? It's simple.

**WE PROVIDE YOU SHARE YOUR**

Sign-up your college at [u-driver.com](http://u-driver.com)



## College Outreach Toolkits

If you are an existing UDS school or your organization is ready to spread the traffic safety message, then it's time to place your order! Items may be reordered once per school year to keep your program message going and are used during events to remind students at your school about safe driving.

### Order Your FREE Toolkits Now>

Once you place your order, your Fall Mini-Kits will be shipped to you, and you will be placed into our system and become an official active team.

[Learn how to become a UDS All-Star and win some cash.>](#)

## Fall Mini-Kits

### Program Kick-Off Kit

A great start to the U in the Driver Seat program filled with posters, yard signs, pens, and fliers. Don't forget the team t-shirts! Try using this kit at your freshmen fairs and pair trivia with a piece of candy.



### Impaired Driving Kit

A great kit for alcohol awareness events! We provide you mocktail recipes and coasters for your event, plus pocket cards that remind friends to find a safe ride home and always #drivesober.



THANK YOU!  
QUESTIONS?



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