

# DESTINATION ZERO DEATHS

Distracted Driving  
Multidisciplinary Unit of Study  
9-12 Grade High School Students



[WWW.DESTINATIONZERODEATHS.COM](http://WWW.DESTINATIONZERODEATHS.COM)



Dear Educational Faculty & Staff,

Thank you for your tremendous efforts towards educating our young people. Your hard work and dedication do not go unnoticed. In partnering with Destination Zero Deaths (DZD), we hope that you find value in extending your time and resources to also educate our young people on another serious problem – distracted driving. Our team would like to help you in properly training your students to be responsible drivers. Working together, we can help identify new ways to educate your students in an ongoing effort to save lives on our Louisiana roadways.

A distracted or inattentive driver is actively engaged in any activity that diverts his/her attention away from the task of driving. The distraction could be manual, visual, or cognitive and be inside or outside of the vehicle. It means that a person is not giving their full attention to the road and is paying attention to other things instead, like checking their cell phone, finding a radio station, looking at a map, eating a burger, grooming, daydreaming, etcetera.

In a continuing effort to raise awareness about distracted driving, the Destination Zero Deaths (DZD) team created a multidisciplinary hands-on unit of study for your use. The unit of study consists of ice breakers, hands-on activities, learning assessments, videos, focus group discussions, guest speaker recommendations and topics, a PSA class project, the Just Drive pledge form, talking points, and additional teacher resources. This unit of study can be utilized as you see fit and within your class instruction time. This is a great resource, as we see one teen death, as one too many.

We look forward to working with your faculty, staff, and students by further bolstering the message on the dangers of distracted driving. By working together, we can make a difference. We can save lives. Thank you for your time, efforts, and consideration in utilizing this document in your classrooms.

Your Partners in Safety,

*Louisiana Destination Zero Deaths Team*

# TABLE OF CONTENTS

<b>I.</b>	<b>DISTRACTED DRIVING LESSON PLAN</b>	
	• <i>Plan Overview</i>	04
	• <i>Student Lesson Plan Objectives</i>	04
	• <i>Possible Materials</i>	04
	• <i>Teacher Preparations</i>	04
<b>II.</b>	<b>ICE BREAKERS</b>	
	• <i>Option 1: One-Word Exercise</i>	06
	• <i>Option 2: Four Quadrants</i>	06
<b>III.</b>	<b>HANDS ON ACTIVITIES</b>	
	• <i>Activity 1: Define Distracted Driving</i>	08
	• <i>Activity 2: How to Avoid Distractions</i>	08
	• <i>Student Sheet</i>	09
	• <i>Teacher Assessment</i>	10
	• <i>Activity 3: 1 Minute Acting Scenarios</i>	11
	• <i>Activity 4: DRIVE Bingo Game</i>	12
	• <i>DRIVE Bingo Cards</i>	13-16
	• <i>DRIVE Bingo Teacher / Instructor Calling Cards</i>	17
	• <i>Activity 5: Reflection Blog</i>	18
<b>IV.</b>	<b>LEARNING ASSESSMENTS</b>	
	• <i>Distracted Driving Assessment (A) Group</i>	20
	• <i>Pre-Assessment</i>	20
	• <i>Pre-Assessment Answer Key</i>	20
	• <i>Post Assessment</i>	20
	• <i>Post Assessment Answer Key</i>	20
	• <i>Student Assessment Hard Copy Details</i>	20
	• <i>Classroom Score Report Generator</i>	20
	• <i>Distracted Driving Assessment (B) Group</i>	20
	• <i>Pre-Assessment</i>	20
	• <i>Pre-Assessment Answer Key</i>	20
	• <i>Post Assessment</i>	20
	• <i>Post Assessment Answer Key</i>	20
	• <i>Student Assessment Hard Copy Download</i>	20
	• <i>Word Find Activity and Cryptogram</i>	21
<b>V.</b>	<b>FOCUS GROUP DISCUSSION</b>	
	• <i>Scenario 1</i>	23
	• <i>Scenario 2</i>	24
<b>VI.</b>	<b>GUEST SPEAKER RECOMMENDATIONS / TOPICS</b>	
	• <i>Guest Speaker Examples and Topic Descriptions</i>	26
<b>VII.</b>	<b>PSA CLASS PROJECTS</b>	
	• <i>Option 1</i>	27
	• <i>Option 2</i>	27-28
<b>VIII.</b>	<b>JUST DRIVE PLEDGE</b>	
	• <i>Just Drive Pledge</i>	31
<b>IX.</b>	<b>REFERENCES AND TEACHER RESOURCES</b>	
	• <i>Teacher Resources</i>	32-38
	• <i>Distracted Driving Public Service Announcements</i>	

# Distracted Driving Lesson Plan

**PLAN OVERVIEW:** This lesson plan aims to assist teachers and instructors in educating young drivers ages 14-18 on the various forms of distractions and how to prevent them. Distractions affect everyone, whether you are driving, walking, or biking. The materials attached will provide a positive learning environment and help guide discussions by utilizing a variety of activities, videos, learning assessments, focus group discussions, talking points, and commitment pledge.

## I. **STUDENT LESSON PLAN OBJECTIVES:**

- Identify what is distracted driving
- Identify ways to avoid distractions while driving
- Increase knowledge of social & legal consequences of distracted driving
- Participate in a distracted driving PSA class project
- Commit to taking the Just Drive pledge

## II. **POSSIBLE MATERIALS:** Smart Board, Computer/Projector, Blank Paper, Chart Paper, Pens/Pencils, Highlighters, Scissors, Note cards, etcetera.

## III. **TEACHER PREPARATIONS:**

- Be mindful of any students who may have been impacted by distracted driving.
- Preview videos/safety PSA's before sharing with students.
- Review the objectives of this lesson plan.
- This lesson plan is general in nature and will be more effective if you tailor it to your student's personal experiences, your audience, and your community.
- Guest speakers can have an impact. If there is someone in your community who has suffered a loss or has been affected by distracted driving, invite them to speak with your students.
- Print or project the lesson plan and reference documents.
- Print required handouts; make a few extra copies just to be sure.
- Gather materials needed.
- Ensure your location has any technology you require (computer, projector, etcetera).



