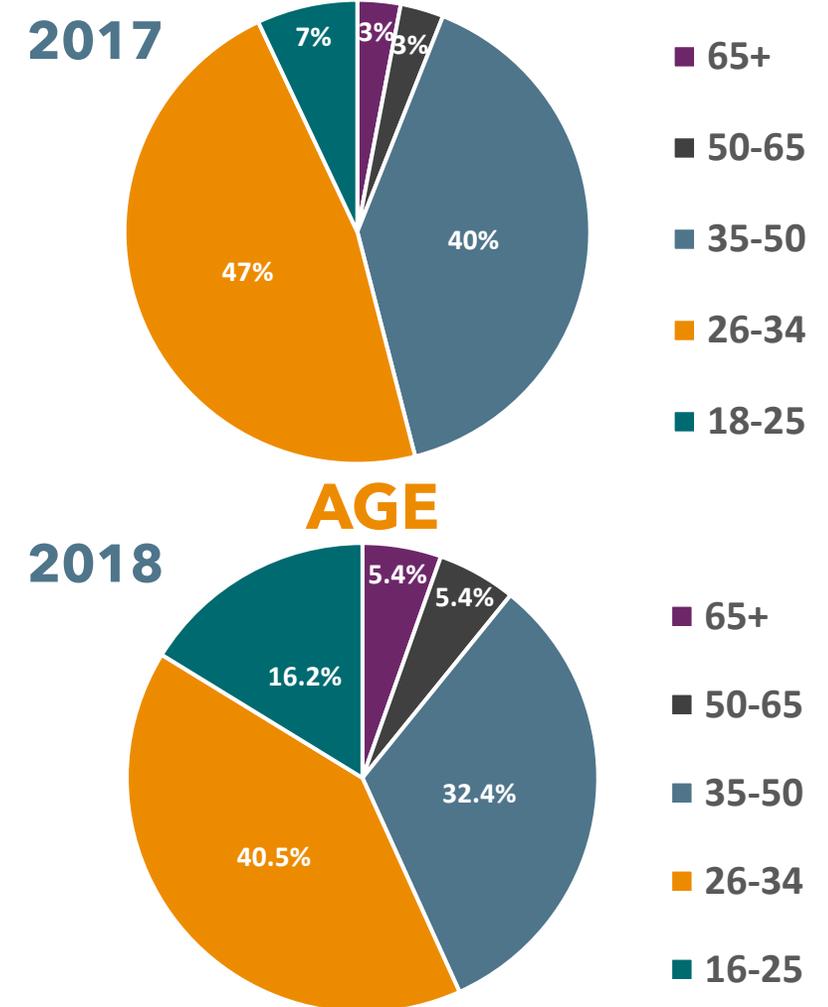


# Drop It And Drive<sup>®</sup> offender pilot program

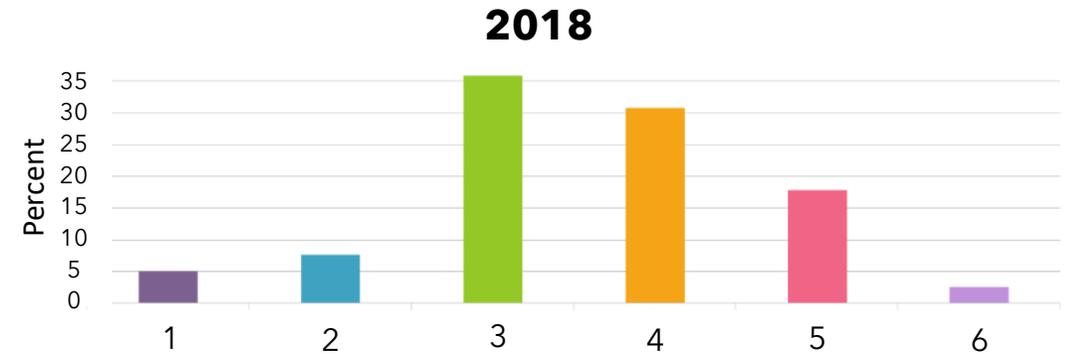
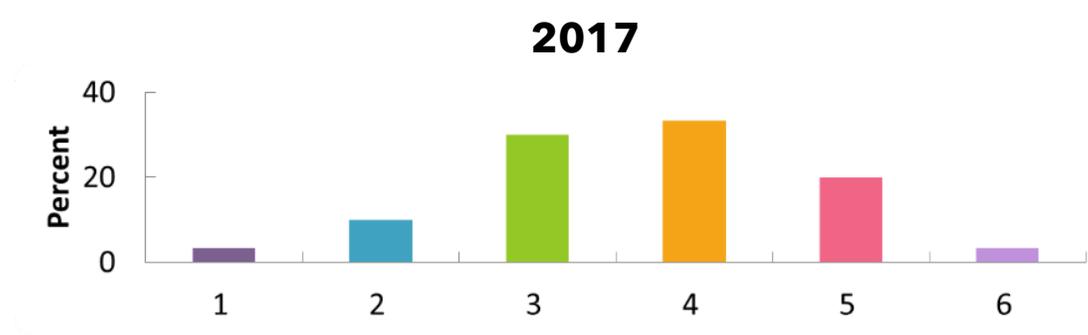
- > DIAD launched in 2010; 65,000+ youth & workplace participants.
- > Evidence-based pilot based on leading theories of behavior change.
- > Focused on personal relevance, self-efficacy & positive messaging; combined research, real world examples & exercises.
- > 2017/2018 - 71 participants, onsite & post-seminar surveys at 3, 6 & 12 months.



