



Our mission is to drastically reduce automobile crashes, fatalities and injuries. Motor vehicle crashes are the number one cause of death among young drivers and their passengers. More teens and young adults die in violent auto collisions each year in the United States than the number two through five causes of death combined.

For more information about In Control visit www.DriveInControl.org

HANDS-ON



EXPERIENTIAL LEARNING



COMMUNITY ENGAGEMENT



Educational Outreach to Young Drivers and Occupants



IN PARTNERSHIP WITH THE MASSACHUSETTS EXECUTIVE OFFICE OF PUBLIC SAFETY AND SECURITY

In 2016 the nation's 1st state certified crash prevention training program was awarded an Educational Outreach Grant from the Massachusetts Executive Office of Public Safety and Security.

The focus of this grant was to:

Decrease

- Speeding
- Operating under the influence
- Distracted driving

Increase

- Seat Belt Use

Our Approach

In Control is most recognized for our closed course, hands-on training which requires large, paved areas to safely allow drivers to experience emergency situations and learn



how to avoid / react to them. In order to reach as many 16-20-year olds as possible, we

approached High Schools and Community Colleges looking to bring

demonstration experiences to their community. Participating

schools communicated the opportunity to parents and dates were

scheduled in the spring of 2016 with the four schools. Students were required to complete

surveys including questions used to judge their driving behavior and their attitudes

towards road safety.



School Visits

With In Control Instructors behind the wheel, students, faculty and staff experienced a series of increasingly faster drills where they learned:

- The impact of speed on the ability to control the vehicle
- How much further it takes to stop with just a slight increase in speed
- What it feels like to experience a panic stop from 45MPH
- The role the seat belt plays in keeping you behind the wheel / in control in an emergency
- How much even the slightest delay in responding to a road hazard increases your chances of a crash.

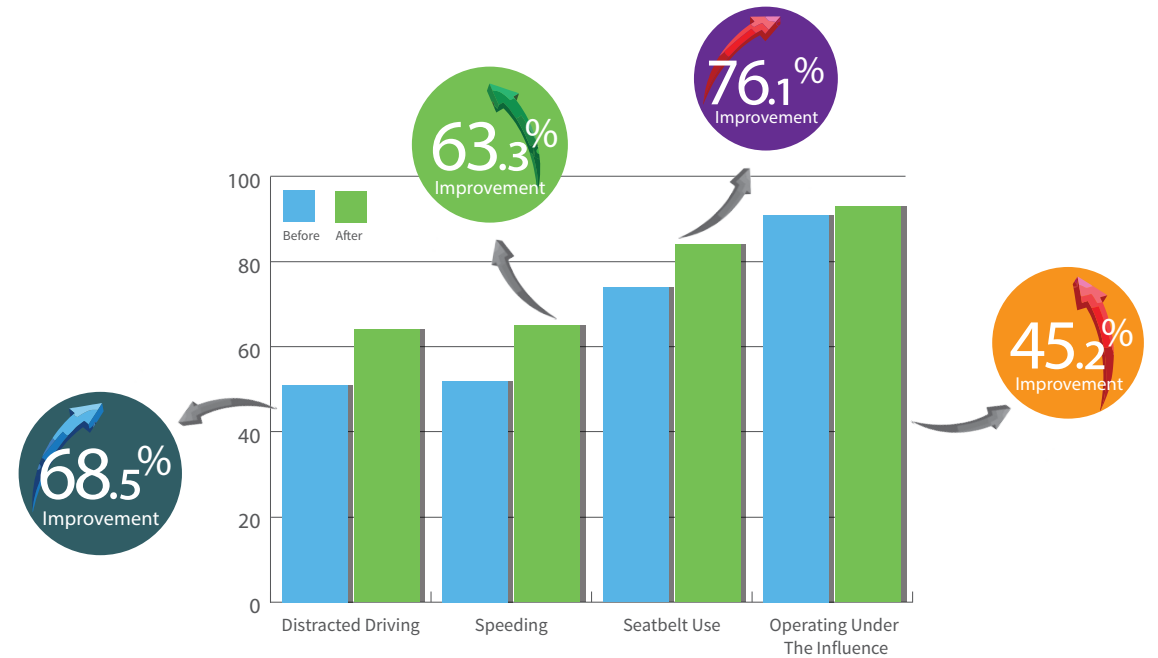
After participating, students were asked to complete a follow up survey and were invited to participate in the full training course over the summer. Additionally these students were encouraged to use their preferred social media platform to educate their peers and encourage safe driving behaviors.



“It was awesome and educational!”



“This was full of great info and really helpful, instructors we're great.”

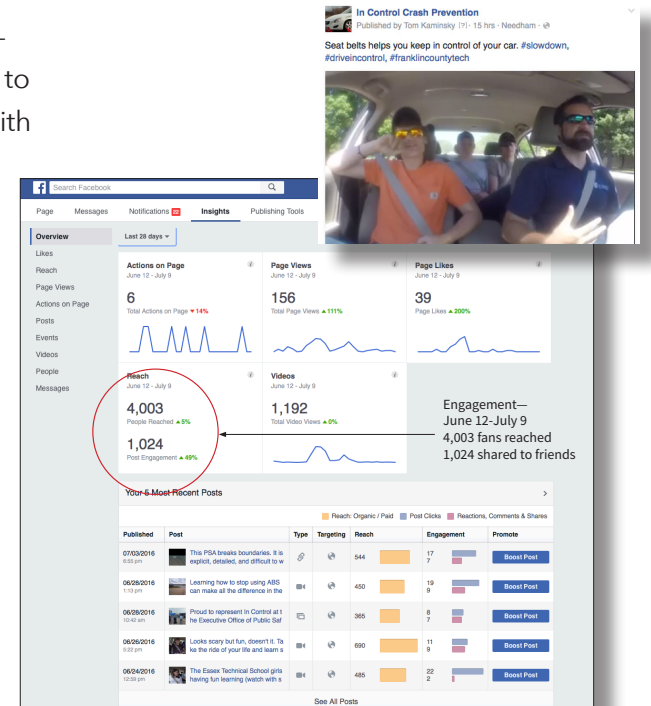


For details on survey responses, visit DriveInControl.org/Grant2016.

The Results

In addition to marked attitudinal improvement in all areas, participating teens took to social media to share their experiences with their peers

“Sweet program!”



“I've seen you in SnapChat Stories— I picked up a few driving tips I now use all time.”