# ICE BREAKERS

---



## **ICE BREAKERS**

### **Option 1: One-word exercise**

Time: 5-10 minutes

Description:

1. On the board, write “distracted.”
2. Give students a minute to write down as many words they associate with “distracted.”
3. Have students share what they wrote down, making a master list on the board.
4. Discuss the words students associate with “distracted.”

### **Option 2: Four Quadrants**

Time: 10 minutes

Description:

1. Direct the students to draw a 2x2 grid.
2. As you ask the following questions, give students a minute or so to draw their answers:
  - a. What is distracted driving?
  - b. What can happen if you drive distracted?
  - c. Why do people drive distracted?
  - d. How can you prevent distracted driving?
3. After you've asked the questions and given the students time to draw their answers, have them partner up or break into small groups to briefly discuss what they drew.

# HANDS ON ACTIVITIES

---



## **HANDS-ON ACTIVITIES**

### **Activity 1: Define Distracted Driving**

**Goal:** To define distracted driving

**Type:** Visual and group discussion

**Time:** 10 minutes

#### **Steps**

1. Play video <https://youtu.be/rCIJW9gnchc> from TranterGrey Media.
2. Once the video is over, ask the class to define distracted driving based on what they saw in the video.

#### **Teacher: Possible things learned from the video to discuss with students:**

- Things happen in the blink of an eye.
- Looking away for just one second can cause a crash.
- Distracted driving can include checking your phone while driving, talking on the phone, or concentrating on the music that's playing.
- There are serious consequences related to distracted driving.

### **Activity 2: How to Avoid Distractions**

**Goal:** Create scenarios to avoid distracted driving

**Type:** Visual and group discussion

**Time:** 20 minutes

#### **Steps**

1. Have students share at least 2-3 possible scenarios for each distraction and 2-3 ways to avoid them. They can work individually or in groups.
2. Once completed, allow each group to share their findings and solutions on how to avoid distractions.
3. Play video <https://youtu.be/CUhhx5GMrXw> from Four Horsemen Productions.

## Student Sheet

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Driver Distraction	Possible Scenarios	Possible Ways to Avoid the Situation
Talking on the phone		
Texting/using social media		
Reading		
Grooming		
Finding a radio station or changing other car controls		
Engaging with loud music		
Eating and driving		

# TEACHER GUIDE

Driver Distraction	Possible Scenarios	Possible Ways to Avoid the Situation
Talking on the phone	<ul style="list-style-type: none"> <li>Distracted by conversation</li> <li>Run red light</li> </ul>	<ul style="list-style-type: none"> <li>Put the phone on silent or turn it off</li> <li>Pull over safely and make/take the call</li> </ul>
Texting/using social media	<ul style="list-style-type: none"> <li>Cross into another lane</li> <li>Run off the road</li> </ul>	<ul style="list-style-type: none"> <li>Wait until you have reached your destination</li> <li>Turn your phone off</li> </ul>
Reading	<ul style="list-style-type: none"> <li>Lost, not paying attention to the road</li> <li>End up violating traffic laws</li> </ul>	<ul style="list-style-type: none"> <li>Plan your route beforehand</li> <li>Have a friend with you in the car who will read the directions to you</li> </ul>
Grooming	<ul style="list-style-type: none"> <li>Looking through a bag for lipstick, comb, etcetera and lose focus on the road</li> <li>Not paying attention to pedestrians crossing the street</li> </ul>	<ul style="list-style-type: none"> <li>Groom yourself before leaving your house, or do it once you've reached the destination</li> <li>Tell the people you're meeting that you will be a few minutes late to allow yourself to safely get ready</li> </ul>
Finding a radio station or changing other car controls	<ul style="list-style-type: none"> <li>Looking away from the road</li> <li>Don't realize the car ahead has stopped</li> </ul>	<ul style="list-style-type: none"> <li>Preset your radio stations before you leave the house</li> <li>Create the playlist beforehand</li> </ul>
Engaging with loud music	<ul style="list-style-type: none"> <li>Dancing/Singing to loud music</li> <li>Can't hear horns honking at you as you mistakenly go through a light or make a turn</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that the volume of your music doesn't impede you from hearing horns, or emergency vehicles</li> <li>Pay attention to what is around you</li> </ul>
Eating and driving	<ul style="list-style-type: none"> <li>Driving with one hand on the wheel and one holding a burger</li> <li>Need to unwrap the burger, take both hands off the wheel while looking at the wrapper</li> </ul>	<ul style="list-style-type: none"> <li>Eat before you leave</li> <li>Park in a parking lot and eat there</li> <li>Eat inside the restaurant/fast food place</li> </ul>



### **Activity 3: 1 Minute Acting Scenario's**

**Goal:** Determine the type of distraction (cognitive, manual, visual)

Determine potential outcome from this behavior while driving

**Type:** Role-play, visual and group discussion

**Time:** 10-20 minutes

#### **Steps**

1. Teacher Review of Definitions.
  - a. Visual: taking your eyes off the road. (i.e., reading a book or text message)
  - b. Manual: taking your hands off the wheel. (i.e., eating, changing the radio station)
  - c. Cognitive: taking your mind off driving. (i.e., talking to your friends, making mental notes)
2. Have students take out three note cards.
  - a. Card 1: Front side: write Cognitive - Backside: write Example Behavior
  - b. Card 2: Front side: write Manual – Backside: write Example Behavior
  - c. Card 3: Front side: write Visual – Backside write Example Behavior
3. Select student(s) to role play “example behavior” on a notecard.
4. Each student(s) will act out the behavior in front of the class.
5. The remaining students will raise which type of distraction their fellow student is acting out.
6. Discuss the types of distraction, potential consequences of the behavior, and the best solution to avoid the behavior.
7. Play video <https://youtu.be/E9swS1VI6Ok> from ATT It Can Wait.

#### **Example 1-Minute Scene:**

Card 1 – Front (Visual) Back (Looking down to see who is calling your cell phone)

Student 1 sits in chair and pretends to drive. Student 2 stands in front of them and will serve as the distraction. Have student 1 to look away at cell phone for 3-5 seconds while student 2 waves their hands and immediately stops. Ask student 1 what happened? Did they notice what their peer was doing? Why not? Discuss!

