# EDUCATION. ENFORCEMENT. ENGAGEMENT.

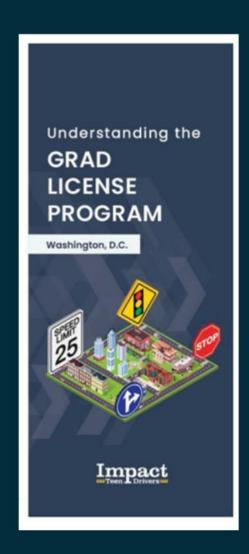
A THREE PRONGED APPROACH TO ADDRESS DISTRACTED MOBILITY IN THE DISTRICT OF COLUMBIA

Educate middle schoolers on the dangers of distracted mobility using an evidence-based program.

Evaluate the District's ATE network for its suitability to include distracted driving enforcement.

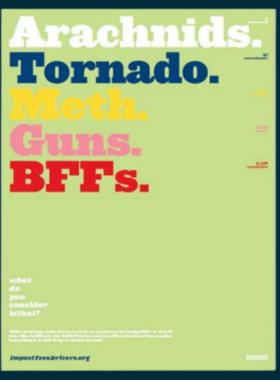
Engage community members through a targeted approach using neighborhood-specific campaigns tailored to each of DC's 8 wards.

Arachnids. Tornado. Meth. Guns. BFFs.











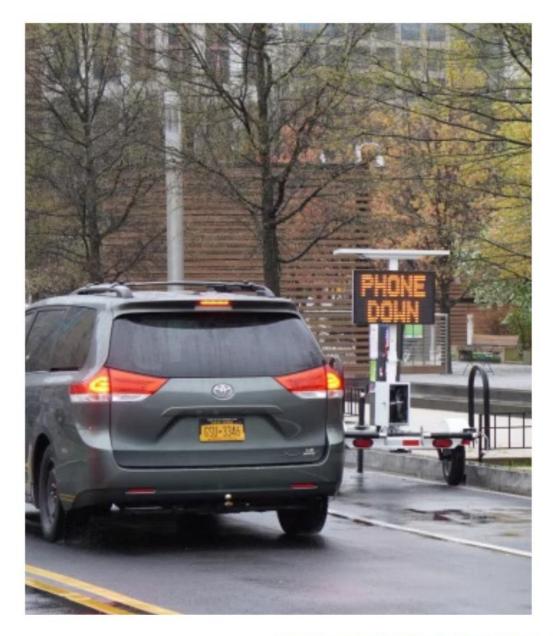


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## What if?

What if DC's robust ATE program could detect hands free driving law infractions?

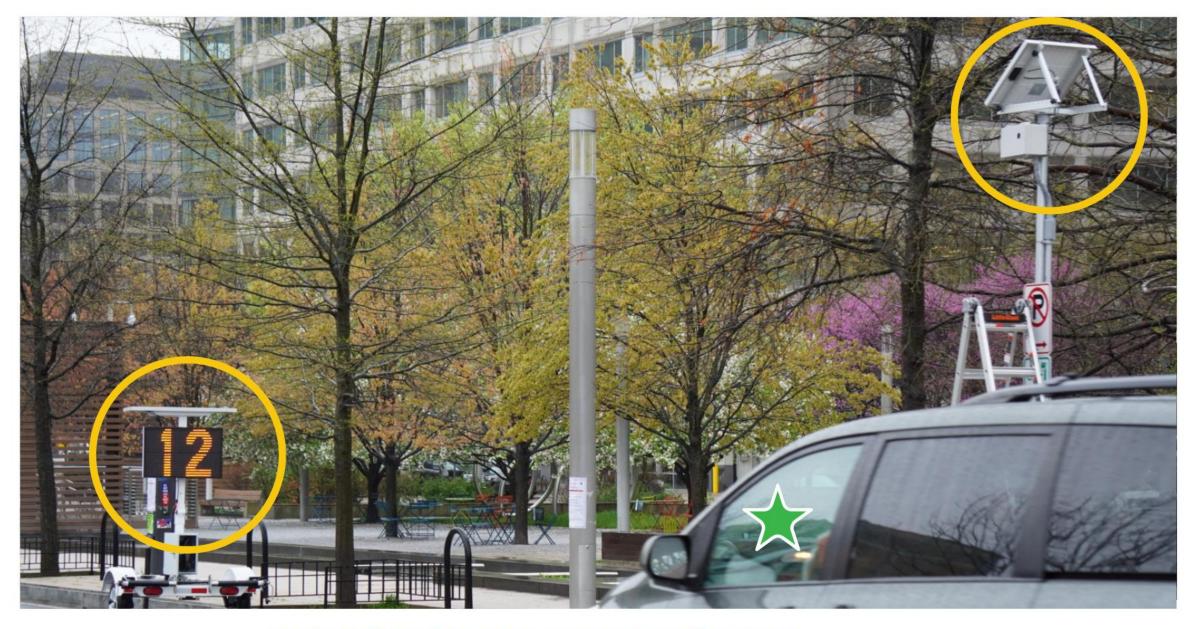








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#### approximately

## 3206

#### approximately



### Keep your chin up!





Distracted driving can stop your progress.

DMO MARTINE BOWSER MANOR







### 13 million+ impressions

#### THANK YOU!

PRESLEY CONNOR

PUBLIC INFORMATION OFFICER, DC HIGHWAY SAFETY OFFICE

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THIS PROJECT WAS MADE POSSIBLE BY A GRANT FROM GHSA AND GM!

