

**FOCUSDRIVEN**  
ADVOCATES FOR CELL-FREE DRIVING

**Distracted Driving**

Kelsey's Story

---

---

---

---

---

---

---

---

May 2, 1992

- 2:23 AM  
• Courtney Sue Raffaele
- 2:30 AM  
• Kelsey Dawn Raffaele



---

---

---


---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

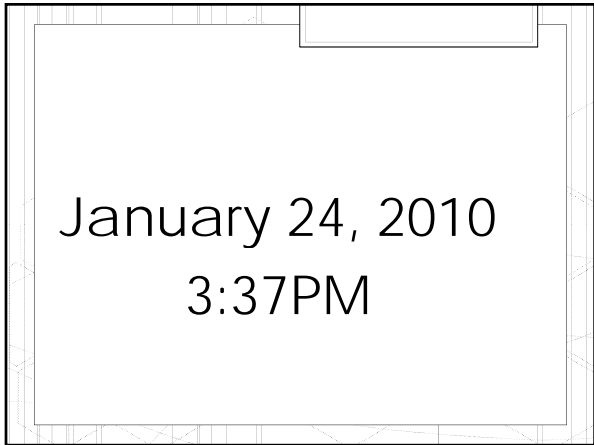
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### Classic Distracted Driver

- Licensed 3 Months
- Tailgating
- Increased Lane Departures
- Misjudge Distance
- Reduced Reaction to Danger
- Talking on Cell
  - Cell Primary Task
  - Driving Secondary



---

---

---

---

---

---

---

---

### Kelsey's Law

- SB 756
- Level 1 and Level 2 Drivers
- Primary Offence
- March 28, 2013



---

---

---

---

---

---

---

---

### The Journey

- Senate
  - My Senator - July 2011
  - Introduced - October 2011
  - Passed Senate - February 2012
- House
  - Introduced - February 2012
  - Passed House - December 2013

---

---

---

---

---

---

---

---

### 3 Strategies

**1. Media**

- News Conference
- News Articles
- Contact TV, Newspapers, Radio Stations
- Social Media
  - Facebook
  - Twitter
- Web Page ([www.thekdrchallenge.com](http://www.thekdrchallenge.com))
- E-mail – Thousands of E-Mails

---

---

---

---

---

---

---

---

**2. Support**

- Law Enforcement
- Public
- Students
- Insurance Companies
- State Highway Safety Offices
- Medical Field

**3. Lobbying**

- Show Legislator's Who You Are
  - House Floor
- Lobbying Firm
- NSC
- FocusDriven
- PR Firm

**4.) Pray**

---

---

---

---


---

---

---

---

**January 8, 2013**



---

---

---

---

---

---

---

---

### What Do We Need To Do?

**o Educate**

- o Students
- o Parents
- o Teachers
- o Public
- o Law Enforcement

**o Enforcement**

- o High Visibility
- o Media

---

---

---

---

---

---

---

---

### What do we need to do?

**o Technology**

- o Apps
- o AT&T

**o Auto Industry**

- o Help make cars safer
- o Less distractions within the car

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

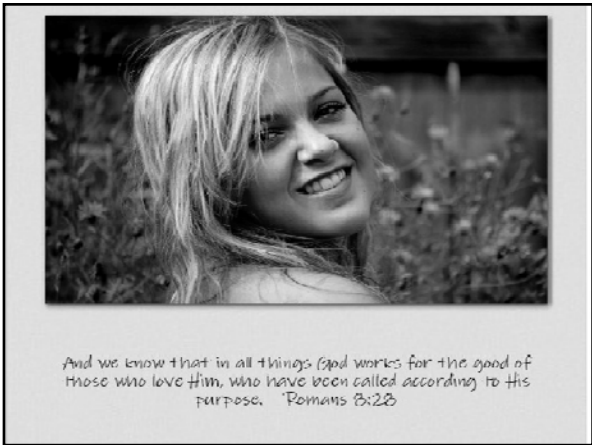
---

---

---

---

---



*And we know that in all things God works for the good of those who love Him, who have been called according to His purpose. Romans 8:28*

---

---

---

---

---

---

---

---