

Presenting the award-winning



In One Instant

Teen Safe Driving Program / Film Assembly

Intro - Why Join?



Why now?

Why now?



**Distracted and reckless driving is the
#1 killer of American teens**

IN ONE
INSTANT



Why us?

Why us?



In One Instant Teen Safe Driving Program is a groundbreaking, peer-driven experience. It's an award-winning School Video Assembly including numerous discussion and activity ideas for after the Assembly.

When you bring the program to your high school, it results in a shift in everyone's approach to making smart, safe driving decisions.

You will actually be helping to save so many more lives in your community.



Why it works

Why it works

- **In One Instant** is a program designed to speak specifically to you.
- You'll relate to the film's characters, who are all real people (not professional actors) at high schools like yours.
- The program focuses on **Your Power Of Choice**.
- It will affect you and your friends on emotional and intellectual levels.
- This film will make you think about your choices and their consequences. It will empower you to make really smart choices to be a safe driver and a great friend, family member and citizen.

Why it works

- **You and your friends will be the Assembly leaders. School administrators will help behind-the-scenes with logistics, but you're the ones putting it on.**
- **You can use the follow up activities in the Educator Tool Kit to start conversations with classmates about the film and the choices we will make going forward.**
- **The assembly film is impactful. It has won 3 International Telly Awards -- Best in Social Responsibility, Best in Social Issues and Best in Charitable/Not-for-Profit.**



How it works

How it Works



VIDEO ASSEMBLY

- **Together with a school coordinator and a few friends, you'll plan a School Video Assembly.**
- **First, check out our short Instructional Video Series. Entitled "Implementing the In One Instant Film Assembly," it's located in the Student Leaders section of our website: inoneinstant.org.**
- **Everything you need to plan your assembly can be found in The Student Leaders section of website.**

• VOW TO LIVE PLEDGE •

I vow to live a life that will last...

a life in which I do not use my phone while driving...
The Vow To Live Pledge

and I will not text while driving.

make sure my friends and family know to do the same

I vow to live a life I can be proud of



How it Works

FOLLOW-UP TOOLKIT – You can check these out on our website and download to use.

- **Teen Guide**
 - **Guidance making safer driving choices**
 - **Community Service opportunities**
- **Educator's Curriculum**
- **-- Dynamic discussion & activity ideas**
- **Parent Handbook**
- **-- Great family discussion ideas**
- **All with downloadable PDFs**



SOCIAL MEDIA

Use your own messaging creativity to help stop teens from distracted and impaired driving.





OPTIONAL: ADD ELEMENTS TO THE ASSEMBLY

- **Crashed Car:** Ask your police department if they can bring a badly crashed car to display on campus for the day. Decorate it as a symbolic Roadside Memorial to all teens who've lost their lives in car crashes.
- **Guest Speaker:** Invite an experienced speaker, a crash-survivor, or someone who has lost a loved one in an impaired or distracted driving crash. A police or rescue officer are great speakers, too.

The Results



The Results



After the program, students reported significant positive behavioral shifts both as drivers and passengers. Survey results show increases of:

- **65%** more students won't text and drive
- **80%** more students will not drive when intoxicated
- **80%** more students won't get in the car with an intoxicated driver
- **55%** more students wouldn't ride with someone who texts and drives
- **65%** more students wouldn't ride with someone who drives recklessly

Community Service Projects



After the Video Assembly, you and your classmates can also lead one or more of our many **In One Instant Community Service opportunities to encourage and promote safe driving in your community throughout the year. These can be found in the Teen Guide.**

Be sure to share the details and outcomes of your projects in the **Be Heard Gallery on inoneinstant.org, and on social media.**



**Who Is Behind
The Wheel With Us?**

Who is Behind the Wheel With Us?

In One Instant awarded 10 year gratis rights to use these songs:



Beyoncé, Diane Warren
and **SONY Music**
Song: **"I Was Here"**



Universal Music Publishing Group
Songs: **"Good Life"**
and **"Apologize"**
by **One Republic**
and **"Tornado"** by **Jonsi**



Fox Music
Song: **"Together We Will Live Forever"**
by Clint Mansell
from the film *The Fountain*



Warner/Chappell Music
Songs: **"Say Ahh"** by **Trey Songz** and
"Warp 1.9" by **Steve Aoki**

Who is Behind the Wheel With Us?

