

Amica Insurance, MADD team up for Power of You(th)© program

Amica Insurance is proud to partner with Mothers Against Drunk Driving ® (MADD) throughout 2021 by supporting the organization's Power of You(th)© program, an ongoing effort to protect youth and make a safer future for tomorrow's drivers.

LINCOLN, R.I. ([PRWEB](#)) April 23, 2021 -- Amica Insurance is proud to partner with Mothers Against Drunk Driving ® (MADD) throughout 2021 by supporting the organization's Power of You(th)© program, an ongoing effort to protect youth and make a safer future for tomorrow's drivers.

MADD's Power of You(th) program features interactive presentations delivered by certified facilitators to help youth explore the real, short- and long-term impacts of drinking underage, including how it can damage brain development, and the long-lasting social consequences. MADD also offers tools directly to teens to encourage them to use their power to keep themselves and their friends safe.

“As an insurance company, Amica is committed to making the nation's roadways safer,” said Nicole Fleming, Corporate Social Responsibility and Events Manager at Amica. “That includes providing young people with the resources to make smart and healthy choices.”

More specifically, this time of year presents multiple milestones for teens and young adults under 21 – like prom, graduation and the start of summer break – that may bring an increased presence of alcohol and other drugs. According to the Centers for Disease Control and Prevention (CDC), underage drinking is responsible for more than 4,300 deaths each year, and it can lead to early addiction and other dangerous outcomes. Additionally, marijuana is the leading cause of substance dependence other than alcohol in the U.S.

Given that April is Alcohol Awareness Month and May is National Youth Traffic Safety Month, we're sharing tips to help keep teens out of harm's way while they're behind the wheel:

- Give your child plenty of driving practice. Be sure to drive on different roads, at different times of the day and with different weather conditions.
- Warn your child of the dangers of drinking and driving, texting while driving and other distracted-driving behaviors.
- Make sure your child knows the dangers of driving with other teens, and allow only one passenger in the car at a time. Even if your child isn't the one behaving irresponsibly, other passengers in the car could be.
- Insist on the use of seat belts. Many driving-related deaths occur because teens and their friends don't buckle up.
- Instruct your child to obey traffic laws and stay within the posted speed limits.
- Discuss the dangers of poor road conditions, such as water, ice, debris and potholes.
- Print an accident checklist to keep in your child's car so they'll know what to do if an accident happens.

For more information on MADD's Power of You(th)® program, click [here](#).

About Mothers Against Drunk Driving

Founded in 1980 by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to end drunk driving, help fight drugged driving, support the

victims of these violent crimes and prevent underage drinking. MADD has helped to save more than 390,000 lives, reduce drunk driving deaths by 53 percent and educate parents and teens on making safe choices. MADD's Campaign to Eliminate Drunk Driving® calls for law enforcement support, ignition interlocks for all offenders, advanced vehicle technology and designating a non-drinking driver. MADD has provided supportive services to nearly one million drunk and drugged driving victims and survivors at no charge through local victim advocates and the 24-Hour Victim Help Line 1-877-MADD-HELP. Visit madd.org or call 1-877-ASK-MADD.

About Amica Insurance

Amica is the longest-standing mutual insurer of automobiles in the U.S. A direct writer, Amica also offers home, life, marine and umbrella insurance, as well as annuities.

Founded on the principles of outstanding service, Amica creates peace of mind and builds enduring relationships with its customers. That mission is shared and supported by thousands of employees across the country.

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