

Innovative Strategies and Collaborations to Confront Distracted Driving

Presented by:

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The Distracted Driving Problem

- Driver distraction is involved in 80% of crashes
- Driver distraction 65% of near crashes
- 61 fatalities




What do these people have in common?



The most
DANGEROUS

Thing most people will do today is
their drive to and from work!





Educate your most
valuable asset your
EMPLOYEES about traffic
safety!



Employers

- **Make distracted driving safety a company-wide initiative**
- **Implement policies**
- **Support traffic safety campaigns**
- **Host a breakfast or brown bag lunch seminars on distracted driving safety**
- **E-blasts**



The Numbers Talk

- This year The NETS program exhibited at 28 events reaching over 7,000 employees
- Provided 42 traffic safety presentations reaching 2,485 employees

Partnerships

- **Businesses/Employers**
- **Traffic Safety Partners**
- **Law Enforcement**
- **Community/Schools**



AT&T - It Can Wait

Janesville on 9/23

Janesville High School

Media Events on 9/25

Eastview High School, Apple Valley

Minnesota vs. North Dakota

October 5-9, 2015

3,070

Businesses

MnDOT

MNDNR

Department of Administration

Nation Wide

7,459,572



Distracted Driving Events





Together we CAN save lives!



Contact Information

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