



if your eyes are on your phone,
they are **not**
on the road.

END DISTRACTED DRIVING

ANNUAL REPORT

OKLAHOMA CHALLENGE 2021

Car crashes are a leading cause of death for young people 16-24. The reasons teen drivers are at high risk of injury and death are:

- They are **novice drivers**.
- They often **drive during risky times** (nights & weekends).
- They have **much lower rates of seatbelt use**.
- They are more likely to **speed**.
- They **drive while distracted**.
- They are more likely to **drive while impaired**.

In fact, teens are **10 times more likely** to be in a fatal car crash than adults. **45% of the teen drivers who died in 2019 did not have their seatbelt on.*** We can and must do better.

“Oklahoma Challenge exists to help **improve** teen driving statistics. We educate and empower Oklahoma youth to help make **themselves and each other** safer and more responsible drivers. **You can help too**. Go to OklahomaChallenge.org to see how you **can get involved**.”

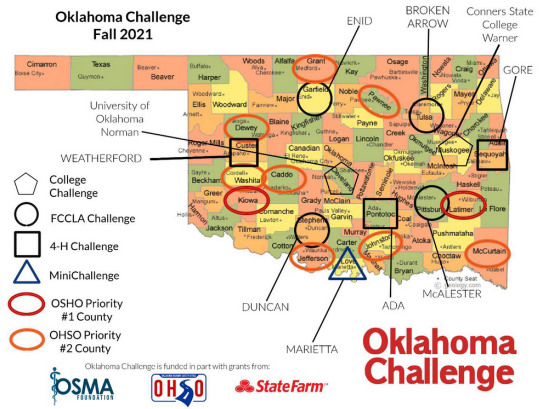
~ Linda Terrell
Oklahoma Challenge Director

*(CDC.gov, 2021)

OUR GOAL

The goal of the Oklahoma Challenge is to reduce the number of deaths and injuries in Oklahoma due to distracted driving and increase the use of seatbelts in Oklahoma. This message is shared by youth leadership groups around the state.

"If you're distracted, you're not driving!"



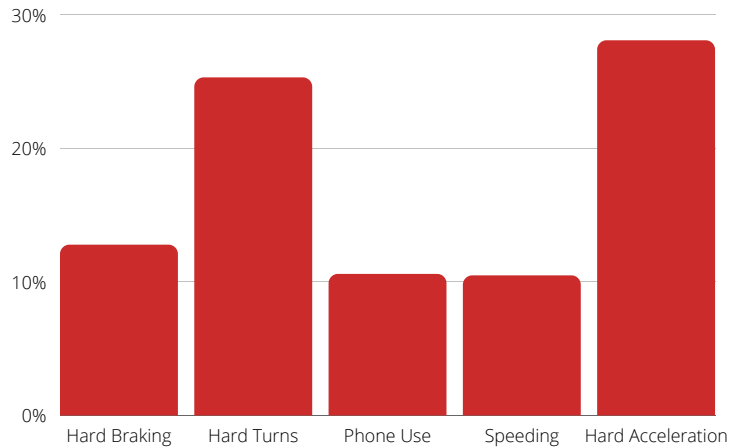
SAFEST DRIVER APP

“Statistically speaking this translates to injuries reduced and LIVES SAVED.”

~ Ryan McMahan
Cambridge Mobile Telematics

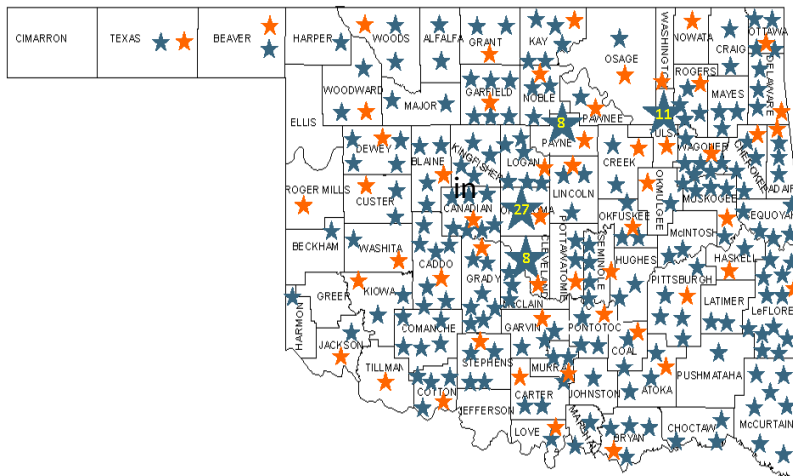
RESULTS ARE IN!

