

RP 251 – Educating Idaho Teenage Drivers of the Dangers of Distracted Driving

○ Project Description:

This project will examine several educational and messaging strategies that ITD and its safety partners could employ to discourage distracted driving among teenagers. Strategies to be examined include classroom educational presentations, changeable message sign messaging, and engaging teens in developing safety messages for ITD campaigns.

○ Project Objectives:

The objectives of this project are to:

1. Develop an interactive presentation that can be used at different high schools in Idaho to educate teenage drivers about the danger of distracted driving
2. Test the effectiveness of developed interactive presentation in promoting safe driving among teenage drivers
3. Identify the most effective short messages that can be implemented in changeable message signs (CMS) to influence driving behavior of teenage drivers in Idaho regarding distracted driving
4. Test the effectiveness of using CMS short messages to influence teenage drivers driving behavior
5. Test the effectiveness of high school student involvement in distracted-driving public campaigns in improving awareness of the danger of distracted driving.

○ Estimated Completion Date: May 31, 2017

○ Budget: \$74,000.00

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