



Click & Clack's



AS THE WRENCH TURNS

SAMPLE

PREMIERES JULY 9, 2008

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PBS

PBS' New Primetime Animated Series  
**CLICK & CLACK'S AS THE WRENCH TURNS**  
introduces the fictional world of  
Click & Clack from NPR's "Car Talk" this summer!

OUTREACH OWNERS MANUAL

# OUTREACH OWNERS MANUAL

for STATION OUTREACH PROFESSIONALS



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Dear Outreach Colleagues,

This summer, PBS is moving into high gear with the new primetime animated series **CLICK & CLACK'S AS THE WRENCH TURNS**, introducing viewers to the fictional world of Click & Clack from NPR's "Car Talk." While the series revolves around Click & Clack's never-ending quest to do less work, the National Outreach Campaign reflects the real life Tom and Ray Magliozzi's concerns about distracted driving.

Through a partnership with the American Association of Motor Vehicle Administrators (AAMVA), the campaign's national outreach travel companions, we have created this Outreach Owners Manual (or Station Outreach Toolkit) as fuel to help you engage your community in fun, safe, and inspiring activities. The National Outreach Campaign focuses on the theme of distracted driving, including teen driving and senior belt safety.

In addition to numerous handouts, the campaign has a Conversation with Tom and Ray, the steering wheel of the campaign's outreach resources is a Roadway Safety Quiz and companion Distracted Driving Fact Sheet. Distracted drivers and DUI-impaired types are invited to answer serious and wacky questions to find out whether they are not reforming menaces or traffic safety heroes.

Since teens are one of the most accident-prone groups on the road, Click & Clack Teen Driving Violation Tickets provide parents with a clever way to put the brakes on their offsprings' driving faux pas. The tickets are accompanied by a Fact Sheet for Parents of Teen Drivers. And since kids are the most important things in our lives, the campaign's Child Passenger Safety handout offers parents rules for transporting their children.

What can you do with all of this? The campaign has developed a Menu of Opportunities to support your station's utilization of these creative handouts - with different types of events and activities for various drivers: parents, teens and seniors. Where possible, AAMVA will assist you in partnering with the DMV in your community.

We're sure you can come up with MORE fun, innovative ways to introduce this terrific new series to families in your community - and put driving safety information in their hands. Give Outreach Extensions a call to brainstorm ideas!

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WELCOME!



## CORE CAMPAIGN THEMES

The National Outreach Campaign is using distracted driving as the umbrella campaign theme. Teen driving and seat belt safety information will integrate distracted driving concepts to create a focused campaign.

### Distracted driving

The task of driving requires full attention and focus. Driver inattention is the leading factor in most crashes and near-crashes, according to a landmark research report released by the National Highway Traffic Safety Administration (NHTSA) and the Virginia Tech Transportation Institute (VTTI). Nearly 80 percent of crashes and 65 percent of near-crashes involved some form of driver inattention, within three seconds before the event. Primary causes of driver inattention are distracting activities such as cell phone use and drowsiness. (Source: NHTSA 2006)

### Teen driving

Click & Clack is a rickety old vehicle. Most vehicle crashes are the leading cause of death for 15- to 20-year-olds (National Center for Health Statistics). Teen drivers are at risk because they are inexperienced. Keeping them safe is a matter of giving them time, and the right conditions, to gain the experience they need to be good drivers.

### Seat belt safety

Seat belt use nationwide was 81 percent in 2006, as measured by NHTSA's National Occupant Protection Use Survey. If everyone consistently wore a seat belt, more than 5,000 American deaths could be prevented each year.



CLICK & CLACK'S AS THE WRENCH TURNS

# TEEN DRIVING VIOLATION

Citation: **DISTRACTED DRIVING**

Date:

Time:

Location:

- Talking on Cell Phone
- Text Messaging
- Building Model Airplane
- Playing with iPod
- Applying make up
- Making while moving
- Picking Nose (No penalty - we do it too)
- Other: \_\_\_\_\_

Penalty: \_\_\_\_\_

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# TEEN DRIVING VIOLATION

Citation: **MOVING VIOLATION**

Date:

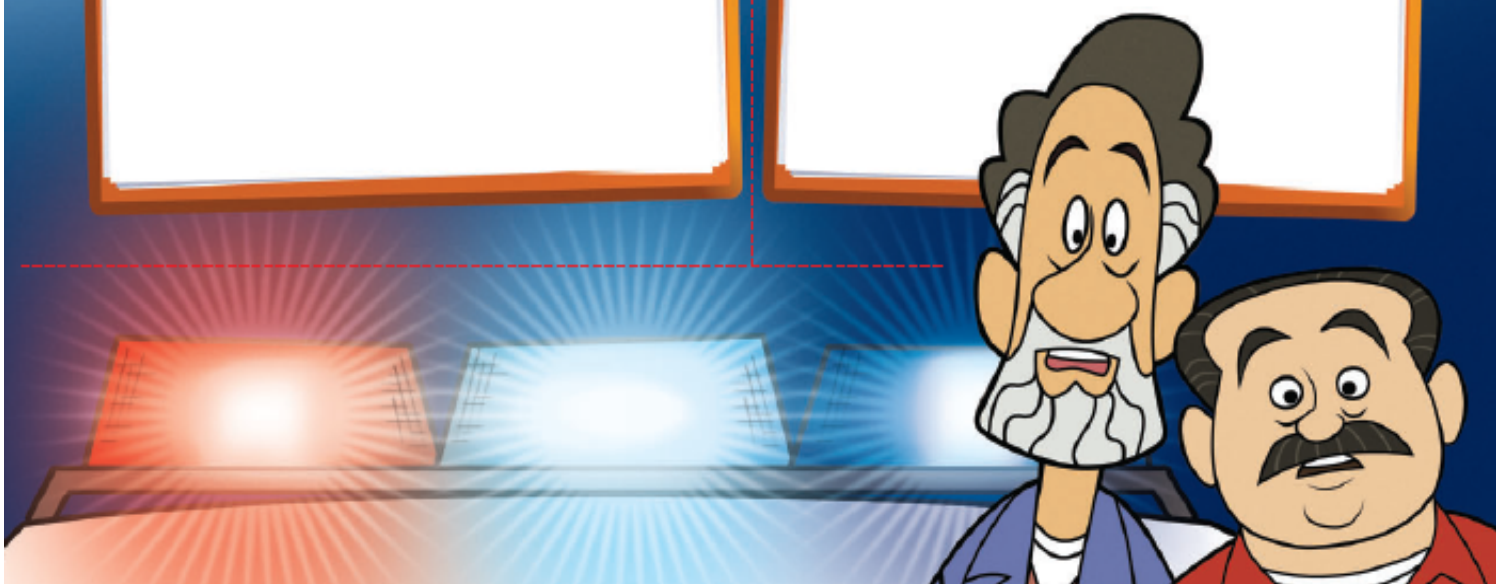
Time:

Location:

- Excessive speed in circumstances
- Failed to yield
- Drove through sign
- Driving with iPod
- Driving too fast in conditions
- Driving recklessly
- Burned rubber in parking lot
- Ignored traffic signal
- Following too closely
- Unsafe maneuver

Other: \_\_\_\_\_

Penalty: \_\_\_\_\_



# FACT SHEET FOR PARENTS OF TEEN DRIVERS



## What Parents Need to Know

Motor vehicle crashes are the leading cause of death for 15- to 20-year-olds, causing roughly one-third of all deaths for this age group. Teenagers are overrepresented in traffic crashes both as drivers and as passengers. The high crash-involvement rate for this age group is caused primarily by their lack of maturity and driving experience coupled with their overconfidence and risk-taking behaviors. High-risk behaviors include failure to wear safety belts, speeding, driving while impaired (by alcohol or other drugs) and drowsy or distracted driving. This age group is particularly susceptible to distractions caused by other passengers in the vehicle, electronic devices, and music.

- In 2006, 3,490 15- to 20-year-old drivers were killed and an additional 272,000 were injured in motor vehicle crashes.<sup>1</sup>
- In 2006, 25 percent of 15- to 20-year-old drivers who were killed in crashes had a blood alcohol concentration (BAC) of .08g/dl or higher.<sup>1</sup>
- Drivers are less likely to use their seat belts when they have been drinking. In 2005, 65 percent of the young drivers of passenger vehicles involved in fatal crashes who had been drinking were unrestrained. Of the young drivers who had been drinking and were killed in crashes, 77 percent were unrestrained.<sup>1</sup>
- In 2006, 39 percent of the male drivers ages 15 to 20 who were involved in fatal crashes were speeding at the time of the crash.<sup>2</sup>
- The presence of teen passengers increases the crash risk of unsupervised teen drivers; the risk increases with the number of teen passengers.<sup>3</sup>

The risk of motor vehicle crashes is higher among 15- to 19-year-olds than among any other age group. In fact, per mile driven, these teen drivers are four times more likely than older drivers to crash.<sup>2</sup>

- Crash risk is particularly high during the first year that teenagers are eligible to drive.<sup>2</sup>
- Teens are more likely than older drivers to speed and allow shorter headways (the distance from the front of one vehicle to the front of the next). Male teenage passengers increase the likelihood of these risky driving behaviors among teen male drivers.<sup>2</sup>
- In 2005, half of teen deaths from motor vehicle crashes occurred between 3 p.m. and midnight and 54 percent occurred on Friday, Saturday or Sunday.<sup>2</sup>

