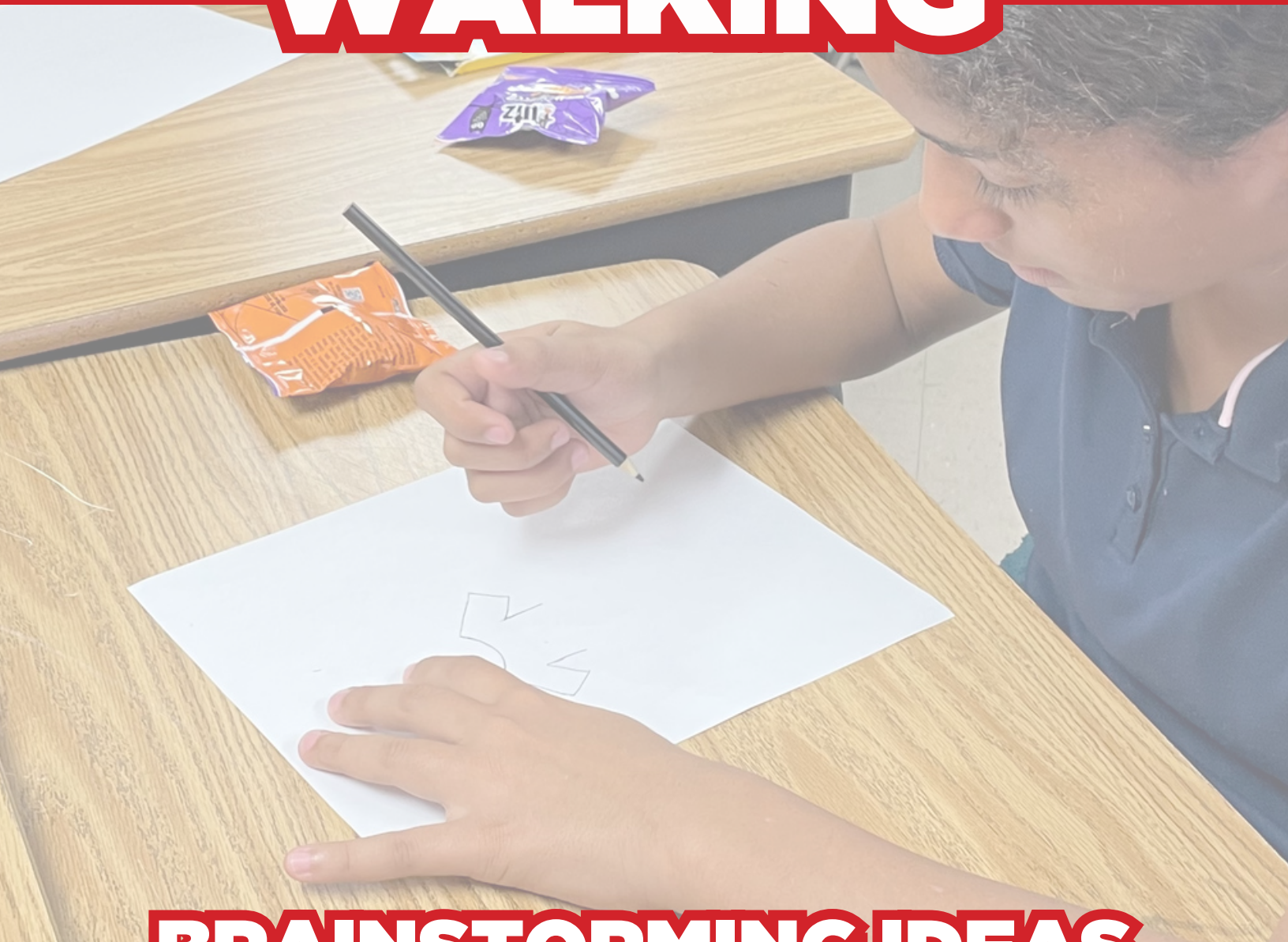




HISPANIC DISTRACTED DRIVING & WALKING



**BRAINSTORMING IDEAS
FOR PILOT SITES**

SUMMARY



The Distracted Driving/Walking Among Hispanic Youth Project is an initiative uniquely tailored to address the specific challenges Hispanic communities face. Recognizing that cultural factors can significantly shape behavior, this project aims to develop culturally sensitive countermeasures.

