

Youth and Distracted Driving

A Social Media Toolkit for SHSOs



Governors Highway Safety Association
The States' Voice on Highway Safety



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Background

[Youthcast Media Group](#) (YMG) works with high school students in under-resourced communities to help them produce multimedia journalism that highlights solutions to health and safety disparities where they live.

Through the support of General Motors (GM), GHSA provided a grant to YMG to train youth to message to their peers about the dangers of distracted driving. Research shows that peers are more receptive to behavior change messages that come from their peers. GHSA connected YMG students with subject matter experts who helped them learn about the issue and provided content for their messages.

YMG youth used this knowledge to develop more than 60 distracted driving social media images and videos for use by State Highway Safety Offices (SHSO) and their partners. These posts provide a youth perspective on this important safety issue and can help your SHSO reach young people on social media in an engaging way. These posts were created by youth, for youth.

How to Use This Toolkit

This toolkit provides video content (and two images) that your SHSO and partners may disseminate via social media. It includes instructions on how to download both the image and video files and suggested text to accompany each video post.

While originally posted to YMG's Instagram (IG) account, your SHSO is encouraged to share these posts where they will have the biggest impact in your state. In addition to IG, these messages can be shared on Facebook, X, Threads, YouTube, TikTok and other platforms. Tagging your local partners, where applicable, can help amplify the message.

Please consider tagging the following organizations as well.


	<i>Instagram/Facebook</i>	<i>X/Twitter</i>
<i>GHSA</i>	@ghsahq	@ghsahq
<i>Youthcast Media Group</i>	@youthcastmediagroup	@youthcastmediagroup
<i>General Motors</i>	@generalmotors	@GM

Youth and Distracted Driving

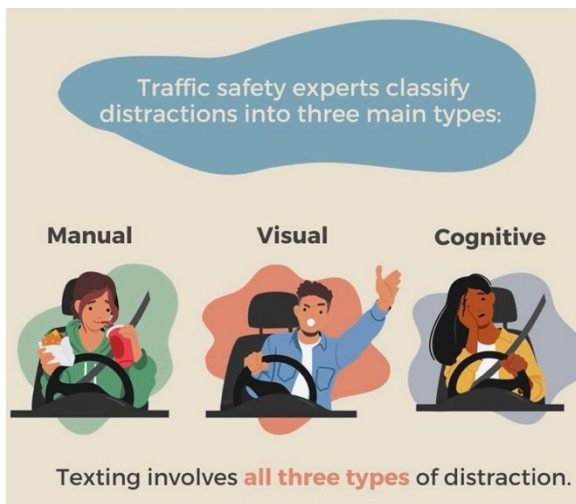
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Images for use by any SHSO

Download instructions: Click on an image to open it. Click the three vertical dots . Select Download.

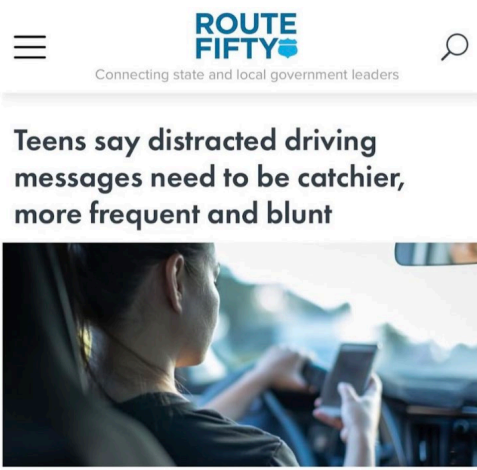
Three Types of Distraction



Suggested Caption: Did you know that distracted driving comes in three flavors? Manual distractions involve your hands being away from the steering wheel as you drive (like eating or reaching for something). Visual distractions involve your visual focus being away from the road (like observing a car crash or changing the radio). Finally, cognitive distractions involve your mind wandering from the task of driving (like thinking about work or a significant other). All three types of distraction come into play when you text and drive.

#DistractedDriving #NoDistractions

How to Reach Teens with Better Messages



Suggested Caption: There's a lot of messaging about distracted driving aimed at teens – because they're at the highest risk from it. But is it working? Student journalists report on the disconnect between safe driving messages and the teens they hope to reach. The story, published in Route Fifty, offers insights from young drivers and professionals, which unveil the need for impactful messaging and targeted education on the risks of distracted driving.

#DistractedDriving #NoDistractions

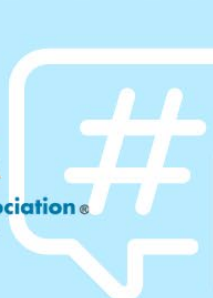
<https://www.route-fifty.com/management/2024/06/teens-say-distracted-driving-messages-need-be-catchier-more-frequent-and-blunt/397244/>

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Videos for use by any SHSO

Video download instructions: Click the video image to open it. Click the download icon .

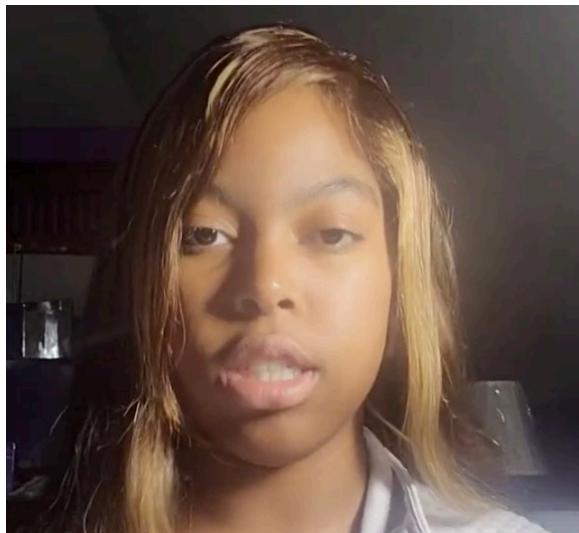
Pedestrians Killed in Distraction-Related Crashes



Suggested Caption: Distracted driving doesn't just affect other drivers. Pedestrians and cyclists are also victims in distracted driving related crashes, losing their lives while walking across the street or heading to their destination.

#DistractedDriving #NoDistractions

Teens Can Make a Difference



Suggested Caption: Distracted driving is a major issue in the U.S., but if youth think they can't make a difference, they should think again. A student advocate talks about how hearing from fellow peers could push other youth to become safe drivers.