#### **Activity 4: DRIVE Bingo Game**

**Goals:** Discuss distracted driving

Identify ways to avoid distractions

Learning to become a safer and more effective driver

**Type:** Visual, group discussion, and/or assignment

**Time:** 20-30 minutes

#### **Steps**

1. Print provided “DRIVE” bingo sheet or template and distribute to students.
2. Print provided “DRIVE” teacher/instructor calling card and cut out.
3. Place calling card cutouts in a container and pull out one at a time at random; reading out each card and providing students with enough time to mark the boxes on their sheet that correlate with the card called.
4. Continue calling cards until a student has “DRIVE”. “DRIVE” is achieved when a student has all the boxes marked diagonally, across a row, or vertically in a column.
5. After the student has called “DRIVE”, the teacher and class can now identify the types of distractions and how to avoid them.
6. **Play videos from Destination Zero Deaths Distracted Driving Statewide Contest.**

[https://youtube.com/playlist?list=PL5wKeoJPrQxeufKPQM0HpTePyq\\_7iSSr8](https://youtube.com/playlist?list=PL5wKeoJPrQxeufKPQM0HpTePyq_7iSSr8)

**D**istractions

**R**oad hazards

**I**mpact

**V**iolations

**E**ffective driving

D	R	I	V	E
applying makeup	run a stop sign	injure someone else	Fine of \$500 for a first violation	wait until you get there to finish your makeup
texting	speeding	car crash	lose your license	eat before you leave
eating pizza	swerve into the other lane	DESTINATION ZERO DEATHS FREE	jail time	plan your route before you leave
changing the song	run off the road	kill someone else	receive a moving violation	make a preset playlist
looking at a map	hit a pedestrian	total your car	increased insurance rates	turn on "Do Not Disturb"

**D****R****I****V****E****D**istractions

shaving

hit a  
bicyclisttotal your  
car

jail time

wait until  
you get  
there to  
finish  
grooming**R**oad hazardsshopping  
online for  
the  
perfect  
prom  
dressrear-end  
another  
carkill  
yourselffine of  
\$500 for  
a first  
violationsave the  
online  
shopping  
for your  
computer  
at home**I**mpactsfilming a  
TikTokrun a red  
lightDESTINATION  
**ZERO**  
DEATHS  
FREEincreased  
insurance  
ratespull over  
and  
make/take  
a call**V**iolationsmaking a  
phone  
callswerve  
into the  
other laneinjure  
someone  
elselose your  
licensepark then  
film the  
TikTok**E**ffective drivingapplying  
makeuphit a  
parked  
carinjure  
yourselffine of  
\$1000 for  
each  
subsequent  
violationturn on  
"Do Not  
Disturb"

D

R

I

V

E

**D**istractions

changing  
the song

swerve  
into the  
other lane

injure  
yourself

receive a  
moving  
violation

eat  
before  
you leave

**R**oad hazards

filming a  
TikTok

run a  
stop sign

car crash

increased  
insurance  
rates

park then  
film the  
TikTok

**I**mpacts

shopping  
online for  
the perfect  
prom dress

run a red  
light

DESTINATION  
**ZERO**  
DEATHS  
FREE

fine of  
\$1000 for  
every  
subsequent  
violation

save the  
online  
shopping for  
your  
computer at  
home

**V**iolations

eating  
pizza

hit a  
pedestrian

total your  
car

jail time

turn on  
"Do Not  
Distrub"

**E**ffective driving

texting

speeding

kill  
someone  
else

lose your  
license

make a  
preset  
playlist

**D** **R** **I** **V** **E**

**D**istractions

**R**oad hazards

**I**mpact

**V**iolations

**E**ffective driving




applying makeup	shopping online for the perfect prom dress	run a red light	fine of \$500 for a first violation	save the online shopping for your computer at home	making a phone call
eating pizza	speeding	seriously injure someone else	jail time	make a preset playlist	hit a pedestrian
shaving	run a stop sign	fatally injure someone else	increased insurance rates	wait until you get there to finish grooming	seriously injure yourself
texting	run off the road	fatally injure yourself	eat before you leave	wait until you get there to finish your makeup	park then film the TikTok
changing the song	hit a bicyclist	hit a parked car	lose your license	turn on “Do Not Disturb”	<div>Teacher/Instructor</div> <div>Calling Cards</div>
looking at a map	rear-end another car	car crash	receive a moving violation	pull over and make/take a call	
filming a TikTok	swerve into the other lane	total your car	fine of \$1000 for each subsequent violation	plan your route before you leave	