FINESHRIBER
FAMILY
FOUNDATION



Honors and Awards



Honors and Awards



**U.S. Congressional Award
and CA State Senate Award
from Ted Lieu**



**Wells Fargo
California Community
Support Award**



**LA City Council Award from
Councilman Bill Rosendahl**

State Farm



**State Farm Insurance
In One Instant campus club
spearheaded community involvement
2 years in a row, winning \$125k for
their school from the “Celebrate My
Drive” campaign.**



What Teens Say

What Teens Say



*"To this day the emotional impact of **In One Instant** has prevented me from making stupid choices, not only behind the wheel, but in every aspect of my life." — Student*

*"This amazing program gave me a reality check. I need to be smarter about the way I am living my life. If I'm trying to have fun, it's not worth me dying at the end of the day."
— Student*

What Teens Say



"This program made me reconsider a lot of my behaviors, and reconsider speaking up when I see things happening."

— Student

*"**In One Instant** changed my life."*

— Student

*"**In One Instant** is the most important gift you can give to a school"*

— Administrator



What Administrators and Parents Say

What Administrators and Parents Say

"In One Instant is a powerful program...
We have worked with programs in the past
around this topic. In One Instant made the
process simpler and more effective than any
other program."

— Dr. Dylan Farris, Principal,
Culver City High School

"I'm glad we brought **In One Instant** to our
school because it wasn't just for the kids. All of
us can make a stupid mistake without thinking
about it."

— Harold Boger, Principal,
LACES

"In One Instant is highly impactful...
easy to implement and extremely effective.
This program saves lives.

— Dr. Pam Magee, Principal,
Palisades Charter High School

"Precious lives will be saved as a result of
this program!"

— Ali Galedary, Operations Coordinator, LAUSD

"In One Instant accomplishes the very important
job of teaching our students how to make smart
choices, how to stay alive, how to stay safe, how to
take care of each other. That's the most important
gift you can give to a school."

— Monica Iannessa, Assistant Principal,
Palisades Charter High School

"We are still getting wonderful feedback about the
program from all over Santa Monica. As soon as we
have our calendar open for next year, I will
immediately book **In One Instant** ."

— Lisa Golden Balfus, President,
Samohi PTSA

"Thank you for the amazing presentation to our
students yesterday. I am certain that your work will
save countless lives."

— Dan Blank, Assistant Principal,
University High

"As a parent, I hope this presentation reaches high
schools throughout the country."

— Clay Frohman, Parent

What Health, Safety, and Government Officials Say



“In One Instant makes a compelling impression on young adult decision-making, and we enthusiastically support its implementation citywide.”

— Captain Nancy Lauer, Commanding Officer, LAPD

“In One Instant was founded by two L.A. mothers who felt they wanted to do something after their teenagers lost friends to alcohol and distracted driving collisions. The school program they created is powerful, research-based, and peer-driven. And there's no doubt it is saving lives. That's why District 3, with nearly two million people, is partnering with In One Instant to bring this impactful program to all our high schools in the 2016-2017 school year.”

— LA County Supervisor Sheila Kuehl

“In One Instant has had a profound experiential effect. This program allows teens to be vulnerable and in touch with the illusion of invincibility.”

— Gina Kornfein, M.S.W. Bereavement and Support Coordinator

“In One Instant is greatly assisting law enforcement in providing the highest level of safety to the people of California.”

— CHP Chief Steve Beeuwsaert, Southern Division

“In One Instant is a well conceived intervention that effectively informs young adult decision-making. This groundbreaking program has demonstrated its ability to positively impact teens. It is helping to save lives and prevent tragic driving collisions. I enthusiastically support bringing In One Instant to high schools throughout the country.”

— U.S. Congressman Ted Lieu

“In One Instant is a well conceived intervention that affects young adult decision making.”

