

In an effort to reduce injuries and fatalities resulting from distracted driving, the UC San Diego TREDs program, in collaboration with the California Highway Patrol, offers a free one-hour class to companies and organizations in San Diego County. The class is designed to increase awareness of the dangers of distracted driving and encourage employees to be safe and responsible drivers, both on and off the job.

CLASS OVERVIEW

TOPIC	DESCRIPTION
Distracted Driving Defined	<ul style="list-style-type: none"> Behaviors that can reduce the focus on driving Types of distraction: visual, manual, cognitive Evolution of cell phone technology and scope of cell phone use Possession attachment: cell phones have become an addiction
Dangers of Distracted Driving	<ul style="list-style-type: none"> Behaviors that increase crash risk Distraction-related facts: crashes, injuries and deaths The multitasking myth Inattention blindness: cell phone use limits functional field of vision Personal impact: physical, emotional and financial
California Vehicle Code and Legal Consequences	<ul style="list-style-type: none"> Citable offenses Fines for violations Officer observations on the road Legal charges include murder, manslaughter and vehicular homicide, often resulting in prison sentences Anticipated legislation
Actions to Reduce Distracted Driving	<ul style="list-style-type: none"> Behavior change strategies based on the Social Ecological Model <ul style="list-style-type: none"> Individual: take action at the personal level Interpersonal: influence friends and family Organizational: spread the word in places frequently visited Community: support distracted driving campaigns and laws Pledge card: take a step to reduce distracted driving

METHODS: The class material is guided by an engaging PowerPoint presentation that includes videos and case examples. Audience participation is encouraged through interactive questions and the completion of a pledge card.

SPEAKERS: A team approach is utilized to deliver the class; presenters include experts from UC San Diego and law enforcement officers from the California Highway Patrol.

EVALUATION: Participants complete brief, anonymous surveys at the beginning and end of the class. Survey results will enable TREDs to measure changes in knowledge and behavioral intentions regarding cell phone use while driving.

SCHEDULING: Classes are scheduled on a first-come, first-served basis and are currently booking several months out.

For more information or to schedule a class, contact treds@ucsd.edu or 858-534-8524

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