



TRAFFIC CRASHES ARE THE #1 KILLER OF TEENS THAT STATISTIC CAN CHANGE...

Because of the high volume of student drivers in your community, we are writing to inform you of a **free** parent program called **“First Impact – Keeping Your Teen Driver Safe”**. It is a 90 - minute evidence-based, traffic safety program for parents developed by ThinkFirst Missouri in partnership with the Missouri Department of Transportation, Traffic and Highway Safety Division. Research confirms that teens with parents who set clear rules and provide guidance in a supportive way are half as likely to crash and less likely to engage in risky behaviors such as texting while driving, driving after drinking, and not wearing a safety belt.

The goal of First Impact is to reduce new driver crashes and the resulting injuries and fatalities by increasing parental awareness and enforcement of Missouri’s Graduated Driver License (GDL) law.

The objectives of the First Impact program are to increase:

1. **Awareness of teen driving risks.**
2. **Understanding of Missouri’s GDL law.**
3. **GDL monitoring and enforcement at home.**
4. **Importance of parents being a positive role model.**

First Impact is designed to help parents and/or guardians of teen drivers in the pre-permit, permit or intermediate stage of licensure. The program uses video, discussion, and engaging activities to promote the importance of parents and teens working together to reduce teen roadway crashes, injuries and fatalities. The program is delivered by trained facilitators who coach parents by presenting key facts and proven strategies to help parents lower their teens’ crash risk by utilizing the Missouri GDL law.

