



National Distracted Driving Coalition: 2021 Priorities

5. **Create a centralized online resource for distracted driving materials.** Develop and launch an accessible distracted driving website which consolidates and shares research knowledge, tools and resources for diverse stakeholders to support distracted driving prevention initiatives. This website will be supported by a communications strategy to increase awareness and enable organizations to spend less time looking for information and more time taking action.
2. **Communicate the importance of collecting prevalence data to measure and track distracted driving.** Demonstrate data gaps and the impact of under-reporting of distracted driving incidents to emphasize the importance of good data to guide legislation, programs and policies. The Coalition will track improvements to Fatality Analysis Reporting System data quality led by the National Highway Traffic Safety Administration.
6. **Conduct a national survey to identify mechanisms to change driver behavior and barriers which impede behavior change.** This initiative is a foundation for a national education campaign. Solutions and messaging associated with an educational campaign should be connected to the health belief model with respect to behavior change strategies. A focused effort to reach the diverse audience in the US and customizing our messages is essential. Many surveys have been conducted, but more exploration and analysis of strategies that work can help develop the most accurate and compelling messages. This survey is examining the potential of blocking apps as well as encouraging industry and the public to turn on these features.
8. **Develop educational messaging to increase awareness about the risks associated with handsfree communications technologies.** This initiative is important to increase awareness that handsfree phone use is not risk-free, and to communicate the limitations associated with other handsfree technologies as they become available. Such messaging can help inform drivers and encourage safe choices while driving.
7. **Work with children and youth to increase distracted driving prevention strategies.** Cultivating a younger generation of drivers who avoid distractions while driving can accelerate a shift in social norms to discourage distraction. Young children and young drivers are important influencers of parental behaviors if they are empowered to speak up when parents are driving distracted.

12. **Promote best practices for workplace distracted driving policies to inspire corporate leadership and encourage a stronger workplace safety culture which can also influence families, peer groups and the community at large.** The National Safety Council, the Network of Employers for Traffic Safety, and the Federal Motor Carrier Safety Administration have completed important work on this issue. A review of existing materials can inform a distracted driving program toolkit with clear and actionable steps to guide implementation in the workplace. The Coalition can help increase awareness by sharing these tools through their networks to help reach employers across sectors. Encouraging the use of driver monitoring technologies can help also increase safety.

16. **Prepare templates to guide the development of policy/legislative briefing documents that stakeholders can use to inform legislative initiatives.** These educational documents can build a foundation for national and state leadership to advance distracted driving policy by sharing model language and articulating research findings about risks in lay language. It is very important to be sensitive to the reality of existing policies and legislation and not harm existing progress. A focus should also be to encourage studies to evaluate the effectiveness of laws.