

DESTINATION ZERO DEATHS

Distracted Driving
Multidisciplinary Unit of Study
9-12 Grade High School Students



WWW.DESTINATIONZERODEATHS.COM



Dear Educational Faculty & Staff,

Thank you for your tremendous efforts towards educating our young people. Your hard work and dedication do not go unnoticed. In partnering with Destination Zero Deaths (DZD), we hope that you find value in extending your time and resources to also educate our young people on another serious problem – distracted driving. Our team would like to help you in properly training your students to be responsible drivers. Working together, we can help identify new ways to educate your students in an ongoing effort to save lives on our Louisiana roadways.

A distracted or inattentive driver is actively engaged in any activity that diverts his/her attention away from the task of driving. The distraction could be manual, visual, or cognitive and be inside or outside of the vehicle. It means that a person is not giving their full attention to the road and is paying attention to other things instead, like checking their cell phone, finding a radio station, looking at a map, eating a burger, grooming, daydreaming, etcetera.

In a continuing effort to raise awareness about distracted driving, the Destination Zero Deaths (DZD) team created a multidisciplinary hands-on unit of study for your use. The unit of study consists of ice breakers, hands-on activities, learning assessments, videos, focus group discussions, guest speaker recommendations and topics, a PSA class project, the Just Drive pledge form, talking points, and additional teacher resources. This unit of study is highly adaptable and can be utilized as you see fit and within your class instruction time. This is a great resource, as we see one teen death, as one too many.

We look forward to working with your faculty, staff, and students by further bolstering the message on the dangers of distracted driving. By working together, we can make a difference. We can save lives. Thank you for your time, efforts, and consideration in utilizing this document in your classrooms.

Your Partners in Safety,

Louisiana Destination Zero Deaths Team

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Distracted Driving Lesson Plan

PLAN OVERVIEW: This lesson plan aims to assist teachers and instructors in educating young drivers ages 14-18 on the various forms of distractions and how to prevent them. Distractions affect everyone, whether you are driving, walking, or biking. The materials attached will provide a positive learning environment and help guide discussions by utilizing a variety of activities, videos, learning assessments, focus group discussions, talking points, and commitment pledge.

I. **STUDENT LESSON PLAN OBJECTIVES:**

- Identify what is distracted driving
- Identify ways to avoid distractions while driving
- Increase knowledge of social & legal consequences of distracted driving
- Participate in a distracted driving PSA class project
- Commit to taking the Just Drive pledge

II. **POSSIBLE MATERIALS:** smart board, computer/projector, blank paper, chart paper, pens/pencils, highlighters, scissors, note cards, etc.

III. **TEACHER PREPARATIONS:**

- Be mindful of any students who may have been impacted by distracted driving.
- Preview videos/safety PSA's before sharing with students.
- Review the objectives of this lesson plan.
- This lesson plan is general in nature and will be more effective if you tailor it to your student's personal experiences, your audience, and your community.
- Guest speakers can have an impact. If there is someone in your community who has suffered a loss or has been affected by distracted driving, invite them to speak with your students.
- Print or project the lesson plan and reference documents.
- Print required handouts; make a few extra copies just to be sure.
- Gather materials needed.
- Ensure your location has any technology you require (computer, projector, etc.).

ICE BREAKERS



ICE BREAKERS

Option 1: Memory Challenge

Time: 5-10 minutes

Description:

1. On the board, write “distracted.”
2. Give students a minute to write down as many words they associate with “distracted.”
3. Have students share what they wrote down, making a master list on the board.
4. Discuss the words students associate with “distracted.”

Option 2: Four Quadrants

Time: 5-10 minutes

Description:

1. Direct the students to draw a 2x2 grid.
2. As you ask the following questions, give students a minute or so to write their answers:
 - a. What is distracted driving?
 - b. What can happen if you drive distracted?
 - c. Why do people drive distracted?
 - d. How can you prevent distracted driving?
3. After you've asked the questions and given the students time to write their answers, have them partner up or break into small groups to briefly discuss what they wrote.

HANDS ON ACTIVITIES



HANDS-ON ACTIVITIES

Activity 1: Define Distracted Driving

Goal: To define distracted driving

Type: Visual and group discussion

Time: 10 minutes

Steps

1. Play video <https://youtu.be/rCIJW9gnchc> from TranterGrey Media.
2. Once the video is over, ask the class to define distracted driving based on what they saw in the video.

Teacher: Possible things learned from the video to discuss with students:

- Things happen in the blink of an eye.
- Looking away for just one second can cause a crash.
- Distracted driving can include checking your phone while driving, talking on the phone, or concentrating on the music that's playing.
- There are serious consequences related to distracted driving.

Activity 2: How to Avoid Distractions

Goal: Identify consequences of and ways to avoid distracted driving

Type: Visual and group discussion

Time: 20 minutes

Steps

1. Working with partners or in small groups, have students write or discuss 2-3 possible consequences of each distraction and 2-3 ways to avoid this type of distraction. Depending on time, the teacher can choose to have students complete all sections on the student sheet or to assign specific sections to partners or groups.
2. Once completed, allow each group to share their findings and solutions on how to avoid distractions.
3. Play video <https://youtu.be/CUhhx5GMrXw> from Four Horsemen Productions.

Student Sheet

Name: _____

Date: _____

Driver Distraction	Possible Consequences	Possible Ways to Avoid the Situation
Talking on the phone		
Texting/using social media		
Reading		
Grooming		
Finding a radio station or changing other car controls		
Engaging with loud music		
Eating and driving		

