Understanding the Science of Distracted Driving
There’s an abundance of research on the effects of distraction on highway safety, making it challenging to maintain proper context with past findings. And new work is broadening our understanding of distraction by examining questions such as why drivers feel so compelled to engage in distracting activities behind the wheel and how the effects of distraction vary by age and other factors. Experts will help you understand how to accurately interpret research results and explore the latest science of distracted driving.

Emerging Vehicle Technologies & Strategies to Keep Drivers Attentive
Fully self-driving cars aren’t for sale yet, but some have systems that center the vehicle in the lane, maintain speed and safe headway in ideal conditions and more. Even with this technology, the driver must be ready to act because these systems aren’t flawless. But that’s not possible if the driver is distracted. Learn about resources that indicate the level of distraction associated with driver assistance systems and the strategies automakers are using to keep drivers engaged when using them.

Addressing the Challenge of Distracted Pedestrians
Distraction, by both drivers and other road users, can result in injury and death. Driver distraction may harm roadway users and distraction by pedestrians may increase risk to themselves. This session explores what’s known about these risks and ways to mitigate this deadly mix.

Educating Legislators to Enact a Strong Distracted Driving Law
Advocating for distracted driving legislation requires doing your homework, so the bill that’s passed is the bill you want. Learn the fundamentals of working with legislators, how the political environment impacts your efforts and how to partner with effective messengers such as law enforcement and victim advocates.

Promoting & Enforcing New Distracted Driving Laws
You’ve got a law, now what? Education and enforcement are critical for a law to be successful. Learn how several states used earned and social media and other methods to generate public awareness and acceptance of their new distracted driving law. Get a firsthand look at the International Association of Chiefs of Police distracted driving toolkit designed to increase the effectiveness of enforcement strategies.

Investigating & Prosecuting Distracted Driving Crashes
Join a panel of law enforcement experts as they bring NHTSA's "Investigation and Prosecution: Distracted Driving Guide" to life. They’ll delve into the complexities and diversity of state distracted driving laws and share how they’ve worked around challenges posed by these laws to enforce, investigate and prosecute distracted driving cases.

Partnering with Employers to Eliminate Distracted Driving
Emerging technology, positive reinforcement and workplace accountability all have the potential to influence safe driving practices and change the culture. Explore workplace distracted driving prevention strategies and their potential for success when coupled with a strong company-wide enforcement policy that applies to all employees. Best practices for engaging employees to eliminate distracted driving will also be discussed.
Changing the Culture on Distracted Driving
How do we influence positive culture change when it comes to distracted road users? Valuable lessons can be learned by examining how the public health sector tackled smoking and advocates rallied to stigmatize drunk driving. Armed with actionable tips and tactics, you can be an effective influencer and help change the distracted driving culture in your community.