# Task Team Implementation Plan

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| **SHSP Emphasis Areas Task Team:** | | Distracted Driving |
| **Last Updated:** | July 1, 2025 | |

**Strategies**

Update and/or revise all fields as necessary to reflect task team efforts in 2022 and 2023. The information you provided in the 2022-2024 SHSP Implementation Action Plan has been pre-populated in this progress report to streamline the SHSP Evaluation.

| **Strategy Description** | | **Five E Category** | **Start /End Date** | **Progress Status** | **Progress Description** (Successes & Challenges) | **Champion(s)** |
| --- | --- | --- | --- | --- | --- | --- |
| **1 group1** | Investigate resources for a parent/guardian distracted driving resource guide featuring available tools to eliminate their teens’ distracted driving behaviors and distributed this guide to parents/guardians | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  6/30/2026 | Not started | the phone application was developed but is no longer supported. The teens in the driver seat program has a phone application that needs to be reviewed | Brian Vann, Kevin Liske, David Adams |
| **2**  **Group2** | Promote a coordinated and differing target distracted driving media campaign across all highway safety agencies; with a focus on leveraging social media and April distracted driving month. | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Ongoing implementation | Messaging needs to be consistent and coordinated with DDS, DPS, GDOT and GOHS  GOHS frequently publishes PSAs and engages in public outreach over social media | Robert Hydrick |
| **3 group1** | Review, update and revise information to Judges, tool kit/presentation/summer conf. | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  6/30/2026 | Ongoing implementation | the Georgia Traffic Safety facts for distracted driving have been updated and can be leveraged to support presentation material | Bob Dallas, Angelique Mcclendon, David Adams,  Denise Yeager |
| **4 group1** | Provide updated information to Judges, tool kit/presentation/summer conf. | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Ongoing implementation | Last year provided letter for judges.  Bob met with DDS senior staff to coordinate the presentations provided to judges | Bob Dallas, Angelique Mcclendon |
| **5 group1** | Investigate if Georgia should develop more rigorous driving exams; Retest drivers at licenses renewal and identify grant/funding to facilitate research | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Ongoing implementation | We need to meet with DDS to discuss drivers exam and updates to drivers manual. . | David Adams, |
| **6 group1** | Review the GOHS web site under the Program / Distracted Driving and identify opportunities to promote communication and data sharing. Work with GOHS to add additional capabilities where appropriate. Establish and annual review of the web page | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Ongoing implementation | Lila has led the effort to do a complete review of the GOHS web website. She has compiled notes, and we will be scheduling a meeting with Tanya | Kevin Liske, Denise Yeager, Kylie Zarecki |
| **7 group2** | Continue current and identify potential increase distracted driving trainings for law enforcement officers  Look at developing a grant for distracted driving crash investigation, talk to Roger. | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  6/30/2026 | Ongoing implementation | Grant has been awarded | Roger Hayes Emerson Lundy |
| **8 group3** | Review, update and rewrite state survey strategy and identify other possible data sources to support program and DDTT. | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  6/30/2026 | Not started | DDTT group work reviewed the survey questions and provided recommendations to DPH awaiting approval from CDC | Denise Yeager, Jonathan Rupp |
| **9 group2** | Distribute distracted driving information at public events such as fairs or shows or sporting events using material developed look at working w/ Lutzie43 to distribute materials | Education  EMS  Engineering  Enforcement | Start:  3/1/2020  End:  12/31/2025 | Ongoing implementation | Develop a distribution plan | Rob Hydrick, David Adams, Kevin Liske |
| **10 group2** | Establish victims network database resulting from distracted driving crashes to provide impact narratives and “what I would do different” information. The database will be maintained / updated twice per year. | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Ongoing implementation | MADD will investigate their resources to determine if victim data is available | Theresa DeWild  Rob Hydrick |
| **11 group2** | Establish victims network evaluation model to measure the effectiveness of advocate interactions. | Education  EMS  Engineering  Enforcement | Start:  1/1/2026  End:  12/31/2026 | Not started | MADD will investigate their resources to determine if victim data is available | Theresa DeWild  Rob Hydrick |
| **12 group3** | Develop Distracted Driving training for state employees | Education  EMS  Engineering  Enforcement | Start:  7/11/2023  End:  12/31/2026 | Ongoing implementation | Working with training staff, GOHS and Communications team to develop content, currently working on story board | David Adams  Rob Hydrick, Kevin Liske |
| **13 group3** | Deliver Distracted Driving training for state employees | Education  EMS  Engineering  Enforcement | Start:  1/1/2026  End:  12/31/2027 | Not started |  | TBA |
| **14 group3** | Explore recommending that Georgia state agencies have policies or official statements discouraging distracted driving by employees in the course of their work. Investigate the possibility of a statewide policy or directive from the Governor | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Ongoing implementation | Investigate existing state policies and agency policies | Tanya Renaud |
| **15 group3** | track and examine distracted driving crashes in Georgia. | Education  EMS  Engineering  Enforcement | Start:  6/1/2019  End:  12/31/2026 | Ongoing implementation | leverage the Numetric application to record, identify and locate distracted driving crashes | David Adams  Kevin Liske  Brian Vann |
| **16 group3** | the installation of rumble strips on state routes has shown remarkable results; the task team will continue to investigate immerging technologies as they apply to highway engineering to mitigate distracted driving | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2024 | Not started | The finding will be reported to the task team. | Mathew Sammons |
| **17 group3** | Investigate 3rd party data sources to identify distraction, cell phone and connected vehicle data… leverage the data already purchased by the eastern transportation coalition for both pedestrians and drivers | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  6/30/2026 | Not started | The finding will be reported to the task team. | Jonathan Rupp, Kevin Liske,  David Adams |
| **18 group3** | Identify resources to ensure the annual DD observational studies are performed | Education  EMS  Engineering  Enforcement | Start:  7/1/2025  End:  12/31/2025 | Not started |  | David Adams  Jonathan Rupp |

# Task Team Performance Report Card

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| **SHSP Emphasis Areas Task Team:** | | Distracted Driving |
| **Last Updated:** | July 1, 2024 | |

The Performance Report Card will track annual progress towards the goals established within Task Team and by the SHSP. The Performance Report Card will be updated annually and shared with our partners. Data will be collected for crash related outcomes and non-crash related outcomes.