### **Activity 5: Reflection Blog**

**Goals:** Recap what is distracted driving

Recap consequences of distracted driving

Recap cognitive, manual, and visual distractions

**Type:** Individual assignment

**Time:** 20-30 minutes

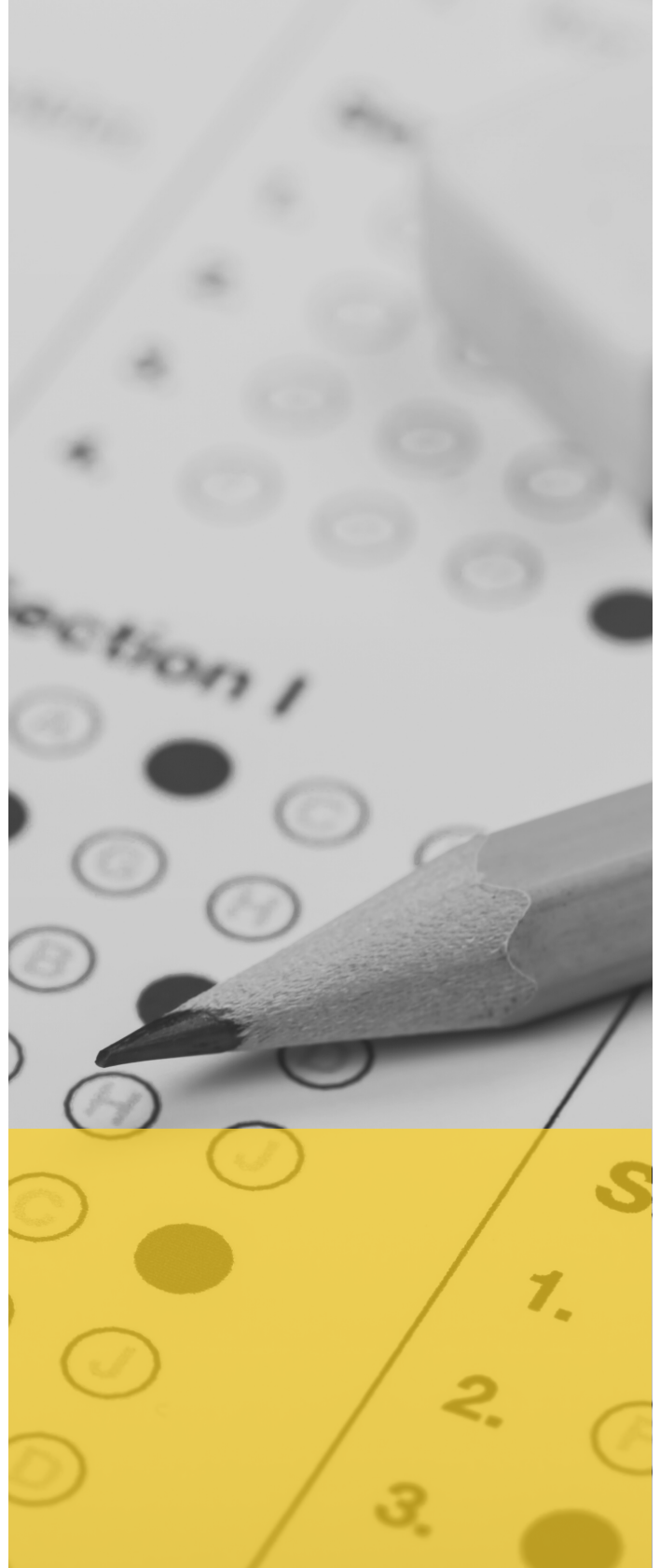
### **Steps**

1. Students will reflect on both the class discussions and videos and then write a short essay or blog post stating what they have learned about distracted driving.
2. In their essay or blog post students will:
  - Outline the steps they will take to educate their peers, siblings, and parents on the dangers of distracted driving.
  - Explain why they have decided to sign, or not sign, the Just Drive Pledge at the end of the lesson.



# LEARNING ASSESSMENTS

---



## **ASSESSMENT A**

### **PRE ASSESSMENT**

*Answer Key - Pre*

### **POST ASSESSMENT**

*Answer Key - Post*



**STUDENT  
ASSESSMENT**

**HARD  
COPY**



**GENERATE CLASSROOM  
SCORE REPORT**

**CLICK HERE**

Hard copies of student assessment  
and activity located within the  
Teacher Resources.



## **ASSESSMENT B**

### **PRE ASSESSMENT**

*Answer Key - Pre*

### **POST ASSESSMENT**

*Answer Key - Post*



**STUDENT  
ACTIVITY**

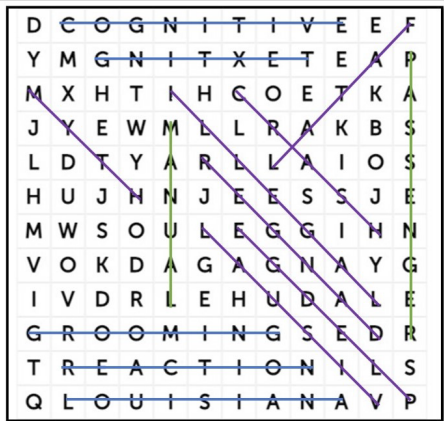
**HARD  
COPY**



CLICK IMAGES FOR LINKS



## WORD FIND ACTIVITY



**ONLINE ONLY**



## CRYPTOGRAM ACTIVITY

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
11	8	10	21	7	2	1	12	23	6	19	25	16	13	22	15

Q	R	S	T	U	V	W	X	Y	Z
18	5	9	14	3	24	17	20	4	26

23	2	4	22	3	11	5	7
I	F	Y	O	U	A	R	E

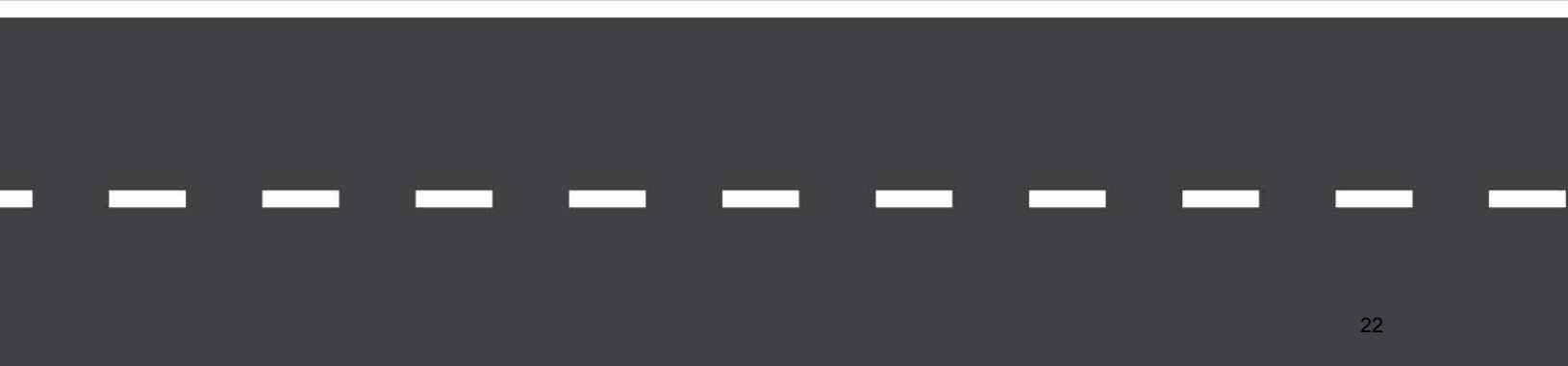
21	23	9	14	5	11	10	14	7	21	17	12	22	23	9
D	I	S	T	R	A	C	T	E	D	W	H	O	I	S

21	5	23	24	23	13	1
D	R	I	V	I	N	G?

# FOCUS GROUP DISCUSSION

---





## **FOCUS GROUP DISCUSSION**

### **Scenario 1:**

16-year-old driver operating a vehicle driving to school. Driver usually drives to school alone but is asked to pick up two friends who need a ride to school on this morning.

