

Resources to Promote Family Conversations About Engaged Driving

Distracted driving contributes to more than 6 out of every 10 crashes.¹ A driver's odds of crash involvement nearly double when engaging in any form of cell phone use (even more so when texting).²

Distractions are anything that takes a driver's eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object.

The Pooled Fund on Traffic Safety Culture (mdt.mt.gov/research/projects/trafficsafety.shtml) sponsored a project completed by the Center for Health and Safety Culture (CHSCulture.org) to develop resources for families and workplaces to reduce distracted driving and promote engaged driving.

These resources include guidance on family conversations to support engaged driving, presentation slides, a webinar, and a final report (mdt.mt.gov/research/projects/trafficsafety-engaged.shtml).

The following are ways to use these resources.

- State and local traffic safety stakeholders can post the conversation guidance documents on their websites.
- This informational sheet includes sample language for a public service announcement, draft social media posts, and a brief description of the conversation guidance that could be placed in newsletters or in email blasts. All these messages can help promote the guidance for families.
- Traffic safety leaders can reach out to their state and local partners to use this document to promote the family conversation guide. Local public health educators, local chambers of commerce, law enforcement agencies, health care providers, and schools can all assist with promoting the family conversation guide.
- Traffic safety leaders could facilitate recording the public service announcements using state and local voices. The audio files could be made available to local communities and radio stations for distribution.
- Draft PowerPoint slides are available, which can be downloaded and modified by state and local organizations to use in presentations about traffic safety.

60-Second Public Service Announcement

"As parents, we play an important role in keeping our teens safe.

Often, the key to our teen's safety is finding ways to have conversations with them.

Conversations about distracted and engaged driving are critical-- especially if you have a young driver in your family.

Distractions are anything that takes a driver's eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object.

Distracted driving significantly contributes to motor vehicle crashes, especially among young and inexperienced drivers.

Instead of lecturing or giving advice, I chose to have conversations about engaged driving. We created rules together about engaged driving. A resource called Family Conversations to Support Engaged

¹ Dingus, T., Guo, F., Lee, S., Antin, J., Perex, M., Buchanan-King, M., & Hankey, J. (2016). Driver crash risk factors and prevalence evaluation using naturalistic driving data. *PNAS*, *113*(10), 2636-2641.

² Owens, J.M., Dingus, T.A., Guo, F., Fang, Y., Perez, M. & McClafferty, J. (2018). Crash risk of cell phone use while driving: A case – crossover analysis of naturalistic driving data. AAA Foundation for Traffic Safety.

Driving gave me the words to use so I could have constructive conversations with my teen in ways that strengthened our relationship.

To learn more about Family Conversations to Support Engaged Driving, visit <website>.”

Brief Newsletter or Email Announcement

Distracted driving significantly contributes to motor vehicle crashes, especially among young and inexperienced drivers. Distractions include anything that takes a driver’s eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object.

Parents can plan an important role in keeping their teens safe – especially when their teens start driving. Often, the key to keeping teens safe is finding ways to have conversations with them.

[Agency Name] has a resource for parents that provides guidance on conversations to reduce distracted driving and support engaged driving. The resource includes ways to establish clear rules and expectations about what is and isn’t acceptable while driving. Visit our website at XX to download Family Conversations to Support Engaged Driving.

Social Media Posts

- Distracted driving significantly contributes to motor vehicle crashes, especially among young and inexperienced drivers. If you have a young driver in the family, download Family Conversations to Support Engaged Driving [link] and establish clear rules and expectations about what is and isn’t acceptable while driving.
- Distracted driving includes anything that takes a driver’s eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object. If you have a young driver in the family, download the resource Family Conversations to Support Engaged Driving [link] and establish clear rules and expectations about what is and isn’t acceptable while driving.
- Parents – reduce distracted driving by your teen: Family Conversations to Support Engaged Driving [link]
- Parents - establish clear rules and expectations about what is and isn’t acceptable for your teen while driving: Family Conversations to Support Engaged Driving [link]



Disclaimer This document is disseminated under the sponsorship of the Montana Department of Transportation (MDT) and the United States Department of Transportation (USDOT) in the interest of information exchange. The State of Montana and the United States assume no liability for the use or misuse of its contents. The contents of this document reflect the views of the authors, who are solely responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the views or official policies of MDT or the USDOT. The State of Montana and the United States do not endorse products of manufacturers. This document does not constitute a standard, specification, policy or regulation.

Printing This document is printed at state expense. Information on the cost of producing this publication may be obtained by contacting the Department of Administration.

Alternative Format MDT attempts to provide accommodations for any known disability that may interfere with a person participating in any service, program, or activity of the Department. Alternative accessible formats of this information will be provided upon request. For further information, call 406/444.7693, TTY 800/335.7592, or Montana Relay at 711.

Other Sponsoring Agencies California DOT, Connecticut DOT, Georgia DOT, Idaho Transportation Department, Illinois DOT, Indiana DOT, Iowa DOT, Kansas DOT, Kentucky DOT, Louisiana DOT and Development, Michigan DOT, Minnesota DOT, Mississippi DOT, Nevada DOT, Texas DOT, Utah DOT, Vermont Agency of Transportation, and Washington State DOT