#DistractedDriving #NoDistractions

Youth and Distracted Driving

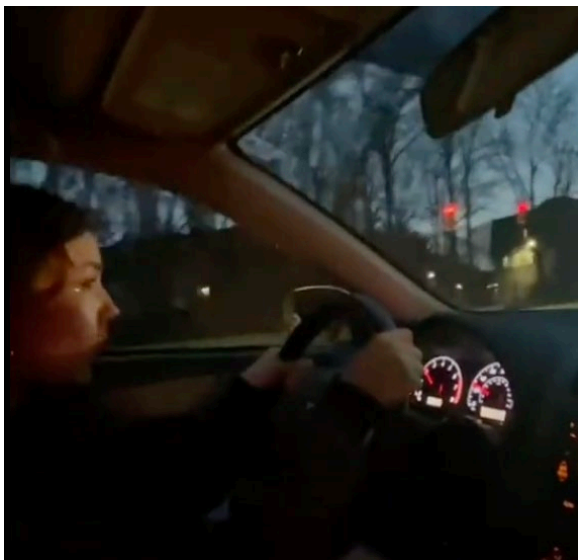
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Driving at Night



Suggested Caption: Driving slower at night CAN save your life. Here are a few simple things you can do to be safer while driving at night. #DistractedDriving #NoDistractions

Safe Headlight Use



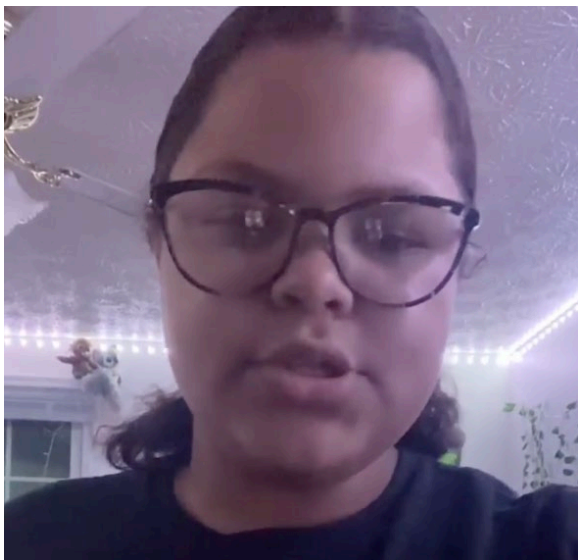
Suggested Caption: When driving down the road, has another car's bright headlights blinded you? This can be dangerous and have major consequences like losing control of your vehicle or not seeing an object on the road. Keep other drivers in mind while driving to prevent crashes. Make sure you use your brights and headlights wisely, and always drive safely. #DistractedDriving #NoDistractions

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Highway Hypnosis



Suggested Caption: Ever zoned out while driving? It's called "highway hypnosis," and it can be very dangerous. Learn how to spot the warning signs and tips to prevent it.

#DistractedDriving #NoDistractions

What Counts as Distracted Driving?



Suggested Caption: Distracted driving can look like anything – texting, eating a snack, chatting with the person in the backseat. If your attention is taken off the road, you're driving distracted. Learn what counts as distracted driving and how to be a better driver.

#DistractedDriving #NoDistractions

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Rise in Pedestrian Deaths



Suggested Caption: Increased rates of distracted driving are threatening lives of people in cars and pedestrians on city streets, too. Whether you're walking or driving, awareness can equal safer streets.

#DistractedDriving #NoDistractions

Eating While Driving



Suggested Caption: Eating while driving is just one type of distracted driving, and it can impact your ability to regain your focus for more than half a minute after you take a bite of that "cheesy chicken crisper." So, think twice before making the decision to eat and drive.

#DistractedDriving #NoDistractions

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Loss of a Friend



Suggested Caption: Daisy Garriga, from Hartford, Conn., talks about how a loss close to her heart and a powerful interview with the father of someone killed by distracted driving helps keep her focus on the road. Daisy studies journalism at the University of Hartford.

#DistractedDriving #NoDistractions

Learning the Basics of Driving Safely



Suggested Caption: Youthcast Media Group founder and CEO Jayne O'Donnell talks about how she overcomes her distraction when she's behind the wheel. Before she started covering distracted driving, she would eat her breakfast on her way to yoga. Not Zen enough! She's focused on changing her ways, especially after interviews with victims and survivors.

#DistractedDriving #NoDistractions

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Passenger Limits for Teen Drivers



Suggested Caption: More passengers, more risk. 47 states know it: Limiting the number of friends in the car can save lives!

#DistractedDriving #NoDistractions

Passenger Risk



Suggested Caption: Are you a new driver who is debating whether to give your friends a ride? Well, think again. Statistics show that the more teens are in the car, the higher likelihood of the driver engaging in distracted driving.

#DistractedDriving #NoDistractions

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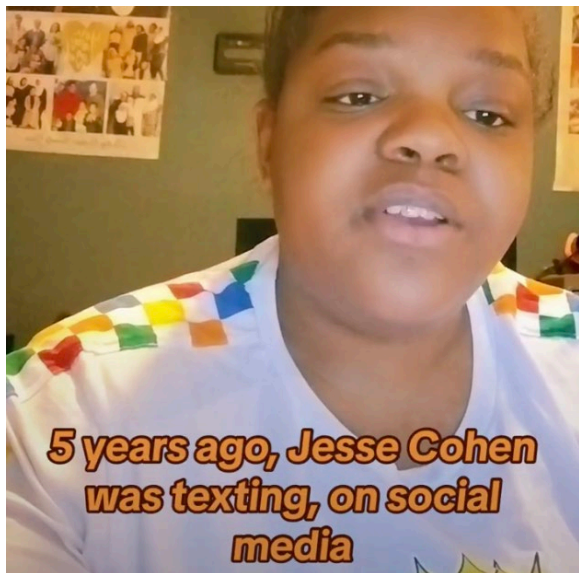
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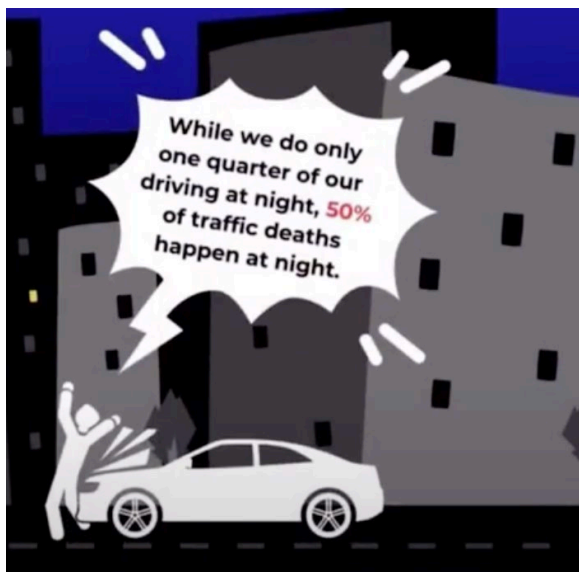