TEACHER GUIDE

Driver Distraction	Possible Consequences	Possible Ways to Avoid the Situation
Talking on the phone	<ul style="list-style-type: none"> • <i>Distracted by conversation</i> • <i>Run red light</i> 	<ul style="list-style-type: none"> • <i>Put the phone on silent or turn it off</i> • <i>Pull over safely and make/take the call</i>
Texting/using social media	<ul style="list-style-type: none"> • <i>Cross into another lane</i> • <i>Run off the road</i> 	<ul style="list-style-type: none"> • <i>Wait until you have reached your destination</i> • <i>Turn your phone off</i>
Reading	<ul style="list-style-type: none"> • <i>Lost, not paying attention to the road</i> • <i>End up violating traffic laws</i> 	<ul style="list-style-type: none"> • <i>Plan your route beforehand</i> • <i>Have a friend with you in the car who will read the directions to you</i>
Grooming	<ul style="list-style-type: none"> • <i>Looking through a bag for lipstick, comb, etcetera and lose focus on the road</i> • <i>Not paying attention to pedestrians crossing the street</i> 	<ul style="list-style-type: none"> • <i>Groom yourself before leaving your house, or do it once you've reached the destination</i> • <i>Tell the people you're meeting that you will be a few minutes late to allow yourself to safely get ready</i>
Finding a radio station or changing other car controls	<ul style="list-style-type: none"> • <i>Looking away from the road</i> • <i>Don't realize the car ahead has stopped</i> 	<ul style="list-style-type: none"> • <i>Preset your radio stations before you leave the house</i> • <i>Create the playlist beforehand</i>
Engaging with loud music	<ul style="list-style-type: none"> • <i>Dancing/Singing to loud music</i> • <i>Can't hear horns honking at you as you mistakenly go through a light or make a turn</i> 	<ul style="list-style-type: none"> • <i>Ensure that the volume of your music doesn't impede you from hearing horns, or emergency vehicles</i> • <i>Pay attention to what is around you</i>
Eating and driving	<ul style="list-style-type: none"> • <i>Driving with one hand on the wheel and one holding a burger</i> • <i>Need to unwrap the burger, take both hands off the wheel while looking at the wrapper</i> 	<ul style="list-style-type: none"> • <i>Eat before you leave</i> • <i>Park in a parking lot and eat there</i> • <i>Eat inside the restaurant/fast food place</i>

Activity 3: 1 Minute Acting Scenarios

Goal: Determine the type of distraction (cognitive, manual, visual)
Determine potential outcome from this behavior while driving

Type: Role-play, visual and group discussion

Time: 10-20 minutes

Steps

1. Teacher reviews definitions with students:
 - a. Visual: taking your eyes off the road. (i.e., reading a book or text message)
 - b. Manual: taking your hands off the wheel. (i.e., eating, changing the radio station)
 - c. Cognitive: taking your mind off driving. (i.e., talking to your friends, making mental notes)
2. Have students work with a partner or in small groups. Pass out an "example behavior" charade card to each group (cards on following page).
3. Students take turns role playing the "example behavior" on their card for the class.
4. The remaining students will identify which type of distraction (visual/manual/cognitive) their fellow students are acting out.
5. Discuss the types of distractions, potential consequences of the behavior, and the best solutions to avoid the behavior.
6. Play video <https://youtu.be/E9swS1VI6Ok> from ATT It Can Wait.

Example 1-Minute Scene:

This is an example of how a group of 2 students might act out the card "Looking down to see who is calling your cell phone".

Student 1 sits in a chair and pretends to drive. Student 2 stands in front of them and will serve as a distraction. Have student 1 to look away at their cell phone for 3-5 seconds while student 2 waves their hands and then immediately stops. Ask student 1 what happened? Did they notice what their partner was doing? Why not? Discuss!

Having a conversation with a passenger in the car and turning to look at a passenger to the side or in the back while talking.

Looking down to read or respond to a text message on your phone.

Looking away from the road to check directions on the map and/or enter a new destination on GPS app on phone.

Adjusting the radio to change the music to a new channel or adjust the volume. Singing along and dancing to the music while listening.

Removing hands from wheels while unwrapping and eating a hamburger.

Taking hand off wheel to pick up a drink from the cup holder and driving while holding a drink with 1 hand.

Putting on makeup or combing hair while looking in the mirror.

Driving while exhausted after not sleeping well the previous night. Driver is yawning and having a hard time staying awake.

Dropping an item while driving and leaning over and reaching down to retrieve the dropped item.

Driver is upset and having an argument with a passenger in the car.

Activity 4: DRIVE Bingo Game

Goals: Discuss distracted driving

Identify ways to avoid distractions

Learning to become a safer and more effective driver

Type: Visual, group discussion, and/or assignment

Time: 20-30 minutes

Steps

1. Print as many provided “DRIVE” bingo cards as needed and distribute randomly to students. Remember to use a mixture of all ten bingo cards. (ex: 20 students = 2 of each card, 30 students = 3 of each card, etc)
2. Print provided “DRIVE” teacher/instructor call card answer sheet.
3. Each bingo card has 5 columns that spell out “DRIVE”. This stands for:
D – Distraction
R – Resulting Hazard
I – Impact
V – Violation Consequences
E – Effective Driving
When the caller reads the call card answer, players decide under which column it will be found. For example, if the caller says, “making a phone call”, players would look under the “Distractions” column on their bingo card. There are 10 bingo card variations, and a card may not have every space that the caller announces.
4. Pick call cards from the answer sheet at random, reading each out loud and providing students with enough time to mark the boxes on their bingo cards that correlate with the card called. Make sure to check off each card called from the call card answer sheet so there are no repeats.
5. Continue calling cards until a student has “DRIVE”. “DRIVE” is achieved when a student has all the boxes marked diagonally, across a row, or vertically in a column.
6. After the student has called “DRIVE”, the teacher and class can now identify the types of distractions and how to avoid them.
7. **Play videos from Destination Zero Deaths Distracted Driving Statewide Contest.**
https://youtube.com/playlist?list=PL5wKeoJPrQxeufKPQM0HpTePyq_7iSSr8



Distracted Driving Bingo Call Cards / Answer Sheet

DISTRACTION

RESULTING
HAZARDS

IMPACT

VIOLATION
CONSEQUENCES

EFFECTIVE
DRIVING

Applying makeup or grooming	Run a stop sign	Seriously injure someone else	Jail time	Eat before you leave
Eating	Hit an animal	Fatally injure someone else	Lose your license	Pull over and make/take the call
Texting	Hit a pedestrian	Damage or total your vehicle	Fine and/or court fees	Start GPS or plan your route before you leave
Changing the music	Hit a bicyclist	Receive a citation	Court-ordered community service	Turn on "Do Not Disturb"
Filming a TikTok	Hit a parked car	Kill an animal	Increased insurance rates	Apply makeup or groom at home or when you get to your destination
Opening or adjusting GPS or Maps app	Run a red light	Destroy someone else's life	Criminal record	Make a preset playlist
Reaching for something in the backseat	Swerve into the other lane	Destroy your life	Expensive vehicle repair costs	Park then film the TikTok
Making a phone call	Run off the road	Destroy property	Lawsuits	Pull over if you need something from the backseat
Showing the driver a picture or video	Rear-end the vehicle in front of you	Damage or total someone else's vehicle	Loss of career/job opportunities	Never distract the driver when you are a passenger
Being drowsy	Fall asleep at the wheel	Seriously or fatally injure yourself	Hospital stay and bills	Get adequate sleep or pull over to rest



