

Pollinating Distraction-free Driving Behavior

Vijay Dixit, Chairman

Shreya R. Dixit Memorial Foundation

Lauren Herrmann

Edina High School Club Lead

Megan Shannahan

Edina High School Club Member





While writing my book, 'One Split Second'...

...*epiphany* hit me with messages saying...

- We can fix the epidemic of distracted driving
- Watch how bees and butterflies pollinate the seeds

GO

- Pollinate the seed of distraction-free driving behavior
- Establish Distraction-free Driving Clubs at high schools
- Students will serve as bees and butterflies who will pollinate the message with peer influence



If they can do it, why can't we?

- Bees and butterflies transfer pollen grain
- Petal of a flower to the stigma in the center of the flower
- Start a process
- Delivers flowers, fruits and vegetables
- What a joy!

REPLICATE THIS PROCESS



The Club Mission Statement

The club will be known for peer advocacy work, committed to transforming the driving culture with fact based actionable knowledge, instilling distraction-free driving behaviors among peers and the whole community at large.





The roadmap to success

2015

2016

Edina ————— Eden Prairie ————— Hopkins —————

Twins Cities Distracted
Driving Club

Goals:

- Spread awareness about distracted driving
- Advocate the importance of safe driving
- Mobilize teens to encourage distraction free driving
- Establish a sustainable distraction free culture
- Bring down teen traffic fatalities





How will the pollination occur?

- Students join an existing Distraction-free Driving Club* or establish one in their school to become a Distraction-free Driving Peer Advocate.
 - * Eden Prairie and Edina High Schools established them in Fall 2015 as a pilots
- Promote distraction-free driving in the broad community
- Collaborate with sister clubs at other schools for joint projects
- Contribute into vehicle safety/technology projects
- Participate in special video workshops at metro area art institutes
- Write blogs, engage social media, create artwork on distracted driving issues and solutions
- Organize creative campaigns at school and neighborhoods



Spark Student Interest with Incentives

- **Learn how government works:**
Gain access to US and State legislators
 - Develop formal briefs on the issue of distracted driving
 - Present to legislators and help develop insightful bills to combat driver distractions
 - Explore internships
- **Get financial incentives**
 - Enter to win Stipend for Drivers-Ed program
 - Enter to win scholarships for college/university
- **Accumulate volunteer hours**
- **Test a high tech simulator at University of Minnesota**
- **Test a high tech device currently under development**
- **Command peer respect**



Parents & teachers must help

Parents:

- Reinforce good driving discipline at home
- Encourage active participation
- Engage the son/daughter in discussions about club activities
- Offer feedback on the club projects underway

Teachers:

- Help manage school bureaucracy
- Act as the primary source of contact between the school and the Foundation
- Act as the sounding board of ideas brought in by the club
- Perform general supervision and ensure discipline



Guidance for 2016 Projects

Answer the question:

Why do we believe in Distraction-free Driving?

- Conduct a workshop at school
- Produce Video 30-60 Second (Potential collaboration with Art Schools)
- Develop briefing for state legislators
- Review distracted driving management apps
- Conduct research on distracted driving and write blogs on the issue
- Participate in UoM project
- Explore other tech development projects at the foundation



Hopkins High School Surveyed 387 students

- Students equally distributed among Grades 10, 11 and 12
- 14 percent of students realize driving is a problem and affects their ability to drive safely
- 6 percent of the survey population admitted to texting and driving every single day

Interventions Proposed by students to combat distracted driving

- Expose students to realistic advertisements
- Offer personal experiences with a distracted driver or a victim
- Present facts about the dangers from distracted driving



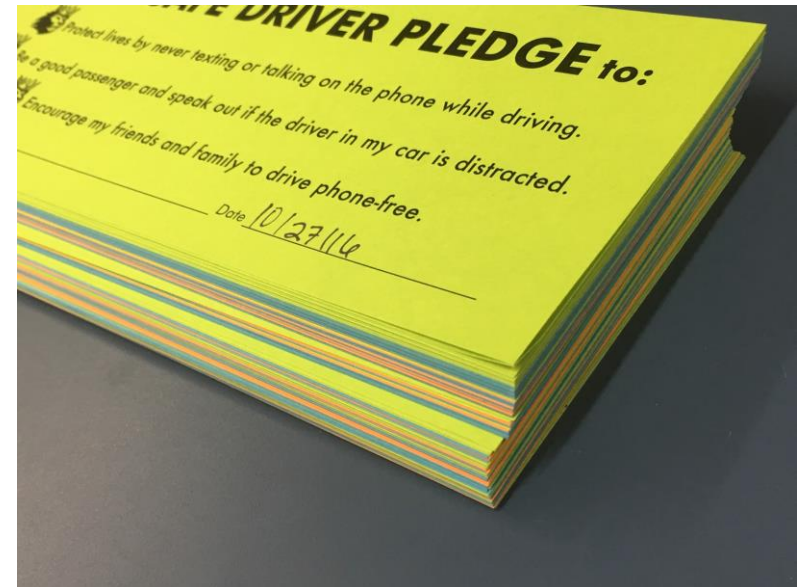
Projects at Eden Prairie 2015

- App Research
- Creating Committees
- Brainstorming Fundraising
- Advocating



Projects at Hopkins 2016

- Held a distraction awareness week.
 - Put together a pledge
- Advocating





Hopkins High School Workshop





Hopkins High School Workshop





Hopkins High School Workshop





Hopkins High School Workshop





Projects at Eden Prairie 2016

- **50 students from grades 9-12 registered in the 2016 club**
- **6 Committees formed to work on:**
 - Public Speaking
 - Social Media/Advertising
 - Blogging
 - Video Production
 - Workshops
 - Fundraising



Teen Focused Project 2016

HumanFirst Lab, University of Minnesota

All clubs to participate in a research study for traffic sign recognition

- Contributed to data through a survey
 - Established a unique schema of each participant
- Four trial runs of driving the simulator
- Provide user experience input for the traffic sign recognition





Senator Amy Klobuchar highlights U of M distracted driving research and recognizes Edina and Eden Prairie Club Leaders





Call to Action

Distracted Driving is a multi-headed animal which continues to grow over time.

Therefore

We must design multiple interventions capable of moving with the times.

We must

Stay Ahead of the Curve