Driver has received permission from their caretaker(s) to make this pick up. The route to one friend's house is unfamiliar and requires specific directions.

Given this information, what is the best method to accomplish this in the safest manner? Are there any possible distractions that can occur in this scenario?

### **Teacher Led Recommended Discussion:**

#### Scenario 1:

- Plan your route in advance.
- If using a Global Positioning System (GPS) app, enter the necessary information before beginning the drive.
- Driver should establish boundaries with passengers to eliminate any distractions. (i.e., no unnecessary conversation, no or limited music, limited volume on music, etcetera)
- Driver should not eat/drink while operating vehicle.
- Driver should not adjust climate control while operating vehicle.
- Driver should not manipulate audio while driving.
- Driver should remain on established, planned route. (Discuss how to address unplanned detours.)
- Driver is responsible for occupant protection (ensuring all passengers are buckled up).

### **Scenario 2:**

17-year-old driver is operating a vehicle driving home from an athletic event they have just participated in. The event took place at another school campus, which is in an adjoining parish. The event ends at a time that is customary but it's nearly 10:00 PM.

Caretaker(s) is aware of the drive and the driver is asked to let the caretaker(s) know of departure and any reason(s) to detour from the normally accepted route. The drive will require driving on well-lit streets and un-lit streets, roadways with various speed limits from lows of 25 MPH up to 55 MPH, roadways without improved shoulders, and there is light rain.

Given this information, what is the best method to accomplish this in the safest manner? Are there any possible distractions that can occur in this scenario?

### **Teacher Led Recommended Discussion:**

#### Scenario 2:

- Plan your route in advance.
- If using a Global Positioning System (GPS) app, enter the necessary information before beginning the drive.
- Driver should let their caretaker(s) know they are beginning their drive before starting out.
- Driver should pull over to a safe location should any kind of communication via cell phone be necessary.
- Driver should engage in discussions about driving under various conditions regarding lit/un-lit roadways, posted speed limits, unimproved (no shoulders) roadways, inclement weather conditions, etcetera
- Driver should be informed and familiar with various accessories on the specific vehicle they are operating. This would include, but not be limited to, windshield wiper(s) actuator(s), emergency flashers, any hands-free controls, headlight switch, bright headlights actuator, turn signal actuator, etcetera

# GUEST SPEAKER RECOMMENDATION & TOPICS

---



## **GUEST SPEAKER RECOMMENDATIONS/TOPICS**

**Goal:** Opportunities to discuss distracted driving with community safety partners

**Type:** Guest Speaker/Group Discussion

**Time:** Class Period

<b>Guest Speaker Examples</b>	<b>Description of Topic</b>
Students Against Destructive Decisions (SADD) Representative	Ways to eliminate distracted driving among young drivers
EMT/First Responder	Responding to a distracted driving crash
Air Evacuation (EVAC)	Responding to crashes via air medical services
ER/Trauma Nurse	Assessment, treatment, and recovery of crash victims
Law Enforcement Officer	How distracted driving crashes occur/Death notification to the family
Juvenile District Attorney	Cases, the law, and punishment
School Counselor	The impact crashes have on students, families, and their communities
Regional Safety Coalition	Regional crash data and statistics
Student Ambassador	How students can serve as traffic safety role models
Distracted Driving Videos	Stories of families/students that have lost someone due to distracted driving

**Visit the website below to locate your region's Safety Coordinator that will assist you in scheduling classroom presenters!**

**<http://www.destinationzerodeaths.com/Home/LouisianaSafetyCoalitions>**

# PSA CLASS PROJECTS

---



## **PSA CLASS PROJECTS**

### **Activity: Create a Public Service Announcement (PSA)**

**Option 1:** Students will create a Public Service Announcement (PSA) poster that helps to detail one of the dangers of distracted driving. Students will present their signs in class before posting them around the school.

**Option 2:** Students will create a Public Service Announcement (PSA) video that details the dangers of distracted driving. Have the students talk to the principal about posting their PSA on the school website. Encourage students to post their videos on their social networking profiles.



What do you want the world to know? That's the central question asked when you are creating a public service announcement (PSA), which is any message promoting programs, activities, or services of federal, state, or local governments or the programs, activities, or services of non-profit organizations.

Often in the form of commercials and print ads, PSAs are created to persuade an audience to take favorable action. PSAs can create awareness, show the importance of a problem or issue, convey information, or promote a behavioral change. Whether you have a cause of your own or are an educator, PSAs create a forum for learners to actively participate in a project that allows them to become stewards of — and advocates for — social change.



PSAs came into being with the entry of the United States into World War II. Radio broadcasters and advertising agencies created a council that offered their skills and facilities to the war effort, creating messages such as, "Loose lips sink ships," "Keep 'em Rolling" and a variety of exhortations to buy War Bonds.

Today that same council, the Advertising Council, now serves as a facilitating agency and clearinghouse for nationwide campaigns that have become a familiar part of daily life. "Smokey the Bear" was invented by the Ad Council to personify its "Only You Can Prevent Forest Fires" campaign; "A Mind is a Terrible Thing to Waste" raised millions for the United Negro College Fund; the American Cancer Society's "Fight Cancer with a Checkup and a Check" raised public awareness as well as funds for research and patient services.

Yet the most recognized PSA consisted of only an egg, a frying pan, and these 15 words: "This is your brain. This is drugs. This is your brain on drugs. Any questions?"

This only goes to show the massive impact PSAs have on our culture and our society. You can make an impact too!

- ✓ Keep your focus narrow and to the point. More than one idea confuses your audience, so have one main idea per PSA.
- ✓ Time for some research - you need to know your stuff! Try to get the most current and up-to-date facts on your topic. Statistics and references can add to a PSA. You want to be convincing and accurate.
- ✓ Consider your audience. Are you targeting parents, teens, teachers, or some other social group? Consider your target audience's needs, preferences, as well as the things that might turn them off. They are the ones you want to rally to action. The action suggested by the PSA can be almost anything. It can be spelled out or implied in your PSA, just make sure that message is clear.
- ✓ Grab your audience's attention. You might use visual effects, an emotional response, humor, or surprise to catch your target audience. Be careful, however, of using scare tactics. Attention getters are needed, but they must be carefully selected.
- ✓ Create a script and keep your script to a few simple statements. A 30-second PSA is a great timeframe to keep your audience's attention. Highlight the major and minor points that you want to make. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings, and/or data.
- ✓ Film your footage and edit your PSA.
- ✓ Find your audience and get their reaction. How do they respond and is it in the way you expected? Your goal is to call your audience to action. Are they inspired?

