



Distraction and Reaction

A Prevention and Awareness Program Addressing Distracted Driving



In recent years, the dangers of driving distracted has gotten much attention. In fact, according to Distraction.gov, drivers are 23 times more likely to crash if driving distracted. At SmartDrive, we have addressed distracted driving in its variety of forms since our inception in 2004.

This year, thanks to strong support from our sponsors, we are proud to offer — FREE OF CHARGE — to schools and community events, our Distraction and Reaction program to help drive home the dangers of distracted driving in a meaningful way. Using an online component students can do themselves, combined with a film, 'Driven to Distraction II', created by DuPont's Coastal Films and donated exclusively to SmartDrive, we teach participants about the science of distracted driving. Then, using a Gem golf cart, we prove the science by allowing participants to drive on a coned course distracting them with time constraints, talking on a cell phone, excessive passengers and finally, texting.

This program is safe, fun, and most importantly, educational. We raise awareness by proving the premise, that distracted driving is every bit as dangerous as driving under the influence.

The program takes approximately one hour, and we work with our organizations to adapt the program to fit whatever venue is available — health classes, driver ed classes, assemblies, or community days — the program delivers results and raises awareness like no other program can. It is an ideal program to offer during Prom Season or at the beginning of the school year to make a critical impression on our drivers.

For more information, or to schedule your Distraction and Reaction program call 888-553-6543 or email Karen.gibbons@smartdriveusa.org.

www.smartdriveusa.org

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