

Secretary of State recognizes TDS team

Texas Secretary of State Hope Andrade presented each TDS staff member with a formal proclamation at the TDS team retreat. The proclamation recognized team members for "their commitment to expanding the program throughout 2009, TDS has reached more than 300 high schools, informing more than 300,000 students of the critical role they can play in stopping the #1 killer of teens — car crashes."

Pictured (left to right): Director of TDS Public Affairs Bernie Fette, Llubia Corella, Casey Dusza, Shawna Russell, Kathy Montemayor, Kandis Salazar, Texas Secretary of State Hope Andrade, Jeff Shelton, Krizia Martinez, Lori Gray, Jen Ross, Sam Holland, Christie Madsen and TDS Director Russell Henk.



Inside this Issue:

Teen advisors 2
step up to challenge

TDS wins third 3
national award

Third annual 4
*Driving the
Message* contest

Blog on, speak out 5
style this'

Spread the 5
message — save
a life

TDS commercials 5
win a pair of Davey
Awards

What's going on 6-8
in your area

Regional contacts 9
and map

Director's Corner 10

Schools and 11
calendar

Second annual TDS Summit a slam dunk

More than 200 teens and safety professionals gathered November 14 at El Paso Community College for the second annual Teens in the Driver Seat (TDS) Summit. Attendees at the Summit represented 31 high schools, 15 cities, 4 states and 2 countries.

Speakers included El Paso Mayor John Cook, El Paso Municipal Court Judge (and Summit keynote speaker) Rick Olivo and TDS Program Director Russell Henk.

Presentations included both a teen and professional track emphasis. The teen track focused on what TDS is, how to keep

your TDS program fresh throughout the year, how to make the TDS message stick, and how to get your entire community involved in TDS. The professional track focused on how to support teens who are deploying a TDS

program and how to make TDS a permanent program at your school.

A very moving presentation was given by Tammy Ryden of the National Highway Traffic Safety Administration.

Tammy has dedicated her life to safety promotion since her daughter was killed in a crash at the age of 15. Also, Dr. Albert Balesh shared insights about teen behavior and how it relates to driver safety.



Crowd at the Summit during the key note.

Second annual TDS Summit a slam dunk cont'd

Teen participants also gave feedback on a few TV concepts for the program and were introduced to the TDS Teen Advisory Board.

Thanks to all the Summit sponsors: the Texas Department of Transportation, El Paso Community College, Andre's Catering and State Farm Insurance. Special thanks go to the TDS Teen Advisory Board students who assisted in presenting and assisting with the TDS Summit.

Thanks to everyone who helped make the 2009 TDS Summit a successful event. We'll see everybody again next year at the 2010 Summit. To read more about the Summit go to t-driver.com.



TDS Director Russell Henk

Teen advisors step up to challenge

On November 13, the Teens in the Driver Seat (TDS) Teen Advisory Board (TAB) had their second in-person meeting.

Six of the 13 TAB members participated in the meeting, including Erika Trujillo, Felicia Garcia, Cori Hash, Albert Torres, Oscar Cortez and Fernando Sosa.

At the meeting, members discussed the new t-driver.com website updates, end-of-year awards and their involvement in the TDS Summit.

The TAB members were responsible for putting together and presenting two parts of the teen track at the Summit. Part one was a 20-minute presentation about what TDS is. Part two was an interactive trivia game about TDS and teen driving.

Thanks to all the TAB members who helped at the Summit.



Above: TDS Teen Advisors Cori Hash, Felicia Garcia and Victoria Banuelas prepare for their presentation.

Left: TDS Teen Advisors who attended the summit, from left: Oscar Cortez, Albert Torres, Cori Hash, Felicia Garcia and Victoria Banuelas.

TDS wins third national award

The Teens in the Driver Seat (TDS) program has been honored with one of the most distinguished national safety awards: a National Roadway Safety Award sponsored by the Federal Highway Administration (FHWA) and the National Roadway Safety Foundation (RSF).

The award was presented to TDS Director Russell Henk during a ceremony in Washington, D.C., November 5. This is the third national award for TDS, the first coming in 2006 from the American Association of State Highway and Transportation Officials (AASHTO) and the second in 2007 from the Institute of Transportation Engineers (ITE).