Distracted Driving Conviction



Suggested Caption: Hear the power story of an aspiring teacher who became a passionate advocate for safe driving after hitting – and ultimately killing – a state trooper while driving distracted.
#DistractedDriving #NoDistractions

Nighttime Risk



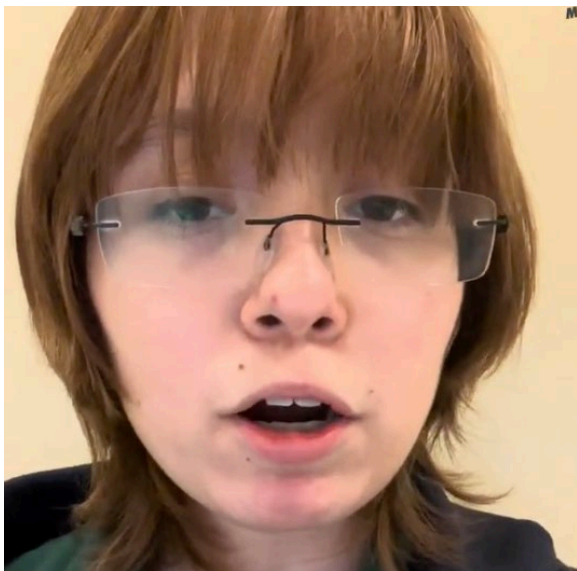
Suggested Caption: It's even more important to be attentive while driving at night, as there are multiple factors that can add to the danger, such as compromised depth perception, color recognition, peripheral vision, and glare from oncoming cars. Make sure to stay especially alert when the sun goes down – you may save a life!
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B.R.A.K.E.S. Program for Young Drivers



Suggested Caption: There are many causes behind car crashes, which is why programs like B.R.A.K.E.S. are taking the initiative to tackle unsafe driving by teaching students how to be safe and defensive drivers on the road. Doug Herbert, founder of B.R.A.K.E.S., shares more about how driving programs are built to ensure students get the most out of each lesson.

#DistractedDriving #NoDistractions

Note: Tag @BRAKESwithDougHerbert on Facebook, @PutOnTheBRAKES on Twitter/X

Learning the Basics of Driving Safely



Suggested Caption: Drivers learn something new every day when behind the wheel, even more experienced drivers. But learning the basics is always a good way to prepare to hit the road. Doug Herbert, founder of B.R.A.K.E.S., shares how teaching kids to be safe drivers is the basis for future learning.

#DistractedDriving #NoDistractions

Note: Tag @BRAKESwithDougHerbert on Facebook, @PutOnTheBRAKES on Twitter/X

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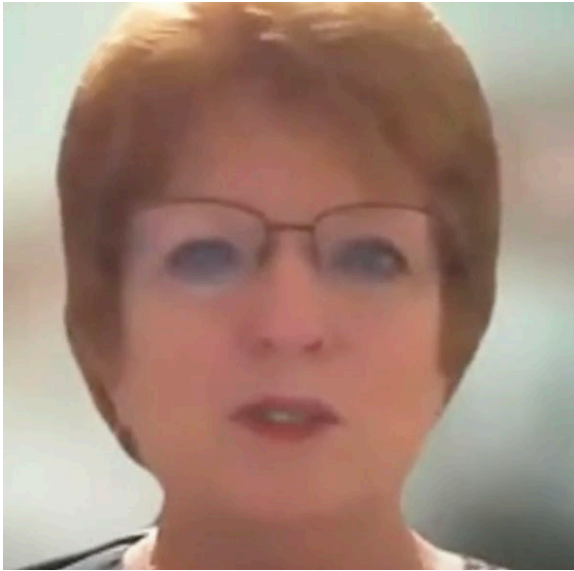
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Distracted Driving is Preventable

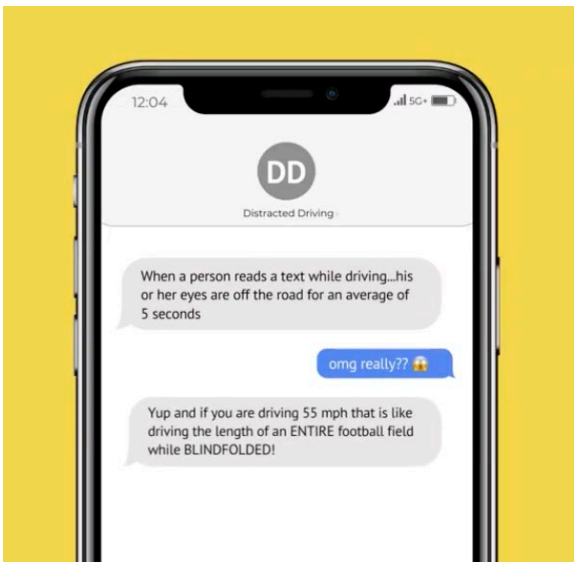


Suggested Caption: Getting the word out about distracted driving is key to transforming our roads into safer spaces. Martha Tessmer, the special projects manager at Impact Teen Drivers, reveals how passion for this cause can unite people and create a ripple effect of change.

#DistractedDriving #NoDistractions

Note: Tag @impactdrivers on Instagram and Twitter/X, @impactteendrivers on Facebook.

Text Thread on Distracted Driving



Suggested Caption: Texting and driving is more dangerous than you may think. Keep your eyes off your phone and on the road!

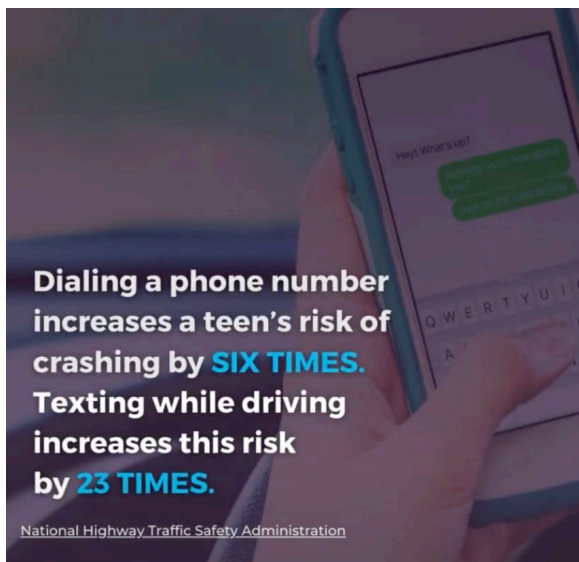
#DistractedDriving #NoDistractions

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Increased Crash Risk



Dialing a phone number increases a teen's risk of crashing by **SIX TIMES**. Texting while driving increases this risk by **23 TIMES**.