D R I V E

Applying makeup or grooming	Run a stop sign	Seriously injure someone else	Jail time	Eat before you leave
Eating	Hit an animal	Fatally injure someone else	Lose your license	Apply makeup or groom at home or when you get to your destination
Texting	Hit a pedestrian	DESTINATION ZERO DEATHS FREE	Fine and/or court fees	Turn on "Do Not Disturb"
Changing the music	Hit a bicyclist	Damage to your vehicle	Court-ordered community service	Park then film the TikTok
Filming a TikTok	Hit a parked car	Receive a citation	Increased insurance rates	Make a preset playlist



D R I V E				
Texting	Run a red light	Destroy your life	Lawsuits	Get adequate sleep or pull over to rest
Reaching for something in the backseat	Fall asleep at the wheel	Damage or total your vehicle	Expensive vehicle repair costs	Never distract the driver when you are a passenger
Showing the driver a picture or video	Run off the road	DESTINATION ZERO DEATHS FREE	Hospital stay and bills	Turn on "Do Not Disturb"
Opening or adjusting GPS or maps app	Hit a parked car	Destroy someone else's life	Criminal record	Pull over if you need something from the backseat
Being drowsy	Hit a pedestrian	Receive a citation	Increased insurance rates	Make a preset playlist



D R I V E

Making a phone call	Hit an animal	Destroy property	Loss of career/job opportunities	Pull over and make/take the call
Eating	Swerve into the other lane	Seriously or fatally injure yourself	Increased insurance rates	Apply makeup or groom at home or when you get to your destination
Texting	Rear-end the vehicle in front of you	DESTINATION ZERO DEATHS FREE	Criminal record	Park then film the TikTok
Being drowsy	Run a red light	Receive a citation	Lawsuits	Never distract the driver when you are a passenger
Reaching for something in the backseat	Hit a parked car	Damage or total your vehicle	Fine and/or court fees	Start GPS or plan your route before you leave



D R I V E				
Filming a TikTok	Hit a parked car	Destroy someone else's life	Jail time	Eat before you leave
Making a phone call	Hit a bicyclist	Damage or total someone else's vehicle	Hospital stay and bills	Turn on "Do Not Disturb"
Being drowsy	Swerve into the other lane	DESTINATION ZERO DEATHS FREE	Lawsuits	Park then film the TikTok
Opening or adjusting GPS or Maps app	Run a red light	Seriously or fatally injure yourself	Expensive vehicle repair costs	Apply makeup or groom at home or when you get to your destination
Changing the music	Run off the road	Kill an animal	Court-ordered community service	Pull over if you need something from the backseat



D R I V E				
Being drowsy	Run a red light	Destroy your life	Criminal record	Get adequate sleep or pull over to rest
Filming a TikTok	Run off the road	Seriously injure someone else	Loss of career/job opportunities	Pull over and make/take the call
Making a phone call	Rear-end the vehicle in front of you	DESTINATION ZERO DEATHS FREE	Hospital stay and bills	Make a preset playlist
Changing the music	Fall asleep at the wheel	Kill an animal	Lose your license	Eat before you leave
Opening or adjusting GPS or Maps app	Hit a pedestrian	Seriously or fatally injure yourself	Increased insurance rates	Turn on "Do Not Disturb"



D R I V E				
Opening or adjusting GPS or Maps app	Run a stop sign	Damage or total your vehicle	Court-ordered community service	Make a preset playlist
Making a phone call	Run off the road	Destroy property	Lose your license	Turn on "Do Not Disturb"
Texting	Hit a bicyclist	DESTINATION ZERO DEATHS FREE	Increased insurance rates	Get adequate sleep or pull over to rest
Changing the music	Swerve into the other lane	Destroy someone else's life	Jail time	Never distract the driver when you are a passenger
Showing the driver a picture or video	Hit a parked car	Receive a citation	Loss of career/job opportunities	Park then film the TikTok



D R I V E

Reaching for something in the backseat	Hit a pedestrian	Destroy your life	Increased insurance rates	Start GPS or plan your route before you leave
Changing the music	Run off the road	Fatally injure someone else	Fine and/or court fees	Pull over if you need something from the backseat
Applying makeup or grooming	Hit an animal	DESTINATION ZERO DEATHS FREE	Expensive vehicle repair costs	Apply makeup or groom at home or when you get to your destination
Texting	Run a stop sign	Receive a citation	Jail time	Never distract the driver when you are a passenger
Eating	Fall asleep at the wheel	Seriously injure someone else	Lose your license	Eat before you leave



D	R	I	V	E
Changing the music	Hit a pedestrian	Fatally injure someone else	Lose your license	Get adequate sleep or pull over to rest
Showing the driver a picture or video	Hit a parked car	Destroy someone else's life	Jail time	Park then film the TikTok
Texting	Run a stop sign	DESTINATION ZERO DEATHS FREE	Lawsuits	Pull over and make/take the call
Eating	Hit an animal	Receive a citation	Fine and/or court fees	Eat before you leave
Making a phone call	Rear-end the vehicle in front of you	Destroy property	Expensive vehicle repair costs	Pull over if you need something from the backseat



D R I V E

Showing the driver a picture or video	Hit an animal	Damage or total your vehicle	Court-ordered community service	Get adequate sleep or pull over to rest
Eating	Run a red light	Destroy property	Jail time	Turn on "Do Not Disturb"
Opening or adjusting GPS or Maps app	Fall asleep at the wheel	DESTINATION ZERO DEATHS FREE	Hospital stay and bills	Pull over and make/take the call
Texting	Hit a parked car	Receive a citation	Fine and/or court fees	Eat before you leave
Applying makeup or grooming	Hit a bicyclist	Seriously or fatally injure yourself	Lawsuits	Pull over if you need something from the backseat



D	R	I	V	E
Making a phone call	Hit a bicyclist	Seriously or fatally injuring yourself	Hospital stay and bills	Make a preset playlist
Being drowsy	Hit a parked car	Damage or total your vehicle	Criminal record	Never distract the driver when you are a passenger
Reaching for something in the backseat	Run off the road	DESTINATION ZERO DEATHS FREE	Loss of career/job opportunities	Pull over and make/take the call
Eating	Run a red light	Destroy your life	Lose your license	Park then film the TikTok
Applying makeup or grooming	Fall asleep at the wheel	Kill an animal	Jail time	Apply makeup or groom at home or when you get to your destination

Activity 5: Reflection Blog

Goals: Recap what is distracted driving
Recap consequences of distracted driving
Recap cognitive, manual, and visual distractions

Type: Individual assignment

Time: 20-30 minutes

Steps

1. Students will reflect on both the class discussions and videos and then write a short essay or blog post stating what they have learned about distracted driving.
2. In their essay or blog post students will:
 - Outline the steps they will take to educate their peers, siblings, and parents on the dangers of distracted driving.
 - Explain why they have decided to sign, or not sign, the Buckle Up, Phone Down Pledge at the end of the lesson.

