



Global Youth Traffic Safety Month®

May 2012

National Youth Traffic Safety Month was held each May for the past six years because it is an important time for teens to be focused on driving safety. According to the National Highway Traffic Safety Administration data, eight of the ten deadliest days for youth on our nation's highways occurred between May and August with May 20 as the deadliest day. As of May 2011, the campaign was renamed to Global Youth Traffic Safety Month to incorporate work being done in the international markets and also collaborate with the Decade of Action for Global Road Safety Campaign.

Hosting a teen traffic safety global campaign in May during prom, graduation, and summer break season empowers youth-led teams to work together to decrease the number of traffic-related deaths and injuries that involve young drivers and passengers during this time of increased risk. Global Youth Traffic Safety Month is also a time to celebrate and promote those who work to help keep youth safe on the roads. Youth not only work to educate their peers and community members but also participate in activities to thank and support those working so hard to protect them.

The goal of Global Youth Traffic Safety Month is to engage and empower teens to develop and implement youth-led teen traffic safety projects that provide peer to peer education, support enforcement efforts, and advocate for strong teen driver safety laws. National Organizations for Youth Safety (NOYS) coalition hosts this global campaign. Youth-led organizations involve their membership in community level projects, youth-serving organizations support their efforts through curriculum support and research, business and industry leaders provide supplies, products, and monetary awards. Working together the NOYS Coalition empowers youth to raise their voices in a united effort to address teen traffic safety.

Get involved by:

- **Becoming a member of the NOYS Coalition,**
- **Becoming a partner of Global Youth Traffic Safety Month, or**
- **Participating in community level projects.**

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