National Highway Traffic Safety Administration

Suggested Caption: Dialing the phone=6x the crash risk. Texting=23x the risk! Let's keep our eyes on the road and our hands off our phones!
#DistractedDriving #NoDistractions

Responding to Adversity



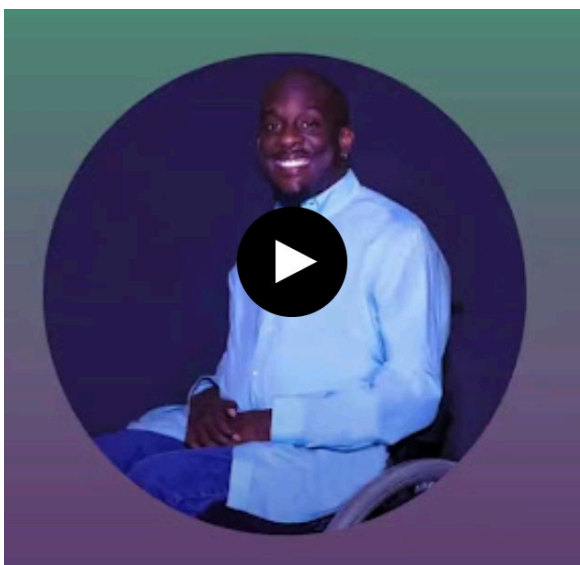
Suggested Caption: Hit and paralyzed by a distracted driver at the age of 18, Fletcher Cleaves believes adversity is just a chapter of life, not the whole story.
#DistractedDriving #NoDistractions

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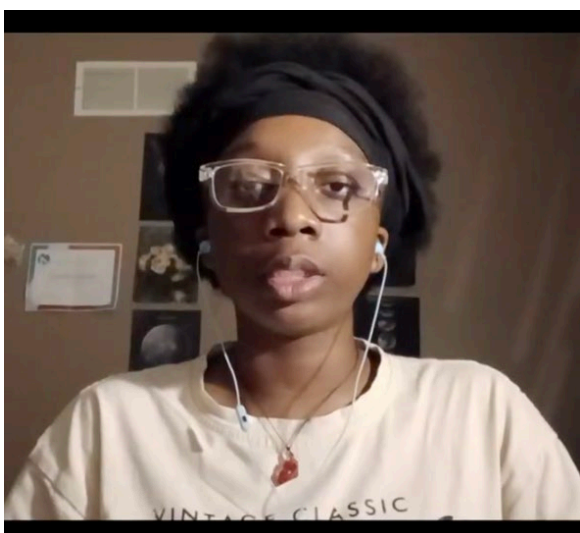
Distracted Driving Victim Fletcher Cleaves Quote



Suggested Caption: Driving can be one of the most dangerous things you ever do – that’s why it’s important to follow traffic safety, buckle up and turn off your cell phone. Fletcher Cleaves, who was paralyzed at 18 by a distracted driver, emphasizes that while the brain is powerful, it can’t handle two things at once. At least not without one task falling short.

#DistractedDriving #NoDistractions

How Not to Break Your Mom’s Heart



Suggested Caption: Parents might feel scared when seeing their children get behind the wheel for the very first time. But there’s always something teens can do to make sure they get home safe. Joel Feldman, founder of the Casey Feldman Foundation, reminds teens to drive safely for the sake of their moms.

#DistractedDriving #NoDistractions

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Making Every Day Better

Don't let your **current circumstances** dictate how successful you can be.



Suggested Caption: Fletcher Cleaves, who was hit by a distracted driver and paralyzed at 18, reminds everyone to strive to be better than you were yesterday no matter your circumstances. #DistractedDriving #NoDistractions

Defining Distracted Driving



Suggested Caption: Distracted driving may not look like what you expect it to. That's why it's important to learn what distracted driving means and what exactly classifies as distracted driving. Kayla Johnson asks high school students at Cristo Rey High School in Philadelphia what they think qualifies as distracted driving. #DistractedDriving #NoDistractions

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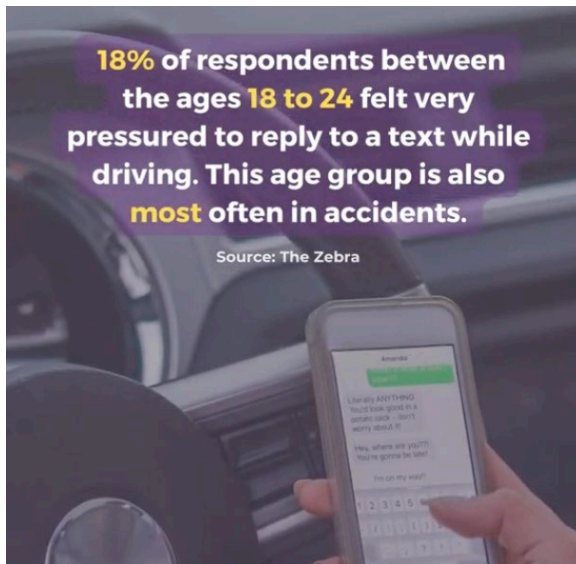
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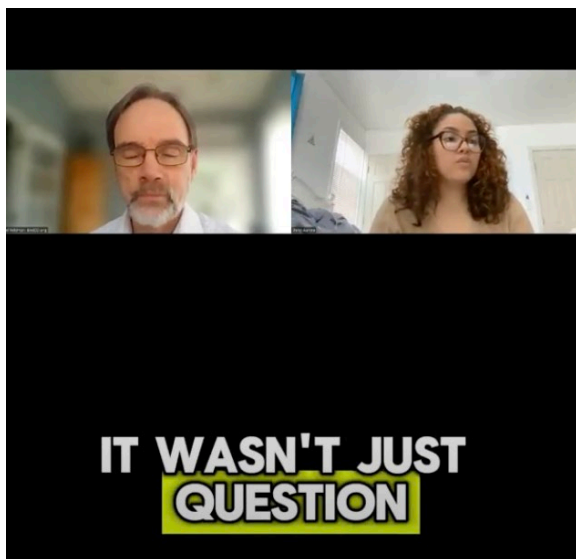


Pressure to Reply to Texts While Driving



Suggested Caption: 18% of young adults feel pressured to reply to a text while driving, contributing to high crash rates. Prioritize your safety and break that cycle before it breaks lives!
#DistractedDriving #NoDistractions

Interview with Father Who Lost Daughter to Distracted Driver



Suggested Caption: Daisy Garriga, student journalist, interviewed Joel Feldman, who lost his 21-year-old daughter Casey when she was hit and killed by a distracted driver. Joel has made it his mission to honor Casey's memory by advocating for safer roads and working to eliminate distracted driving.
#DistractedDriving #NoDistractions

Note: Tag @end_dd on Twitter/X, @enddd_enddistracteddriving on Instagram, @EndDistractedDrving on Facebook.

