



The University of Georgia Cooperative Extension

**GTIPI**

**GEORGIA TRAFFIC INJURY  
PREVENTION INSTITUTE**

*The Governor's Office of Highway Safety is a full partner in this program*

1070 Culpepper Drive • Suite 300 • Conyers, Georgia 30094  
Phone: (678) 413-4281 or (800) 342-9819 • Fax (678) 413-4293

**[ridesafegeorgia.org](http://ridesafegeorgia.org)**

## **FOR IMMEDIATE RELEASE**

Contact: Frankie Jones, Director

Georgia Traffic Injury Prevention Institute (GTIPI) 1-800-342-9819

Writer: Andrew Turnage, GTIPI Public Information Manager 678-413-4283

## **UGA Traffic Injury Prevention Institute Awarded \$899,500 Grant**

OCTOBER 1, 2008 – CONYERS, GA. The University of Georgia's Traffic Injury Prevention Institute (GTIPI) was recently awarded an \$899,500 grant from the Governor's Office of Highway Safety. UGA assists GOHS in meeting congressional requirements by designing and delivering education that improves safety at all stages of life while traveling in a vehicle. GTIPI was established in 1986 to help reduce traffic-related injuries and fatalities statewide. The 2008-2009 grant will allow GTIPI to enhance its educational impact in the areas of passenger safety education, young and senior driver education and community programming.

For twenty-three years, GTIPI has been a leading resource in traffic safety education in Georgia. GTIPI has four main training and community education initiatives: Child Passenger Safety Technician certification, Georgia Teens Ride with P.R.I.D.E. (Parents Reducing Incidents of Driver Error), CarFit, and the Online Safety Store. Each area is designed to reach target age groups or address a critical traffic safety issue. Law enforcement, EMS, health departments, Extension educators and fire departments across the state directly benefit their community by attending GTIPI's training and distributing educational materials. Onsite training is conducted at GTIPI's facilities in Conyers, as well as regional locations across the state.

Parents and young children will benefit from safety professionals and volunteers who achieve national certification in the 32-hour Child Passenger Safety Technician (CPST) training. "Even though child safety seats are used by parents more than 90% of the time, 4 out of 5 seats are installed incorrectly," notes Frankie Jones, GTIPI's Director. "The CPST certification qualifies volunteers to teach parents how to do it right. Those volunteers become a tremendous resource for the community," Jones said.

\*\*\* **CONTINUED NEXT PAGE** \*\*\*

GTIPI's course, "Georgia Teens Ride with P.R.I.D.E." which stands for Parents Reducing Incidents of Driver Error, is for parents and their new teen driver. The P.R.I.D.E. program includes a certification course for volunteer instructors/presenters. Following certification, P.R.I.D.E. Instructors offer free, two-hour courses across the state for parents and teens to learn what is required to get and keep a driver's license, as well as how to avoid the most common causes of injuries and fatalities.

"Teens drivers account for about 7% of Georgia's population, but they had nearly 14% of the total crash fatalities for the state in 2007. Almost two-thirds of those teen fatalities weren't buckled up," said Jones. "P.R.I.D.E. trains instructors how to deliver safe driving tools to their community. P.R.I.D.E. helps parents make it through the process of their teen getting a license without 'losing their cool' and helps teens learn how to avoid crashes," Jones said.

CarFit rounds out the age spectrum of GTIPI's traffic safety programming. Designed for mature drivers, CarFit helps seniors stay behind the wheel longer, and more safely. People over 65 are the fastest-growing population segment in the U.S. By 2030, one in five drivers will be age 65 or older. "That's more than 30 million older drivers on U.S. roads," said Jones. "CarFit is a non-threatening way to educate seniors about how to stay safe and comfortable in their car."

GTIPI's training programs are just the beginning. The Online Safety Store continues to be the primary source statewide for print and electronic traffic safety resources for consumers, educators and professionals. Materials are available online through a joint project between GOHS and GTIPI. GTIPI manages distribution of materials from the GOHS website, [www.georgiahighwaysafety.org](http://www.georgiahighwaysafety.org) The Online Safety Store reaches virtually every Georgian with media information encouraging the correct and consistent use of age- and vehicle-appropriate safety devices.

Vehicle crashes cost society more than \$150 billion annually, according to GOHS. Georgia's share of that cost is \$7.8 billion. This year's grant will continue funding vital prevention programs offered by GTIPI that will improve safety for all ages.

For more information, please visit GTIPI's website at [www.ridesafegeorgia.org](http://www.ridesafegeorgia.org) or call GTIPI at 678-413-4281, or toll free at 1-800-342-9819.

**\*\*\* END OF RELEASE \*\*\***