

**SEPTEMBER 2020 CAMPAIGN
“TEEN DRIVING”**

**SAMPLE EMAIL AND WEBSITE MESSAGES**

The following are suggested messages that you can tailor to emails messages or post on your website:

***MESSAGE 1:***

Teen Driving Safety is the focus for the month of September. For parents with teenage drivers, here are some quick facts to know before their teen gets behind the wheel.

Did you know:

* Most Washington teens don’t drive impaired.
* Know the risk: 57% of fatal crashes involving a young driver include impairment as a factor.
* 93% of 12th grade students in Washington don’t drive after consuming alcohol.
* 84% of 12th grade students in Washington don’t drive after using cannabis.

*(Source: Washington Healthy Youth Survey 2018 More young driver information at: https://wtsc.wa.gov/programs-priorities/young-drivers/)*

***MESSAGE 2:***

If you really want to customize information about the importance of teen driving safety in your region or community, here’s a way to do that:

**Localized version – Include data from your region\* *(example*):**

* 91% of 12th grade students in Whatcom County don’t drive after consuming alcohol.
* 83% of 12th grade students in Whatcom County don’t drive after using cannabis.

*(Source: Washington Healthy Youth Survey 2018 More young driver information at:* [*https://wtsc.wa.gov/programs-priorities/young-drivers/*](https://wtsc.wa.gov/programs-priorities/young-drivers/)*)*

\*Find Healthy Youth Survey data for your region at: <https://www.askhys.net/FactSheets>

1. Under “Select Survey Year” choose 2018
2. Under “Select Location” choose your county  In the section titled “Safety and Violence Behaviors” check “12th ” in the row titled “Unintentional Injury”
3. Click “Get Report”

###