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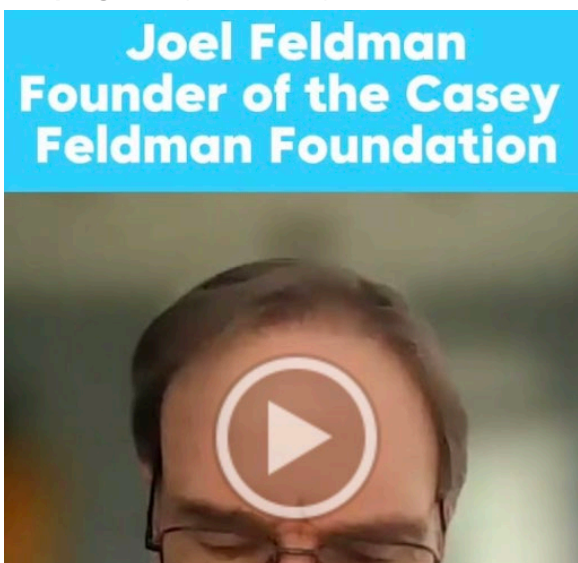
Casey Feldman's Story



Suggested Caption: Casey Feldman, 21 years old, was hit and killed by a distracted driver. Her father, Joel, shares her story and has made it his mission to honor Casey's memory by advocating for safer roads in hopes to eliminate distracted driving.
#DistractedDriving #NoDistractions

Note: Tag @end_dd on Twitter/X, @enddd_enddistracteddriving on Instagram, @EndDistractedDrving on Facebook.

Keeping Casey's Memory Alive



Suggested Caption: Joel Feldman is keeping his daughter Casey's memory alive by fighting against distracted driving. He'd trade it all to have her back, but his mission for change drives him forward.
#DistractedDriving #NoDistractions

Note: Tag @end_dd on Twitter/X, @enddd_enddistracteddriving on Instagram, @EndDistractedDrving on Facebook.

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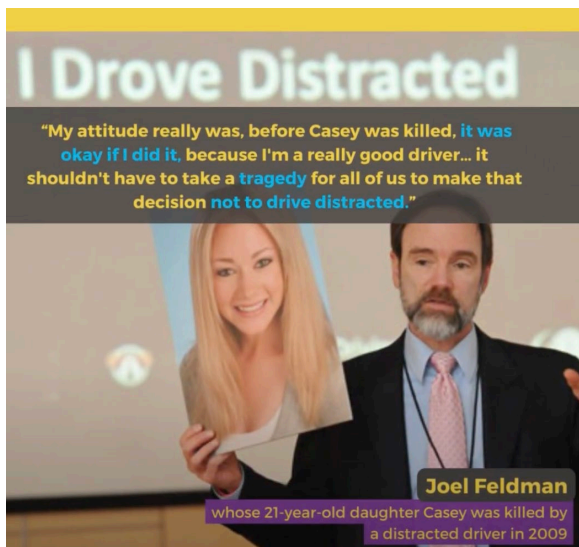
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Change of Heart After Tragedy



Suggested Caption: Joel Feldman reflects on the loss of his daughter, Casey, in hopes of reminding others about the dangers of distracted driving. Put your phone down and the distractions away – distracted driving can be fatal.

#DistractedDriving #NoDistractions

Note: Tag @end_dd on Twitter/X, @enddd_enddistracteddriving on Instagram, @EndDistractedDrving on Facebook.

Importance of Parents as Good Role Models



Suggested Caption: When teens are first learning how to drive, they look to their parents for help. But what parents don't realize is that teens not only see their good driving habits, but their bad ones, too. Joel Feldman, who lost his 21-year-old daughter Casey when she was hit and killed by a distracted driver, shares with parents that what they do behind the wheel greatly impacts what their kids do.

#DistractedDriving #NoDistractions

Note: Tag @end_dd on Twitter/X, @enddd_enddistracteddriving on Instagram, @EndDistractedDrving on Facebook.

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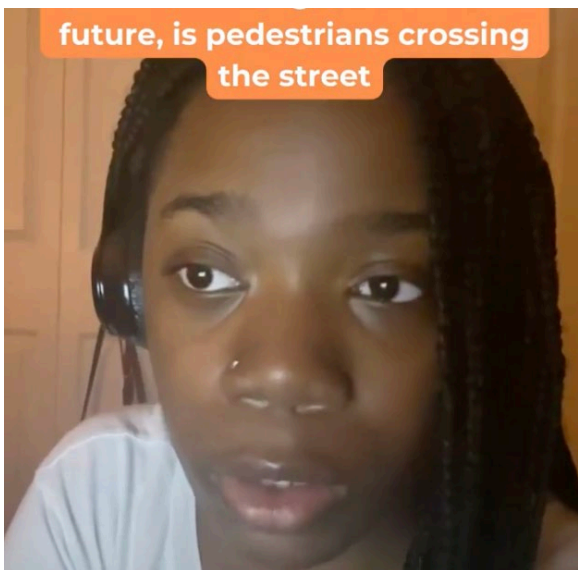
Innovative Pedestrian Safety Campaign



Suggested Caption: Can making eye contact with drivers before entering a crosswalk save a pedestrian's life? Learn about the "Eye-to-Eye" campaign trying to save pedestrian lives in Virginia. #DistractedDriving #NoDistractions

NOTE: Mention of campaign in Virginia

Driving Safely to Protect Pedestrians



Suggested Caption: Becoming a driver in the future can be a scary thought. Remember to be alert and stay aware of your safety and keep an eye out for pedestrians.

