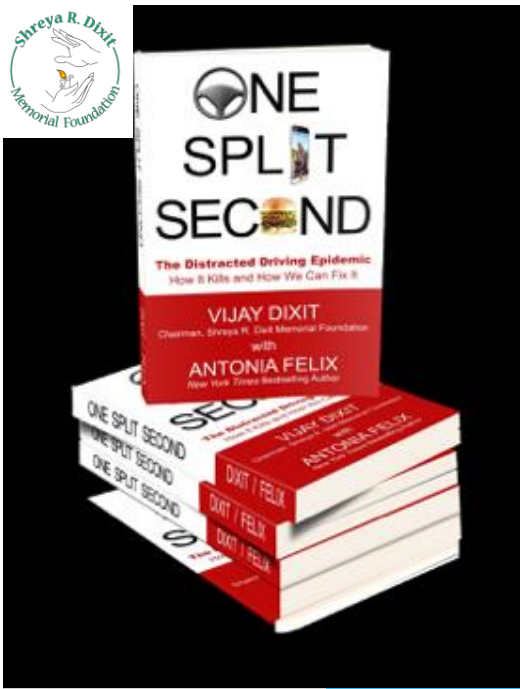


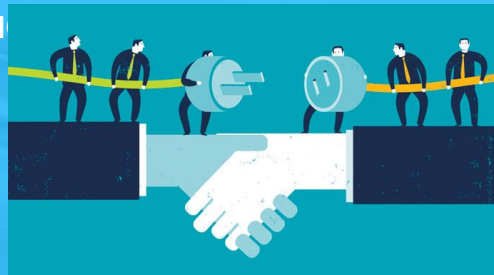
WHY DO TEENEGERS BEHAVE THE WAY THEY DO?

DISTRACTION FREE DRIVING CLUB
EDEN PRAIRIE HIGH SCHOOL
MINNESOTA



The Distracted Driving Epidemic: How It Kills and How We Can Fix It

Chapter 6 Teen Brain & Peer-to-Peer Influ





- Education
- Changing Hearts and Minds



Hello!

Suvarna Nallamalli
Amy Wang

Co-presidents of Eden Prairie High School Distraction Free Driving Club





THE ISSUE

What motivated this campaign?



STATISTICS



3

1

9



Why is this relevant to us?

WE ARE TEENAGERS



GOALS OF THE CAMPAIGN

What are we trying to accomplish?



We want to impact...

Our High School

Eden Prairie

Minnesota



Our Club

How did it get started?



Members



WHAT WE'VE DONE Small Things First



POSTERS

Designed posters and put them up around our school



FUNDRAISERS

Sold lollipops to raise money for Shreya R. Dixit Foundation



PLEDGES

Had our peers sign pledges to drive distraction free



COMMERCIALS

Partnered with school news station to produce commercials to be aired during show



Future Ambitions



The DECA Project Focus
Cell Phone Based Distractions

The National Safety Council and NHTSA estimate that roughly **25%** of collisions are caused by phone-related distracted driving.

Auto insurers tell us it's closer to **50%**.





Phone-Related Distracted Driving

Based on last year's multiple phone-app evaluations
by Edina High School Club

We chose to deploy an
app called



Lifesaver-app is Flexible and Encourages Competition

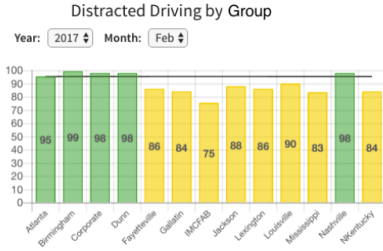
- Flexibility to self enable or disable app
- Individual driver details
- Standardized individual/group scoring and comparison
- Month over month comparison reports
- Encourages continuous Improvement
- Choice of multiple types of distractions (e.g. disabling count, speed, phone use, texting, traffic violations, no. of navigation interactions)

NOTE: Similar approach being used in State of Oregon



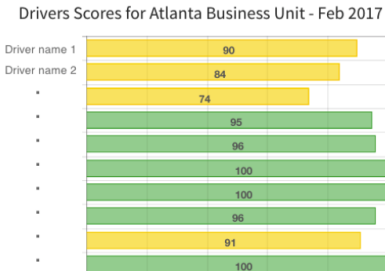
A WIN-WIN APPROACH Reward Based Performance Dashboard:

Standardized group scoring and comparison

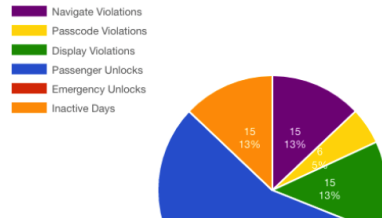


Month over month comparisons, for continuous improvement

Individual driver details



Common Violations for Atlanta Business Unit - Feb 2017



Distacted driving events by type



Community
How have we impacted our city?







OTHER CLUBS

Benilde St.
Margaret

Hopkins



IMPACT

What can you do to help?



Thanks!

Any questions?

You can find us at:
distractiofreedrivingspeps@gmail.com