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THE BASICS

Title: Just Drive

Theme: Distracted driving contributes to thousands of accidents and traffic deaths annually. To promote safe driving habits, this challenge provides the opportunity for participants to reflect on what is distracting them while they're driving and offers tips and tools to help them focus on "Just Driving".

Duration: 28 Days

Tracking Mechanism: Activity Log and Challenge Summary

Wellness Emphasis: Distracted Driving

Goal(s): Participants take time to thoughtfully consider their personal driving distractions. During the challenge, participants use a daily journal to track how they are doing in limiting those distractions. At the end of the challenge, participants complete a summary to return to the challenge coordinator.

Incentive Prize Ideas: Car wash gift card, gas card, car tool kit, first aid kit, or t-shirt.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- In 2009, 5,474 people were killed on U.S. roadways and an estimated additional 448,000 were injured in motor vehicle crashes that were reported to have involved distracted driving. (FARS and GES)
- The proportion of fatalities reportedly associated with driver distraction increased from 10 percent in 2005 to 16 percent in 2009.
- An estimated 20 percent of 1,517,000 injury crashes were reported to have involved distracted driving in 2009.
- Of those drivers reportedly distracted during a fatal crash, the 30-to-39-year-old drivers were the group with the greatest proportion distracted by cell phones. Cell phone distraction was reported for 24 percent of the 30-to-39-year-old distracted drivers in fatal crashes.

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