

Distracted Driving Workshops (as of 3/7/16)

A Formula for Advancing Distracted Driving Legislation: The Good, the Bad & the Ugly

A step-by-step guide to advancing distracted driving legislation from developing a diverse coalition of interested parties and identifying and working with subject matter experts to engaging the media and passing legislation. Experts discuss the main components of a legislative campaign including identifying champions representing key stakeholders (insurance, cellular carriers, corporations), using grassroots activities to spark media coverage, coordinating advocacy/lobbying activities, leveraging national/regional data to address legislative objections, partnering with victim advocates, and negotiating trade-offs.

Connecting the Dots: From the Road to the Courtroom

This unique workshop will feature the re-enactment of a distracted driving case to help you better understand how crash reconstruction, education and enforcement are reviewed and presented in a court of law. Take away practical insights and best practices for designing education programs and enforcement strategies that make for a strong court case.

Distracted Driving Education: Are We Using the Right Language?

Education requires communication, but how well are we communicating? Explore different approaches for speaking with employees, teens and parents. Learn about a distracted driving curriculum that has been overwhelmingly successful in Southern California workplaces, how to get through to parents about modeling distraction-free driving for their children, and what does and doesn't work when speaking with teens. At the end of the session, you'll be better equipped to develop programs targeted to the audience you're trying to reach.

Distracted Driving in 2016: A Q&A Session with Leading Distracted Driving Researchers

Brief reviews of the most recent observational and naturalistic driving studies provide a backdrop for an extended question and answer session with two prominent distracted driving researchers. Their differing perspectives on this complex topic and the implications of their research findings are sure to prompt significant discussion and learning.

Pedestrian & Driver Distraction: Prevalence & Risk of Distraction While Crossing

Recently completed NHTSA research that incorporated several unique features including real time, synchronized observation of pedestrians and drivers as they navigated intersection crossings will be examined to better understand the problem of distracted walking and driving and how to address it.

Taking Distracted Driving by Storm

Tackling distracted driving requires a collaborative approach among the 4 E's. Explore several educational efforts that include partnering with businesses, involving the community, distributing education cards and sparking friendly competition between businesses and high schools. Learn how law enforcement is attacking the problem by using spotters in DOT vehicles and buses to catch drivers in the act. Hear about the "Go Pro" initiative that is being used to tape distracted driving violations and other creative ways to collect evidence and learn how these projects helped to change the traffic safety culture and prompted legislation to dramatically increase the fine for repeat texting offenders.

Talking to Teens about Distracted Driving in a Way That Makes a Difference

Why are teens over represented in distracted driving crashes and how can you use the results of recent research to talk to teens and parents about this disturbing trend? Explore the results of a naturalistic driving study that provides insight about how limited driving experience and risk taking contribute to teen distracted driving crashes. Review work that highlights how teen passengers are a significant source of distraction for teen drivers. Discuss the results of an on-road experiment that used a smartphone application to reduce or eliminate unsafe driving behaviors by teens.