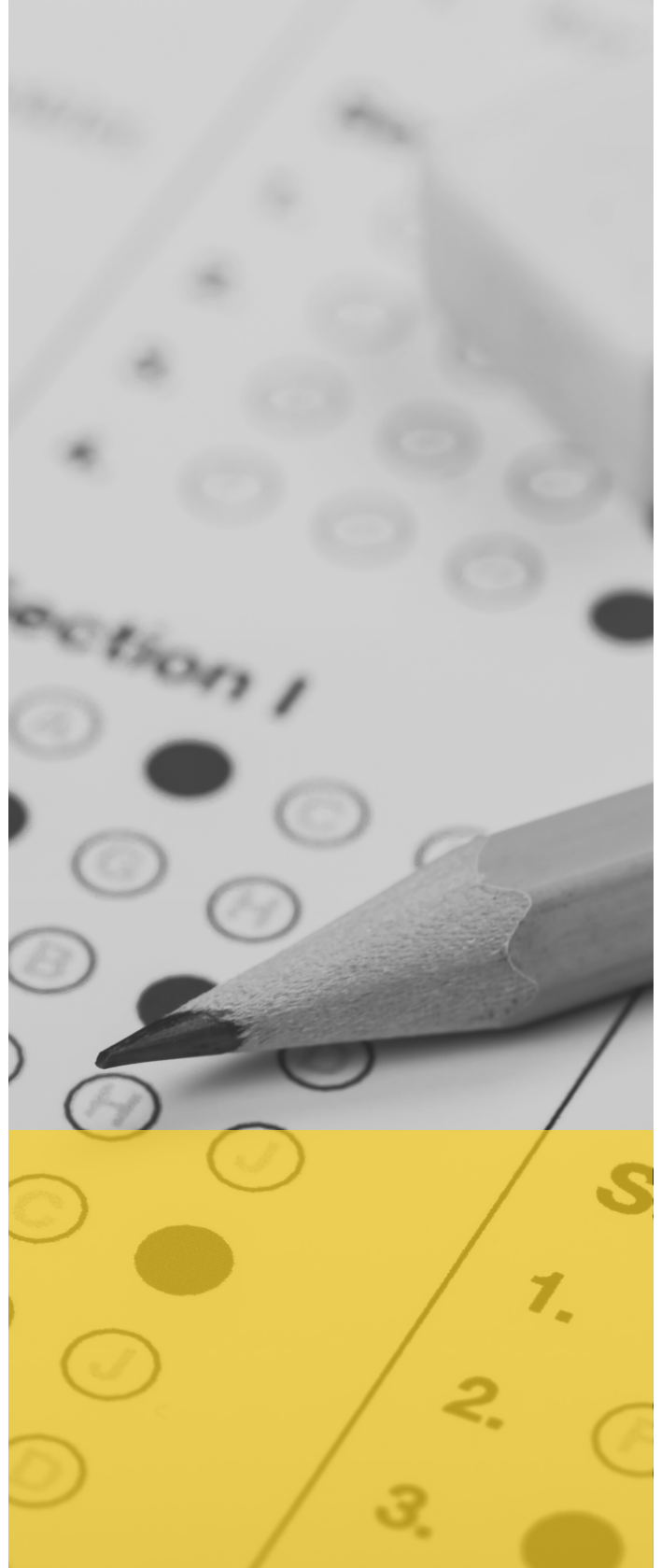


LEARNING ASSESSMENTS



Quizzes can be done three ways:

1. **Teacher-led:** The teacher projects the quiz and reads it aloud. Assessments take about 5 minutes. After submission, “View Score” provides answers, explanations, and activities that take 15–30 minutes.
2. **Individual on-line:** Students complete the assessment on a computer with headphones. Time is the same as above.
3. **Hard copy:** The teacher prints the assessment for students to complete individually. About 5 minutes total.



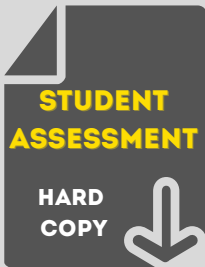
ASSESSMENT A

PRE ASSESSMENT

Answer Key - Pre

POST ASSESSMENT

Answer Key - Post



**GENERATE CLASSROOM
SCORE REPORT**

CLICK HERE

Hard copies of student assessment
and activity located within the
Teacher Resources.



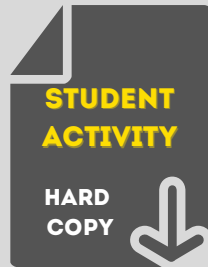
ASSESSMENT B

PRE ASSESSMENT

Answer Key - Pre

POST ASSESSMENT

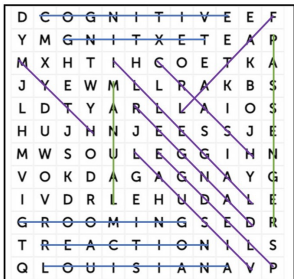
Answer Key - Post



CLICK IMAGES FOR LINKS



WORDFIND ACTIVITY



SLIDING PUZZLE

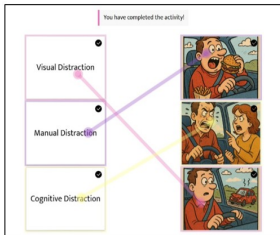


ONLINE ONLY

WORD SCRAMBLE

1	A	T	T	E	N	T	I	O	N	1	ANOFFNETI
2	D	I	S	T	R	A	C	T	I	O	N
3	D	E	A	D	L	I				2	RNASDORCIFT
4	C	O	G	N	I	T	I	V	E	3	DYDEAL
5	V	I	S	U	A	L				4	CFEGGHOY
6	M	A	N	U	A	L				5	VLEARS
7	M	Y	T	H						6	NLAAMM
8	H	A	N	D	S	F	R	E	E	7	THYM
9	I	L	L	E	G	A	L			8	DFRHAESNE
10	I	N	S	U	R	A	N	C	E	9	IAEFOEL
11	B	A	N							10	SNANUCREA
12	T	E	X	T						11	NBA
13	P	A	S	S	E	N	G	E	R	12	XETT
14	B	L	U	E	T	O	O	T	H	13	SASPERSION
15	M	E	D	I	A					14	BTECHHOOT
										15	AEHMD

