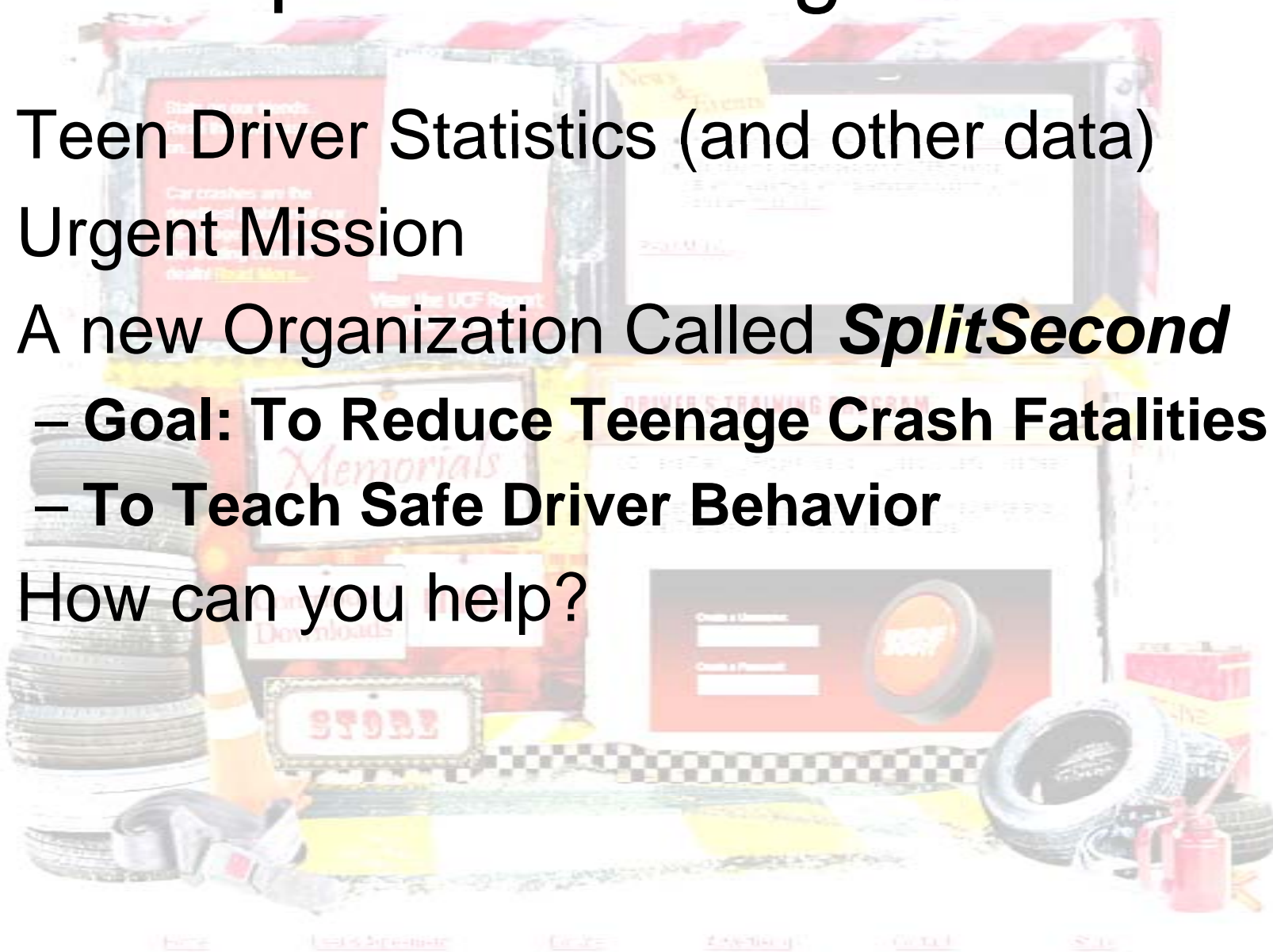


Split **00:01** Second

SplitSecond Agenda

- Teen Driver Statistics (and other data)
- Urgent Mission
- A new Organization Called ***SplitSecond***
 - **Goal: To Reduce Teenage Crash Fatalities**
 - **To Teach Safe Driver Behavior**
- How can you help?



