



## National Distracted Driving Awareness Month – April 2017

### A Three-Step Plan for a Successful Distracted Driving Awareness Campaign

#### Taking the Temperature of Your Community – DISTRACTED-DRIVING OBSERVATIONS

Prior to the Distracted Driving campaign/mobilization, consider observing driver behavior in your immediate community. While citation and crash data are invaluable, these data do not always provide a local picture of the problem. There is value in taking the temperature locally. While not scientific, there is a low-cost method for conducting observations and providing a snapshot of the extent of the problem.

Distracted-driving observations can be relatively straightforward to conduct, and require modest training and resources. Consider using two people per observation location – one to call out data, the other to document the findings. A good location and time of day are important considerations. Below find suggestions to help plan and conduct an observation. An observation form specific to distracted driving has been developed to assist with documentation of such observations.

#### Distracted-Driving Observations – Selecting an observation site and time frame

- Intersection or slow moving roadway;
- High traffic volume location;
- Elevated vantage point; and
- Midday or mid-afternoon time frame.

#### Documenting observations

- Utilize Distracted-Driving Observation Form to document the violations.
- Gender is a valuable piece of information as you use this information to plan media communications material, outreach programs and more.
- There is also room to document estimated driver age and vehicle type. The extent of the data collection is completely up to each agency.
- The more data collected, the more robust a program and strategies can be developed and tailored to each community.
- At minimum, collect 100-200 observations each time an observation is conducted.

#### Data findings and uses

- Analyze your findings:
  - What percentage of drivers are violating the local law (i.e., the hand-held mobile device ban or the texting ban)?
  - What gender and approximate age are these drivers?
  - How different were the findings compared to what you thought was happening in your community?
- Use the first data collection observation as baseline data. Conduct another observation after the enforcement period and compare the two observations. What was the percentage of cell phone and texting while driving after the enforcement campaign?
- Use the data to help consider the following question: How can these drivers be reached and encouraged to make a different choice?
- Capitalize on the data to keep the community engaged: share the data in a press release, on FB or Tweet the results, use it as a teachable piece of local information, use the data on local business or church marquees.



## DISTRACTED-DRIVING ENFORCEMENT

### NATIONAL DISTRACTED DRIVING AWARENESS MONTH – APRIL 2017

- **April 3-10 – Media Communications Period**
- **April 6-10 – Enforcement Period**

All communities are encouraged to engage in high-visibility enforcement activities throughout the month of April, and most specifically during the 5-day enforcement period. This enforcement period is an opportunity to heighten local awareness about the dangers of distracted driving and the increased enforcement efforts planned, and strengthen the community's perception that they may be cited for violating distracted-driving laws.

A larger collaborative effort that engages law enforcement agencies across municipal, county or even State borders would be ideal. Collaborative enforcement efforts are an ideal opportunity to raise awareness of the seriousness of the problem and could lead to mass media coverage. Selecting a specific day for coordinated enforcement activity and preparing a local splash are encouraged. Consider the following:

Sustained Enforcement During the Month	Media Communications
<ul style="list-style-type: none"> <li>• <b>Daily enforcement is encouraged.</b></li> <li>• Integrate distracted-driving enforcement during regular traffic enforcement patrols.</li> <li>• Tracking citation data and ultimately sharing these numbers internally can help encourage law enforcement to step up enforcement efforts, as well as lead to adjustments in operations.</li> <li>• Enforcement tactics to consider:               <ul style="list-style-type: none"> <li>○ Use an intersection to observe violations and enforce the law.</li> <li>○ Select a high traffic volume area where potential stops are safe.</li> <li>○ Select a location that provides a good vantage point.</li> <li>○ Use the spotter technique to enforce the law.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Take advantage of campaign material.</li> <li>• <b>Products for Enforcement Action Kits (PEAKs)</b> are available for use and include earned media material such as:               <ul style="list-style-type: none"> <li>○ 2017 Anti-Distracted Driving Enforcement Campaign–                   <ul style="list-style-type: none"> <li>▪ Fact Sheet / Talking Points</li> <li>▪ Sample News Release (Pre-Event)</li> <li>▪ Sample News Release (Post-Event)</li> <li>▪ Sample Op Ed</li> </ul> </li> </ul> </li> </ul> <p>TSM link: <a href="http://www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay/peak-enforcement-kit">www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay/peak-enforcement-kit</a></p>
High-Visibility Enforcement Operation	Distracted-Driving Resources
<ul style="list-style-type: none"> <li>• National Enforcement Mobilization               <ul style="list-style-type: none"> <li>○ Consider selecting a specific day between April 6th and 10th, 2017, to conduct a coordinated enforcement operation with multiple agencies.</li> <li>○ Determine a specific time of day to conduct the enforcement operation.</li> <li>○ Capitalize on the effort and share the news via an earned media event or press release.</li> </ul> </li> </ul>	<p><a href="http://Distraction.gov">Distraction.gov</a> is a great resource for statistics, laws, campaign material downloads and more. Follow the link and explore.</p>



## What Comes Next? A CALL TO ACTION

National Distracted Driving Awareness Month 2017

After the Enforcement and Media periods are complete, there are still a couple of weeks left in the National Distracted Driving Awareness Month to keep the community engaged and aware of the serious issue that is distracted driving. This Call to Action is but one idea that can help rally the community through local schools, colleges, universities, employers, and churches among others.

Consider shedding light on the enforcement statistics based on the enforcement period; highlight the observation results and ask the local citizens to take a pledge to put their phones down while driving. Ask local drivers to take a pledge to not drive distracted. Pick a specific day and time, and ask drivers to turn on their lights and turn off their phones while driving, in favor of ending distracted driving. Publicize the ASK—involve schools, churches and businesses to share the message on marquees across the community; pepper social media with the call to action, and call a press event to remind the community that it is National Distracted Driving Awareness Month and the call to action is critical to keeping the momentum going and saving lives.

Call to Action	Earned Media Potential
<b>"Lights on. Phone Off!"</b>	<ul style="list-style-type: none"><li>• Call a press event, create a press release, take to social media:<ul style="list-style-type: none"><li>○ Highlight enforcement efforts conducted to-date;</li><li>○ Report the distracted-driving observations and what they revealed;</li><li>○ Ask all citizens to make a pledge to end distracted driving, whether as a driver or passenger; and finally</li><li>○ Ask all drivers to Turn on their lights, and turn off their phones when driving!</li></ul></li></ul>
<p>At noon, on a selected day, all local drivers in the community are asked to turn their lights on while driving and turn off their phones. The purpose of this call to action is to send a message that distracted driving is dangerous and the solution starts with every driver making a conscious decision to focus on driving; one text or call can wait.</p> <p>Use the pledge card found on <a href="http://Distraction.gov">Distraction.gov</a> to engage the community and make a pledge to not drive distracted.</p>	<b>Media Resources</b> <ul style="list-style-type: none"><li>• Post-Enforcement Press Release on <a href="#">Traffic Safety Marketing</a></li><li>• Social media messages:<ul style="list-style-type: none"><li>○ Lights on. Phone Off!</li><li>○ I pledge to drive and turn off my phone!</li><li>○ Focus on driving; one text or call can wait.</li><li>○ Make a choice to put down the phone when driving. Distracted driving kills.</li><li>○ Distracted driving isn't just a teen issue, all drivers need to be reminded to focus on driving!</li></ul></li></ul>

### Resource material:

- Distracted-Driving Observation Procedures and Form
- Post-Enforcement Press Release for *Call to Action* ([TSM.gov](http://TSM.gov))