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FOR IMMEDIATE RELEASE
September 9, 2014

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THE PARENT'S SUPERVISED DRIVING PROGRAM RECEIVES NATIONAL HONORS *GHSA Award Presented to Nebraska DMV program*

(Grand Rapids, MI) – The Governor's Highway Safety Association today awarded a program utilized by the Nebraska Department of Motor Vehicles, *The Parent's Supervised Driving Program*, with the 2014 **Peter K. O'Rourke Special Achievement Award**. The award is given each year to recognize notable achievements in the field of highway safety.

The Nebraska Division of Motor Vehicles, in partnership with Safe Roads Alliance, launched *The Parent's Supervised Driving Program* in an effort to improve teen driver safety. The guidebook focuses on the important role of parents during the Learner's Permit phase of the licensing process, providing a resource to help and encourage parents to expand upon the amount and diversity of their teen's driving experience.

The program provides a printed resource guidebook, which is handed out when teens pass their written Learner's Permit exam. Parents and teens are also encouraged to download the Program's free mobile app, RoadReady™ to track the time they spend together behind the wheel with the click of a button.

"We are proud and honored to be part of this award," said Nebraska Department of Motor Vehicles Director Rhonda Lahm. "Helping parents is vital in assisting teens become safer, smarter drivers. Parents are key to making sure teens become safe, smart drivers."

"Parents have a great influence over the way their teen drives," says Jeff Larason, President of Safe Roads Alliance. "The Learner's Permit phase is the last and best chance for parents to have a positive impact and *The Parent's Supervised Driving Program* guide and mobile app provide the tools that can help."

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Through a public-private effort supported by State Farm Insurance and Ford Motor Company, the Nebraska DMV is able to provide this valuable resource to parents of teen drivers at no cost to families or to taxpayers. The sponsorship allows the Nebraska DMV to address a critical need and provide parents with a resource geared toward skill development.

“Getting a driver’s license is such a special moment in a teen’s life, but it often causes increased anxiety for parents. Research tells us the single most important thing parents can do to help their teens stay safe on the road is to allow as much supervised practice behind the wheel as possible. Driving with a parent builds a new driver’s confidence and we hope this new resource will help parents and teens make the most of this time together,” said Ed Gold, State Farm Marketing Director.

Steve Kenner, Global Director of Ford’s Automotive Safety Office stated, “The skills outlined in this guide are meant to help teens learn to be better drivers. It is one of the ways Ford works to help teens.” Kenner continued, “Our commitment to teen safe driving is at the heart of Ford’s Go Further brand promise, and we are very pleased to be a part of this achievement.”

Roadway safety programs are a critical part of the nation’s solutions to saving lives and preventing injuries on our nation’s highways. There were 33,561 people killed in traffic crashes on U.S. roads in 2012.

For additional information on *The Parent’s Supervised Driving Program*, please visit www.theparentssuperviseddrivingprogram.com; on Facebook at www.Facebook.com/TheParentsSupervisedDrivingProgram; and on Twitter at @PSDP_Info, #RoadReady.

For additional information on GHSA, please visit www.ghsa.org; on Facebook at <https://www.facebook.com/GHSAhq>; and on Twitter at @ghsahq

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ATTENTION EDITORS – Digital photographs of the award winners at the luncheon in Grand Rapids will be available. Detailed information on the award winning programs can be found at <http://www.ghsa.org/html/meetings/awards/index.html> . For photos and video of *The Parent’s Supervised Driving Program*, please visit www.theparentssuperviseddrivingprogram.com/media.