

Crossroads Teen Driving Graduated Driver Licensing Video Series



About the videos

- This new video series was created to raise awareness about Wisconsin's Graduated Driver Licensing (GDL) law and how it keeps teens — and everyone — safer on the road.
- The videos feature local Wisconsin teens.
- The videos can be viewed and shared from Children's Hospital of Wisconsin's YouTube channel: <https://bit.ly/2E4CPBO>

Video descriptions

- In **Lessons Learned**, candid Wisconsin teens share their driving experiences and the lessons they've learned as a result. These teens' stories illustrate ways to reduce risks on the road.
- **Learn about Wisconsin's Graduated Driver License** is a fun and relatable outline of the steps teens need to take to learn to drive safely, what GDL is and why it is important for new teen drivers.
- **Practice Matters** asks, "How good are you at anything after only 30 hours of practice?" GDL law states that 30 hours is the minimum amount of time spent practicing behind the wheel before teens can take their driving skills test. Like everything else in life, when it comes to driving, practice matters. There are also three 30-second **Keep Practicing** teasers that lead in to the full **Practice Matters** video.

Key takeaways

- Motor vehicle crashes are one of the leading causes of deaths and injuries to teens.
- Limiting nighttime driving and peer passengers can reduce the risk.
- Speeding, distracted and impaired/drowsy driving, and low seat belt use also contribute to teen traffic deaths and injuries.
- Parent involvement and supervised practice can reduce the risks.
- GDL reduces risk by making sure teens gradually build driving experience under lower risk conditions.

Help spread the word

- Share the videos on your website.
- Share them on social media.
- Share them at community events (Bring a laptop and loop the Crossroads Teen Driving playlist!). Use the presentation version posted on YouTube.
- Share a link to the videos in correspondence with your community (e-newsletters, etc.)

Suggested social media copy

- **Lessons Learned**
We hope we are never involved in a crash, but the reality is that many of us will be. Candid Wisconsin teens share their experiences and the lessons they've learned as a result in this new video from Crossroads Teen Driving. Please watch and share with teen drivers. <https://youtu.be/nBBGPCMLBR0>
- **Learn about Wisconsin's GDL Law**
Wisconsin's Graduated Driver Licensing program: what is it and why is it important for new teen drivers? Steps for earning the instruction permit, probationary license and regular license are explained in this new video from Crossroads Teen Driving. <https://youtu.be/vvaksPjkg0>
- **Keep Practicing**
How good are you at anything after only 30 hours of practice? Whether it's playing an instrument or learning a new sport, the more you practice, the better you become. Like everything else in life, when it comes to driving, practice matters. Watch and share this new video from Crossroads Teen Driving. <https://youtu.be/aojw0AV1h9Q>