**N E W S R E L E A S E**

*For more information, contact:*INSERT YOUR CONTACT INFORMATION HERE

**Parents: Help Keep Teen Drivers Safer by Teaching Rules for the Road**

(CITY, STATE) Car crashes are a leading cause of death for young drivers in the U.S. Although today’s teens face different challenges than earlier generations, the basics are still the same: follow speed limits, wear a seat belt, give the road your full attention, and do not drive impaired. In its ongoing commitment to safety, INSERT ORGANIZIATION is participating in National Teen Driver Safety Week (NTDSW), which focuses on these “Rules for the Road.”

Even after a teen gets their license, it’s important for parents to continue to teach and enforce safe choices. As teens get more comfortable behind the wheel, remind them that wearing a seat belt, following laws about speed and the number of passengers in the car, and driving while fully alert and awake are the foundations of safe driving. NTDSW, which is held Oct. 21-27, provides an opportunity for any adult who works with teens to reinforce these rules of the road.

“INSERT OWN QUOTE HERE,” said INSERT NAME, TITLE OF PERSON BEING QUOTED HERE, a member of Prevent Child Injury. “INSERT ADDITIONAL QUOTE HERE.”

Safe driving is one of the most critical lessons parents and guardians can pass on to their teens. To help keep teens safer behind the wheel, INSERT ORGANIZATION recommends that parents and guardians follow these guidelines.

* Your teen is watching you, so set a good example when you drive. Always follow traffic and safety laws. Use a seat belt every time you are in the car. Drive the speed limit. Do not drive while drowsy, impaired, or distracted.
* Check the laws in your state that apply to your child, such as limits on the number of people a teen may have in the car and the hours teens may drive.
* Ask your teen’s doctor if any of the medicine they are taking might affect driving.
* Have your teen sign a parent-teen driving contract, available at www.preventchildinjury.org, that will set clear rules and consequences if rules are broken. Make sure the contract requires seat belt use for each person in the car at all times, no cell phones or electronic devices, and checking in with parents once the driver has safely arrived at their destination.
* Practice with your teen in difficult situations, such as driving in heavy traffic, during different weather patterns, and at night. Stay calm and patient and give helpful feedback. Offer praise when your teen makes good decisions.

More safety tips are available at [www.preventchildinjury.org](http://www.preventchildinjury.org).

Prevent Child Injury is a national group of organizations and individuals, including researchers, health professionals, educators, and child advocates, working together to prevent injuries to children and adolescents in the U.S. Prevent Child Injury promotes coordinated communication to the public about prevention of child injury, which is the leading cause of death of our nation’s youth. To become a member of Prevent Child Injury or for more information and resources on this and other child injury topics, please visit [www.preventchildinjury.org](http://www.preventchildinjury.org).

[PARAGRAPH ABOUT YOUR ORGANIZATION HERE]

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Ideas for quotes: local data, training and other safety programs, state laws, graduated driver license information, and parents as driving role models.