



GHSA Distracted Driving Communications Effort

GHSA 2024 Annual Meeting

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AGENDA

- 1** Project Overview
- 2** Messaging Priorities + Objectives
- 3** Getting the Word Out
- 4** In-Language Efforts
- 5** Our Approach

**What's this
about?**



We built
a
website
and some other things

Our what, why and who...

- GHSA and State Farm®—Partnering to address a range of roadway safety issues
- Distracted driving — Pervasive and prevalent — but preventable. 3,300 deaths in 2022
- Changing the culture — Making distraction-free the social norm
- Target audiences
 - Parents/caregivers and their children — toddlers through teens

Messaging Priorities

We worked together with GHSA and State Farm® to identify messages and approaches to educate and break through the clutter around safe driving.



Parents

It starts with you
—Modeling good
behavior is key



Kids

It's never too
early for kids to
learn about the
dangers of
distraction



Distractions

Cell phones,
eating,
smoking/vaping,
doing your hair



Reinforcements

Parents —central,
complimentary
and ongoing role
with their kids

How Will People Find Us?

GHSA will be heading up several site traffic initiatives to build an audience.



National Teen Safe
Driving Week

National press,
media tour, members
and partners



Groups +
Associations

National PTA,
ADTSEA and others



GHSA
Social Media

GHSA communications
+ sharing parent stories



hispanidad

Spanish language/transcreation experience created for the GHSA/State Farm® website and downloadable resources.



Cultural
Insights



Translation and
Transcreation

Generation Distraction Free

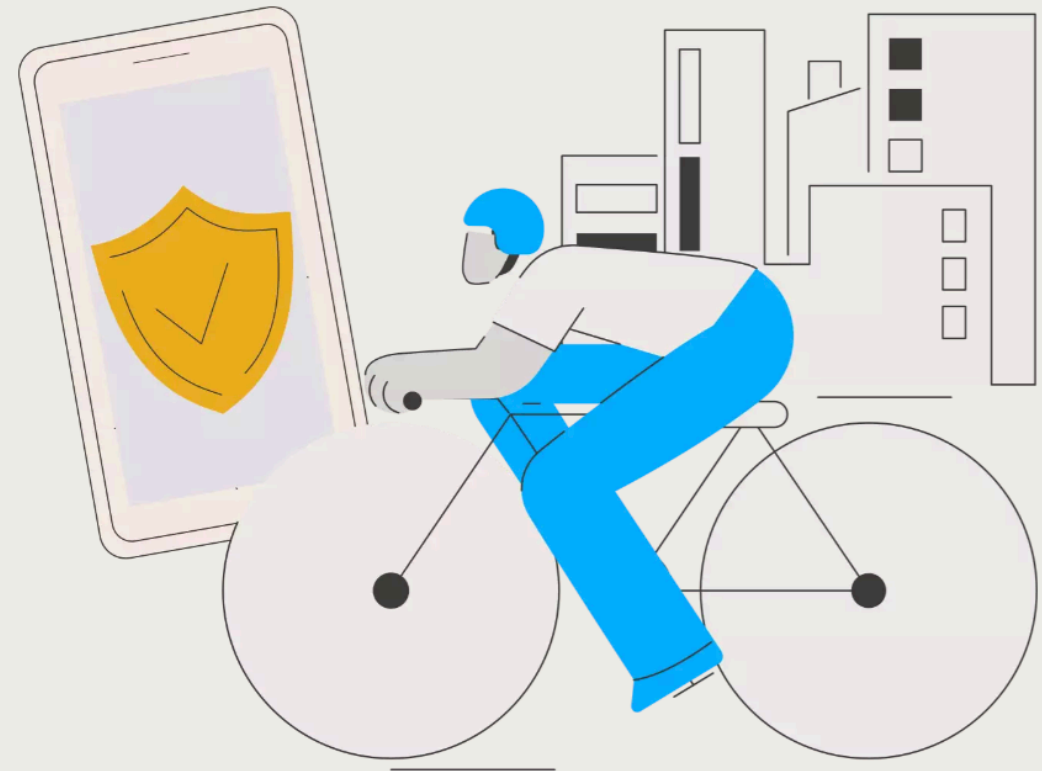
GenerationDistractionFree.org

PROTECT THE ONES YOU LOVE MOST, ON AND OFF THE ROAD

Parenting might just be the most epic road trip you'll take. It's the twistiest, turniest road you'll ever travel. Guaranteed.

Your destination? Kids who make safe choices, lead healthy lives and thrive. Give your children the road map they need at every age to understand and avoid the dangers of distracted driving, biking and walking today and tomorrow. Choose to stay focused and undistracted as a family, and you'll help keep them safe.

Let's develop the next generation of distraction-free families together.





Teen Driving

Learn why graduated driver license (GDL) programs help your teen drive like a pro.

[READ MORE](#)

Parent Tips

Discover ways you can make safe travel a priority for your family.

[LEARN MORE](#)





Resources

Ideas to help you keep your kids safe on the road at every age.

[GET IDEAS](#)

STORY TIME

There's nothing like a good story to help you figure out which road to take and which one to avoid. Hear from parents just like you about the good, the bad and the ugly when it comes to distracted driving, walking and bicycling.

Got your own distracted driving story? Tell us about it so we can share it with other parents.

[SHARE STORY](#)



More Distractions

Distractions come in all shapes, sizes and ways to travel. Help keep them in check.

