



# AAA PROMISE

A Program to Support Parents, Teens,  
and Law Enforcement to Help Everyone  
Get Home Safely on Prom and Grad Night



## Overview

In 2011, AAA introduced a program called AAA PROMise to help protect teens and other motorists from the dangers of impaired driving. The program is focused on prom through graduation season where many of these impaired driving crashes occur. AAA PROMise caters to the unique needs of parents, high school officials and law enforcement concerned with the safety of young drivers during their junior and senior years of high school.

## Strategy

AAA PROMise encourages young drivers and their parents to talk about the dangers of underage drinking, drug use and impaired driving. It asks both parties to commit to making sure everyone gets home safely on these special nights when many teen-related crashes occur. AAA PROMise provides high schools with a free toolkit worth over **\$200** (right) to help promote making good choices and having effective communication between parents and their teens on this important subject.



## AAA PROMise

- AAA PROMise asks teens to make the adult decision to not drink alcohol or take drugs, drive impaired or get in the car with someone whose sobriety is in question.
- AAA PROMise reinforces the parent-teen relationship by fostering a predetermined agreement that if a teen needs help getting home safely, he/she can call their parent for a safe ride home and not risk ending up in jail, a hospital or worse.
- Together, AAA and parents create a solid defense against the detrimental consequences of impaired driving. The parent picks up the stranded teen, calls 1-800-AAA-HELP and AAA tows home the family vehicle, free of charge, member or not.
- The teen makes the following promise to their parents before celebrating on prom or graduation night:
  - ✓ ***I promise not to drink alcohol or take drugs.***
  - ✓ ***I promise not to drive impaired.***
  - ✓ ***I promise not to let my friends drive impaired.***
  - ✓ ***I promise my parents I will get home safely or call them for help.***
- Schools can order their free kit pictured above at [www.AAAPROMise.com](http://www.AAAPROMise.com)

## Coverage Areas

Florida, Georgia, Iowa, Michigan, Minnesota, Nebraska, North Dakota, Tennessee, Wisconsin, Most of Illinois and Northern Indiana

## Program History

AAA PROMise was originally piloted in the Tampa Bay area and has now grown to cover the entire 11 state Auto Club Group territory and over 500 high schools in the Southeast and Midwest. It won the 2014 PPAI GOLD Pyramid Award in the category of Social Responsibility.