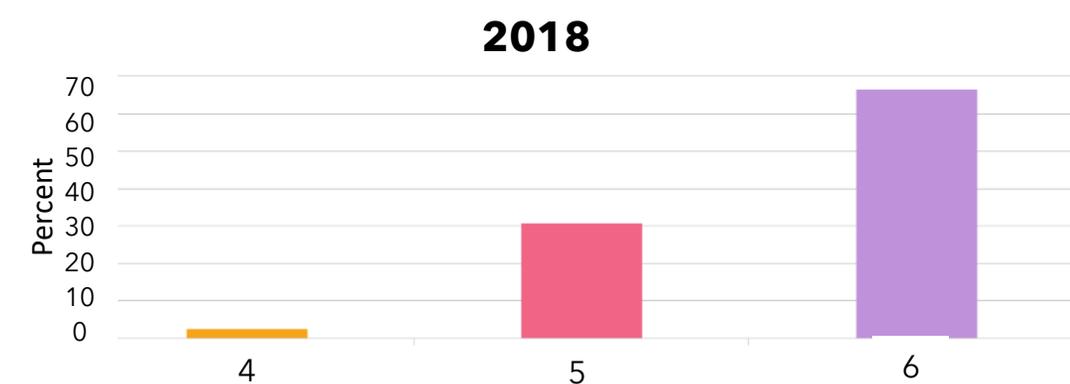
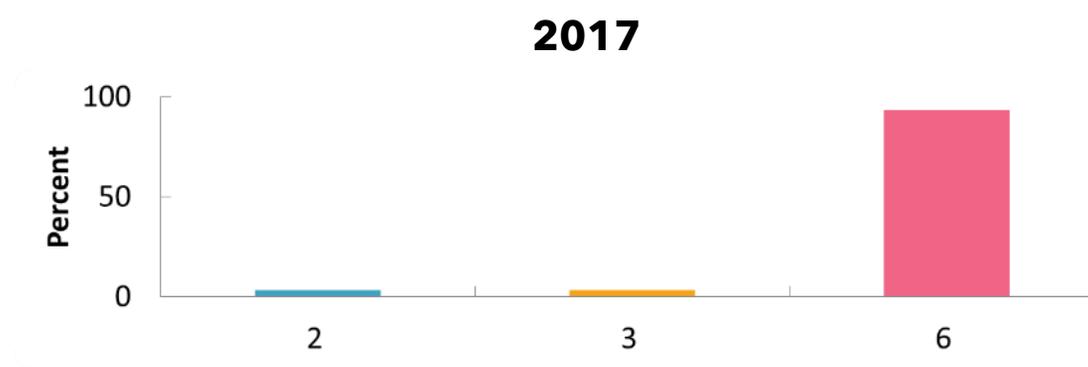


# Awareness of risks: 2017 & 2018

## 7. How aware were you of the risks of distracted driving BEFORE this seminar?



## 8. How aware are you of the risks of distracted driving AFTER this seminar?

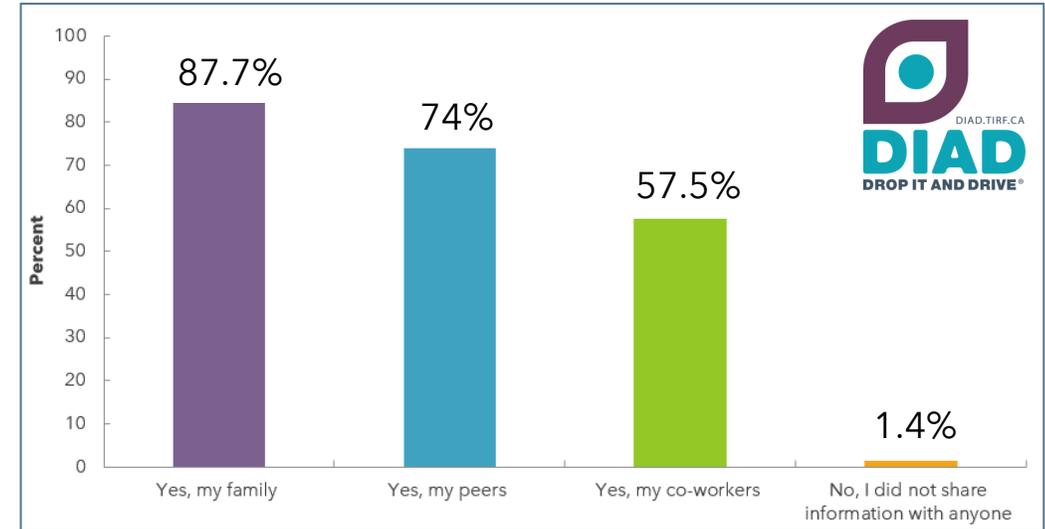


(1-not at all aware and 6-extremely aware)



# Sharing knowledge & testimonials

Participants were asked with whom they had shared information from the seminar.



- > *"I really believe this type of education is essential for everyone to have."*
- > **"Great! I'm an ER doc and routinely drive distracted despite my ER experiences. Complacency, plain and simple. Thanks!"**
- > *"This program was well-delivered and completely changed my behavior. I owe it to myself and my family to keep my distractions to a minimum. I will never use my device while driving again."*

Participant comments 2017 & 2018



## Victoria Police Dept. distracted driving pilot

- > 97% reported their driving behavior changed post-pilot.
- > Top behaviors participants reported adopting post-workshop were putting the phone on silent, putting it out of reach & only using hands-free.
- > 96% agreed distracted drivers should be required to complete the DIAD pilot.
- > Only 1 participant received a 2<sup>nd</sup> violation.

