



# Intoxalock®

IGNITION INTERLOCK

The background of the lower half of the page is a faded, grayscale image of a car's interior. A person's hands are visible on the steering wheel, and the dashboard with various gauges and controls is partially visible. The image is semi-transparent, allowing the text to be overlaid clearly.

# PARENT TOOLKIT

TEEN IMPAIRED/DRUNK DRIVING PREVENTION PROGRAM

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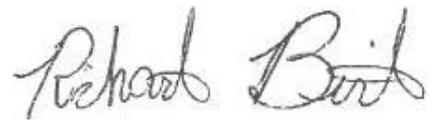
# WELCOME LETTER

## Hello SADD Nation!

Every day, new threats and dangers are introduced to students nationwide. Car crashes continue to be a leading cause of death for teens in the United States. By joining together we can change this reality and make our roadways safer for all.

We are pleased to launch the all-new Intoxalock Toolkit in partnership to help prevent teen drunk driving. We hope this toolkit empowers you to educate and talk to your teens about the dangers of underage drinking and drunk driving. We also hope you're empowered to participate in the voluntary installation of the Intoxalock device to help keep your teen safe!

Best,



Rick Birt | President & CEO, SADD

## Teen Impaired/Drunk Driving

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It can be easy to get overwhelmed and worried when learning the facts around teens and impaired/drunk driving. According to the CDC, the percentage of teens who drink and drive has dropped by 54 percent since 1991. That's great news, and this decline is a step in the right direction. However, more needs to be done to combat this issue. According to the National Highway Traffic Safety Administration (NHTSA), 11,654 people died in alcohol-impaired driving traffic deaths, in 2020 — a 14% increase from 2019. In 2020, 29% of young drivers 15 to 20 years old who were killed in crashes had a Blood Alcohol Content (BAC) .01 or higher. This means we still have work to do to decrease these numbers.

How do we prevent these car crashes and the associated injuries and deaths? How do we spare families the pain of losing their children as a result of senseless crashes? It starts by preventing underage drinking in the first place.

## Parents, you can help!

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Preventing drunk driving among teens can be done in many ways. As parents, it is important to start the conversation about underage drinking. Talking to your teen about the risks and consequences of alcohol can make them think twice about drinking, or getting in a car with someone who has been drinking.

Another great solution to preventing teen drunk driving, is to install an ignition interlock device, also known as an in-car breathalyzer. SADD has partnered with Intoxalock to help avoid teen underage drinking, drunk driving, and preventable deaths. Intoxalock is an industry leader, providing reliable ignition interlock devices for more than 30 years. Their ultimate goal is to help improve safety on the road.

## What is an ignition interlock device?

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SADD and Intoxalock are partnering together to encourage parents to voluntarily install these devices into cars their teens are driving in order to help prevent them from driving drunk. The devices, also called in-car breathalyzers, are wired into a vehicle's ignition so the driver is required to take and pass a Breath Alcohol Content (BrAC) test before they can start their vehicle, providing parents peace of mind. In 2021 alone, Intoxalock prevented over 248,000 start - up attempts from drivers who were legally intoxicated.

The Intoxalock device is simple, accurate, reliable, and affordable. Each device has an easy-to-clean mouthpiece, an LED screen for alerts and readings, and a single-button to use the device. The device is used in 4 easy steps:

1. Press activation button
2. Wait for screen to read "BLOW"
3. Provide a simple breath sample
4. Start car once device reads "PASS"

Unlike the installations where drunk driver offenders are mandated to install these devices in their cars, the voluntary ignition interlock program gives you and your family the peace of mind knowing that your teen is staying focused on safe and sober driving.