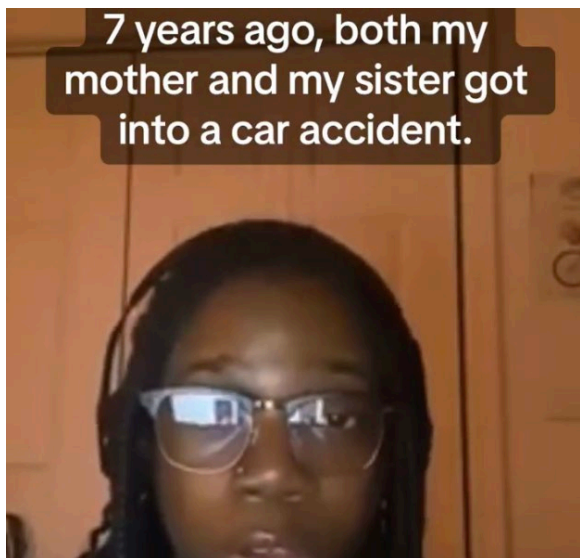
#DistractedDriving #NoDistractions

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Personal Experience with Distracted Driving



Suggested Caption: Hear how one teen has been affected by distracted driving. This story serves as a reminder to us all – keep your eyes on the road and be aware of potential distractions.
#DistractedDriving #NoDistractions

What is the Worst Distraction While Driving?



Suggested Caption: Distracted driving is not just about texting behind the wheel, it can come in many forms, but YOU can prevent it. Keep your eyes on the road!
#DistractedDriving #NoDistractions

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Pedestrian Safety



Suggested Caption: Crossing the street is always something to handle with care, but with bigger cars and more congested roadways, it can be even more dangerous. Learn some tips on how to safely walk in your own community.

#DistractedDriving #NoDistractions

Safe Driving Tips



Suggested Caption: Want to prevent distracted driving? Try these tips. Keep your focus on the road, not your phone.

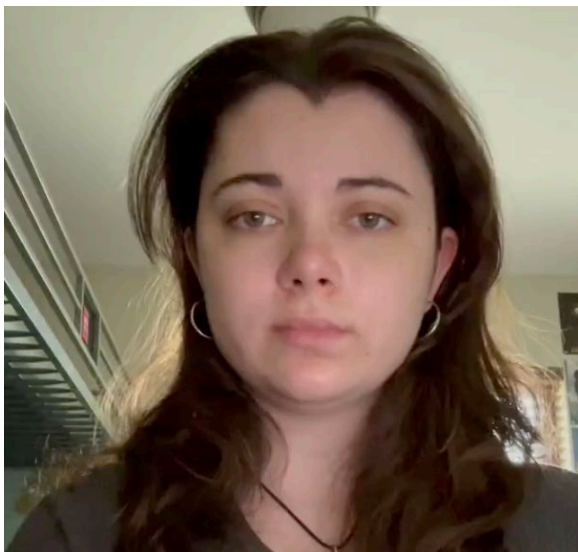
#DistractedDriving #NoDistractions

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Distracted Driving Stats



Suggested Caption: A tragic choice on a Minnesota road offers a deadly lesson. Paying attention helps protect yourself and everyone you share the road with.

#DistractedDriving #NoDistractions

NOTE: Mentions incident in Minnesota

Fatal Distracted Driving Crash



Sam Hicks was driving on Highway 36 when he was distracted by

Suggested Caption: All it takes is eight seconds for your entire world to turn upside down. This is what Sam Hicks learned one day when he was on the road, distracted by his phone. The former truck driver struck the car in front of him, killing Robert Bursik. Now Hicks speaks out on his mistake and urges people not to do the same. Don't let a crash determine the rest of your life.

#DistractedDriving #NoDistractions

NOTE: Mentions incident in Minnesota

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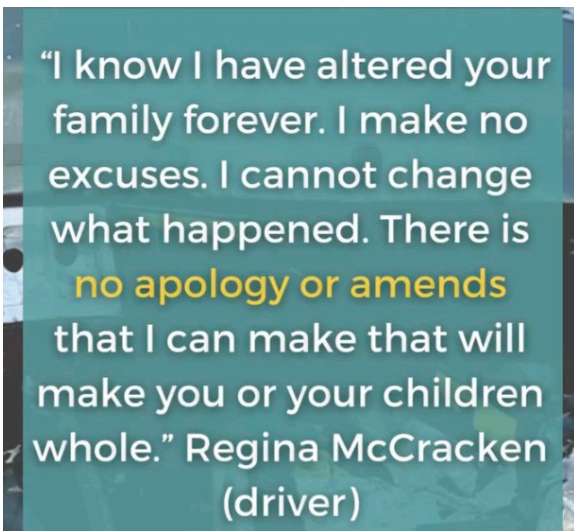


Turning Tragedy into Action



Suggested Caption: Thirty-four-year-old Randall Siddens, a father and husband, died after being hit by a distracted driver. Hear Siddens's story and what states are doing to combat distracted driving. #DistractedDriving #NoDistractions

Remorse from Convicted Distracted Driver



Suggested Caption: Randall Siddens was a Missouri native working on cleaning up cones after a triathlon when he was hit by a distracted driver who was on a video call. He was a father of three young children. Sadly, his story is not unique. When getting behind the wheel, put your phone down and keep your eyes on the road. That text can wait. #DistractedDriving #NoDistractions

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Power of Youth Speaking Up



Suggested Caption: According to Rick Birt, director of the D.C. Highway Safety Office, youth have the power to save lives. When a peer speaks up, it is proven to be more powerful than any adult or parent telling a teen to drive safely. 🚗💬
#DistractedDriving #NoDistractions

Connecting with Teens



Suggested Caption: The key to teaching teens about safe driving is a one-on-one account, especially if they hear about it from fellow young drivers. Rick Birt, the director of the Washington D.C. Highway Safety Office, talks more about this method of connection.
#DistractedDriving #NoDistractions

Youth and Distracted Driving

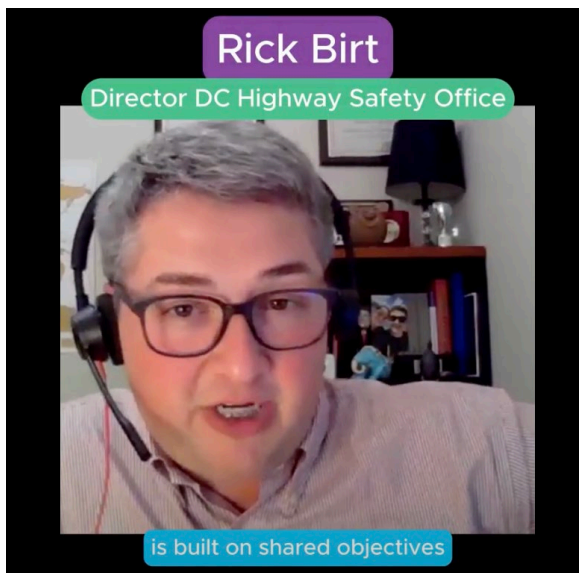
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Challenges for Novice Drivers



Suggested Caption: Taking a test to get a learner's permit and learning how to drive under adult supervision are just the first steps to being a good driver. The real challenge comes after you hit the road and face the real world beyond the learning environment, explains Rick Birt, director of the D.C. Highway Safety Office.