In pointing out the accomplishments of TDS, the National Roadway Safety Foundation said the peer-to-peer safety program “has shown outstanding progress in reducing car crashes involving teen drivers, and stands apart from other programs by involving the teen audience directly in both the development and dissemination of safety messages.”

Also, safety foundation officials noted that since TDS was started, the number of teens involved in fatal crashes in Texas has dropped by 33 percent — more than any other state and more than twice the national average from 2003 to the present.

Teens in the Driver Seat has shown outstanding progress in reducing car crashes involving teen drivers, and stands apart from other programs involving teen audience directly in both the development and dissemination of safety messages.

-The National Roadway Safety Foundation

“We regard this honor as a validation of our belief that peer-to-peer communication among teens can serve as a powerful and positive influence on young drivers,” Henk said. “To some people, that may be a somewhat radical notion. But we have seen that it works. It improves awareness — it changes behavior — it saves lives.”

With expert guidance, the peer-to-peer public awareness campaign is run by teenagers at their high schools. TDS encourages teens and their friends to drive safer by being aware of the major contributors of teen crashes — driving at night, speeding, distractions, not wearing their seatbelts and driving under the influence.



From left: U.S. Transportation Secretary Ray LaHood, TDS Director Russell Henk and Executive Director of the Roadway Safety Foundation Greg Cohen.

TDS has been implemented in more than 300 Texas high schools and has expanded to California, Georgia and Connecticut. Funding support for TDS in Texas is provided primarily by the Texas Department of Transportation, State Farm Insurance and the Texas Transportation Institute (TTI) Center for Transportation Safety. Outside Texas, the National Highway Traffic Safety Administration mainly provides funding.

3rd annual

Partial prize funding provided
by State Farm Insurance



DRIVING *the* MESSAGE

contest

Prizes up to
\$1,000 in 3
categories:

- Posters
- Videos
- TDS Projects

Deadline:
February 8, 2010

Speak up, save a life, and cash in!



Contest open to teens throughout the U.S.

Drive home your best peer-to-peer driving safety message with a poster, video or overall TDS project.

Visit t-driver.com for contest details and entry form



Blog on, Speak out, Style this

T-driver.com has a new look and new features! You can now comment on stories, write an entry for the blog "Back Talk," and customize your own t-driver.com homepage. Checkout t-driver.com for more.



Spread the word — Save a life

Want a new way to tell your friends to stay safe while driving? Get safety messages from Teens in the Driver Seat that you can forward to your friends by texting **idrive** to 69302 (standard text-messaging rates apply).



TDS Commercials win pair of Davey Awards

Teens in the Driver Seat (TDS) has won two Davey Awards for the Teens in the Driver Seat 2009 Television Campaign. The TDS public service announcement (PSA) campaign won a gold statuette in the Activism category and a silver statuette in the Not-for-Profit category.

The Davey Awards honor the "Davids" of creativity — the smaller agencies, companies or organizations with annual billings or revenues below certain levels. Each year, the Davey Awards honor winners who derive their strength from big ideas, rather than big budgets. The Davey Award win makes for six awards that TDS has won this year. The others being the Telly and Videographer Awards.

David Martin and Clyde Hance were responsible for the shooting, editing and production of the projects, with production assistance from Morgan McKay, Krizia Martinez, Llubia Corella, Shawna Russell, Sam Holland, Jen Ross, Richard Cole, Russell Henk and Bernie Fette.

Congratulations and thank you to everyone who was involved in the production of the 2009 PSAs.



Teens in the Driver Seat won two Davey Awards for the 2009 TDS Television Campaign

What's going on in your area?

Austin TDS Rep. Casey Dusza

- **Hutto High School** has ordered supplies, completed Teens in the Driver Seat (TDS) pre-assessments, and is planning events for the school year.
- **Katherine Ann Porter Charter School** recently ordered TDS supplies and is working on planning events to pass out TDS supplies.
- Students and teachers from 35 high schools who attended the Texas Association of Student Councils (TASC) high school-level conference signed up to receive more information on the TDS program.
- Representatives from 29 middle schools who attended the TASC middle-level conference in Austin, Texas, Nov. 14 signed up to receive more information on the TDS program.