MATCHING ACTIVITY



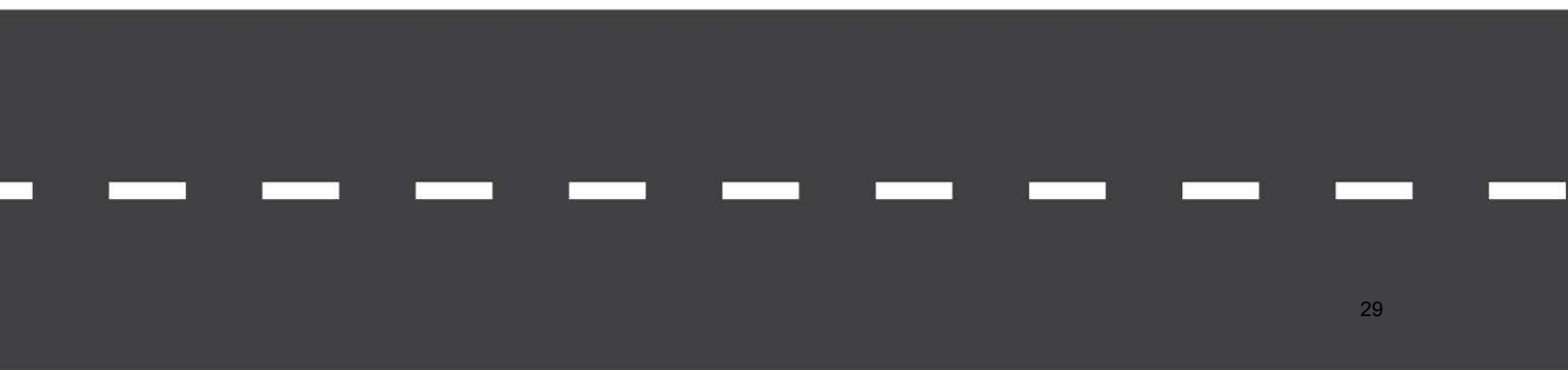
JIGSAW PUZZLE



**DESTINATION
ZERO
DEATHS**

CLICK IMAGES FOR LINKS

FOCUS GROUP DISCUSSION



FOCUS GROUP DISCUSSION

Scenario 1:

16-year-old driver operating a vehicle driving to school. Driver usually drives to school alone but is asked to pick up two friends who need a ride to school on this morning.

Driver has received permission from their caretaker(s) to make this pick up. The route to one friend's house is unfamiliar and requires specific directions.

Given this information, what is the best method to accomplish this in the safest manner? Are there any possible distractions that can occur in this scenario?

Teacher Led Recommended Discussion:

Scenario 1:

- Plan your route in advance.
- If using a Global Positioning System (GPS) app, enter the necessary information before beginning the drive.
- Driver should establish boundaries with passengers to eliminate any distractions. (i.e., no unnecessary conversation, no or limited music, limited volume on music, etcetera)
- Driver should not eat/drink while operating vehicle.
- Driver should not adjust climate control while operating vehicle.
- Driver should not manipulate audio while driving.
- Driver should remain on established, planned route. (Discuss how to address unplanned detours.)
- Driver is responsible for occupant protection (ensuring all passengers are buckled up).

Scenario 2:

17-year-old driver is operating a vehicle driving home from an athletic event they have just participated in. The event took place at another school campus, which is in an adjoining parish. The event ends at a time that is customary but it's nearly 10:00 PM.

Caretaker(s) is aware of the drive and the driver is asked to let the caretaker(s) know of departure and any reason(s) to detour from the normally accepted route. The drive will require driving on well-lit streets and un-lit streets, roadways with various speed limits from lows of 25 MPH up to 55 MPH, roadways without improved shoulders, and there is light rain.

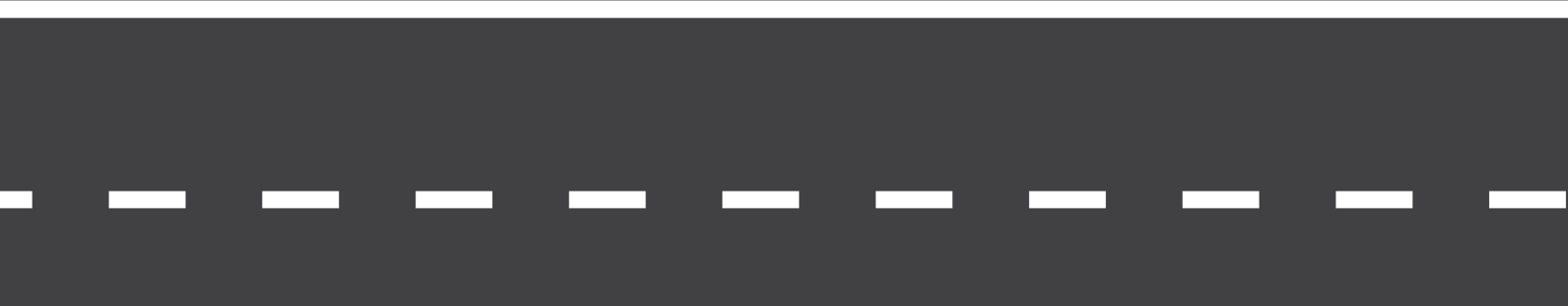
Given this information, what is the best method to accomplish this in the safest manner? Are there any possible distractions that can occur in this scenario?

Teacher Led Recommended Discussion:

Scenario 2:

- Plan your route in advance.
- If using a Global Positioning System (GPS) app, enter the necessary information before beginning the drive.
- Driver should let their caretaker(s) know they are beginning their drive before starting out.
- Driver should pull over to a safe location should any kind of communication via cell phone be necessary.
- Driver should engage in discussions about driving under various conditions regarding lit/un-lit roadways, posted speed limits, unimproved (no shoulders) roadways, inclement weather conditions, etcetera
- Driver should be informed and familiar with various accessories on the specific vehicle they are operating. This would include, but not be limited to, windshield wiper(s) actuator(s), emergency flashers, any hands-free controls, headlight switch, bright headlights actuator, turn signal actuator, etcetera

GUEST SPEAKER RECOMMENDATION & TOPICS



GUEST SPEAKER RECOMMENDATIONS/TOPICS

Goal: Opportunities to discuss distracted driving with community safety partners

Type: Guest Speaker/Group Discussion

Time: Class Period

Guest Speaker Examples	Description of Topic
EMT/First Responder	Responding to a distracted driving crash
Student Ambassador	How students can serve as traffic safety role models
ER/Trauma Nurse	Assessment, treatment, and recovery of crash victims
Law Enforcement Officers	How distracted driving crashes occur and how officers deliver death notifications to the family.
Juvenile District Attorney	Discuss cases, updated laws in Louisiana, and punishment
Regional Safety Coalition	Regional crash data and statistics and presentations centered around traffic safety
Distracted Driving Videos	Stories of families/students that have lost someone due to distracted driving
Operation Lifesavers	Presentation about Railroad Safety

Visit the website below to locate your region's Safety Coordinator that will assist you in scheduling a classroom presentation.

destinationzerodeaths.com/safety-coalitions

PSA CLASS PROJECTS



PSA CLASS PROJECTS

Activity: Create a Public Service Announcement (PSA)

Option 1: Students will create a Public Service Announcement (PSA) poster that helps to detail one of the dangers of distracted driving. Students will present their signs in class before posting them around the school.

