Distracted driving behavior leads to more crashes, more claims, and more lost lives. The Risk Institute, in collaboration with key partners, seeks to modify young driver behavior. We believe that all starts with driver education, both in the classroom and on the road.

**Desired Outcomes**

- Insights into why young drivers are at higher risk behind the wheel
- Enhanced drivers education curriculum that uses new educational methods to mitigate newfound risks
- Course(s) / tool(s) that resonate with a youthful audience, integrating social media, technology and modern content distribution methods
- Tangible financial benefit for parents / insurers for enrolling their children in the program