



## **Distracted Driving Workshops *as of 4/21/21***

### **Understanding the Science of Distracted Driving**

There is an abundance of research on the effects of distraction on road users, making it challenging to maintain proper context with past findings. New findings are broadening our understanding of distraction every year. Experts will help you understand how to accurately interpret research results and explore the latest science of distracted driving.

### **Changing the Culture on Driving Distracted Through Positive Social Norming**

How do we effect positive culture change when it comes to distracted road users? Learn how the public health sector tackled smoking, how advocates rallied to stigmatize drunk driving, and how implementing Positive Community Norms can solve thorny social and cultural problems like distracted driving. Discover what it means to offer evidence-based programming and how to bring those approaches to life in your local community. Leave with actionable tips and tactics to become an effective influencer.

### **Priming Legislatures with the Knowledge for Strong Distraction Laws**

Advocating for distracted driving legislation requires doing your homework to ensure 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.

### **We Passed a New Distracted Driving Law, Now What?**

Education and enforcement are critical for a law to be successful. Learn how several states used earned and social media, community partnerships and other methods to generate public awareness and acceptance of their new distracted driving law post implementation.

### **Pandemic Lessons: How to Virtually Reach Teens & Underserved Populations**

The pandemic has brought about a better understanding and more accessibility to video conferencing technology, increasing our reach to underserved populations and other audiences. Learn strategies for bringing online programming alive and engaging local schools and communities in virtual, evidence-based distracted driving programming. Hear about successful programming and communication initiatives used during the pandemic that can be employed once communities return to normal.

### **Driven to Wellness: Incorporating Distracted Driving into Health Education**

Although vehicle crashes caused by distracted driving result in too many teen fatalities, this topic is missing from most health education curricula across the U.S. Hear ideas for delivering evidence-based, safe driving messaging by engaging local schools through health education partners. Learn how distracted driving education fits into the health education curriculum and how to access and present cost-free resources to teens and parents and obtain funding to extend safe driving curricula.