All users improved across nearly all risk points



Oklahoma Challenge

Oklahoma Challenge School Participants Fall 2021



- FCCLA
264 Schools
69 Counties
- 4-H
55 Counties

SHARING THE MESSAGE



SAFETY EVENTS

7 TRAFFIC SAFETY CHALLENGES
4 MINI CHALLENGES
2,016 STUDENTS
516 ADULTS
33 TRAFFIC SAFETY PROFESSIONALS

SAFE DRIVING CHALLENGE

29 SCHOOLS
1,211 MEMBERS
50 ACTIVITIES

SAFEST DRIVER APP

COMPLETED 1ST YEAR
285 PARTICIPANTS
THOUSANDS OF MILES
HUNDREDS OF TRIPS

COLLEGE CHALLENGES

3 EVENTS
3 CAMPUSES
225 REACHED

PUBLIC RELATIONS

7 EVENTS
15 PRESENTATIONS
1,325 REACHED

TRAINING & PRESENTATIONS

3 OPPORTUNITIES
250 REACHED

TRAFFIC SAFETY PARTNERSHIPS

43 PARTNERS
17 NEW PARTNERS

SPONSORS & PARTNERSHIPS

Oklahoma Challenge is funded in part with grants from:



State Farm | FCCLA Oklahoma | 4-H | Oklahoma State Department of Health | Oklahoma Insurance Department | Teens in the Driver Seat | ABATE Oklahoma | AAA | Workzone Safe | SafeKids Oklahoma | SafeKids Tulsa | SAFE- Seatbelts are for Everyone | Oklahoma County Sheriff Department | Oklahoma Farm Bureau | ATV Ride Safe Oklahoma | 4-H ATV Rider Safety | Action Safety Supply Co. | American Truckers Association | OERB – OK Energy Resources Board | Energize for Safety Coalition DRE Trainers-OKC PD | Enid PD | Oklahoma Highway Patrol | Oklahoma Department of Transportation | Oklahoma National Guard | Oklahoma Operation Lifesaver Oklahoma Safety Council | Oklahoma Trucking Association | Put It Down | Victim’s Impact Panel Love County Sheriff’s Office | DOT Foods | ThinkFast | Complete Energy | Dolese | Pioneer Telephone | University of Oklahoma | Conners State College | University of Central Oklahoma | EndDD – Joel Feldman | Cambridge Mobile Telematics | Hope Construction and Tilley Pressure Test

MCALESTER

306 students
68 adults
16 partners
27 safety pros

GORE

166 students
34 adults
15 partners
18 safety pros

BROKEN ARROW

508 students
73 adults
17 partners
28 safety pros

ENID

428 students
80 adults
18 partners
33 safety pros

464 Schools
Participating



73 Counties
Statewide

DUNCAN

407 students
59 adults
18 partners
26 safety pros

WEATHERFORD

110 students | 30 adults
15 partners | 16 safety pros

ADA

91 students | 22 adults
13 partners | 17 safety pros

FOLLOW US ON
SOCIAL MEDIA



@okchallenge



LINDA TERRELL

PROJECT DIRECTOR, OKLAHOMA CHALLENGE

In July 2021, Linda Terrell was honored by the Oklahoma Highway Safety Office with the Tavia Dooley Safe Communities award for her tireless efforts to help decrease the incidence of novice driver crashes and increase driving safety in Oklahoma.