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| **Strategy Number** | **Measurement Description** | **Population Demographic** | **Geographical Region / Area** | **Data Source** | **Measure Values** | | | | | |
| **2020** | **2021** | **2022** | **2023** | **2024** | **2025** |
| **2** | number of targeted distracted driving social media campaign contacts over the year | ALL | Statewide | GOHS | 103k | 114k |  |  |  |  |
| **2** | number of targeted distracted driving news media events in held in April | ALL | Statewide | GOHS | 1 | 8 |  |  |  |  |
| **7** | track number of officers that are trained each year. | Law Enforcement | Statewide | GOHS | 34 | 45 |  |  |  |  |
| **15** | Number of crashes resulting from distracted drivers | Youth | Statewide | GDOT | 20,081 | 24,213 | 23,009 | 21,773 | 20,695 |  |
| (15-19yrs) |
| (20-24) | Statewide | GDOT | 33,087 | 39,499 | 36,978 | 33,719 | 32,751 |  |
| **15** | Number of fatal crashes resulting from distracted drivers (confirmed and suspected) | Youth | Statewide | GDOT | 29 | 45 | 44 | 34 | 36 |  |
| (15-19yrs) |
| ALL | Statewide | GDOT | 440 | 513 | 535 | 482 | 418 |  |
| **15** | Number of crashes by contributing factor: | ALL | Statewide | GDOT | 143,677 | 167,313 | 164,429 | 155,028 | 150,021 |  |
| ·      Confirmed |
| ·      Suspected |

# Task Team Members

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| **SHSP Emphasis Areas Task Team:** | | Distracted Driving |
| **Last Updated:** | February 4, 2021 | |

Enter the contact information (name, title, agency, and email) for each active member in the emphasis area task team. Additionally, describe each member’s primary role in the task team using the **Five E Categories** (Education, Encouragement, Engineering, Enforcement, and Evaluation) and if they actively participate in **other** task teams.

| **Task Team Members** | **Name** | **Title** | **Agency** | **Email** | **Five E Category** | **Member of Other Task Teams?** (Y/N) |
| --- | --- | --- | --- | --- | --- | --- |
| Leader | David Adams | State Safety Program Manager | GDOT | eadams@dot.ga.gov | Engineering | Y |
| Co-Leader | Kevin Liske |  | GDOT | keliske@dot.ga.gov | Engineering |  |
| Member | Briana Briscoe |  | AMR | Briana.briscoe@amr.net |  |  |
| Member | Patricia Daniel |  | DPH | patricia.daniel@dph.ga.gov |  |  |
| Member |  |  | GA Bikes | info@georgiabikes.org |  |  |
| Member |  |  |  |  |  |  |
| Member | Roger Hayes |  | GOHS | rhayes@gohs.ga.gov | Enforcement |  |
| Member | Robert Hydrick |  | GOHS | robert.hydrick@gohs.ga.gov | Education |  |
| Member | Belinda Jackson |  | NHTSA | Belinda.Jackson@dot.gov |  |  |
| Member | Len Pagano |  | Safe Kids America | len.pagano@safeamerica.org | Education |  |
| Member | Liz Atkins |  |  | Liz.atkins@gtcnc.org |  |  |
| Member | Malaika Faciane |  |  | Malaika.Faciane@wsp.com | Engineering |  |
| Member | Mahwish.Javed |  | CHOA | Mahwish.Javed@choa.org | Education |  |
| Member | Robert Dallas |  |  | rdallas@rfdlaw.net | Enforcement |  |
| Member | Reece, Traci |  |  | traci.reece@dph.ga.gov |  |  |
| Member | Soan Chau |  |  | soanchau@gmail.com | Education |  |
| Member | Vann, Brian L |  |  | bvann@dot.ga.gov | Engineering |  |
| Member | Denise Yeager |  | DPH | Denise.Yeager@dph.ga.gov | Education | Y |
| Member | Craig Young |  |  | Craig.Young@dph.ga.gov |  |  |
| Member | Anagha Chethalamana |  |  | anagha.chethalamana@aecom.com | Engineering |  |
| Member | Margaret Triplett |  |  | Margaret.triplett@erlanger.org; |  |  |
| Member | Alex Egan |  | Advocate | alex@darsi.org | Engineering |  |
| Member | Emma Harrington | Director, Injury Prevention | Shepherd Center | Emma.Harrington@Shepherd.org | Education | Y |
| Member | Jonathan Rupp |  | Emory Univ | jonathan.rupp@emory.edu | Education | Y |
| Member | Tanya Renaud |  | GOHS | trenaud@gohs.ga.gov | Education | Y |
| Member | John Devine |  | GA Bikes | jd@georgiabikes.org | Education | Y |
| Member | Shenee Bryan |  | GOHS | sheneebryan@gmail.com | Education | Y |
| Member | Mathew Sammons |  | GDOT |  | Engineering |  |
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