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**NABC Mission Statement:** To develop, implement and promote community-based initiatives that exemplify the professionalism and integrity of the collision repair industry.

**Committee Name: *Distracted Driving Initiative***

**Committee Chair(s): *Gene Lopez, Laura Myers***

**Committee Members: *There are 16 committee members*, five of which are active**

**Committee Mission: *The Distracted Driving Initiative is an intra-industry program formed to educate all drivers, with a primary focus on young drivers, on the dangers of inattentive and distracted driving.***

**2019 Goal(s): Q4**

* ***Increase committee member participation – via marketing to current members working with Katie Pharr and Debby Robinson***
* ***Increase industry participation to deliver the “It Can Wait” message at no less than four events per month. YTD 22 Events thru June’19***
* ***Have a presence at each CREF Career Fair. Fall ’19 10 CREF Events***
* ***Increase our Tool Kits (Events in a Box) to three (3) Pelican boxes and six (6) sets of VR goggles, Bose Head-Phones and iPads.***

**Priorities:**

**Tier 1: Update flyers and posters used in the “Events in a Box” (We will use posters available from AT&T on the itcanwait.com website.)**

**Tier 2: Increase our Tool Kits (Events in a Box) to three (3) Pelican boxes and six (6) sets of VR goggles, Bose Head-Phones and iPads. (current budget makes these available)**

**Tier 3: Use SALSA Membership data to create “Event in a Box” tracking.**

**Tools Being Used:AT&T PwrPnt presentations and facilitator’s guide for DDI Committee Volunteers and Presenters.**

**Tools Needed: DDI Flyers and AT&T Posters for use in the Event in a Box.**

**Greatest Need: More active members and volunteers for DDI Events**

**Greatest challenge to get more people to buy in to NABC: Creating awareness through active members via social media, and inviting members to follow us.**