Home

Links & promote

Contact

Feedback

Gallery

Site

Split 00:01 Second

Did you Know...?

- The leading cause of death of 16 – 20 year olds is vehicle crashes (35%).
- The top 3 deadliest cities for teen fatal crashes are in Florida (Allstate).
- Deaths per 100VMT (16 – 20) NHTSA
 - First: Florida
 - Second: Texas
 - Third: California

Split 00:01 Second

Did you know...?

- While teen drivers make up 7% of the drivers, they account for 14% of the accidents.
- If a teen driver has 3 or more passengers, he is 3 times more likely to crash.
- 40% of teen fatalities were not wearing their seatbelts (NHTSA)

Split 00:01 Second

Did you know...?

- According to data compiled by AAA – of 28,138 people who were killed in teen driver crashes (1998 to 2007)
 - 37% were the teen driver themselves
 - 31% were passengers
 - 24% were occupants of other vehicles
 - 7% were pedestrians

Home

Links & more

Events

Feedback

Contact

Site

Split 00:01 Second

Did you know...?

- Of the 5800 teen accidents in Orange/Seminole/Osceola (2008):
 - 5600 injuries and 75 deaths.
 - 48% were ruled careless driving.
 - 14% failed to yield.
 - 11% didn't follow traffic rules.
 - 9% improper backing, turn, passing, lane change.

