



AAA PROMISE

Fact Sheet

A Program to Support Parents, Teens,
and Law Enforcement to Help Everyone
Get Home Safely on Prom and Grad Night



Overview

- In 2011, AAA introduced a program called AAA PROMise to help protect teens and other motorists from prom through graduation season.
- AAA PROMise is designed to cater to the unique needs of parents, high school officials, and law enforcement concerned with the safety of young drivers during their junior and senior years of high school.

Purpose

- AAA PROMise encourages young drivers and their parents to talk about the dangers of underage drinking, drug use and impaired driving, especially during prom and graduation season when many teen-related crashes occur.
- AAA PROMise is designed to protect all motorists on the roadways from impaired drivers.

AAA PROMise

- AAA PROMise asks teens to make the adult decision to not drink alcohol or take drugs, drive impaired or get in the car with someone whose sobriety is in question.
- AAA PROMise reinforces the parent-teen relationship by fostering a predetermined agreement that if a teen needs help getting home safely, he/she can call their parent for a safe ride home and not risk ending up jail, a hospital or worse.
- The teen makes the following promise to their parents before celebrating on prom or graduation night:
 - ***I promise not to drink alcohol or take drugs.***
 - ***I promise not to drive impaired.***
 - ***I promise not to let my friends drive impaired.***
 - ***I promise my parents I will get home safely.***

Coverage Areas

- Florida, Georgia, Iowa, Michigan, Minnesota (excluding Hennepin County), Nebraska, North Dakota, Tennessee, Wisconsin, Most of Illinois and Northern Indiana

Program History

- AAA PROMise was originally piloted in the Tampa Bay area and has now grown to cover the entire 11 state Auto Club Group territory.
- The AAA PROMise program won the 2014 PPAI GOLD Pyramid Award in the category of Social Responsibility.

How to Participate

- All High Schools in the coverage area can visit www.AAAPROMise.com to order a free AAA PROMise toolkit worth over \$200 beginning February 1st. In the meantime, high schools can learn more about the program at www.AAA.com/promise.