Through a Public Service Announcement, you can bring your community together around a subject that is important to you. For ideas and examples, check out the Ad Council and the Ad Council Gallery. Keep your message clear and simple and target your intended audience. Take advantage of your interests, and practice important critical thinking and literacy skills because you will be spreading important social, economic, and political topics.

# JUST DRIVE PLEDGE

---



To help reach the goal of

## ***DESTINATION ZERO DEATHS*** pledge to drive distraction free

### ***EYES UP, PHONE DOWN.***

Place your phone on Do Not Disturb and stow it away until you have reached your destination.

### ***AVOID MULTI-TASKING.***

Your brain is unable to effectively focus on more than one thing at a time. Focus your attention on driving.

### ***BE READY TO DRIVE.***

Get a good night's sleep. Plan your route. Set your GPS. Eat before you leave. Handle all grooming needs in advance.

### ***SET BOUNDARIES.***

Let your passengers know you are committed in getting everyone safely to their destination. Ask them to help you keep distractions to a minimum.

I, \_\_\_\_\_, pledge to focus all my attention on the task of driving and avoid any distractions whether they are manual, cognitive, or visual both inside or outside the vehicle.

Rewrite the above pledge in the space below in your own handwriting and place it in your wallet.  
Upload a photo of your pledge to social media and tag it using the #JustDriveLA.

✂️ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## References and Teacher Resources

### Teacher Resources:

<b>Destination Zero Deaths</b>	
<a href="http://destinationzerodeaths.com">destinationzerodeaths.com</a>	<i>Please report if the link becomes broken to: <a href="mailto:louisianadzd@gmail.com">louisianadzd@gmail.com</a></i>
<b>National Highway Traffic Safety Administration</b>	
<a href="http://www.nhtsa.org">www.nhtsa.org</a>	
<b>Pew Internet Report: Teens and Distracted Driving</b>	
<a href="https://www.pewresearch.org/internet/2009/11/16/teens-and-distracted-driving/">https://www.pewresearch.org/internet/2009/11/16/teens-and-distracted-driving/</a>	
<b>Statewide Distracted Driving Webinar Presentation</b>	
<a href="https://tinyurl.com/y3ydrou2">https://tinyurl.com/y3ydrou2</a>	<i>Please report if the link becomes broken to: <a href="mailto:louisianadzd@gmail.com">louisianadzd@gmail.com</a></i>
<b>Strategic Highway Safety Plan (SHSP) Data Dashboard</b>	
<a href="http://datareports.lsu.edu/shsps.aspx">http://datareports.lsu.edu/shsps.aspx</a>	<i>Please report if the link becomes broken to: <a href="mailto:louisianadzd@gmail.com">louisianadzd@gmail.com</a></i>
<b>Traffic Safety Marketing</b>	
<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>	

### Distracted Driving Public Service Announcements:

PSA Titles	Time	Links
Sydnee's Story	:15	<a href="https://www.youtube.com/watch?v=f4_RKVPr7JM">https://www.youtube.com/watch?v=f4_RKVPr7JM</a>
Unread Texts	:30	<a href="https://www.youtube.com/watch?v=lm4sqj9wICk">https://www.youtube.com/watch?v=lm4sqj9wICk</a>
U Text. U-Drive. U Pay.	:33	<a href="https://www.youtube.com/watch?v=8Th_XBtQWOW">https://www.youtube.com/watch?v=8Th_XBtQWOW</a>
Driving & Its Distractions	1:00	<a href="https://www.youtube.com/watch?v=HKHcEMgcMGY">https://www.youtube.com/watch?v=HKHcEMgcMGY</a>
Don't Text and Drive	1:01	<a href="https://youtu.be/rCIJW9gnchc">https://youtu.be/rCIJW9gnchc</a>
AAA Distracted Driving	2:14	<a href="https://www.youtube.com/watch?v=zWdfeE2YsNc">https://www.youtube.com/watch?v=zWdfeE2YsNc</a>
Liz Marks Texting & Driving	3:11	<a href="https://youtu.be/t7911kgJJZc">https://youtu.be/t7911kgJJZc</a>
AT&T Wait for It	3:50	<a href="https://youtu.be/E9swS1Vl6Ok">https://youtu.be/E9swS1Vl6Ok</a>
The Last Word	3:55	<a href="https://youtu.be/0DH1JGIYOL0">https://youtu.be/0DH1JGIYOL0</a>
Open Your Eyes	3:56	<a href="https://youtu.be/CUhhx5GMrXw">https://youtu.be/CUhhx5GMrXw</a>

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## Distracted Driving: A **DEADLY** Addiction

1. How much will you be fined in Louisiana for texting while driving (1<sup>st</sup> violation)?
  - A. \$150
  - B. \$500
  - C. \$50
2. How many types of distractions are there?
  - A. 2
  - B. 4
  - C. 3
3. Is making a call while driving using a Bluetooth or hands-free device safe?
  - A. Yes, you can focus on driving since you are not holding your phone
  - B. No, these devices still involve manual and visual tasks that take your focus off driving
4. How many states ban text messaging for all drivers?
  - A. 46
  - B. 22
  - C. 35
5. Sending texts and emails while sitting at a red light is legal.
  - A. True
  - B. False
6. The safest way to make/answer a call while driving is:
  - A. With a Bluetooth or hands-free device
  - B. Pull over in a safe area like a parking lot or the side of the road then take/make the call
  - C. Answer the phone with your hands and tell them you're driving, and you'll call them back
7. \_\_\_\_ out of 10 teen crashes involve some type of distraction.
  - A. 3
  - B. 6
  - C. 9
8. A teen's risk of being killed in a car crash increases by 44% when they have how many passengers under the age of 21?
  - A. 1
  - B. 2
  - C. 3 or more

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## Distracted Driving: A **DEADLY** Addiction

9. Using a cell phone is just as dangerous as driving under the influence of alcohol.
- A. True
  - B. False
10. The following can be a distraction while driving:
- A. Using social media or filming videos
  - B. Billboards
  - C. Eating
  - D. A & C
  - E. All of these



### FIND THESE WORDS:

ILLEGAL
VISUAL
MYTH

FATAL
PASSENGER
GROOMING

DANGER
COGNITIVE
MANUAL

CRASH
LOUISIANA
TEXTING

PLEDGE
REACTION

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



## Distracted Driving: A **DEADLY** Addiction

### Answer Key

1. B – \$500

Consequences of texting while driving in Louisiana include: \$500 in fines for the first violation. 60-day license suspension and up to \$1,000 in fines for the second or subsequent violation(s). (\*Emergency calls are an exception)

2. C – 3

There are three main types of distraction:

- Visual: taking your eyes off the road.
- Manual: taking your hands off the wheel.
- Cognitive: taking your mind off driving.

