

## **Distracted Driving (as of 3/22/17)**

### **Capitalizing on New Research to Bolster Your Distracted Driving Efforts**

The nation's leading experts will share their latest research findings and discuss the ongoing challenges of investigating inattentive drivers. Learn how you can use these results to bolster your public outreach, education and/or advocacy initiatives so you move the needle in the right direction when it comes to preventing distracted driving crashes.

### **Employer & Municipal Policies & Practices That Work**

Motor vehicle crashes both on and off the job cost employers billions of dollars annually. What are public and private sector employers doing to address these costs and how can you help? Adopting, implementing and monitoring policies and procedures to curb distractions among employees, fleets and residents on the road is critical. Learn about innovative approaches that are transferable and can be applied in your community and by your organization.

### **Emergency Responders & Distracted Driving: Challenges & Solutions**

Emergency responders face unique safety risks with electronic distractions. Emergency responders nationwide are leveraging department policy, training, and even technology to help mitigate these distractions. Hear about some best practices from emergency response departments across the country.

### **Leveraging Research & Evaluation to Develop Effective Distracted Driving Campaigns**

If you use messaging and educational campaigns to reduce distracted driving are they based on research? Do you evaluate impact? If not, how do you know your initiative is doing good rather than harm? Learn about the importance of appropriate evaluation and how to use innovative methods to identify specific anti-distracted driving behaviors and gauge whether your campaign is prompting their adoption. You'll also review research that indicates that fear appeals (e.g., reenactments, body bags, crashed cars) are effective in changing attitudes, intentions and behavior and how the inclusion of specific components maximizes the benefits of this hotly debated messaging strategy.

### **Friends Don't Let Friends Drive Distracted: Turning Passengers into Advocates for Distraction-Free Driving**

Most people won't get in a car with a drunk driver, but the same, unfortunately, can't be said for distracted driving. What can we learn from the success of campaigns like "Friends Don't Let Friends Drive Drunk" and how can we apply it to distracted driving? Many of us, especially children and teens, are passengers more often than drivers. Explore promising bystander intervention programs you can bring back to your community to empower children and teens to speak up when it comes to distracted driving and prevent them from being victims of a preventable crash.

### **Using Training to Increase Officer Buy-in & Enforcement of Distracted Driving Laws**

Enforcing distracted driving laws is challenging, but not impossible particularly when officers are presented with a new perspective on the importance of enforcement and how to do it. Learn about some tried and true training designed to create enforcement buy-in, and explore new law enforcement training resources from NHTSA that emphasize the importance of and tactics for enforcing state bans.

### **Taking Action to End Distraction**

Fatalities in distraction-affected crashes increased 8.8% in 2015, according to NHTSA. Now that we've got your attention, what can you do? Join in a discussion of innovative legislative, policy and programming initiatives being used by businesses, municipalities, and states to curb distracted driving. You'll take away ideas that you can immediately deploy to combat distracted driving in your community.

## **Teens & Situational Awareness: Training Drivers to Recognize the Dangers of Distraction**

Experienced drivers have better situational awareness than their inexperienced counterparts. What's situational awareness? It's a critical driving skill that enables you to notice important elements in your driving environment, understand what those elements mean, and predict what will happen in the near future. New research indicates that training programs designed to improve a novice driver's ability to recognize road hazards, a vital component of situation awareness, are not only effective in increasing the likelihood that trainees identify risk, but are also linked with a reduction in actual road crashes. Learn about this exciting new training tool that holds tremendous promise for reducing the incidence of distracted driving and other risky behaviors.