



SHIFT



Shift is Idaho's engaged driving initiative.



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What is distracted driving?

“Distracted driving is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system—anything that takes your attention away from the task of safe driving.”

- National Highway Traffic Safety Administration (NHTSA)



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Three types of distractions

- Manual (hands)
- Visual
- Cognitive (mental)



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Idaho Distracted Driving Stats

Between 2017 and 2021, 175 people were killed in distracted driving crashes.

Last year, there were 5,027 distracted driving crashes.

Most crashes happen on dry roads in clear weather conditions during the day.

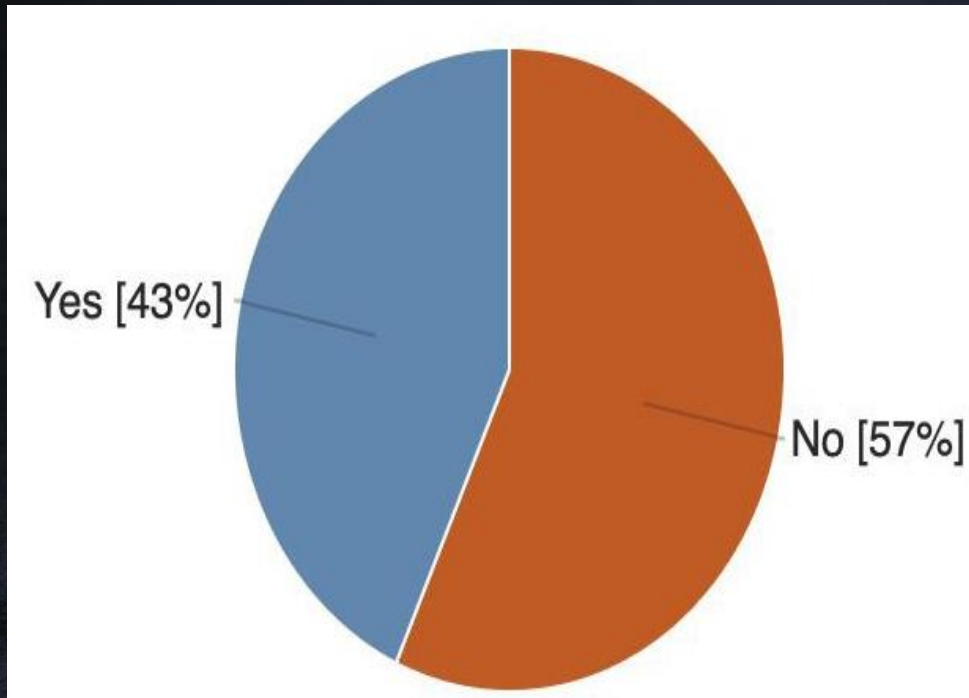


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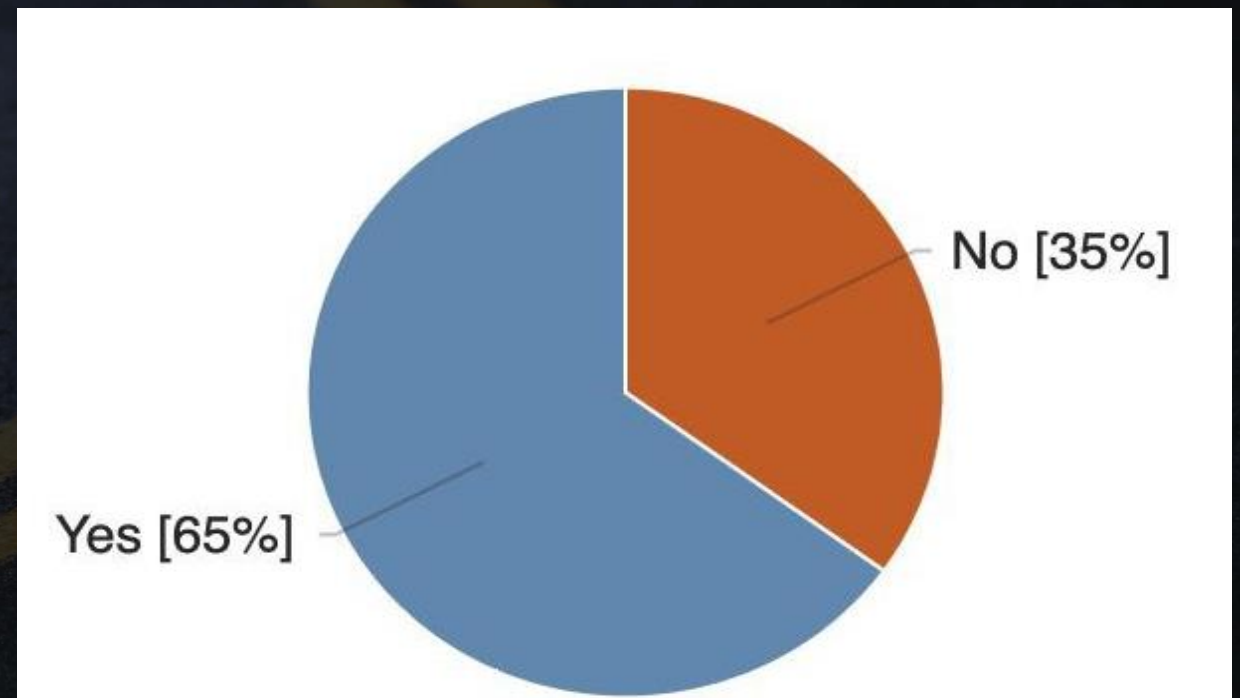


Distracted Driving: What I See vs What I Do

In the last 30 days have you driven distracted?