BCS/Waco & Yoakum TDS Reps. Bernie Fette, Jen Ross & Sam Holland

- Hillcrest Hospital's Teen Safe program coordinated a teen traffic awareness day for area high school leaders to learn more about traffic safety and resources in Waco in October. Representatives from TDS gave a presentation on the top risks for teenage drivers and had an exhibit booth to promote the TDS program.
- Students who attended the Family, Career and Community Leaders of America national cluster meeting November 13-14 had

a chance to learn more about teen traffic safety and the TDS program.

- **Killeen High School** held a parent's night informational session the first week of December. Parents and their teenagers heard a presentation from TDS on "Safe Teen Driving — Why You Should Care and How to Get Involved."

Dallas TDS Rep. Christie Madsen

- **Cooper and Chisum Junior High Schools** have started the junior high version of the TDS program at their schools.
- **Creekview High School** TDS students, **Sachse High School** TDS students, several members of the **Garland ISD** and Dorothy White shared their work and effort with a visitor from Australia who is interested in the TDS program.
- Several Wise County judges learned more about TDS through a presentation they attended in late October. The judges plan to contact non-participating TDS schools in the area and inform them of the life-saving program.

El Paso TDS Reps. Llubia Corella & Jeff Shelton

- **Irvin High School** students are announcing a fact about drunk driving every school day in December for Drunk Driving Prevention Month. The students have also drawn outlines of bodies with statistics written in them and lined the hallways with them. The students then surveyed their peers on their texting

and driving behavior with a survey they created. The student group will be showing a controversial and gruesome teen distracted-driving public service announcement at their high school. During their senior class panoramic pictures, TDS students passed out wallet cards reminding their peers to stay safe this holiday season. In addition, to promote safe driving during the holiday season, the students hung posters in the hallways with the top five risks for teen drivers and the message, "Save a life — your own! Stay safe this holiday season."

- **The Valle Verde College High School** core group set up a pledge table during various times over the last month asking high school and college students to drive safe and spread safety messages. Students who decided to take action signed a pledge agreeing to drive safely.



Valle Verde High School TDS group works to promote safe driving messages throughout the school year.

- The following schools are rising to the TDS challenge and are working hard to become an award-winning school at the end of this school year: **Americas, Chapin, Del Valle, Montwood, Riverside, Socorro and Ysleta High Schools.**

What's going on in your area?

Houston TDS Rep. Lori Gray

- **Dobie, Vidor, Columbia Charter, Hargrave, Progressive Alternative, Brazoswood, Dulles Manvel Junior, Manvel High and Lufkin High Schools** have recently joined the TDS life-saving movement.
- **Alvin, Kirbyville, International School at Sharpstown, Magnolia, Silsbee, Austin, Nacogdoches, Lumberton, Kolarik Ninth Grade Center and Willowridge High Schools** are continuing their work with TDS for a second year.
- **Channelview High School** students are in their third year promoting safe driving and the TDS program.
- The Bay Area Council on Drugs and Alcohol recently placed 1,616 American flags in its "Healing Fields," a memorial designed to commemorate Texans lost in drunk-driving crashes over the last year. TDS representatives spoke with students from **Clear Creek, Clear Lake, and Alvin Alternative High Schools** on the dangers of drinking and driving.

San Antonio TDS Reps. Russell Henk, Krizia Martinez & Kathy Montemayor

- Northwest Hills Christian Church in San Antonio, Texas, set up a TDS information booth to engage its youth group to become active in TDS service projects.
- Students at **Stockdale High School** in Stockdale, Texas,

finished pre-assessments and set up information booths at football games where they handed out promotional items. In addition, the student team posts TDS fact sheets in the bathroom stalls weekly.



Peter Piper Pizza sponsored a TDS lock-in for local middle schools in the Laredo area to learn more about TDS from Vidal M. Trevino High School students.

Vidal M. Trevino introduced the junior high TDS program to local middle school students at a TDS lock-in sponsored by Peter Piper Pizza. The middle school students played games and ate pizza while learning about safe driving. The Vidal M. Trevino TDS team gave the younger students promotional items and flyers to help the students bring the program back to their middle schools.

