

### **Influencing Policy & Legislation**

- Work with highway engineers to consider redesigning undivided, rural two-lane arterial (RAU2) and divided, rural four-lane freeways to include center line and road shoulder rumble strips.<sup>1</sup> These projects could be completed during scheduled highway maintenance and improvement projects.

### **Changing Organizational Practices**

- Work with universities and researchers to design rigorous evaluation plans to study the effect of HB62 of the 85<sup>th</sup> Texas Legislature, a statewide ban of texting while driving.<sup>2</sup>

### **Fostering Coalitions & Networks**

- Participate in local coalitions (i.e., PTA, school administrators, student organizations, employers, healthcare organizations, citizens groups, Regional Trauma Advisory Councils) to promote strategies such as Steering Teens Safe<sup>3,4</sup> and Front Windshield Sticker Reminders<sup>5</sup>
- Convene meetings to bring local coalitions and universities/researchers together to design appropriate and rigorous evaluation of unproven distracted driving prevention strategies, such as cell phone filter/blockers, pledges, safe driving apps.<sup>6,7</sup>
- Provide education to stakeholders, partners, local coalitions, schools and other agencies to discontinue implementation of interventions that are ineffective or harmful, such as programs that involve motivational counseling with exposure to a trauma room or morgue.<sup>8</sup>
- Work with universities and researchers to design appropriate evaluation of interventions with low quality evaluation, such as: 1) high-visibility enforcement of cell phone laws with public awareness campaign;<sup>9,10</sup> 2) computer-delivered driver safety behavior screening and intervention program initiated during an emergency department visit;<sup>11</sup> 3) high school/hospital educational programs;<sup>12</sup> and 4) public service announcements<sup>13</sup>

### **Educating Providers**

- Provide education to partners, local coalitions, schools and other agencies about effective strategies to prevent distracted driving, such as Steering Teens Safe<sup>3,4</sup> and Front Windshield Sticker Reminders<sup>5</sup>
- Provide education to partners, local coalitions, schools and other agencies to discontinue implementation of interventions that are ineffective or harmful, such as programs that involve motivational counseling with exposure to a trauma room or morgue<sup>8</sup>

### **Promoting Community Education**

- Promote implementation of Steering Teens Safe<sup>3,4</sup>

- Promote implementation and evaluation of a Front Windshield Sticker Reminder<sup>5</sup> program

## Strengthening Individual Knowledge & Skills

- Work with schools, churches, and other agencies to implement Steering Teens Safe<sup>3,4</sup>
- Work with schools, churches and other agencies to implement and evaluate a Front Windshield Sticker Reminder<sup>5</sup> program

## References

1. Sayed, T., P. deLeur, J. Pump. "Impact of Rumble Strips on Collision Reduction on BC Highways: A Comprehensive Before and After Safety Study." TRB 89th Annual Meeting Compendium of Papers CD-ROM. Washington, D.C. 2010.
2. Lim, S. & Chi, J. Cellphone bans and fatal motor vehicle crash rates in the United States. *J Public Health Pol* (2013) 34: 197. doi:10.1057/jphp.2013.3
3. Peek-Asa C, Cavanaugh JE, Yang J, Chande V, Young T, Ramirez M. Steering teens safe: a randomized trial of a parent-based intervention to improve safe teen driving. *BMC Public Health*2014;14:777.DOI: 10.1186/1471-2458-14-777. Published: 31 July 2014
4. Ramirez, Marizen; Yang, Jingzhen; Young, Tracy; Roth, Lisa; Garinger, Anne; Snetselaar, Linda; Peek-Asa, Corinne. Implementation Evaluation of "Steering Teens Safe": Engaging Parents to Deliver a New Parent-Based Teen Driving Intervention to Their Teens. *Health Education & Behavior*, v40 n4 p426-434 Aug 2013.
5. Rohl A, Eriksson S, Metcalf D. Evaluating the Effectiveness of a Front Windshield Sticker Reminder in Reducing Texting while Driving in Young Adults. *Cureus*. 2016 Jul; 8(7): e691. Published online 2016 Jul 14. doi: 10.7759/cureus.691
6. Funkhouser, D., & Sayer, J. R. (2013, December). Cell phone filter/blocker technology field test. (Report No. DOT HS 811 863). Washington, DC: National Highway Traffic Safety Administration.
7. Creaser JI, Edwards CJ, Morris NL, Donath M. Are cellular phone blocking applications effective for novice teen drivers? *J Safety Res*. 2015 Sept;54:75-8. Doi: 10.1016/j.jsr.2015.06.014. Epub 2015 July 29.
8. Nirenberg T1, Baird J, Longabaugh R, Mello MJ. Motivational counseling reduces future police charges in court referred youth. *Accid Anal Prev*. 2013 Apr;53:89-99. doi: 10.1016/j.aap.2013.01.006. Epub 2013 Jan 16.
9. Chaundhary NK, Connolly J, Tison J, Solomon M, & Elliott K. (2015, January Evaluation of the NHTSA distracted driving high-visibility enforcement demonstration projects in California and Delaware. (Report No. DOT HS812108). Washington, DC. National Highway Traffic Safety Administration.
10. Cosgrove L, Chaundhary N, Reagon I. "Four High-Visibility Enforcement Demonstration Waves in Connecticut and New York Reduce Hand-Held Phone Use," NHTSA 2011
11. Murphy M, Smith L, Palma A, Lounsbury D, Bijur P, Chambers P, Gallagher EJ. Feasibility of a computer-delivered driver safety behavior screening and intervention program initiated during an emergency department visit. *Traffic Inj Prev*. 2013;14(1):39-45. doi: 10.1080/15389588.2012.690545.
12. Unni P, Morrow SE, Shultz BL, Tian TT. A pilot hospital-school educational program to address teen motor vehicle safety. *J Trauma Acute Care Surg*. 2013 Oct;75(4 Suppl 3):S285-9. doi: 10.1097/TA.0b013e31828f9aa4.
13. Steadman M1, Chao MS, Strong JT, Maxwell M, West JH. C U L8ter: YouTube distracted driving PSAs use of behavior change theory. *Am J Health Behav*. 2014 Jan;38(1):3-12. doi: 10.5993/AJHB.38.1.1.