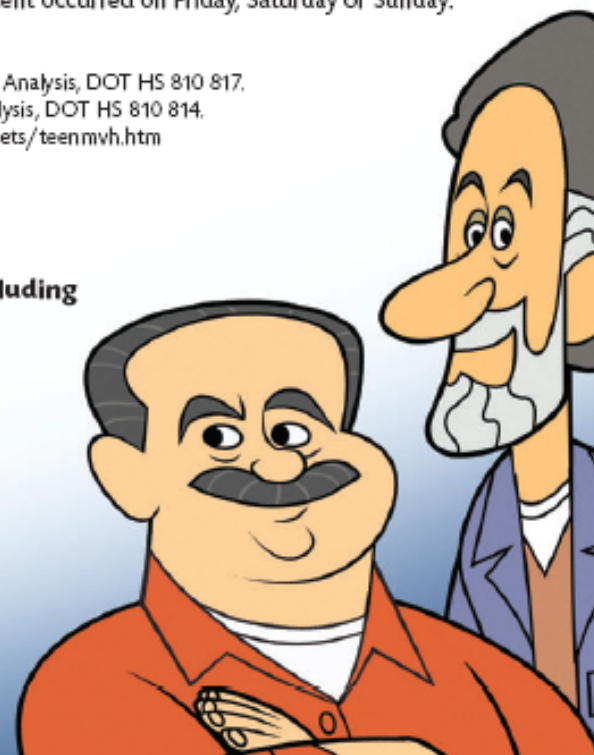
1. Young Drivers, Traffic Safety Facts, 2006 Data, NHTSA's National Center for Statistics and Analysis, DOT HS 810 817.  
2. Speeding, Traffic Safety Facts, 2006 Data, NHTSA's National Center for Statistics and Analysis, DOT HS 810 814.  
3. Teen Drivers: Fact Sheet, Centers for Disease Control <http://www.cdc.gov/ncipc/factsheets/teenmvh.htm>

## What Parents Can Do

**Parents should be aware that their active support and awareness, including helping with skill building and making driver education available, are critical to helping reduce injuries and fatalities among teens.**

Tips for parents of teen drivers can be found in "Beginning Teenage Drivers" (DOT HS 810 651), National Highway Traffic Safety Administration: [www.nhtsa.dot.gov/people/injury/newdriver/beginndrivers/index.htm](http://www.nhtsa.dot.gov/people/injury/newdriver/beginndrivers/index.htm)

The Spanish language version is available at: [http://www.iihs.org/brochures/pdf/beginning\\_drivers\\_sp.pdf](http://www.iihs.org/brochures/pdf/beginning_drivers_sp.pdf)





# THE CRAZINESS! CAMPAIGN

**CALLING ALL DRIVERS and SOON-TO-BE DRIVERS:**  
Help us design a "NO Distracted Driving"  
roadside traffic sign

Distracted driving might well be the biggest threat to getting to your destination in one piece! **CLICK & CLACK'S AS THE WRENCH TURNS** invites you to design a "NO distracted driving" roadside traffic sign. Another step to making the road safer for everyone.

1. In the space below, create your "NO distracted driving" roadside traffic sign.
2. Start with an arresting shape – rectangle, square, dodecagon.
3. What color will bring distracted drivers out of their stupor?
4. What design element will wrench them to attention?
5. Tell us how you came up with your idea.
6. Submit your design to your local station's Web site.
7. Entries will be posted as part of a Stop the Craziiness roadside gallery.

**My traffic sign:**

**How I came up with my idea:**



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For more Click & Clack go to [www.pbs.org/clickandclacksasthewrenchturns](http://www.pbs.org/clickandclacksasthewrenchturns)

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# CHILD PASSENGER SAFETY

## Child Restraint Tips

### 4 Steps for Kids

- While 98 percent of American infants and 89 percent of children ages 2-3 are now regularly restrained, not enough children ages 4 through 8 are restrained properly for their age. Restraint use among 4- to 7-year-olds is 78 percent.
- The National Survey of the Use of Booster Seats (NSUBS) found that only 41 percent of children ages 4 to 8 are riding in booster seats; NHTSA recommends that children who have outgrown their child safety seats should ride in booster seats until they are at least 8 years old, unless they are 4'9" tall.
- Child restraints work best if you use them correctly. Failure to read the child safety seat instructions, in addition to vehicle owner manual instructions regarding installation, could result in serious injury or death as a consequence of a failure of the child safety seat to be securely and/or properly installed.
- All 50 states and the District of Columbia have laws requiring children to be restrained in cars. Make sure you know the laws of your state and make it the law of your car.



**All children under 13 should ride in the back seat.**

- 1** For the best possible protection keep infants in the back seat, in rear-facing child safety seats, as long as possible up to the height or weight limit of the particular seat. At a minimum, keep infants rear-facing until a minimum of age 1 and at least 20 pounds.
- 2** When children outgrow their rear-facing seats (at a minimum age 1 and at least 20 pounds) they should ride in forward-facing child safety seats, in the back seat, until they reach the upper weight or height limit of the particular seat (usually around age 4 and 40 pounds).
- 3** Once children outgrow their forward-facing seats (usually around age 4 and 40 pounds), they should ride in booster seats, in the back seat, until the vehicle seat belts fit properly. Seat belts fit properly when the lap belt lays across the upper thighs and the shoulder belt fits across the chest (usually at age 8 or when they are 4'9" tall).
- 4** When children outgrow their booster seats (usually at age 8 or when they are 4'9" tall), they can use the adult seat belt in the back seat, if it fits properly (lap belt lays across the upper thighs and the shoulder belt fits across the chest).

For more Click & Clack go to [pbs.org/clickandclacksasthewrenchturns](http://pbs.org/clickandclacksasthewrenchturns)

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