Strategies and Countermeasures for the Distracted Driving Emphasis Area.

Strategy #1	Reduce fatalities and serious injuries by identifying and implementing education and awareness strategies to reduce distracted driving
Countermeasures and Programs:	
1a	Develop and document a suite of countermeasures targeting distracted road users by age group.
1b	Educate the consumers, parents, and the public with age-specific messages about car technology and safety options (e.g., mycardoeswhat.org) through car dealers, the media, and employers.
1c	Educate the public with age-specific messages (pre-teen to adult) about the dangers of distracted driving through the media, schools, car dealers, community events, and employers.
1d	Educate public officials and employers about the human and economic costs of distracted driving through outreach programs.
1e	Educate the public with age-specific messages on tools to encourage distraction-free driving (apps, technology, programs) through outreach programs. Examples: Inform adults/parents on tools they can use to limit teen cell phone use while driving. Educate consumers on apps that will disable phones while in a vehicle.
1f	Inform members of the judiciary branch about tools that limit cell phone use and training programs such as Impact Texas Teen Drivers and the Texas Municipal Police Association/TxDOT adult course. Encourage voluntary participation in these courses.
1g	Consider using teens to conduct a public survey to determine level of support for laws restricting distracted driving.
1h	Inform teen drivers about cell phone, texting, and other restrictions under the Texas Graduated Driver Licensing law.
1i	Continue to implement Impact Texas Teen Drivers, an informational tool (2-hour video) designed to educate teens on the dangers of distracted driving.
1j	Target messages to people from other states who move to Texas.
1k	Encourage transit use to avoid distracted driving.

Strategy #2	Improve the effectiveness of distracted road user educational techniques, tools, and strategies
Countermeasures and Programs:	
2a	Test the efficacy of current and future messaging with different age groups to determine which types are effective.
2b	Use age, behavior, and citation data to target messages to specific classes of violators.

2c	Test the effectiveness of using personal stories/tragedies to impact teens and middle school students' behaviors when distracted driving.
2d	Use crash data to target locations for media buys and other distracted driving education and awareness campaign methods.

Strategy #3	Improve and increase enforcement capabilities for addressing distracted driving
Countermeasures and Programs:	
3a	Use Selective Traffic Enforcement Program (STEP) grants and high visibility enforcement techniques to enforce distracted driving state laws and local ordinances.
3b	Use crash data to determine the deployment of distracted driving STEP grants.
3c	Encourage law enforcement personnel to track cell phone use where appropriate state laws and local ordinances do not support a citation; provide distracted driving educational tools for law enforcement.
3d	Catalogue and disseminate state laws and local ordinances on distracted driving.
3e	Encourage the use of phone records to identify and document distracted driving as a contributing crash factor and encourage the use of the narrative to provide additional details.
3f	Encourage adoption of the Model Minimum Uniform Crash Criteria recommendations on distracted driving.
3g	Identify and disseminate model distracted driving policies for law enforcement agencies.
3h	Identify and catalogue strategies used by the judiciary to educate violators on the dangers of distracted driving and effective methods for changing behavior.

Strategy #4	Increase the installation of engineering countermeasures known to reduce distracted driving
Countermeasures and Programs:	
4a	Identify and systemically implement engineering countermeasures known to reduce distracted driving, such as edge line, centerline and transverse rumble strips, wider and brighter striping, and lighting especially in areas associated with distracted driving crashes.
4b	Use network screening techniques to identify distracted driving crash sites and appropriate countermeasures for systemic installation across Texas.

Strategy #5	Use technology to reduce distracted driving crashes, serious injuries, and fatalities
Countermeasures and Programs:	

5a	Test and implement apps to encourage distraction-free driving or discourage distracted driving.
5b	Encourage employers to adapt company vehicles to include the safe-driving apps and encourage use in private employee vehicles.
5c	Team with the National Safety Council to become informed about and use the technology for tracking employee cell phone use while driving.