



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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TRAFFIC SAFETY GRANT AIMS TO REDUCE DUI AND DISTRACTED DRIVING OFFENSES AMONG YOUNG DRIVERS

SHASTA COUNTY – Shasta County Health and Human Services Agency (HHS) is proud to announce it has been awarded \$278,445.00 from the California Office of Traffic Safety to reduce motor vehicle-related deaths and injuries. This safe driving grant will fund education focused on preventing drug and alcohol-impaired driving among young drivers. It will also include education aimed at distracted driving prevention and pedestrian safety. The grant will run through September 2023.

Motor vehicle crashes are the leading cause of death for 15 to 18-year-olds in the United States – ahead of all other types of injury, disease, or violence. Nationwide, there were 2,042 people killed in crashes involving a teen driver in 2019. Office of Traffic Safety Rankings for 2019 indicate that out of 58 counties in California, Shasta County ranked only 39th highest in the number of alcohol-involved collisions; a mere 54th highest in drivers under the age of 21 who had alcohol in their system (only four other counties statewide had lower rates); and only 42nd highest in drivers ages 21 to 34 who had alcohol in their system. Shasta County's OTS rankings have shown great improvement and the county is working to continue this trend.

Grant activities will include teen and young adult traffic safety education through distribution of educational materials, activities on high school campuses, and social media messaging. To help young adults consider the consequences of impaired driving, HHS will conduct DUI prevention campaigns at bars and marijuana dispensaries.

To find local resources and information about traffic safety, visit www.facebook.com/drivesafeshasta. For more information on talking to teens about impaired driving, visit www.nhtsa.gov/road-safety/teen-driving. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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