Nearly 30% of high school teens have engaged in binge drinking.

About 43% of high school seniors have drank alcohol in the last 30 days.

60% of juniors and seniors admit to riding with an impaired teen driver.

Vehicle crashes are the leading cause of death for teens (15-20 years old) and one-third are alcohol-related.

Blood Alcohol Content

- Concentrated attention, speed control
- Coordination
- Tracking and steering
- Information processing, judgment
- Eye movement control, steadiness, emergency responses
- Divided attention, Reaction Time, and visual function

Reaction time is the first skill affected and is common among all risk factors (Sleepiness, Drugs, or Alcohol).

74% of kids (8-17) said their parents are the leading influence on their decisions about drinking.

Parents Do Make a Difference:

- "Parents Do Make a Difference" 74% of kids (8-17) said their parents are the leading influence on their decisions about drinking.

Youth Contract with Parent:

The Agreement: Parent and youth come to an agreement concerning driving privileges and expected behaviors as well as consequences.

Mothers Against Drunk Driving:

"Mothers Against Drunk Driving" Illinois strongly supports and applauds the efforts of IIT IPRO 351 seeking to create innovative, interactive technology to combat drinking and driving.

Preventing Underage Drinking & Driving:

"Youth Contract with Parent" The Agreement: Parent and youth come to an agreement concerning driving privileges and expected behaviors as well as consequences.

Parents with a Clue:

- Parents with a Clue
- Parents with Teens that Drive
- Involuntary
- Voluntary
- Concerned Individuals
- Workplace
- Enforced
- D.U.I. Offenders

Features of App:

- Parents are more likely to use
- Child's Location
- Child's contact info

What features of this app appeal to you?

Are these some of the things you do before handing over the keys to the car?

Accomplishments:

- Designed and developed a functioning iPhone application prototype
- Established a relationship with M.A.D.D.
- Established awareness with various parent organizations
- Tested Stoplight game validity
- Surveyed parent target market
- Created an app business model and financial forecast

Next Steps:

- Get app on Apple store
- Find official sponsors and endorsers
- Maintain collaboration with M.A.D.D.