By actively involving Hispanic youth, the project aspires to create strategies that resonate with their values and experiences, promoting a deeper understanding of the dangers of distracted driving and walking within this community.

The collaborative efforts of SADD and the Hispanic youth community will result in a comprehensive approach that not only raises awareness but also provides practical solutions that are culturally relevant. Success in this endeavor has the potential to serve as a model for other states and communities with Hispanic populations, demonstrating the positive impact of a community-focused approach to mitigating distracted driving and walking risks among Hispanic youth. This initiative is funded by the National Highway Traffic Safety Administration, highlighting the agency's commitment to enhancing the safety of Hispanic communities on the road.

SADD recognizes that the beauty of peer-to-peer education and prevention exists at the chapter level in the community the chapters serve. Although chapters will have total autonomy over the planning, organizing, and implementing strategies to educate their communities on distracted driving/walking, SADD is committed to providing pilot sites with tools and best practices to spark creativity and originality among the peer-to-peer sites. Here are some ideas to spark your creative juices in your next planning meeting.

IDEAS TO SPARK CREATIVITY

Here are some ideas to spark creativity among your chapter members to implement effective countermeasures that address distracted driving/walking among Hispanic youth and their families. Remember to consider ways to include Hispanic students or to reach the Hispanic population at the school and community levels.

Distracted Driving Pledge Wall: Set up a large board or wall where students, teachers, and staff can sign a pledge to avoid distractions while driving. Make it a prominent display in the school to keep the message visible.

No Phone Parking Lot: Designate a section of the school's parking lot as a "No Phone Parking Lot" where students must turn off and stow their phones before entering the area. This encourages responsible phone use while driving in and out of the school. Display signs in both languages. Also, this would work at the community level - consider parks, family areas, festivals, etc.

Distracted Driving Awareness Zones: Create designated areas within the school where distracted driving awareness messages are prominently displayed. Include facts, statistics, and personal stories to drive home the importance of focused driving.

Safety Signs: Install signs at school entrances and exits reminding students to turn off their phones and stay focused while driving on school property.

Reward System: Implement a reward system where students consistently adhere to safe driving practices within the designated zones are recognized and rewarded. This can include certificates, gift cards, or other incentives.

Distraction-Free Events: Organize school events or activities where the use of mobile devices is strictly prohibited, reinforcing the idea that there are times and places where distractions should not occur. Use TextLess Live More materials for this type of event.

Safe Routes to School: Collaborate with local authorities and community organizations to establish safe walking and biking routes to school. Promote these routes as distraction-free alternatives to driving.

Digital Detox Days: Designate specific school days or weeks as "Digital Detox Days" where students are encouraged to minimize phone use, especially while driving to and from school. This could be done as a social media campaign.

Distracted Driving Education Zones: Set up booths or information stations at school events, parent-teacher conferences, or open houses to educate parents and students about the dangers of distracted driving.

IDEAS TO SPARK CREATIVITY

Virtual Reality (VR) Experiences: If possible, set up VR stations where students can experience simulated distracted driving scenarios. VR technology can immerse them in realistic situations and make the dangers feel more immediate.

Distracted Walking Obstacle Course: Create a physical obstacle course on the school grounds or in a parking lot. Students can navigate the course while wearing goggles that simulate different distractions, such as texting or adjusting the radio. This hands-on experience will illustrate the difficulty of multitasking while driving.

Driving Safety Apps: Recommend smartphone apps that encourage safe driving. These apps can monitor and reward students for distraction-free driving by providing scores, badges, or incentives for safe behavior. Reward students who download these apps in your presence or turn on safety features on their phones.

Text and Drive Challenge: Organize a challenge where students attempt to send a text message while wearing vision-impairing goggles. It's an eye-opening exercise highlighting how texting affects their ability to focus on the road.

Distracted Driving Escape Room: Create an escape room-style activity where students work together to solve puzzles related to distracted driving. Each puzzle reveals information about the dangers and consequences of distracted driving.