- **The Laredo TDS group** participated in the second National Night Out event sponsored by Councilwoman Cindy Liendo-Espinoza. TDS members passed out promotional items and flyers to increase awareness of the top five major risk factors.

- Students at **Tulia High School** in Tulia, Texas, introduced TDS to their peers during Red Ribbon Week. Students hung a TDS banner and handed out TDS promotional items to their friends. Tulia High School students have completed their pre-assessments and brainstorming activities for the school year.

- A gala honoring the Vidal M. Trevino TDS Community Advisory Board members was held in late October. Proceeds raised will be used for scholarships for driver education courses.

- Laredo Mayor Raul G. Salinas held a proclamation ceremony November 23, announcing the week as "Safe Teen Driving Week."

- **Weslaco High School** selected its TDS student team leaders. One Weslaco High School TDS student entered in the NOYS "Drive to Live PSA Contest" with TDS as their platform.

- **PSJA Memorial High School** has started working on the TDS program by conducting an event brainstorming session and ordering TDS supplies.

- The Builders Club at **Bandera Middle School** prepared a skit on the top risks for teen drivers and passengers at a pep rally the first week of December. The students also designed a contest challenging advisories to write a song about the top five risks to any recognized holiday tune. Students will sing their songs during school announcements, and

What's going on in your area?

administrators will vote on the best song written and delivered by the competing advisories. Winners of the contest will receive a TDS prize (provided by the school).

- Five student leaders at **Jourdanton High School** are preparing projects focusing on teen distractions while driving (i.e., cell phones, texting, too many teen passengers, etc.).
- The **United High School** Teens in the Driver Seat team passed out Life Savers with safety messages to students after school the day before the school holiday for Thanksgiving Day.

Out of State

Connecticut TDS Reps. Bernie Fette & Russell Henk

- The TDS teams from **Central High School and Eastern High School** in Bristol used their annual Thanksgiving Day football game to spread safety messages, with the most visible activity being a march around the field by the student teams who carried their TDS banners. The teams also distributed promotional items before, during and after the big game.
- **Haddam-Killingworth High School** recently finished its student risk awareness and driving behavior assessment, with more than 600 students filling out questionnaires. The Haddam-Killingworth TDS team is working on their action plan now with plans to kick off their activities in early 2010.
- **St. Paul High School** in Bristol is the newest TDS program school in

Connecticut. The St. Paul team has been helped along by the Bristol Eastern and Bristol Central teams, with lots of help from Kim Hazelton, the school sponsor, and Officer Brad Schaffrick of the Bristol Police Department.

California TDS Reps. Russell Henk & Krizia Martinez

- In late October, **Summit and Silverado High Schools** in California joined TDS and have been brainstorming project ideas for the school year.
- **Silverado High School** TDS students in Victorville, California, reminded their peers to drive safe by dressing up as "Big Distraction."

- **Quincy High School** students in California have been busy brainstorming project ideas for the school year.

Georgia TDS Reps. Russell Henk, Christie Madsen & Marsha Anderson-Bomar

- TDS staff held a kickoff meeting with Georgia Department of Transportation personnel to launch plans and activities associated with the new, three-year contract for TDS deployment in Georgia. A working meeting was held with **Avondale High School** (in Georgia) to pass along additional TDS materials and generate project activities in that school/community.



Vidal M. Trevino's TDS Community Advisory Board members were honored for their effort and support in their community at a gala held in late October.