Key aspects of the voluntary program:

- No reporting to state authorities - this is just for your own protection
  - Program is not eligible in AL, HI, MI, NC, SC, or WV.
- Visit your service center for an easy 15-minute calibration every 4 months
- Add optional device protection, a discreet sleeve, or travel club membership
- Heavily discounted lease price and affordable options

## What is an ignition interlock device? (cont'd)

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To determine if this would be a program worth investing in, Intoxalock conducted a survey among 500 parents asking about their interest in voluntarily installing in-car breathalyzers for the young drivers in their families. The survey found that 62% of parents said they would be extremely or somewhat likely to install this in the vehicle of their young adult or teen. Some motivational factors that parents selected on why they would participate in the voluntary program included:

- Whatever it takes to protect your child
- Peace of mind
- Save money on car insurance
- Decrease chance of making an avoidable mistake
- Teach safe driving habits
- Decrease alcohol consumption
- Help combat peer pressure

# PROGRAM DETAILS

## Cost

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Through the partnership with SADD, Intoxalock is offering a discounted rate of \$24.99 on a bi-weekly basis. Intoxalock also offers additional features such as device protection, a protective and discreet device sleeve, and travel club membership (essentially roadside assistance for anything car related, not just tied to the ignition interlock). Voluntary customers will also incur a fee for installation and removal (paid directly to service centers). As a parent, you can't put a price on saving your child's life.

## How do I talk with my teen about this?

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Sit down with them and talk with them about the dangers of underage drinking and drunk driving. Explain how an ignition interlock device works. Let them tell you how they feel about the device and give them the opportunity to share their thoughts with you about drinking and driving. Remind them that this isn't a device that restricts their freedom. It is a helpful tool that keeps them safe and responsible when adults aren't around to advise them.

## How to Order

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For more information on the new voluntary installation program, visit <https://www.intoxalock.com/partners/SADD/> to learn more about preventing a future drunk driving incident and protecting your loved ones.

\*Residents of AL, HI, MI, NC, SC, or WV are ineligible to participate in this program.

# ADDITIONAL RESOURCES

## Links

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- Mothers Against Drunk Driving (MADD)
  - <https://madd.org/underage-drinking/>
- Prevent Underage Drinking and End Drunk Driving
  - <https://www.responsibility.org/>
- Teen Crash Risks and Prevention
  - <https://www.teendriversource.org/teen-crash-risks-prevention>

## Sources

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- Centers for Disease Control and Prevention (CDC). Teen drinking and driving. Retrieved September 29, 2022, from <https://www.cdc.gov/vitalsigns/teendrinkinganddriving/index.html>
- National Highway Traffic Safety Administration (NHTSA). Drunk driving. Retrieved September 29, 2022, from <https://www.nhtsa.gov/risky-driving/drunk-driving>

## Infographics

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See the next page for additional information from Intoxalock!

# INTOXALOCK® IGNITION INTERLOCKS

Simple | Accurate | Reliable | Affordable

REMOVABLE  
MOUTHPIEC  
EASY TO CLEAN



LED SCREEN FOR  
ALERTS & BRAC  
READINGS



## HOW TO USE:

- 01** Press activation button
- 02** Wait for screen to read "BLOW"
- 03** Provide simple breath sample (No humming required with Intoxalock)
- 04** Start car once LED reads "PASS"

EASIEST DEVICE TO USE WITH  
1 BUTTON ACTIVATION

# INTOXALOCK AT A GLANCE

## ABOUT INTOXALOCK®

The #1 Ignition Interlock Brand in the US!

**MOST**  
locations  
NATIONWIDE

5,000+



**MORE**  
5-STAR REVIEWS  
than any other provider

★★★★★  
(From Trust Pilot)

46 STATES

**CERTIFIED**  
in 46 states  
NEVER DECERTIFIED



 **24/7**  
access to  
ASSISTANCE

**INTERLOCK  
EXPERTISE**  
for more than  
30 YEARS

**PREVENTED OVER 248,000**  
start-up attempts in 2021 from drivers who  
were legally intoxicated (BrAC above 0.08)  
WITH OUR DEVICE

**HEAD  
QUARTERED**  
in Des Moines  
IOWA  
(with 615 employees in  
2 countries and 32 states)

  
**EXCEEDS**  
highest industry  
STANDARDS

[www.intoxalock.com/partners/SADD/](http://www.intoxalock.com/partners/SADD/)

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