

Distracted Driving Action Team 2015 Accomplishments

Action Plan Objective: Publicize Michigan's laws that deter distracted driving, such as careless driving, texting ban, and Kelsey's Law.

Accomplishment: In September and October 2015, the Michigan Department of State partnered with the Sam Bernstein Law Firm encouraging Metro Detroit high school students to take a stand against distracted driving and potentially win \$2,500 for student activities as part of a pilot project. *Distraction Free in the D* raised awareness about risks of distracted driving by having students take a pledge against distracted driving and having parents, teachers, or staff take a quiz. The campaign included TV public service announcements, social media, and distracted driving resources available at Michigan.gov/teendriver.

Action Plan Activity: Continue to promote awareness of Kelsey's Law through the SOS website and publications.

Lead Agency: Michigan Department of State

Accomplishment: The Michigan Department of State has revised *The Parent's Supervised Driving Guide* (now in its 3rd edition). Kelsey's law continues to be prominently promoted through a full page advertisement. The publication also contains a full page advertisement relating to the increase in fatal crash involvement with the number of teen peers in the vehicle.

Accomplishment: With support from the Michigan Teen Safe Driving Coalition, the Michigan Department of State recently created a new publication, *Michigan Graduated Driver Licensing Parent Checklist*, providing teens and parents or legal guardians with a road map to the licensing process. There are clear and numerous notifications that hand-held cell phone use is not permitted along with other restrictions on driving.

Action Plan Activity: Support the annual April National Distracted Driving Awareness Month.

Lead Agency: Distracted Driving Action Team

Accomplishment: The Michigan Department of State produced and aired a Motor Vehicle Network (MVN) message/advertisement on distracted driving in the month of April 2015. The MVN is a system of digital monitors that broadcasts messages in the majority of Secretary of State branch offices around the state. NHTSA distracted driving campaign materials were the foundation for the development of the advertisement