

Positive Community Norms Project - April 2021

Distracted Driving

Overview: Create a video encouraging parents to talk with their kids about distracted driving.

Core Principle: Be Present

Structure:

- Create a video
- Share on social media and with your partners
- Support your messaging about distracted driving emphasis patrols

Supporting Resources:

- Sample scripts
- Sample video
- Video production refresher

7 Core Principles

1-Be Positive

2-Be Present

3-Be Perceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

Spirit

• Core Principle: Be present - We can use the time we have right now, like while we're driving with our kids, to talk with them about distraction and safe driving. When parents talk with kids about what distracted driving is and how to avoid it, they're essentially recruiting their kids to help create a safer driving environment. Kids can remind parents about distractions, as well as recognize their own distracting behaviors. As those kids reach driving age, they'll be prepared to drive without distractions.

Science

- Washington's driver distraction rate in 2019 was 6.8 percent.¹
- Distraction contributed to 24 percent of fatal crashes in 2019²
- The PCN/hope-and-concern message: Most drivers at any given moment (93%) aren't driving distracted; too many fatal crashes in Washington involve distraction

¹WTSC Distracted Driving Report, 2019 ²WTSC Target Zero Performance Dashboard

Action

- Create a video encouraging parents to talk with their kids about distracted driving. Start with a sample script; you're welcome to make it your own. You can be the star for your video, or you can feature a community partner. We often use law enforcement, but for this one consider someone like a local elementary school teacher or principal.
- Share the video on your social media platforms and with your community partners, including kid-centric organizations.
- Integrate the video into your messaging about your local distracted driving patrols

Return

At the end of the project, ask:

- Were you able to reach any new groups or build new partnerships?
- What worked?
- What would you do different?