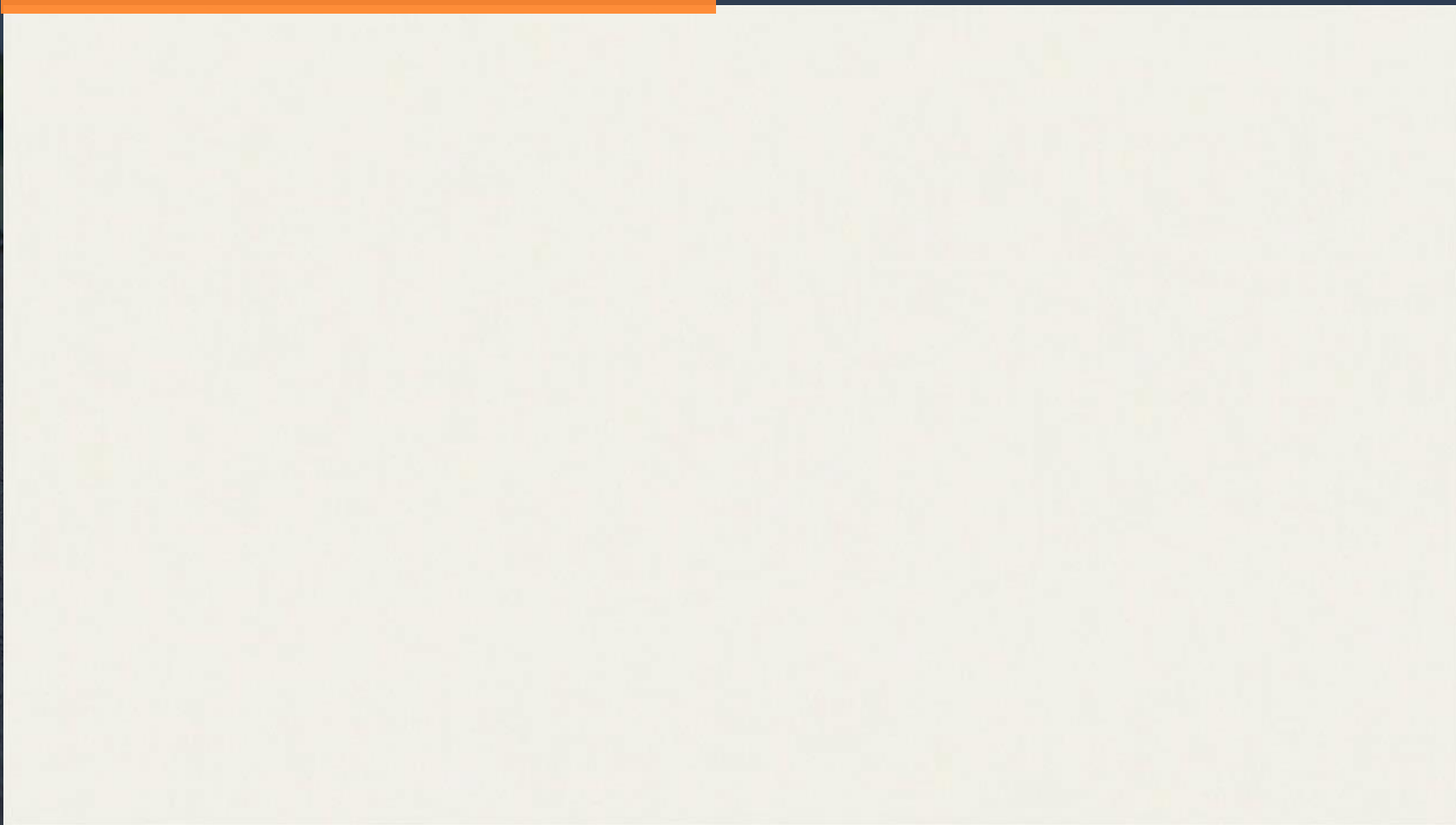
In the last 30 days have you witnessed someone else driving distracted?



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What is engaged driving?



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Shifting the Conversation

Build on common beliefs and shared values.

Focus on growing safe behaviors instead of highlighting unsafe behaviors.

Use an authentic and relatable voice.



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90 percent of Idahoans agree the way they drive impacts their community.



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Work Zone Safety

- Traffic patterns can change regularly
- Workers and equipment enter and leave the work zone regularly
- Restricted lanes and merge points



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Three small rectangular decorative elements or vents located in the gable above the front entrance.

A double window with white blinds and dark shutters, located in the gable above the garage.

3365
Ballater



What's next?

- Commercial vehicle crash dashboard
- Improving employee safety at ITD
- Partnering with businesses
- Improving youth engagement



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Drive well.



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