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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