3. B – No

Although slightly safer than holding your phone while driving, hands-free devices still require some visual and cognitive tasks. Calls in general are a distraction – multitasking is a myth!

4. A – 46 states have texting bans for all drivers

5. B – False

Although it may seem safe to use your phone while sitting still, this can still lead to intersection crashes and cause distraction – it takes up to 27 seconds to regain full attention after having a conversation or issuing voice commands. The phone is not legal to use at any time (except for emergency calls) while the vehicle is in operation.

6. B – Pull over

Always pull over in a safe area before taking or making a call or text. The vehicle must be parked to legally use your phone, and this allows your full attention on driving once you are done.

7. B – 6

The most common forms of distraction leading to teen driver crashes are:

- 15% Interacting with passengers
- 12% Using a cell phone
- 10% Looking at something in the vehicle
- 8% Singing or dancing to music
- 6% Grooming/Makeup
- 6% Reaching for an object

8. A – 1

All it takes is one passenger to increase a teen's chance of being killed in a distracted driving crash. Teens under the age of 17 who are going through the GDL process are prohibited from having more than one passenger under the age of 21. On the other hand, teens who drove with a passenger over the age of 35 **decrease** the chance of being killed in a crash by **62%**

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_



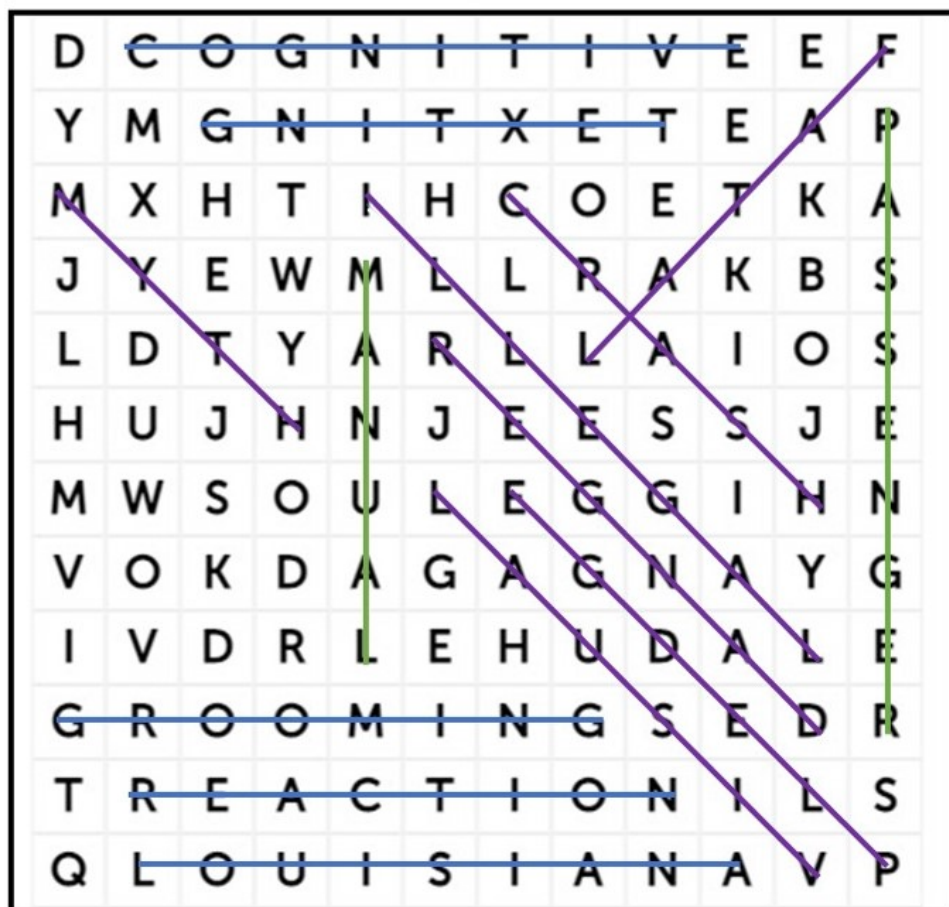
## Distracted Driving: A **DEADLY** Addiction

9. A – True

According to the National Highway Traffic Safety Administration (NHTSA), driving a vehicle while texting is six times more dangerous than intoxicated driving. The Transport Research Laboratory found that writing a text message slows driver reactions by 35 percent, while drinking alcohol up to the legal limit slows reactions by 12 percent. Another study stated that texting drivers react 23 percent slower than intoxicated drivers do.

10. E – All

Anything that takes your attention away from driving - be it a billboard on the side of the road, eating, applying makeup, or using your phone - is considered a distraction. Stay alert, and always keep your eyes on the road and your hands on the wheel!