#DistractedDriving #NoDistractions

Distracted Driving Beyond Cell Phones



Suggested Caption: Distracted driving is one of the leading causes of crashes. Many drivers are affected by distracted driving, even though they might not know it. Distracted driving goes beyond the cell phone. Learn what other actions could be considered distracted driving.

#DistractedDriving #NoDistractions

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Impact of Riding with a Distracted Driver



Suggested Caption: Sometimes it takes being in a car with someone who's driving distracted to bring home the danger of it. Miya Timmer, a high school student in Miami, talks about how witnessing her friend drive distracted has impacted the way she drives for the better.

#DistractedDriving #NoDistractions

Keep Your Eyes on the Road



Suggested Caption: While you might feel like taking a few seconds to answer a text or read a notification while driving is fine, all it takes is three seconds to change yours or someone else's life forever. Keep your eyes on the road and watch out for pedestrians and cyclists sharing the lanes with you.

#DistractedDriving #NoDistractions

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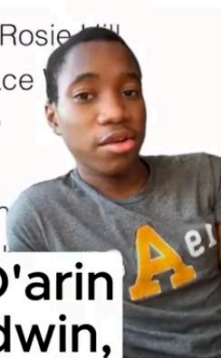
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Distracted Driving Facts

By D'arin Floyd-Baldwin, Rosie Hill, D'avora Williams and Grace Youthcast Media Group®

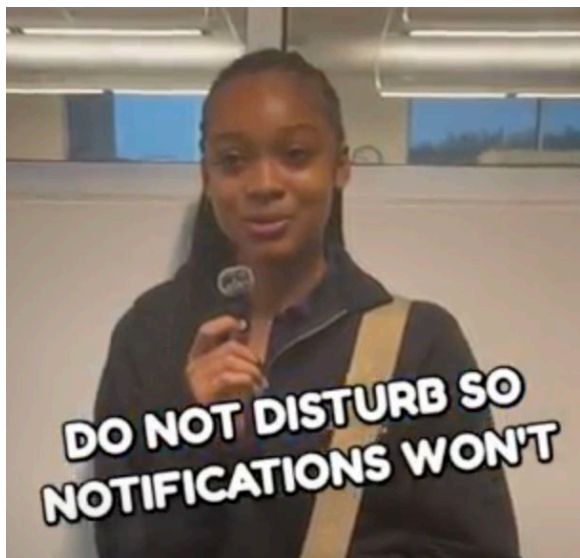
Neha Pradhan didn't even the right when she got in the puller students D'arin Floyd-Baldwin,



She took her eyes off the road to get the perfect picture. When she looked back, she was speeding into the back of another car: "I slammed the brakes

Suggested Caption: More than half of teens have experienced some form of distracted driving and only 38% of them view it as risky behavior. Using your phone while driving could mean life or death. #DistractedDriving #NoDistractions

What is the Best Way to Stay Focused While Driving?



Suggested Caption: Teens discuss the best way to stay focused while driving. Let us know which method you use to keep your eyes on the road! #DistractedDriving #NoDistractions

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State- or Event-Specific Videos

Connecticut

Pedestrian Deaths in Connecticut



Suggested Caption: We know, cellphones can be tempting, especially when you're in the middle of a conversation. But when you're on the road, it's better to wait until you get home to respond to that text or DM. That text can wait – your safety should be your number one priority.

#DistractedDriving #NoDistractions

Connecticut DOT Message of Youth as Advocates



Suggested Caption: Did you know that even seasoned drivers can get distracted on the road? That's why it's crucial for young people to take charge and advocate for safe driving. According to Samaia Hernandez from the Connecticut Department of Transportation, anyone, regardless of age, can step up as a safe driving advocate and make a real difference in promoting safety for everyone.

#DistractedDriving #NoDistractions

Note: Tag @CTDOTOfficial on Twitter/X, @ctdotNewington on Facebook.

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Connecticut (cont.)

Connecticut Distracted Driving Statistic



Suggested Caption: Distracted driving led to nearly 5,200 crashes in Connecticut in 2022. Stay focused – every moment on the road counts.
#DistractedDriving #NoDistractions

Note: Tag @CTDOTOfficial on Twitter/X, @ctdotNewington on Facebook.

World Day of Remembrance Connecticut Event



Suggested Caption: The World Day of Remembrance for Road Traffic Victims, held on the third Sunday of November each year, honors lives lost due to traffic crashes. Discover the “Vision Zero” campaign that aims to create safer streets for all.
#DistractedDriving #NoDistractions

Youth and Distracted Driving

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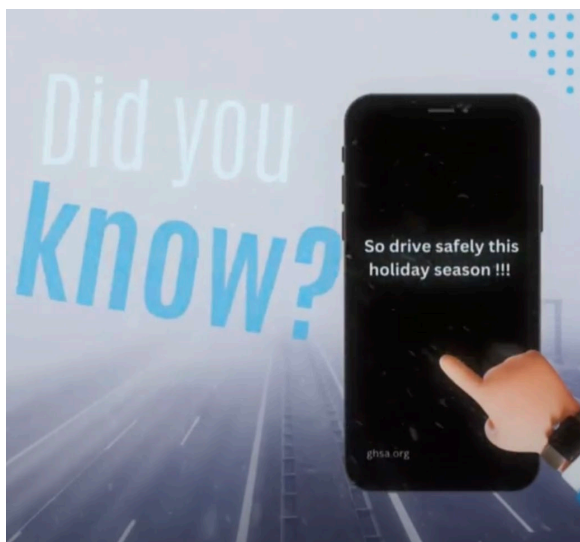