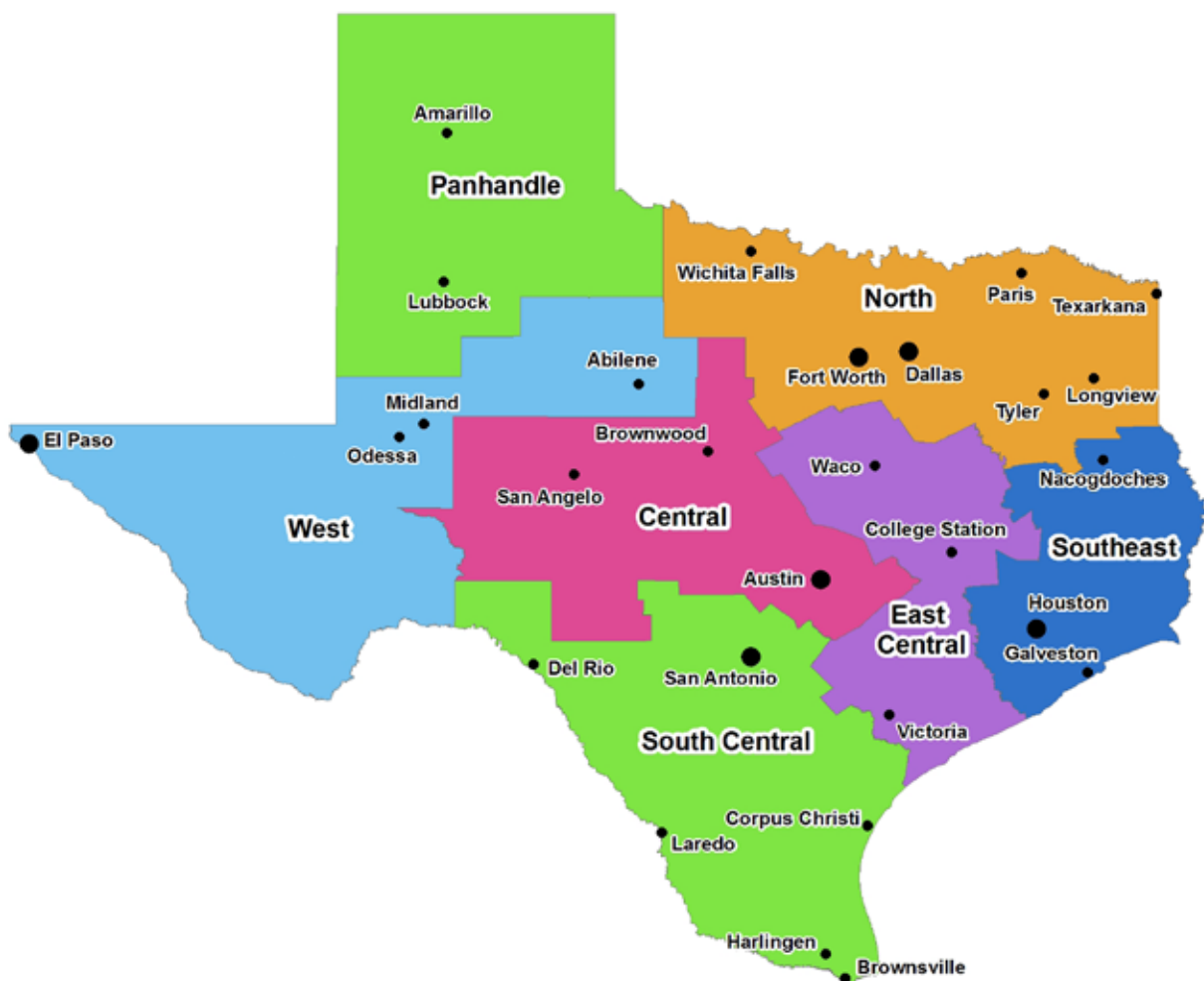


Vidal M. Trevino High School TDS team participated in the second annual National Night Out and showed their support for safe teen driving.



Healing Fields Memorial placed 1,616 American flags to represent Texans who lost their lives to drunk driving crashes last year.

TDS Regional Contacts



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Do you know teens who want to start TDS? Do you have an update to share? Does your TDS group need assistance? If so, find your location on the map and contact your regional coordinator. For out-of-Texas contacts, please contact Russell Henk or Bernie Fette.

Director's corner

Happy holidays! It's hard to believe it's already December and we are halfway through the school year! We are having another busy year and are grateful to you for helping us reach new and bigger goals.

The second annual Teens in the Driver Seat (TDS) Summit was a big success! On behalf of the TDS program, I want to express my sincere thanks to several groups for making the Summit such a big hit:

- Our El Paso area students, for joining us on your day off and for making our guests feel so welcome in your community;
- Our Teen Advisory Board members, for presenting at the event and for all of your behind-the-scenes work;
- Our TDS students from Connecticut, who traveled so far to share their experiences at the event (we hope you found those tacos you were looking for!); and
- Our team from Laredo, which continues to serve as an example of strong community involvement in TDS.

