

The message reached them.

The message didn't stop the car.



Your teen has heard every speech — the assembly, the video, the pledge, the kitchen-table talk. This guide, which goes with the video, is about the one piece awareness programs leave out: a buffer that works at the moment of decision, and the words that make your teen accept it as theirs.

661

teen drivers killed in DUI-related crashes in the U.S. in 2024

93 / 69

Texas and California — the two highest state counts in the nation

8 in 9 weeks

teens lost in California this spring, all suspected DUI

THE MOMENT OF DECISION IS A BRAIN-STATE PROBLEM

The teenage brain develops its reward system years before the system that hits the brakes — and in imaging studies, just having peers present **doubled** risk-taking. So the promise made at your kitchen table is not the decision made at 11:40 p.m. with three friends in the car. That's not a character flaw. It's biology. The answer isn't a better speech — it's making sure 11:40 p.m. doesn't get to decide.

Kitchen table: sober, looking you in the eye, control system engaged. The decision every program relies on.

11:40 p.m.: three friends in the car, reward system loud, "you're fine, just drive." The decision that actually happens.

SAY THIS, NOT THAT

Teens push back on control and accept support — the research is consistent. The same tool lands completely differently depending on how you introduce it.

Instead of	Say
"I don't trust you, so you're going to blow into this."	"I trust you. I don't trust the moment — the friends, the pressure, the 11 p.m. version of anyone."
"This is so I can keep an eye on you."	"This is so I don't have to. Nobody's tracking you. The car just won't start if there's alcohol."
"You have to do this."	"Let's set the schedule together. You tell me when the risky nights are."
"This proves you were drinking."	"This is your alibi. 'I can't, my car won't start' ends the argument with your friends before it begins."

THE THREE SENTENCES TO LEARN

- 1 "This is a buffer between you and one bad night — not a verdict on who you are."
- 2 "It gives you an out your friends can't argue with."
- 3 "We'll set it up together, and I'll live by the same standard I'm asking of you."

How the buffer works

- 1 You activate it remotely**
From your own phone, from anywhere. SOBRDRIVE is an app on your teen's phone and a small device in the car.
- 2 You set the schedule together**
Friday and Saturday nights, Homecoming week, prom — whatever the risky windows are in your family. Your teen helps choose.
- 3 The car won't start until the test is taken**
During scheduled windows, a quick breath test on their phone. If alcohol is detected, the vehicle will not start. Period.
- 4 The driver can't switch it off**
Deactivation takes a 4-digit code that you hold.



Not a tracker

Nobody's watching a dot on a map.



Not a court device

No judge, no arrest, no DMV, no record.



Not a punishment

Voluntary, private, and yours.

Completely private. Completely voluntary. Your family's information is not shared and is not turned over to any third-party agency.

PANIC — YOUR TEEN'S TOOL

- 1 One press**
A countdown starts, or they tap Send now.
- 2 Live location + audio + video**
What is actually happening — not just a pin on a map.
- 3 Straight to their Heroes**
The people your teen chose get a text with a live map link and the video. 911 is one tap away. Nothing is ever sent unless your teen presses it — that's what makes it theirs.

YOUR HOMEWORK — ONE WEEK

- ☐ **Learn the three sentences** until they sound like you, not like a handout.
- ☐ **Draft your Family Safety Plan:** the no-questions-asked safe-ride promise, the testing schedule, passengers, curfew — and one privilege that expands because the buffer exists.
- ☐ **Hand it over and say: "This is my draft. Change anything."** The moment your teen edits it is the moment it becomes theirs.
- ☐ **Set the buffer up together** — the schedule, and their PANIC Heroes. Not to them. With them.
- ☐ **Live the standard.** Test yourself before you drive on a night out. Take the ride you'd want them to take.

Get started: sobrdrive.com • Subscriptions from \$17.99/mo • Questions: rodney@checkbacadmin.com

Sources: NHTSA FARS 2024 • Steinberg (2010), Dev. Psychobiology • Chein et al. (2011), Developmental Science • Assor, Smetana et al. (2025), J. Youth & Adolescence • Simons-Morton et al., NIH Checkpoints trials.