

# DANGER IN EVERY STEP (DIES®) USER GUIDE

## DISTRACTED DRIVING MAT

### PURPOSE

Demonstrate how distraction increases driving risk. Participants navigate the DIES® Distracted Driving Activity Mat with and without distractions to compare performance.

### RESEARCH-BASED APPROACH

People underestimate their risk of a distracted driving crash, (**optimistic bias**). This activity highlights their **susceptibility** and the potential **severity** of the consequences.

### MATERIALS

- DIES® Distracted Driving Activity Mat
- Steering wheel, timer, “Pedestrian Pete”
- Water bottle (or similar, not included)
- Reading material (magazine, book, tablet, phone, not included)



### PREPARATION

1. Watch the instructor video.
2. Familiarize yourself with the mat.
3. Prepare distraction questions.
4. Review the **Distraction Types** on back.
5. Gather any props.

### SET UP

1. Position the mat for visibility.
2. Place “Pedestrian Pete” near a crosswalk.
3. Set the timer to 0.
4. Adjust the telescoping pole to participant height.



Scan QR code or visit  
<https://vimeo.com/1047501700>  
to watch the instructional video.



To use the carrying strap, fold mat in half vertically, roll mat and slide the strap loops around each end of the mat.



To clean your mat, shake out and wipe with a damp cloth if needed.

## ACTIVITY STEPS

- 1. Introduce:** Discuss how multitasking impacts driving.
- 2. Review the Rules of the Road:** Safe driving behaviors & traffic laws.
- 3. BASELINE ATTEMPT**
  - Identify 3-4 locations the participant must drive to.
  - Participant drives the route, announcing tasks.
  - Time the drive.
- 4. IMPAIRED ATTEMPT**
  - **Cognitive:** Answer questions during a simulated call.
  - **Manual:** Pick up, open, and drink from a water bottle.
  - **Visual:** Read a short passage while driving.
  - **All Three:** Respond to a text while driving.
  - Time the drive.
- 5. DISCUSSION**
  - Compare times & errors (e.g., missed stops, wrong turns).
  - Simulate honking if rules are broken.
  - Ask how they felt & discuss real-world consequences.
  - Invite audience observations.
- 6. OPTIONAL ADD-ON**
  - **Fatal Vision® DD Goggles:** Use the DD App to simulate impairment.



### SAMPLE LOCATION & TASKS:

- **Ice Cream Shop:** Order an ice cream cone.
- **Pizza Place:** Pick up a pepperoni pizza.
- **Shopping Center:** Buy a sweater.
- **Gas Station:** Get a soda and candy.
- **High School:** Collect a permission slip.
- **Coffee Shop:** Order a latte and scone.

### DISTRACTIONS EXPLAINED:

- **Cognitive:** Attention shifts from driving.
  - **Manual:** Hands off the wheel.
  - **Visual:** Eyes off the road.
- Example: Texting while driving involves all three.

### DISCUSSION QUESTIONS:

- What types of distractions did you experience?
- What distracted driving have you seen or done?
- Why should you avoid distracted driving?
- What strategies help prevent distractions?

### KEY STATISTICS:

Brain activity for processing moving images **drops 33% when talking on a phone.**

Phone conversations **reduce driving awareness by 50%.**

**80% of crashes** involve driver inattention **within 3 seconds before impact.**

(Center for Cognitive Brain Imaging at Carnegie Mellon University Study)

([http://www.tirf.ca/publications/PDF\\_publications/2011\\_TIRF\\_distracted\\_driving\\_8\\_web.pdf](http://www.tirf.ca/publications/PDF_publications/2011_TIRF_distracted_driving_8_web.pdf))

(<http://www.sadd.org/stats.html>)