We hope you plan to join us next fall for the third annual Teens in the Driver Seat Summit. We are in the process of securing a date and location for next year's event and will send an e-mail update to all of our subscribers when we have more details. You can sign up for those updates by visiting <http://t-driver.com> to get the latest announcements about all of our events.

We are also excited to announce the third annual Driving the Message Contest. We can't wait to see your entries, which are due Feb. 8. This contest continues to grow, and we look forward to seeing your creative ideas. Your passion and dedication to saving lives help make this program stronger every year! For the first time, the contest will be open to teens across the nation. Also, thank you to our sponsors, the Texas Department of Transportation and State Farm Insurance of Texas, for your continued support of the TDS program.

Very soon the holidays will be upon us, and this is a dangerous driving time for everyone. Please be aware of the top driving dangers — driving at night, speeding/racing, distractions, not buckling up and alcohol — during this holiday season. We want you all to have a safe and enjoyable break!

If you haven't started the TDS program at your school yet, there is still plenty of time to do that. Find your regional contact in this newsletter and let us know that you are interested. The 2009-2010 school year is off to a great start — let's keep up the good work. Thank you for making a difference and helping to save lives!

Watch for our next edition in March before the dangerous spring break vacation.

My best to you,
Russell Henk



Russell Henk,
TDS Director



Bernie Fette,
Director of TDS Public
Affairs

Newest TDS Schools

TDS Texas High Schools:

Alvin High School,
Americas High School
Atlanta High School
Austin High School
Azle High School
Brackett High School
Brazoswood High School
Brenham High School
Brookeland High School
Brownsboro High School
Carlisle School
Channelview High School
Chisum High School
Columbia Charter High School
Columbus High School
Cooper High School
Crawford High School
Cumby High School
Del Valle High School
Denton High School
Dulles High School
El Paso High School
Everman High School
Franklin High School
Freedom Life Youth Organization
Garland High School
Grandview High School

Happy High School
Hargrave High School
Huntington High School
Hutto High School
International High School
Jack Singley Academy
Katherine Anne Porter High School
Kirbyville High School
Kolarik Ninth Grade Center
La Grange High School
Lamar High School
Lamesa High School
Lufkin High School
Lumberton High School
Magnolia High School
Manvel High School
McAllen High School
Memorial High School
Midland High School
Nacogdoches High School
Nikki Rowe High School
Progressive Alternative School
PSJA Memorial High School
Raymond Telles Academy
Robert E. Lee High School
Sanger High School
Silsbee High School
Skyline High School

Socorro High School
Stamford High School
Sulphur Bluff High School
Tulia High School
United High School
Vidor High School
Weslaco High School
White Oak High School
Willowridge High School
Winnsboro High School
Ysleta High School

Out-of-Texas High Schools

Summit High School, Fontana, CA
Silverado High School, Victorville, CA
Cedar Grove High School, Ellenwood, GA
Plumas Rural Services, Quincy, CA
Haddam Killingworth HS, Higganum, CT

Texas Junior High Schools

Cooper Junior High School
Chisum Junior High School
Bandera Middle School
Travis Middle School
Manvel Junior High School
Jackson Intermediate
Parkview Intermediate
Crawford Middle School

Go to t-driver.com and find us on Facebook, Myspace and Youtube.



Calendar

Teens in the Driver Seat will be exhibiting at these upcoming events:

- Feb. 5-6, 2010 Family Career and Community Leaders of America (FCCLA) Region 2, Granbury, Texas
- Feb. 19-20, 2010 FCCLA Region 3, Plano, Texas
- March 5-6, 2010 FCCLA Region 4 Galveston, Texas
- March 29-31, 2010 Traffic Safety Conference Dallas, Texas
- April 8-10, 2010 Texas Association of Student Councils Conference Arlington, Texas
- April 8-10, 2010 FCCLA State Conference Dallas, Texas
- June 15-16, 2010 Coordinated School Health Institute Education Service Center 12 Meeting Waco, Texas

Know of an event TDS should participate in? E-mail the info to [Jen Ross \(j-ross@tamu.edu\)](mailto:j-ross@tamu.edu)