

Dying2Drive Background

Prince William County Public Schools, in cooperation with the Virginia Association for Driver Education and Traffic Safety (VADETS) and with funding and support from the Virginia Department of Motor Vehicles, has launched Dying2Drive: A Teen-Safe Community Health Initiative. This state-wide program strives to create educated and responsible teen drivers who, as contributing members of our community, are committed to safe and responsible driving. Additionally, Dying2Drive identifies parents, educators, and businesses as key players in influencing teens to drive safely and avoid risk behind the wheel.

Dying2Drive applies a public health model to solve the problem of risky teen driving behavior. This approach incorporates the following key principles:

- Unsafe teen driving behavior is a multifaceted and complex public health crisis that must be addressed in several contexts. Safety promotion and risk prevention strategies must address each of them.
- Dying2Drive's approach takes into account the interweaving of individual teen behavior, parental supervision, the role of educators and businesses, and social norms.
- No single entity can effectively address or solve the problem of unsafe teen driving. Dying2Drive brings together the combined influence of teens, parents, families, businesses, organizations, and communities.

Dying2Drive Mission & Goals

Mission

Dying2Drive aims to reduce to teen-related car crashes on Virginia roadways and save lives among Virginia's teen drivers, ages 15 to 18.

Goals

Dying2Drive's goals include:

- Developing an awareness campaign, deployed over several media platforms, that addresses risk taking and risk-avoidance behaviors of the novice teen driver.
- Forming strategic alliances with national, state-wide, and local businesses to help promote teenage safe driving practices and reinforce state licensing procedures and curfew laws.
- Educating parents about their role in supporting state licensing laws and promoting safe driving practices.
- Providing instructional materials to enable teens to assess their risk and modify risk-taking behaviors.
- Involving Virginia's law enforcement agencies in educating teens on driving laws, enforcing these laws, and monitoring teens' driving behavior.