Option 2: Students will create a Public Service Announcement (PSA) video that details the dangers of distracted driving. Have the students talk to the principal about posting their PSA on the school website. Encourage students to post their videos on their social networking profiles.



Grand Prize Winner - K. Leboeuf, 12th Grade - South Central Region
Louisiana Statewide "Thrive to Survive the Drive" 2021

What do you want the world to know? That's the central question asked when you are creating a public service announcement (PSA), which is any message promoting programs, activities, or services of federal, state, or local governments or the programs, activities, or services of non-profit organizations.

Often in the form of commercials and print ads, PSAs are created to persuade an audience to take favorable action. PSAs can create awareness, show the importance of a problem or issue, convey information, or promote a behavioral change. Whether you have a cause of your own or are an educator, PSAs create a forum for learners to actively participate in a project that allows them to become stewards of — and advocates for — social change.

PSAs came into being with the entry of the United States into World War II. Radio broadcasters and advertising agencies created a council that offered their skills and facilities to the war effort, creating messages such as, "Loose lips sink ships," "Keep 'em Rolling" and a variety of exhortations to buy War Bonds.

Today that same council, the Advertising Council, now serves as a facilitating agency and clearinghouse for nationwide campaigns that have become a familiar part of daily life. "Smokey the Bear" was invented by the Ad Council to personify its "Only You Can Prevent Forest Fires" campaign; "A Mind is a Terrible Thing to Waste" raised millions for the United Negro College Fund; the American Cancer Society's "Fight Cancer with a Checkup and a Check" raised public awareness as well as funds for research and patient services.

Yet the most recognized PSA consisted of only an egg, a frying pan, and these 15 words: "This is your brain. This is drugs. This is your brain on drugs. Any questions?"

This only goes to show the massive impact PSAs have on our culture and our society. You can make an impact too!

- ✓ Keep your focus narrow and to the point. More than one idea confuses your audience, so have one main idea per PSA.
- ✓ Time for some research - you need to know your stuff! Try to get the most current and up-to-date facts on your topic. Statistics and references can add to a PSA. You want to be convincing and accurate.
- ✓ Consider your audience. Are you targeting parents, teens, teachers, or some other social group? Consider your target audience's needs, preferences, as well as the things that might turn them off. They are the ones you want to rally to action. The action suggested by the PSA can be almost anything. It can be spelled out or implied in your PSA, just make sure that message is clear.
- ✓ Grab your audience's attention. You might use visual effects, an emotional response, humor, or surprise to catch your target audience. Be careful, however, of using scare tactics. Attention getters are needed, but they must be carefully selected.
- ✓ Create a script and keep your script to a few simple statements. A 30-second PSA is a great timeframe to keep your audience's attention. Highlight the major and minor points that you want to make. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings, and/or data.
- ✓ Film your footage and edit your PSA.
- ✓ Find your audience and get their reaction. How do they respond and is it in the way you expected? Your goal is to call your audience to action. Are they inspired?

Through a Public Service Announcement, you can bring your community together around a subject that is important to you. For ideas and examples, check out the Ad Council and the Ad Council Gallery. Keep your message clear and simple and target your intended audience. Take advantage of your interests, and practice important critical thinking and literacy skills because you will be spreading important social, economic, and political topics.

BUCKLE UP, PHONE DOWN PLEDGE





BUCKLE UP, PHONE DOWN, LOUISIANA.

Help us reach the goal of
Destination Zero Deaths.



Take the **“Buckle Up, Phone Down” Pledge Today!**

BUCKLE UP

I will buckle up every time I am in a vehicle and ask everyone else in the car to do the same.

PHONE DOWN

I will drive without sending or viewing text or video messages, browsing the internet, or using social media of any kind. I will give my full attention to the task of driving.

SPEAK UP

As a passenger, I will share the responsibility for arriving safely with my driver, speak up when I feel unsafe, and offer help so my driver does not drive distracted.

ARE YOU READY TO TAKE THE PLEDGE?

Add your name to the pledge below, cut it out, and keep it in your wallet. Then scan the QR Code to take our “Buckle Up, Phone Down” Pledge online. Encourage your family and friends to take the pledge too!



I, _____ *pledge to focus all my attention on the task of driving and avoid any distractions. I will put my phone down and always buckle my seatbelt anytime I am in a car as a driver or a passenger.*

References and Teacher Resources

Teacher Resources:

Destination Zero Deaths	
destinationzerodeaths.com	<i>Please report if the link becomes broken to: louisianadz@gmail.com</i>
National Highway Traffic Safety Administration	
www.nhtsa.gov	
Pew Internet Report: Teens and Distracted Driving	
https://www.pewresearch.org/internet/2009/11/16/teens-and-distracted-driving/	
Statewide Distracted Driving Webinar Presentation	
https://tinyurl.com/y3ydrou2	<i>Please report if the link becomes broken to: louisianadz@gmail.com</i>
Strategic Highway Safety Plan (SHSP) Data Dashboard	
carts.lsu.edu/datareports/reports/shspdriver	<i>Please report if the link becomes broken to: louisianadz@gmail.com</i>
Traffic Safety Marketing	
www.trafficsafetymarketing.gov	

Distracted Driving Public Service Announcements:

PSA Titles	Time	Links
Distracted Driving AAA	2:15	https://youtu.be/zWdfeE2YsNc?si=D4Qorc90ohzGEJUF
The Dive- Really Scary Distracted Driving	:30	https://www.youtube.com/watch?v=8-kLpMxyL4U
Connor's Story	10:45	https://youtu.be/G_xSDd4xJVc?si=rndBnFiKk_3FLqQi
In the blink of an eye. Results of risky driving.	7:30	https://www.youtube.com/watch?v=JqgLw3l_ylo
Don't Die Distracted	:30	https://youtu.be/z58I9PPWz-4?si=XFVcPEcQqH0t0nZ4

