Goals:

1. Develop an action plan to raise awareness of the dangers of distracted driving among young drivers and their parents, including the October 1, 2014 Handheld device ban. Measure: Finalize outreach plan by August 2015.

   o **Mid-term update:** The team has made progress on bolstering the collaboration of our efforts around raising awareness of distracted driving in young and new drivers; we are in the process of developing material that outlines our 3 programs to be able to focus on the needs of the group/Drivers Ed programs. The return of one of our team members promises to bring progress in this effort.

   o **Final Update:** In partnership with the Vermont Highway Safety Alliance and its Strategic Highway Safety Plan, we are supporting efforts to organize school highway safety fairs that will bring greater outreach to our audience. The Community of Practice team continues to meet to progress our work raising awareness of the dangers of distracted driving.
   - **Mid-term update:** The Distracted Driving Taskforce has met several times, they have developed a goal of reducing the number major crashes related to distracted and inattentive driving by 10% between 2012-2016. The taskforce is supporting the Highway Safety Alliance in researching the development of a Safety Fair program focused on highway safety to bring to schools across the state.
   - **Final Update:** The taskforce is engaging in a social media marketing plan that focuses on the millennial generation. This will blend into the promotion of the highway safety fairs.

3. Improve data collection and data sharing that will facilitate collaboration across agencies (AOT, IVP, EMSC, etc) to better inform injury prevention programs. Measure: MOUs and plan in place by August 2015.
   - **Mid-term update:** Two of our programs have aligned our program’s evaluation surveys in order to compare the success of our similar programs. We are removing this as a goal for this CoP, as we are focusing more on education and outreach.
   - **Final Update:** Our programs have benefited from the structured collaboration of the community of practice. We have worked to share more information among each other’s programs.

4. Explore and identify new funding opportunities for Distracted and impaired driving campaigns. Measure: Assessment of new funding sources developed by the end of the CoP.
   - **Mid-term update:** We have had little success finding new sustainable funding opportunities.
   - **Final Update:** We have had little success finding new sustainable funding opportunities. We are looking for ways to increase partnerships with other organizations as well as alternative ways to promote our mission at little to no cost.

- **Greatest Accomplishment of the DID CoP Team:**
  - The greatest accomplishment of the DID CoP team is the increased collaboration between the teams’ partners and the partners’ organizations.

**Next Steps:**

- Team members will continue to meet as a part of the Vermont Highway Safety Alliance Distracted Driving Taskforce to promoted awareness of the dangers of distracted driving.

**Tools Selected:**

- Landscape Assessment
Issues Covered and Strategies Implemented:

**Distraction by Passengers**
- Data Collection

**Drowsy Driving**
- Data Collection
- Interventions, Campaigns, or Programs

**Drunk Driving**
- Data Collection
- Interventions, Campaigns, or Programs
- Mandates, Policies, or Legislation
- Funding

**Impaired driving from illicit drugs**
- Data Collection
- Interventions, Campaigns, or Programs
- Mandates, Policies, or Legislation
- Funding

**Impaired driving from marijuana**
- Data Collection
- Interventions, Campaigns, or Programs
- Mandates, Policies, or Legislation
- Funding

**Impaired driving from prescription/over-the-counter drugs**
- Data Collection
- Interventions, Campaigns, or Programs
- Mandates, Policies, or Legislation
- Funding

**Motor vehicle crashes and technology/cell phone use**
- Data Collection
- Interventions, Campaigns, or Programs
- Mandates, Policies, or Legislation
- Funding