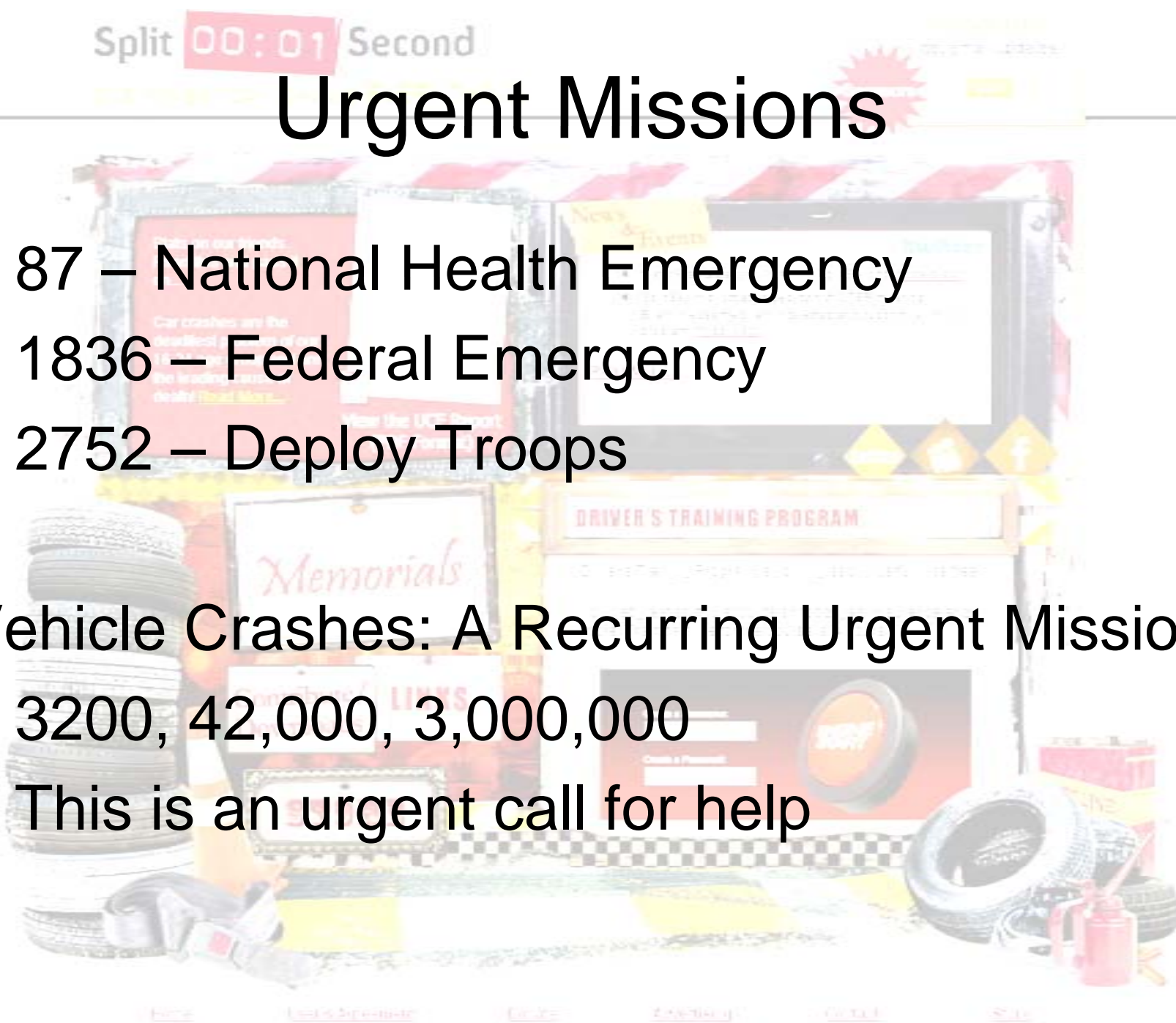
Split 00:01 Second

Urgent Missions

- 87 – National Health Emergency
- 1836 – Federal Emergency
- 2752 – Deploy Troops

Vehicle Crashes: A Recurring Urgent Mission

- 3200, 42,000, 3,000,000
- This is an urgent call for help



Split 00:01 Second

SplitSecond

www.inasplitsecond.org

- Internet Based Driver's Education
- Free
- Incentive Learning
 - (insurance/attractions/roadside assistance)
- Links to facebook, twitter, and youtube
- Memorial Page
- “Young” News
- Local Measurable Pilot Program
- Grow to National Program

Split 00:01 Second

The UCF 16 – 24 Study

- UCF was hired to analyze crashes in this age group in Orange, Seminole and Osceola Counties to create a baseline.
 - Speeding – 36%
 - Aggressive Driving – 25%
 - Impaired Driving – 23% (10%)
 - Distracted Driving – 29%

Split 00:01 Second

Other Features

- Offered in English and Spanish
- Collaborate with schools
- SplitSecond kits for school events
- Collaborate with local businesses
- Discounts and memberships
- Viral Marketing
- Billboards
- Public Service Announcements

Split **00:01** Second

ONE MOMENT CAN CHANGE EVERYTHING.

- SIGN UP -
get email updates

Sponsors

GO ▶

Stats on our friends.
Read this and pass it
on...

Car crashes are the
deadliest problem of our
16-24 age group and are
the leading cause of
death! [Read More...](#)



View the UCF Report
(PDF Format)

News & Events

twitter

- MetroPlan agrees to work with SplitSecond! [56 days ago](#)
- SplitSecond just attended it's first CTSP meeting!
Everyone seemed very interested and supportive of our
program! [56 days ago](#)

[Read More...](#)

twitter



Memorials

Contribute/
Downloads

LINKS

STORE

DRIVER'S TRAINING PROGRAM

Driver's Training Program is coming soon...it's fun...it's free.

You get great stuff, discounts on food, gas, insurance and
more. The total time for the course is 4 hours.

Create a Username:

Create a Password:



Split 00:01 Second

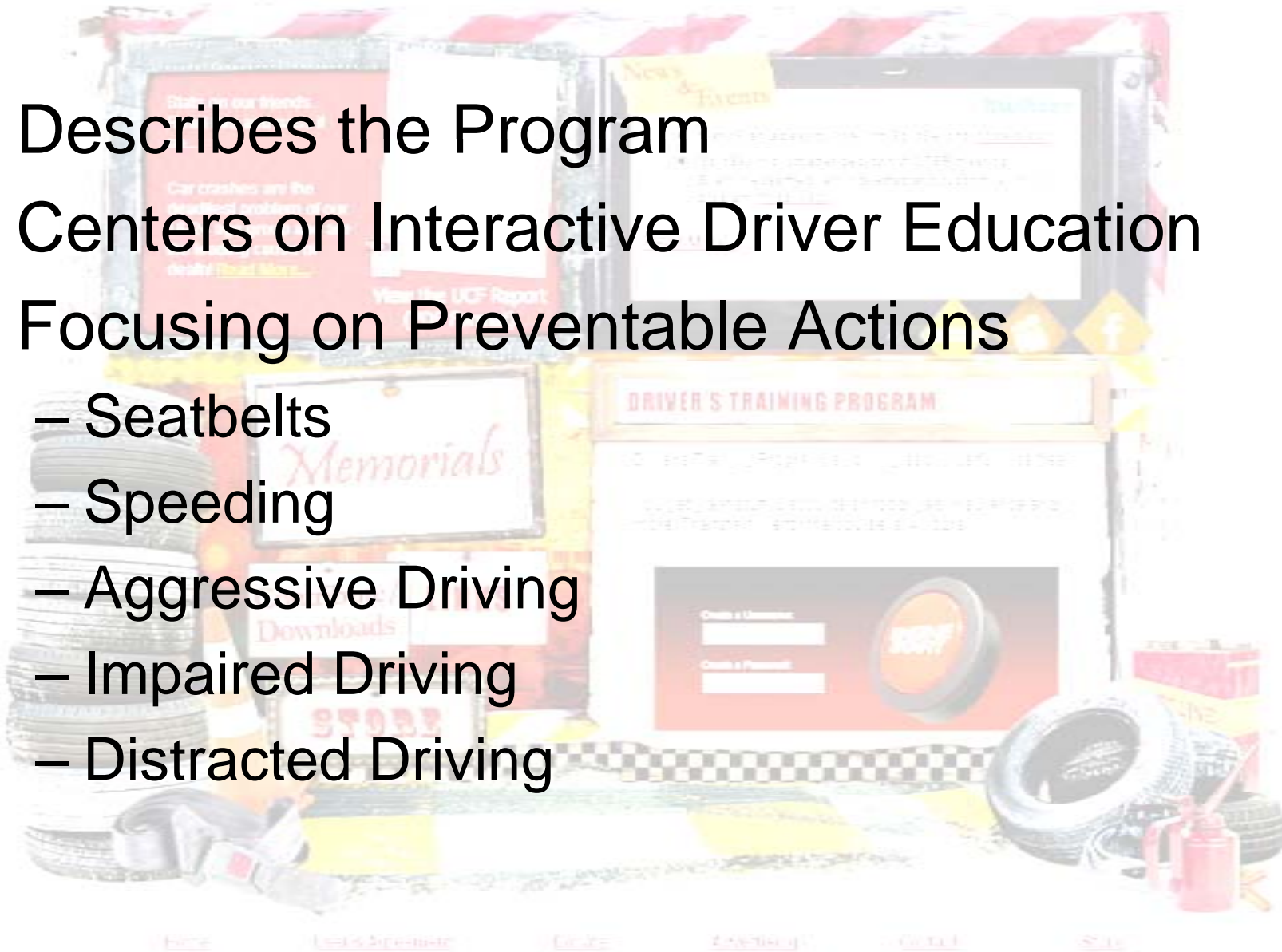
What Else is Available?

- Seminole County: 240 annually
- PSA's by U.S. Ad Council
 - SpeakUpOrElse
 - Comedic, Light Hearted
- Foreign Videos
 - The Faster The Speed, The Bigger The Mess
 - Think
 - No Excuse

Split 00:01 Second

Brochure for Parents

- Describes the Program
- Centers on Interactive Driver Education
- Focusing on Preventable Actions
 - Seatbelts
 - Speeding
 - Aggressive Driving
 - Impaired Driving
 - Distracted Driving



Home

Links & Programs

Contact

Feedback

Calendar

Site

Split 00:01 Second

Status of Program

- Incorp'd as a Not-for-Profit Corp 501(c)3
- Completed preliminary business plan
- Phase I Creative Complete
 - UCF Baseline Study Complete
 - Website
 - Production of Program/video (Oct/Jan)
- Grants:
 - FDOT District 5 – measuring results via UCF
 - ASHE