NAME: _____

DATE: _____



Distracted Driving: A **DEADLY** Addiction

1. Can you be fined and receive community service for texting and driving?
 - A. True
 - B. False
2. How many main categories of distractions are there?
 - A. 2
 - B. 4
 - C. 3
3. Does making a call while driving using a Bluetooth or hands-free device eliminate all potential danger?
 - A. Yes, you can focus on driving since you are not holding your phone
 - B. No, these devices still involve manual and visual tasks that take your focus off driving
4. As of 2025, how many states in the nation ban text messaging for all drivers?
 - A. 49
 - B. 22
 - C. 35
5. Are penalties/fines increased for driving distracted in a school or work zone?
 - A. Yes
 - B. No
6. The safest way to make/answer a call while driving is:
 - A. With a Bluetooth or hands-free device
 - B. Pull over in a safe area like a parking lot or the side of the road, then take/make the call
 - C. Answer the phone with your hands and tell them you're driving, and you'll call them back
7. ____ out of 10 teen crashes involve some type of distraction.
 - A. 3
 - B. 6
 - C. 9
8. Between the times of 6:00 pm and 5:00 am, teens with an intermediate license may not transport more than ____ passenger(s) under the age of 21.
 - A. 1
 - B. 2
 - C. 3 or more

NAME: _____

DATE: _____



Distracted Driving: A **DEADLY** Addiction

9. Texting while driving can be just as dangerous as driving under the influence of alcohol.
- A. True
 - B. False
10. The following can be a distraction while driving:
- A. Using social media or filming videos
 - B. Billboards
 - C. Eating
 - D. A & C
 - E. All of these



FIND THESE WORDS:

ILLEGAL
VISUAL
MYTH

FATAL
PASSENGER
GROOMING

DANGER
COGNITIVE
MANUAL

CRASH
LOUISIANA
TEXTING

PLEDGE
REACTION

NAME: _____

DATE: _____



Distracted Driving: A **DEADLY** Addiction

Answer Key

1. A – Yes
The consequences of texting and driving can result in fines and court-ordered community service.
2. C – 3
There are three main categories of distraction:
 - Visual: taking your eyes off the road.
 - Manual: taking your hands off the wheel.
 - Cognitive: taking your mind off driving.
3. B – No
Although slightly safer than holding your phone while driving, hands-free devices still require some visual and cognitive tasks. Calls in general are a distraction!
4. A – As of 2025, 49 states have texting bans for all drivers.
5. A – Yes
This is considered a primary offense. The fines and penalties are higher for distracted or inattentive driving in a school or work zone. Distracted driving, particularly using a cellphone, is highly dangerous and illegal in school and work zones due to the increased risk to pedestrians, children, and workers. In Louisiana, drivers are prohibited from using cell phones in school zones during posted hours, with specific penalties for violations.
6. B – Pull over
Always pull over in a safe area before taking or making a call or text. The vehicle must be parked to legally use your phone, and this allows your full attention on driving once you are done.
7. B – 6
The most common forms of distraction leading to teen driver crashes are:
 - 15% Interacting with passengers
 - 12% Using a cell phone
 - 10% Looking at something in the vehicle
 - 8% Singing or dancing to music
 - 6% Grooming/Makeup
 - 6% Reaching for an object
8. A – 1
Compared to driving with no passengers, a 16- or 17-year-old driver's risk of death per mile driven: Increases 44% when carrying one passenger younger than 21 (and no older passengers) Doubles when carrying two passengers younger than 21 (and no older passengers) Quadruples when carrying three or more passengers younger than 21 (and no older passengers) Decreases 62% when a passenger aged 35 or older is in the vehicle.

NAME: _____

DATE: _____



Distracted Driving: A **DEADLY** Addiction

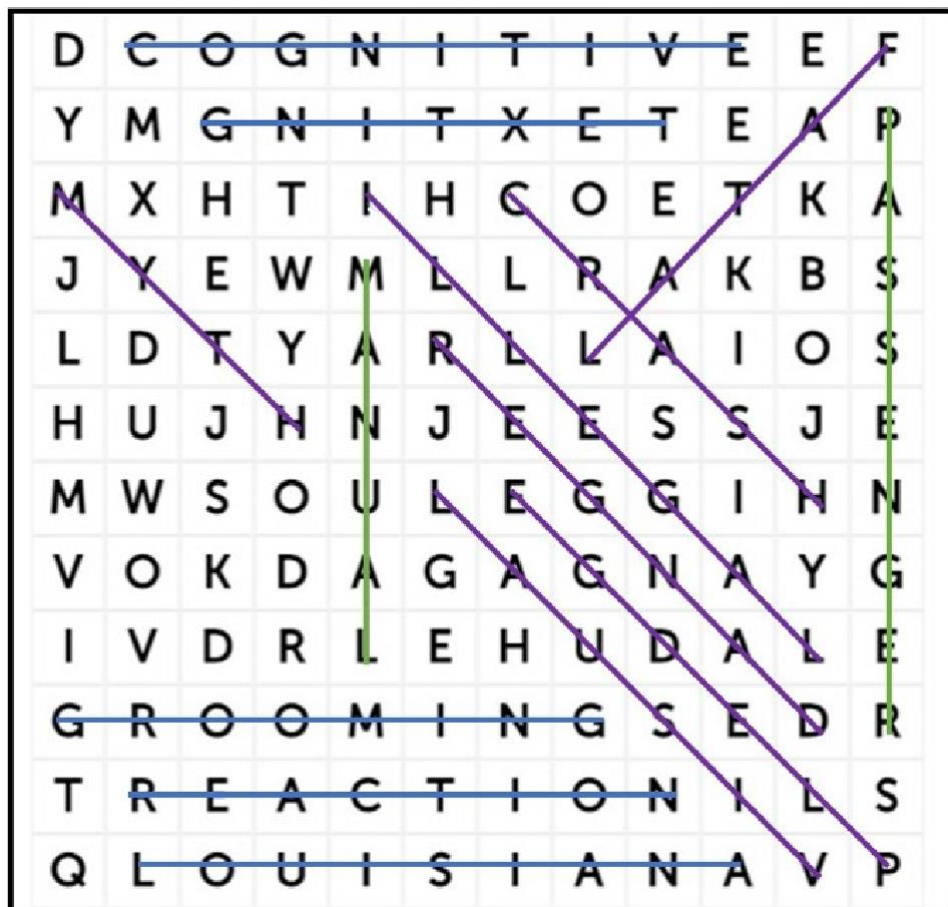
Answer Key

9. A – True

When driving conditions and time on tasks were controlled for, the impairments associated with using a cell phone while driving can be as profound as those associated with driving while drunk.

