

**Executive Committee for Highway Safety**  
**Keeping Drivers Alert**  
**Working Group Meeting Minutes – Mtg. #17**  
**July 20, 2006**

**Location:**

UNC HSRC, Chapel Hill @ 10:00 a.m.

**Committee Members in Attendance:**

Tom Crosby	Cliff Braam	Don Ferrier	Katy Jones
Arthur Goodwin	Joe Geigle	Jane Stutts	Adam Fischer
Noland Tipton			

**Scribe:**

Katy Jones

**Minutes:**

- The meeting began at approximately 10:05 a.m.

Tom Crosby received a letter from the NC Governor's Highway Safety Program stating they would not fund the submitted concept statement to develop, implement and evaluate a teen distracted driving campaign.

The Working Group will explore other potential funding avenues to implement the strategy. The Group will also investigate pre-existing campaign materials and coinciding campaigns in the state that the Group could potentially utilize to implement the strategy.

**Task I – Discussion of Drowsy Driving Strategy**

Jane Stutts led a conversation surrounding the changes to the Drowsy Driving Strategy. The Group needs to tailor down the audience for the strategy. The Group determined several target audiences to potentially tailor down to:

- Military
- College students
- Shift workers
- High School students

Jane Stutts will look into a campaign developed by NHTSA that targeted shift workers. There has been a recent increase in night shifts among military personnel, making this group an ideal target for a campaign.

The group also explored the idea of working with the hospitality industry to develop and implement a drowsy driving campaign; i.e. offering discounts for checking in after a certain hour.

## **Task II –Teen Cell Phone Legislation**

Legislation has passed to prohibit NC teen drivers from using a cell phone in the car. Motorists under the age of 18 caught using a cell phone face a \$25 fine and an extension of their graduated driving period. HSRC has submitted a proposal to measure the effectiveness of this new legislation.

For more information: <http://www.newsobserver.com/644/story/459970.html>

### **Reminders**

Responsible Party	Task
D. Ferrier	Look into risk management program at Duke
T. Crosby	Gage the interest of the hospitality industry in working on a drowsy driving campaign
C. Braam	Distribute NC rumble strip policy to group
K. Jones	Look into existing distracted driving campaigns

**NEXT MEETING: August 31, 2006, 10-12 at HSRC**