Governors Highway Safety Association
The States' Voice on Highway Safety



Winter Holidays

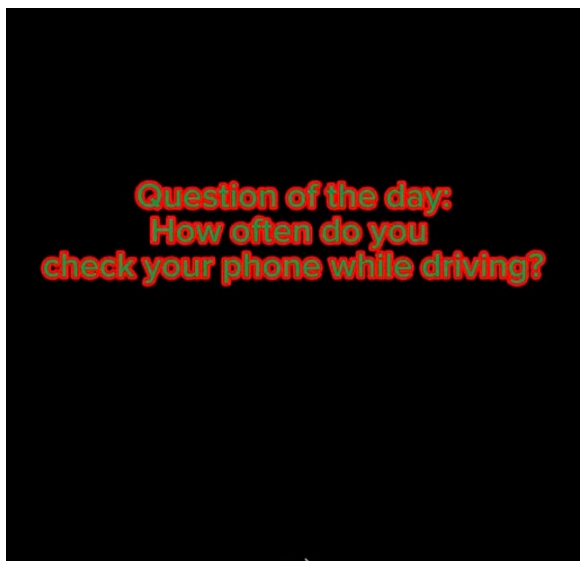
Drive Safely During the Holidays



Suggested Caption: Keep your eyes and mind on the road this holiday season!

#DistractedDriving #NoDistractions

New Year's Resolution to Not Drive Distracted



Suggested Caption: A great New Year's Resolution is to limit phone use while driving. Will you join us in our effort to end distracted driving?

#DistractedDriving #NoDistractions

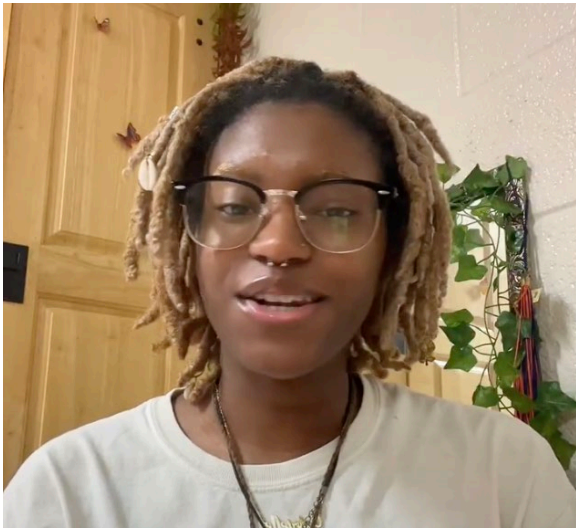
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Mother's Day

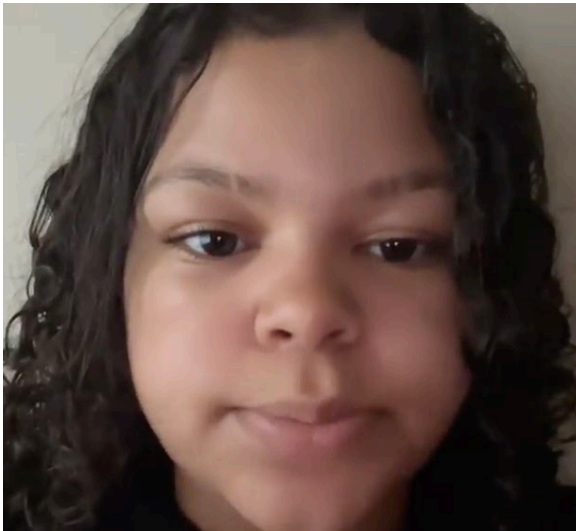
Mother's Day Poem



Suggested Caption: Morgan State University student and Aabri Spear promises to #DriveSafeForMom in a special Mother's Day poem. She vows to keep a lot of things in mind – even tire chains in snow as she remembers in the California mountains – but the most important thing is to avoid being a distracted driver!

#DistractedDriving #NoDistractions

Mother's Day Memory



Suggested Caption: Carmah's memories of her mom are what keep her safe on the road. This Mother's Day, vow to keep your phone on silent and your eyes on the road. You are the most important person in your mom's life. Don't let distracted driving get in the way of that.

#DistractedDriving #NoDistractions

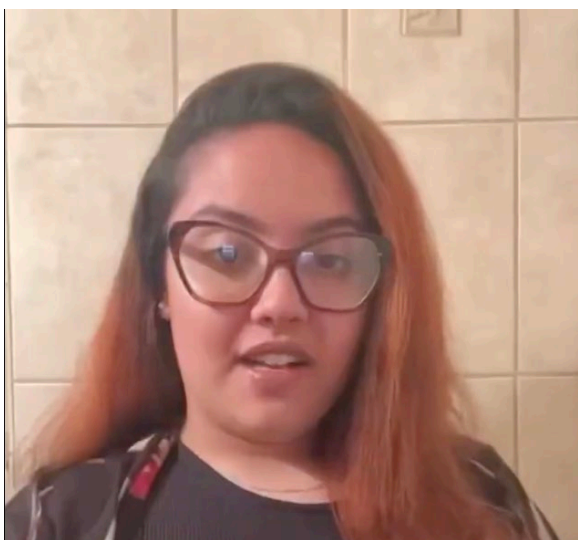
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Mother's Day (cont.)

Mother's Day Memory



Suggested Caption: Mother's Day is coming up! Daisy Garriga practices safe – and focused – driving every day in honor of her mother, because her mom was so excited when Daisy got her license. She asks if YOU are up for the challenge of avoiding distracted driving in honor of your mother this holiday – and all year long!

#DistractedDriving #NoDistractions

Mother's Day Pledge



Suggested Caption: Join these friends from college as they pledge to be safe drivers who avoid distraction for their mothers – this Mother's Day and every day!

#DistractedDriving #NoDistractions

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Mother's Day (cont.)

Mother's Day Video Collage



Suggested Caption: Happy Mother's Day and #DriveSafeForMom! These teens have pledged to not drive distracted as a gift to their moms. #DistractedDriving #NoDistractions

Mother's Day Memory



Suggested Caption: Hear about a sweet bonding experience between a teen and her mom during an ice cream trip, inspiring the novice driver to not be distracted on the road. Honor your mother this Mother's Day by taking on this challenge. Are YOU ready? #DistractedDriving #NoDistractions

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Mother's Day (cont.)

Mother's Day Gift



Suggested Caption: Give your mom the the ultimate gift for Mother's Day – keeping your eyes on the road and off your phone.

#DistractedDriving #NoDistractions