10. E – All

Anything that takes your attention away from driving - be it a billboard on the side of the road, eating, applying makeup, or using your phone - is considered a distraction. Stay alert and always keep your eyes on the road and your hands on the wheel!

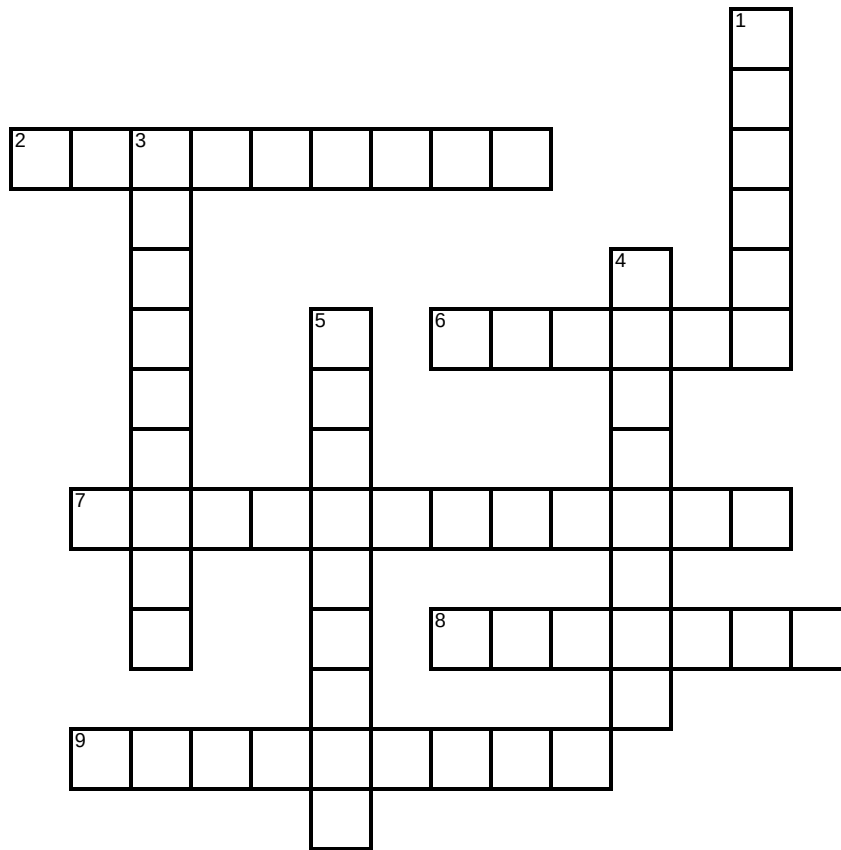


Name: _____

Date: _____



Distracted Driving: A Deadly Addiction



Across

- 2 When a teen drives with someone 35+ years of age, their chance of crashing _____
- 6 One of the three types of distractions is _____
- 7 Texting, eating, putting on makeup, and using social media are all types of _____
- 8 Reading texts at a red light is _____
- 9 All it takes is one _____ to increase a teen's chances of crashing

Down

- 1 One of the three types of distractions is _____
- 3 One of the three types of distractions is _____
- 4 The safest way to answer a phone call while driving is to _____
- 5 A teen's chance of crashing _____ by 44% with only one passenger in the vehicle

WORD LIST:

HINT: Some words below will not be used to solve the crossword.

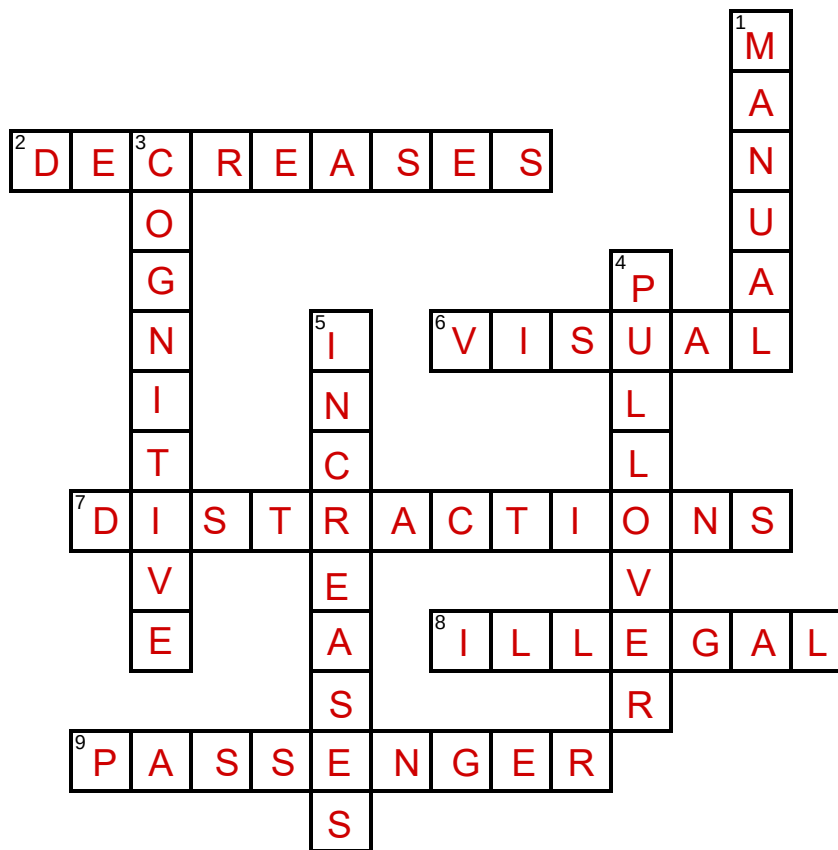
- | | | | |
|-----------|-----------|-----------|-----------|
| TEXTING | ILLEGAL | TEENAGERS | PASSENGER |
| DECREASES | INCREASES | PULLOVER | MANUAL |
| COGNITIVE | MENTAL | VISUAL | COGNITIVE |

Name: **ANSWER KEY**

Date: _____



Distracted Driving: A Deadly Addiction



Across

- 2 When a teen drives with someone 35+ years of age, their chance of crashing _____
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WORD LIST:

HINT: Some words below will not be used to solve the crossword.

TEXTING	ILLEGAL	TEENAGERS	PASSENGER
DECREASES	INCREASES	PULLOVER	MANUAL
COGNITIVE	MENTAL	VISUAL	COGNITIVE