RP 259 – Using the Positive Culture Framework to Reduce Distracted Driving in Idaho

- **Project Description:**
  This project will conduct research to develop a better understanding of the attitudes and beliefs associated with distracted driving in Idaho and develop resources to change these attitudes and beliefs including media messages and workplace resources.

- **Project Objectives:**
  The objectives of this project are to:
  1. Perform a review of literature and best practices pertaining to workplace initiatives to reduce distracted driving.
  2. Conduct a survey of a representative sample of Idahoans to gain a better understanding of existing attitudes and perception concerning distracted driving.
  3. Develop media guidance and a workplace toolkit that Idaho companies/agencies could use to help discourage distracted driving amongst employees.
  4. Perform a pilot test of the workplace messages and tools in selected companies/agencies and evaluate their impact through workplace surveys and interviews.
  5. Prepare a final report summarizing all research findings and providing recommendations to sustain and expand workplace efforts.

- **Estimated Completion Date:** September 30, 2018
- **Budget:** $254,552
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