



MANAGING DISTRACTIONS

Distracted Driving Workplace Safety Workshops

Drop It And Drive® (DIAD) is a Traffic Injury Research Foundation award-winning education program focused on preventing distraction-related road user fatalities and injuries. DIAD distracted driving workshops for workplaces and schools are thought-provoking and interactive, using science and real stories to engage communities in practicing safer road behaviours.

Distracted driving is a factor in one in four fatal crashes and is one of the most common behaviours that contribute to road crashes. These costs are substantial, and according to industry leaders, the greatest costs include the liability and exposure to litigation; onsite cleanup, towing, and repairs; insurance costs; and negative publicity. Employers agree, "If anyone thinks safety is too expensive, they need to measure the cost of an unsafe operation, workplace injuries and fatalities against the cost of education and effective policies." - TIRF Distracted Driving & Workplace Safety Policies: A Business Case for Employers.

TRAFFIC INJURY RESEARCH FOUNDATION | EDUCATION PROGRAM

TIRF



Managing Distractions: Joint Worker / Supervisor Workshop*

This is our most popular program which provides participants with a fully customized workshop tailored to your workplace to meet the specific needs of the participants in attendance. DIAD works with employers to strengthen safety policies, making the workplace safer and protecting the health of their workforce.

Managing Distractions: Coach Driver Workshop*

As both a large vehicle and a passenger transport, there are special considerations for coach drivers as distraction behind the wheel, passenger distractions and distracted drivers on the road equally pose considerable risk to drivers of coaches and their passengers.

Managing Distractions: Safety Conference Workshop*

This introductory program presents an overview of the full-length workshops and services provided. It combines elements from the various DIAD program offerings to deliver industry- and event-specific content to conference delegates.

Managing Distractions: Truck Driver Workshop*

There are unique considerations for professional truck drivers as distraction behind the wheel and other distracted drivers on the road equally pose considerable risk to drivers of heavy trucks. The larger size and mass of these vehicles makes the handling and control of them vastly different from that of passenger vehicles. This workshop can prepare professional drivers to limit and manage distractions in their vehicle as well as respond to other distracted drivers on the road.

Managing Distractions: Driving Instructor Workshop*

Driving instructors are tasked with preparing students with the necessary tools, knowledge and experience to create responsible and safe drivers. This highly interactive program demonstrates the science behind distraction and how it can impact drivers while providing instructors with tools and resources which can be used to effectively transfer this knowledge to students.

Managing Distractions: Health Professionals Workshop*

This workshop is tailored to medical professionals delivering homecare services. The primary focus of these workers is the patients' well-being and getting to them in a timely manner. Patient wellness is a top priority which must be balanced with safe driving practices and awareness. The workshop engages participants in identifying challenges and supports

developing solutions to manage patient needs while maintaining worker safety.

*Workshops include:

- > up to three speakers with over 30 years experience
- > customization call to identify current strategies & tailor workshop to unique needs, goals & key safety messages
- > workshop customization to individual organizations & jurisdictions
- > current policy review
- > pre-workshop online survey to measure current participant priorities, concerns, knowledge & beliefs
- > on-site workshop delivery of 3.5-4 hours including 2-3 breaks
- > post-workshop access to speakers
- > post-workshop online survey to measure workshop effectiveness & identify potential areas of focus to improve safety
- > electronic copy of survey reports
- > DIAD safety certificate
- > free client-sponsored high school/community presentation (included in the workshop fee)
- > optional inclusion of commitment to road and worker safety in the TIRF Bulletin distributed to government, industry and other road safety stakeholders
- > additional workshop customization is available to meet individual organizational needs.



To learn more about the DIAD program or to request a booking, visit www.tirf.ca/diad

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