



Working together for safer workplaces & communities

MANAGING DISTRACTIONS: DROP IT AND DRIVE® WORKPLACE SAFETY SEMINARS

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

DIAD delivers corporate seminars that are customized to the environment, features and context of your specific workplace. Seminars are structured to be interactive and engage participants, providing them with tools to self-assess their own driving to maximize learning across administrators, managers, staff, and drivers. Science and real-life stories are shared to motivate safer behaviours in the workplace and at home, and participants are provided with practical strategies and tools to minimize distractions behind the wheel.

For more information, or to book a seminar, contact: diad@tirf.ca / 877-238-5235.

MANAGING DISTRACTIONS: JOINT WORKER / SUPERVISOR SEMINAR* LENGTH: 3.5 HOURS

This is our most popular program which provides participants with a fully customized seminar 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 SEMINAR* LENGTH: 3.5 HOURS

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 SEMINAR LENGTH: 1-2 HOURS

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

MANAGING DISTRACTIONS: TRUCK DRIVER SEMINAR* LENGTH: 4 HOURS

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 seminar 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 SEMINAR* LENGTH: 3.5 HOURS

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 SEMINAR* LENGTH: 3.5 HOURS

This seminar 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 seminar engages participants in identifying challenges and supports developing solutions to manage patient needs while maintaining worker safety.



*Seminars include:

- > two speakers with a combined experience of 35 to 50+ years
- > a pre-seminar conference call to gauge existing risk management strategies to address distracted driving, identify key corporate messages, areas of concern and seminar customization requirements
- > seminar customization
- > current policy review
- > pre-seminar on-site meeting/setup
- > pre-seminar online survey - to be completed prior to seminar delivery



- > on-site seminar delivery of 3.5-4 hours including 2-3 breaks
- > post-seminar access to speakers
- > post-seminar evaluation online survey
- > electronic copy of survey reports
- > DIAD safety certificate
- > free client-sponsored high school/community presentation (included in the seminar fee)
- > optional inclusion of commitment to road and worker safety in the TIRF Bulletin distributed to government, industry and other road safety stakeholders

Additional seminar customization is available to meet individual organizational needs.

Traffic Injury Research Foundation (TIRF)

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