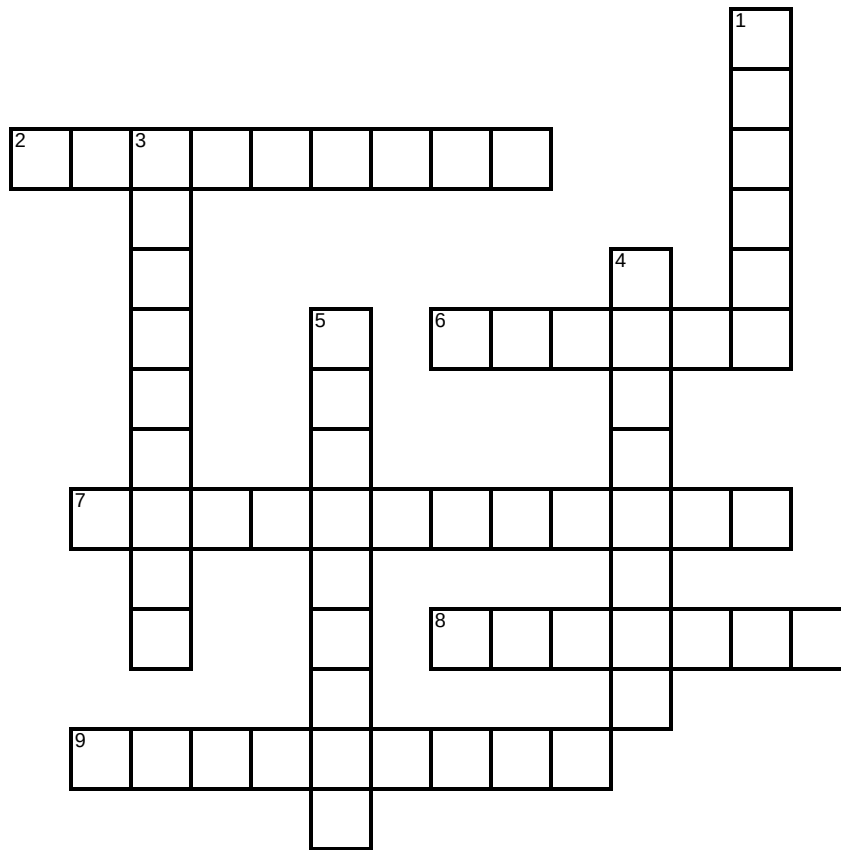


Name: \_\_\_\_\_

Date: \_\_\_\_\_



## Distracted Driving: A Deadly Addiction



### Across

- 2 When a teen drives with someone 35+ years of age, their chance of crashing \_\_\_\_\_
- 6 One of the three types of distractions is \_\_\_\_\_
- 7 Texting, eating, putting on makeup, and using social media are all types of \_\_\_\_\_
- 8 Reading texts at a red light is \_\_\_\_\_
- 9 All it takes is one \_\_\_\_\_ to increase a teen's chances of crashing

### Down

- 1 One of the three types of distractions is \_\_\_\_\_
- 3 One of the three types of distractions is \_\_\_\_\_
- 4 The safest way to answer a phone call while driving is to \_\_\_\_\_
- 5 A teen's chance of crashing \_\_\_\_\_ by 44% with only one passenger in the vehicle

### WORD LIST:

*HINT: Some words below will not be used to solve the crossword.*

TEXTING

DECREASES

COGNITIVE

ILLEGAL

INCREASES

MENTAL

TEENAGERS

PULLOVER

VISUAL

PASSENGER

MANUAL

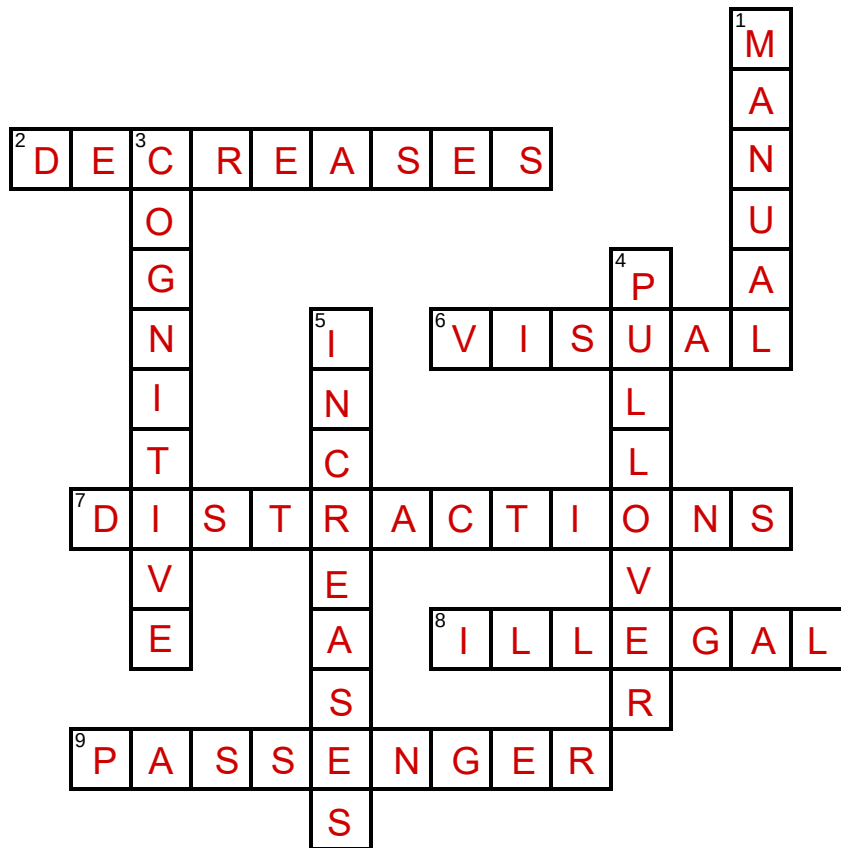
COGNITIVE

Name: **ANSWER KEY**

Date: \_\_\_\_\_



## Distracted Driving: A Deadly Addiction



### Across

- 2 When a teen drives with someone 35+ years of age, their chance of crashing \_\_\_\_\_
- 6 One of the three types of distractions is \_\_\_\_\_
- 7 Texting, eating, putting on makeup, and using social media are all types of \_\_\_\_\_
- 8 Reading texts at a red light is \_\_\_\_\_
- 9 All it takes is one \_\_\_\_\_ to increase a teen's chances of crashing

### Down

- 1 One of the three types of distractions is \_\_\_\_\_
- 3 One of the three types of distractions is \_\_\_\_\_
- 4 The safest way to answer a phone call while driving is to \_\_\_\_\_
- 5 A teen's chance of crashing \_\_\_\_\_ by 44% with only one passenger in the vehicle

### WORD LIST:

*HINT: Some words below will not be used to solve the crossword.*

TEXTING

DECREASES

COGNITIVE

ILLEGAL

INCREASES

MENTAL

TEENAGERS

PULLOVER

VISUAL

PASSENGER

MANUAL

COGNITIVE