

**Communications Plan**  
**Wireless Communication Devices**  
**July, 2003**  
**DRAFT**

**Purpose:** This plan outlines steps that will be taken to inform the public, government and industry about the new Department of Transportation advise regarding the use of wireless communication devices while driving.

**Message:** Both hand-held and hands-free cell phones contribute to driver distraction and there is little difference, if any, in crash risk between the two. Drivers are advised not to use any wireless communication devices while driving, except in emergencies. States are advised to target novice drivers for education and restrictions on cell phone use.

**Overall Strategy:**

- Alert states to new advice on driver distraction
- Provide courtesy information to other government, industry, key partners as listed
- Use media to alert general public
- Develop and promote driver training and education materials for novice drivers
- Improve enforcement of new and existing negligent/careless operator statutes

**Plan** **Short term:**

- 1) Package to OST for Executive Branch clearance (e.g. White House, OMB)
- 2) Pre-release courtesy information (immediately prior to press release) to:
  - Executive Branch (OST, OMB, GSA, Interior, NTSB)
  - Selected Congressional staff
  - Key States (NY, CA, NJ??, others)
- 3) Press release and event, with invited partners:
  - NHTSA/DOT
  - NTSB
  - IIHS
  - Alliance (??)
  - CTIA (??)
- 4) Letters to Governors with courtesy copies to Congress
- 5) NHTSA web posting - research summaries and press release
- 6) Courtesy notice to key groups - government, industry, partner organizations (see attached list)

**Long term:**

- 1) Place editorials nationally.
- 2) Develop and implement driver education materials (e.g. ADTSEA, AAMVA).
- 3) Model law - add distraction component to existing graduated license model for State use.
- 4) Targeted, staged education and outreach to all driver groups (highest risk first)
- 5) Work with appropriate groups to implement statutes and officer training to address careless and negligent operator enforcement.
- 6) Work with industry, partner organizations to promote safety message.