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Date: March 9, 2011
To: Local Media
From: Hilary A. Norcia, MPH, Community Health Coordinator

Please publish the attached press release as often and as soon as possible. If you have any questions you may call me at 860-665-8571. Thank you.

FOR IMMEDIATE RELEASE:

Help Teens Drive Safely: Driving Simulation Center Open House

Did you know that the number one killer of teens is motor vehicle crashes? According to the Connecticut Children's Medical Center (Connecticut Children's), 77% of deaths during the first year of driving were caused by driver error.

For these reasons, the Central Connecticut Health District, in collaboration with the Connecticut Children's Injury Prevention Center, will be hosting an open house on **April 7, 2011 from 2pm to 7pm** at the Teen Driving Simulator Center located at 1845 Silas Deane Hwy in Rocky Hill. This open house is in recognition of National Public Health Week, April 4-10, 2011, whose theme this year is injury prevention.

The Simulator Center, a project funded by The Allstate Foundation, is geared towards teen drivers and their families to provide a new way to practice and acquire experience behind the wheel in a safe virtual environment. The Center offers a free driving simulation for all teens that are in the process of receiving their learner's permit or who have just received their driver's license. This open house will demonstrate two different driving simulation programs, StreetReady™ and One Simple Decision. Through the combination of driving simulation, intense interactions and first-person consequences videos, students are immersed in an intense, personal experience that forces them to "live through" the results of the decisions they made while driving.

Connecticut Children's will also provide a demonstration of the AAA's "Roadwise Review" program, aimed at screening seniors' current driving skills. This 30-minute computer screening will be offered at the four local Health District senior centers in the coming months. If impairments are identified, necessary referrals are provided.

Residents of the Central CT Health District, including the towns of Berlin, Newington, Rocky Hill, and Wethersfield are welcome and light refreshments will be served.

For more information please call Hilary Norcia, MPH at 860-665-8571.