



BE CRASH FREE: THE NEW DRIVER PROGRAM

Support for Parents and Teens to Augment the "Learn-to-Drive" Experience





BE CRASH FREE: THE NEW DRIVER PROGRAM

Much of traffic safety is focused on tests and licensing – and these things are needed. But that’s not what New Driver is.

New Driver is a mindset; a philosophy; an approach not just to learning, but an approach to how we, as drivers, make judgments and decisions behind the wheel.

THE PHILOSOPHY WE USE IS **REALITY, REASON, AND JUDGMENT.**

REALITY – taking in the facts around us through our senses.

REASON – applying logic and reasoning to those facts (influenced by knowledge, beliefs, experiences, etc.).

JUDGMENT – based on the conclusions that our reason provides us, we make our choices...our judgments. We make these judgments whether or not we put any effort into taking in the facts of the reality arounds us or applying logic and reason to those facts. For good judgment, all three are necessary.

This approach was inspired by the statement of philosophy and values for BB&T (Branch Banking and Trust) under the leadership of John A. Alison (who, in turn, was inspired by Aristotle and Ayn Rand).

New Driver is NOT Driver Education - it is designed to augment traditional Driver Education.

We believe that parents are the primary influence on a teen’s driving skills, habits, and choices. The goal of New Driver is to support the parents in supporting their teens through ongoing and meaningful conversations. New Driver provides the framework, content, and guidance for parents to lead those conversations.

Ultimately, we all MAKE OUR OWN CHOICES - and our kids are no different.

When they are at school, with friends, or otherwise away from us, they ARE making their own judgments. And in a very few years, theyll be out of the house making ALL of their own judgments. New Driver is designed not to tell them what to do, but to inform the decision-making process – arming them for their future.



Short videos, discussion questions, and quizzes for the family to take together are all designed to remove the uncertainty and anxiety that many parents have about guiding their kids through the learn-to-drive process.

“The New Driver Program:”

WHAT is it, **WHERE** did it come from, and **WHY** did we create it?

Over the past 28 years working in traffic safety and instruction, we have observed that the predominant focus has been on developing a new driver’s knowledge and skill behind the wheel. While this is foundational to safety, we believe that it is beliefs, values, and judgment that lead to our choices and behaviors while driving. Choices and behavior have a tremendous impact on crash and injury risk. Our approach to influencing those choices, and to affecting those behaviors, is based on the model - **Reality, Reason, and Judgment**.

Through in-depth discussions with parents, driver education instructors and school owners, and the head of a state driver education program it became clear to us that, generally, driver education programs are relying on parents to provide the structure, guidance, practice, and experience that a new driver requires. And that parents tend, by and large, to rely on the driver education course to meet those needs. Many parents know they have a part to play - but aren’t sure what to do, what to say, or how to say it. The New Driver Program fills this gap.

The New Driver Program is not designed to replace traditional driver training programs in public schools or the private sector. Driver’s Ed is great, and we highly recommend it! The New Driver Program is intended to augment the learn-to-drive process alongside traditional driver education.

At Be Crash Free, we want to make a positive impact on drivers in the United States. Specifically, we want to provide parents of teen drivers with a secure application that will assist them in guiding their new driver to be safer, more responsible, and to make good choices behind the wheel. In turn, this will give parents a higher level of comfort and confidence when handing over the keys to the car.

Principles of the Program:

- Respect for all participants.
- Expectation that this will be a family endeavor.
- Focus is on the attitude portion of Knowledge-Skills-Attitudes.
- Incorporate Reality, Reason, and Judgment (and its relation to choices and actions) throughout the lessons.
- Lessons include:
 - **Short videos (~10 minutes or less)**
 - **Downloadable MP3 audio files of each video**
 - **Downloadable PDF summaries**
 - **Discussion questions (to talk over with the family)**
 - **Quiz questions for the family to do together**

In the following pages, you’ll find a diagram of lesson topics as well as brief outlines of the content for each of those lessons. (NOTE: There are additional lessons/topics in development). We look forward to talking with you further about this project and answering any questions you may have.

Sincerely,

STEVE KIRSCH, CEO, Be Crash Free, LLC
Steve@NewDriver.co | 760-881-5257

STACEY “AX” AXMAKER, CKO, Be Crash Free, LLC
Ax@NewDriver.co | 280-908-2595



BE CRASH FREE: THE NEW DRIVER PROGRAM

Lesson Structure *and* Sequencing



THANK YOU