Split 00:01 Second

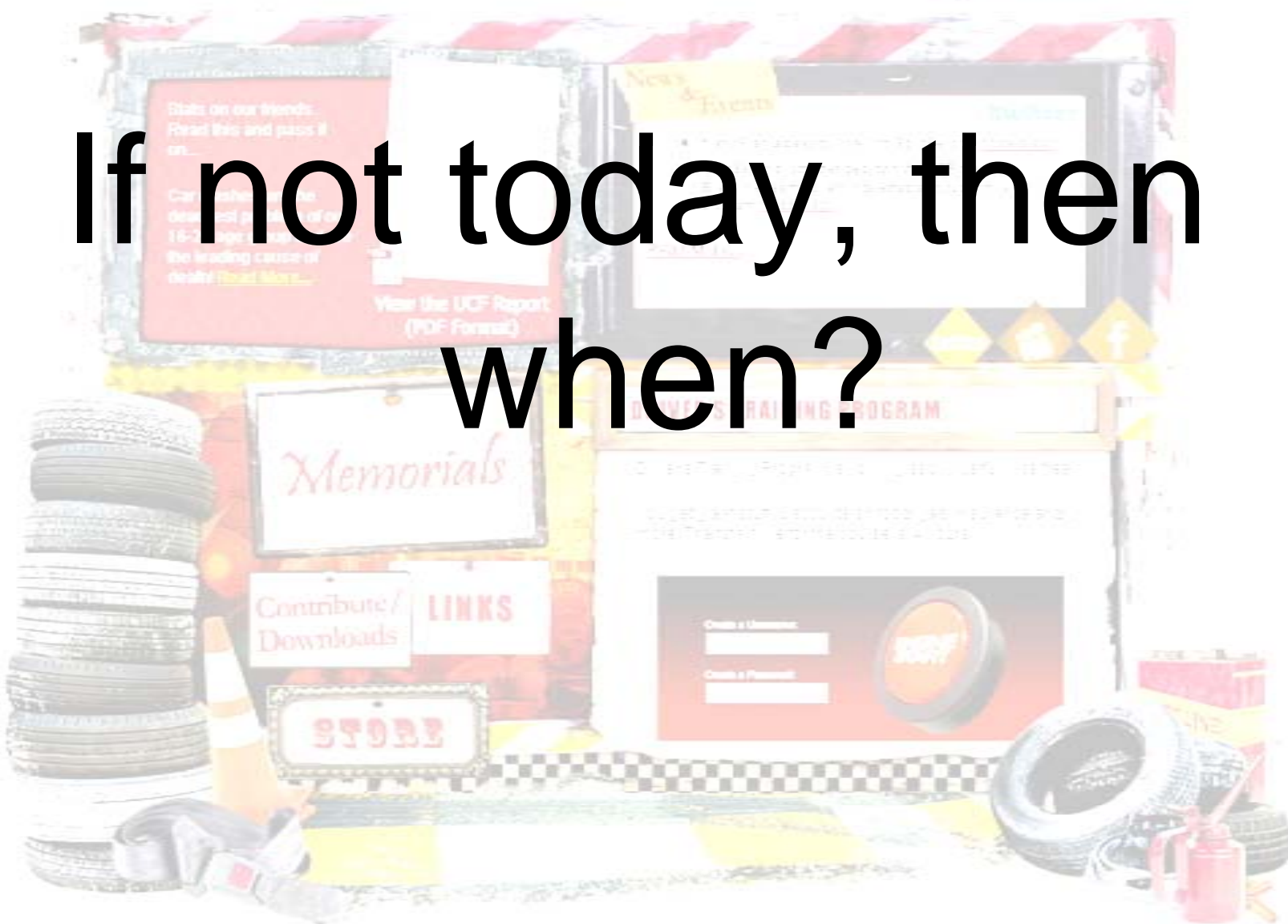
Endorsements

- Dr. Jan Garavaglia – Orange County Medical Examiner
- Harry Barley – MetroPlan Orlando
- Doug Callaway – FBT
- Secretary Noranne Downs, PE – FDOT
- Executive Director Jim Ely, PhD – FTE
- Secretary Stan Cann, PE – FDOT
- Representative Precourt
- Representative Glorioso
- UCF Engineering Department
- Orange County Public Schools

Split **00:01** Second

00:01:00
00:01:00

If not today, then when?



Home

Links & Donate

Events

Feedback

Contact

Site

Split 00:01 Second

How can I help?

- Endorse the program (corporate or individual)
- Contribute (*inasplitsecond.org*)
- Get involved

