

Distracted Driving Track Workshops (as of January 22, 2015)

1. Distracted Driving Overview: New Issues and Emerging Trends

While distracted driving isn't a new issue, there are new aspects and trends that are important for safety professionals to note. Distraction has possibly played a role in the increasing number of deaths of pedestrians and other more vulnerable road users. On the positive side, states and communities are actively addressing distracted driving and best practices/promising approaches have emerged. We will provide an overview of distracted driving with a particularly emphasis on recent developments.

2. Do As I Say, Not As I Do: Working with Parents to Educate the Next Generation of Drivers

How much of an influence do parents have on their teen drivers? How do a parent's driving and technology habits influence their children? How will a teen's technology habits influence impact their driving habits? In this session we will look at what the numbers reveal about the proportion of distracted driving among adults and teens and the increase in distracted walking and bicycling amongst teens and pre-teens. Speakers will also share information on programs and products designed to help parents teach their children about the dangers of driving distracted and how to be better role models.

3. Leveraging the Latest Research to Inform Your Distracted Driving Message

Hear about the newest findings from distracted driving research, and how it can enhance your own efforts in addressing distracted driving. The expert panel will review recently published research on the demands associated with controlling built-in and portable technology using voice commands while driving. Also, hear the results from the initial distracted driving study conducted using data from the Strategic Highway Research Program's (SHRP 2) naturalistic driving study.

4. Taking Action: From Tragedy to Advocacy

Hear from those who have been personally affected by distracted driving. Learn how their advocacy work can help you effect change in your states and communities.

5. An App for that? How Employers are Using Technology and Education to Address Distracted Driving

Traffic safety professionals are doing their best to combat distracted driving through education, enforcement, and engineering efforts. At the same time, employers are combating the growing liability associated with employees' distracted driving habits through the use of apps, educational programs and policy adoption. Join in the conversation as experts explore how the two worlds of distracted driving injury prevention and employers striving to prevent these behaviors can best "collide" and contribute to the Toward Zero Death goal. Learn what you can do to partner with business to address distraction in your community.

6. Innovative & Effective Distracted Driving Enforcement and Communications Strategies

What can be done to successfully enforce distracted driving laws? How best to raise awareness about the issue and enforcement efforts will be discussed by state and local officials from across the country who are and have implemented new strategies. Hear and see what communications materials are available, from national, state and local communication highlights, enforcement and social norming messaging. Take home tons of ideas and lessons learned. This session will include examples of work done in Connecticut via their Anti-Texting Enforcement Project.