Distracted Driving Quiz Game: Develop an interactive quiz game that tests students' knowledge of distracted driving laws, statistics, and safe driving practices. Offer prizes or rewards for high scores.

Driving Safety Workshops: Host workshops where students can participate in interactive discussions and role-play scenarios about distracted driving situations. Encourage them to brainstorm safe alternatives to using their phones while driving.

Distracted Driving Demonstrations: Invite local law enforcement or first responders to demonstrate the consequences of distracted driving through live reenactments or accident scene scenarios. This can be a powerful way to illustrate the real-life impact of distractions.

Distracted Driving Scavenger Hunt: Organize a scavenger hunt that takes students around the school or local area to find clues about distracted driving facts, statistics, and safety tips. This interactive game can be both educational and fun.

Create PSA Videos: Have students work in groups to create their own public service announcement (PSA) videos about the dangers of distracted driving. Encourage creativity and storytelling to make impactful messages.

IDEAS TO SPARK CREATIVITY

Distracted Driving Surveys and Data Analysis: Conduct surveys among students about their driving habits and attitudes toward distracted driving. Then, engage them in analyzing and discussing the survey results to understand trends and behaviors.

Distracted Driving Art Contests: Host an art contest where students can create and display artwork that conveys the dangers and consequences of distracted driving. Art can be a powerful medium for emotional expression and awareness. This could be done at an elementary or junior high level. Then, SADD members at the pilot sites could judge and determine the winner.

Distracted Driving “Walking Obstacle” Course

Title: "Distracted Driving Challenge: Stay Focused, Stay Safe!"

Objective: The objective of this interactive activity is to educate high school students about the dangers of distracted driving and reinforce the importance of staying focused while behind the wheel. While the topic is distracted driving, students will be walking instead of driving through the obstacle course, so you can use this as an opportunity to discuss both topics.

Materials Needed:

1. Cones, traffic signs, or markers
2. Traffic cones or orange safety vests for volunteers (optional)
3. Vision-impairing goggles (simulating different distractions)
4. Timer or stopwatch
5. Whiteboard and markers
6. Prizes or incentives (optional)

1. Introduction (15 minutes):

- Begin with a brief presentation on the dangers of distracted driving, using statistics and real-life stories to emphasize the consequences.
- Discuss common distractions such as texting, talking on the phone, adjusting the radio, eating, and more.
- Explain that the activity will provide students with a hands-on experience to understand the challenges of distracted driving.

2. Set Up the Distracted Driving Course (20 minutes):

- Create a simple driving course in a safe area, either indoors or outdoors. Use cones, markers, or traffic signs to simulate a road with curves, stops, and obstacles.
- Optional: Have volunteers wear traffic cones or orange safety vests to represent pedestrians or other road users.
- Place different vision-impairing goggles along the course to simulate different distractions. For example, one pair of goggles simulates texting, another simulates eating, and another simulates adjusting the radio.

IDEAS TO SPARK CREATIVITY

3. Distracted Driving Challenge (30 minutes):

- Divide the students into small groups and assign each group a starting point on the course.
- Each group will take turns navigating the course while wearing vision-impairing goggles that simulate a specific distraction.
- Time each group as they attempt to complete the course. Note the challenges they face and any mistakes made.
- After each round, ask students to share their experiences and challenges they encountered while driving distracted.

4. Group Discussion (15 minutes):

- Gather the students and lead a discussion on the activity. Ask open-ended questions like:
- What challenges did you face while driving distracted?
- How did your driving behavior change with each type of distraction?
- Did you make any mistakes or encounter obstacles?
- What did you learn from this experience?

5. Real-Life Consequences (10 minutes):

- Share additional real-life stories or videos of distracted driving accidents and their consequences to emphasize the importance of safe driving further.

6. Reflection and Commitment (10 minutes):

- Have students individually reflect on their learning during the activity and the discussion.
- Ask them to commit to making a personal pledge not to drive distracted and to share their commitment with their peers.

7. Prizes or Recognition (optional):

- Consider giving prizes or recognition to the group that completed the course most safely and efficiently or to individuals who demonstrated exceptional focus.

8. Closing Remarks (5 minutes):

- Thank the students for participating and remind them to prioritize safe driving habits and avoid distractions whenever they're behind the wheel.

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