

Campaign Overview

The Problem

Nearly 500 people lost their lives on Oregon roads in 2016. It erased a decade of progress in reducing fatal and serious injury crashes. Why? What changed? It wasn't the road, it wasn't emergency response, and it wasn't law enforcement. The leading contender: lane departure. The reason for that most likely: distracted driving. Southern Oregon University calls it "[an epidemic](#)". Each day in the United States, over 8 people are killed and 1,161 injured in crashes that are reported to involve a distracted driver, according to the [Centers for Disease Control](#).

The Answer

A dedicated group of Oregonians came up with a plan to stop the increases by reducing distracted driving. It's ambitious. It's huge. And it's never been done before. But it will take all of us to make it work. The Oregon Association of Broadcasters and the Oregon Newspaper Publishers Association are already on board with *DriveHealthy*. Will you help?

The Ask

Become a partner in [DriveHealthy](#). Join AAA, the Oregon State Police, and the Oregon Department of Transportation, along with educators, lawmakers, judges, cell phone industry representatives, behavioral psychologists and others from the Oregon Distracted Driving Task Force who came up with the idea.

How, you ask?

- Join the campaign as an organization and refresh policies to reflect a strong stance on distracted driving.
- Amplify the *DriveHealthy* campaign with your own channels: newsletters, emails, social media, etc. ODOT will use our [Facebook](#) page to post updates about the campaign regularly.
- Consider supporting the campaign by your own paid media, providing incentives, or even helping to add more drivers to the campaign.

How to get involved

Contact Carroll Cottingham at 503-986-3998 or at Carroll.J.Cottingham@odot.state.or.us.



Hands on the wheel – Mind on the road

www.DriveHealthy.org

The Campaign

Create a team of your closest friends, co-workers, family members or others in your circle. Put in your team name at www.DriveHealthy.org, then invite your team to install the LifeSaver app and compete with other groups of your type to see who is Oregon's safest driver. The competition starts over each month and you can be entered to win rewards from our partner organizations.

The app scores on whether you unlock or use the phone while the vehicle is in motion. Less unlocking means a higher score. We post the scores on a [leaderboard](#) and are reset each month. Not only will we be able to see who the safest drivers are, but how behavior has changed (we're doing a pre and post [survey](#)).

The organizations can be anything: a group from a school, community group, church, or a whole town. Can individuals also compete? You bet!

Why are we doing it this way?

- We gamify healthy driving by providing immediate feedback on safe driving behavior and creating competition to see which group can drive more safely—combining peer pressure with the presence of an app silently watching behavior.
- [Research](#) by AT&T found that people are likely to change behavior if they just connect with five of their closest friends, family, or colleagues.
- Immediate feedback does [change behavior](#) (think of the signs that tell you how fast you are going). Feedback on how safe you are driving will do the same thing.
- The [American Medical Association](#) finds that social media creates endorphins. This leads to addictive behavior the National Institutes of Health calls [Internet Addiction Disorder](#). The AT&T research found that addiction does not stop behind the wheel. [75% of Oregonians](#) admitted to driving distracted. What's the best way to fight endorphin-causing behavior? Replace it with another one.
- Cognitive Neuroscientist [Ian Robertson](#) says “success and failure shapes us more powerfully than genetics and drugs.” The desire to win can be an effective counter to the pleasure derived from using social media while driving. It's called “gamification” and we feel this is a very powerful tool in the distracted driving arena. The recent [Boston's Safest Driver competition](#) discovered phone distraction dropped by 47 percent. We hope Oregon's *DriveHealthy* campaign will see similar results.



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