— Martin Iguchi, Ph.D. Professor and Chair
Dept of Community Health Sciences, UCLA



The Team Behind In One Instant

The Team



Gail Schenbaum Lawton
Co-Founder and President

A UCLA graduate, Gail is a former high school teacher and longtime Studio and Production Company Executive Vice President and Producer. She has developed, sold and produced award winning television and film for Warner Bros, Columbia, Universal, Walt Disney, Paramount, Twentieth Century Fox, PBS, and Samuel Goldwyn Jr. She has been a founding member of several innovative ventures combining education, business and philanthropy including Everychild Foundation and Umemergency. Gail produces all media components and written materials for

In One Instant.



Cheryl Wolman Wada
Co-Founder

Cheryl has a degree from UC, Berkeley. Having partnered with the long-standing nonprofit agency, Volunteers of America, Cheryl recognized the need to further cultivate their existing food program, Meals on Wheels. Her contribution and commitment successfully generated additional revenue to the program and organization. As a Co-Founder of **In One Instant**, Cheryl helped to develop and produce program components, and coordinated the teen-generated social media that spreads the vital message of the organization.

Executive Student Leadership Council



Bryan Delaney
Executive Student Leadership Council Member

Bryan Delaney is a Communication Management and Design Major at Ithaca College. Bryan possesses a true passion for communications and a dedication to thinking “outside the box” with every project he works on. He utilizes his knowledge and experience in graphic design, public speaking, marketing, social media, fundraising, and leadership to successfully accomplish any goal he sets out to achieve.

Bryan gained experience in event planning and marketing when he successfully organized a professional country music benefit concert entitled, “Easthampton Concert for a Cause”, which raised \$25,000.00 for Easthampton, Massachusetts SADD, and reached over 60,000 impressions through social and traditional media outlets. In 2016, Delaney spearheaded a National Anti-Bullying Public Service Announcement Campaign for the National Organizations for Youth Safety, which featured internationally acclaimed musicians from Sony Music Entertainment. Delaney has also created successful promotional videos for various organizations including Students Against Destructive Decisions (SADD) National and ‘Visit Ithaca’ Travel and Tourism. At In One Instant, Bryan utilizes his crusading spirit to combat unsafe driving behaviors through mentoring student leaders with the implementation of their school-wide film assembly.



Addison Dlott
Executive Student Leadership Council Member

Addison Dlott is an undergraduate at Ithaca College pursuing a degree in Documentary Studies and Production. Addison has been honored for her films, including receiving honorable mention for the National Academy of Television Arts and Sciences New England Chapter Student Awards, first place for the custom category at the All American High School Film Festival, second place for the Massachusetts Department of Transportation Student Video Contest, and second place for the Massachusetts League of Women Voters Video Contest. Addison has produced content and conducted marketing and research on local and national levels for the Massachusetts Department of Transportation, National Organizations for Youth Safety, and Faneuil Hall Marketplace. At In One Instant, Addison utilizes her crusading spirit to combat unsafe driving behaviors through mentoring student leaders with the implementation of their school-wide film assembly.

The Team



Debbie Barnett
Operations Advisor

Debbie graduated in Computer Science from Penn State University. She served as President for school non-profit boards for the past 10 years and is responsible for raising over \$500,000 annually for these schools, aiding enrichment and educational programs where LAUSD cut budgets. Debbie helped to implement the CHP-Every 15 Minutes Program at Palisades Charter High School and oversees program facilitation in schools for **In One Instant.**



Bradley Bermont
Senior Writer

A graduate of Roger Williams University, joined *In One Instant* in 2013 as Coordinator/Researcher, facilitating live assemblies and working closely with students from the IOI clubs. Bradley was promoted to Senior Writer in early 2014 after being featured in the *Huffington Post* with an article about **In One Instant.**



Julie Claire Guest
Content Strategist

Julie Claire graduated from Harvard University. She previously worked on the production team of the Venice Art Walk, a key fundraiser for Venice Family Clinic. She produced the upcoming feature film, "Bender" with Academy Award-nominated cast to be released in 2015. As content strategist, Julie Claire is responsible for the planning, research, and development of all video and written components for **In One Instant.**

VOW TO SAVE A LIFE

**Help sponsor In One Instant
in our community**

**We'll thank you during the Assembly,
to parents, and in the press!**

www.inoneinstant.org

Contact us for further information:

info@inoneinstant.org

310-804-0181

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Teen Safe Driving Program