

**HANDING
YOUR
TEEN
THE CAR
KEYS-**

**ARE YOU
CONFIDENT
OR CONCERNED?**



Media Advisory – October 16, 10:30am Event

“Parents Are the Key” Teen Safe Driving Campaign Launches in Columbus

Local Parents Educated on Preventing Crashes – the # 1 Killer of Teens

WHAT: In 2008, 121 teens were killed in motor vehicle crashes on Ohio roads alone. To help prevent deadly teen crashes, Centers for Disease Control and Prevention’s (CDC) National Center for Injury Prevention and Control is working with partners in Columbus to launch the “Parents Are the Key” campaign. CDC, and key local partners, will share vital information and offer life-saving steps parents can take to help prevent their teens from being involved in a fatal crash. October 18 begins National Teen Driver Safety Week.

EVENT DESCRIPTION: Campaign kick off featuring “Tree of Life,” expert remarks, parents pledging to play a key role in their teen’s driving safety.

WHO:

- Dr. Grant Baldwin, Director, Division of Unintentional Injury Prevention, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

- Cathy Collins-Taylor, Director, Ohio Department of Public Safety

- Mike Smeltzer, Director, Columbus Public Health Planning & Peak Performance Division

- Columbus parents who will pledge to play a key role in their teen’s safe driving behavior

WHY: To create awareness for “Parents Are the Key” campaign among local parents and drive parents to www.CDC.gov/ParentsAreTheKey.

WHERE: The Mall at Tuttle Crossing, Food Court, I-270 and Tuttle Crossing Blvd

WHEN: Friday, October 16 – 10:30 am launch event; activities and media interviews until 2pm

VISUALS:

- “Tree of Life” with one key for each Ohio teen who died in a 2008 crash
- Remarks by CDC, local coalition members, parents
- Parents taking pledge to be a key in their teen’s driving safety
- Instant photo booth to commemorate the pledge

CONTACT: Lindsay Komlanc, Ohio Department of Public Safety, Media Relations Director: 614-752-4325

VISIT WWW.CDC.GOV/PARENTSARETHEKEY TO GET GOING.