[EXPLORE HOW](#)



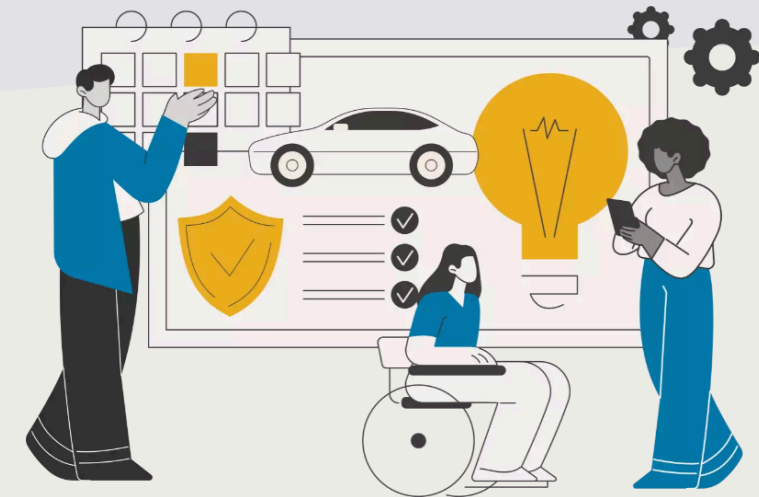
Freebies to Put on the Fridge

Download and print these free resources for you and your kids to help everyone choose to be distraction-free.

[Distraction Action game](#) ↓

[Family pledge](#) ↓

[Parent/teen driving agreement](#) ↓



For the Fridge

Generation Distraction-Free
generationdistractionfree.org

Parent-Teen Driving Agreement

Fill out this agreement as a family to set road rules for teen driving. Put it on the refrigerator for quick reference. Choose to be distraction-free. Find your state's laws at GHSA.org.

Our state's Graduated Driver Licensing (GDL) program laws
Keep in mind that state laws are the minimum requirements. Your family can choose to go above and beyond the state laws.

	LEARNER STAGE	INTERMEDIATE STAGE	FULL PRIVILEGE
Minimum age			
Minimum duration			
Minimum supervised driving hours			
Additional family nighttime rules			
Passenger restrictions			
Cell phone law			
Seatbelt requirements			
Additional rules decided by family			

Some states have stronger penalties during the intermediate learner phase.

Our family's rules of the road

- I'll complete driver education and training.
- I'll always focus on the road no matter what—no exceptions.
- I'll never use my cell phone to call or text while driving.
- I'll be sure all passengers always wear seatbelts.
- I'll never use alcohol or drugs and drive.
- I'll never eat, play a game or watch a video while driving.
- I won't listen to loud music or have challenging conversations while driving.
- I'll speak up if anyone is distracting me while driving.
- I'll be honest about my behavior and admit when I make a mistake.
- I'll be a role model for my peers, safety lead by example and exemplify safe road use.

Consequences for not following the family rules

- No driving for _____ days/weeks
- Reduced driving for _____ days/weeks
- No phone for _____ days/weeks
- Other: _____ for _____ days/weeks

Learning to drive
Learning to drive requires supervised practice in a variety of challenging circumstances. The more chances to practice, the better.

<input type="checkbox"/> Rain/hail/sleet	<input type="checkbox"/> Urban environments
<input type="checkbox"/> Snow/ice	<input type="checkbox"/> Residential environments
<input type="checkbox"/> Fog	<input type="checkbox"/> Rural environments
<input type="checkbox"/> Nighttime	<input type="checkbox"/> Manual transmission
<input type="checkbox"/> Sharp grades	<input type="checkbox"/> Parking lots
<input type="checkbox"/> Sharp turns	<input type="checkbox"/> Complex intersections
<input type="checkbox"/> Highway/ramp	<input type="checkbox"/> Road construction
<input type="checkbox"/> Rush hour	

Signatures
 Teen _____ Date _____
 Parent/Teacher _____ Date _____

Parent-Teen Agreement

Distraction Action Car Game

How many distractions can you spot on a ride? Draw a tally mark next to every distraction you see from the driver. Count them up at the end of the ride. Whoever spots the most, wins.

Holding a cell phone	Making a phone call	Texting	Eating or drinking	Putting on makeup
Doing hair	Wearing headphones or earbuds	Watching video	Looking in the mirror too long	Listening to loud music
Reading	Changing the radio or other controls	Reaching forward to the side or back	Getting angry	Smoking or vaping

How many distractions did you spot? Write the total in the box. **Generation Distraction-Free**

Distraction Action Game

Distraction-free
Family Pledge

We pledge to be distraction-free on the road when driving, biking, skating, riding scooters and walking.

As a family, we agree to do the following:

- Always focus on the road no matter what—no exceptions
- Never use our phones, eat or play a game while driving, biking, skating, riding a scooter or walking
- Be a positive role model and safely lead by example
- Speak up if we see anyone distracted on the road
- Be honest about our behavior, and admit when we make a mistake

Our family's signatures

Family Pledge

**FIELD
NOTES**

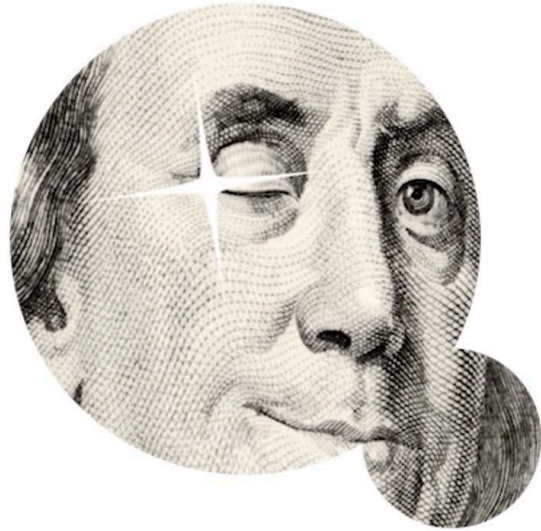
48-Page Memo Book
Durable Materials / Made in the U.S.A.

Questions?



Thank You!





heinrich

[Click to view our reel](#)