

DON'T DRIVE LIKE THIS™

Encourage new and experienced drivers to **reduce road rage** and **drive safely** using **humor, story-filled visuals**, and **discussion prompts**

dontdrivelikethis.com



What is it?

Don't Drive Like This is content for DMVs and public safety departments, private and public driving schools, insurance education teams, and individuals to supplement driver education and remediation programs.

What formats?

It is available as:

- Individual paperbacks and posters
- Bulk-purchase paperbacks
- Licenses of print-ready files for an organization to brand and print themselves
- Licenses of print-ready files for posters and handouts

Why?

Another tool in your educational toolbox to:

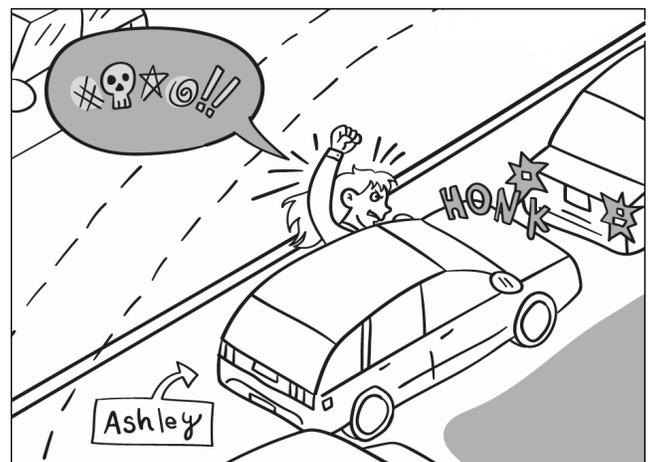
- Differentiate instruction & add value to your offer
- Reduce road rage to save lives
- Improve driver safety
- Reduce property damage
- Save us all money and stress
- Create better transportation systems and improve lives

Each section contains

- A complex image containing both obvious and implied dangerous or aggressive behaviors
- Thoughtful conversation prompts for individuals to think or write about, or for small groups to explore and discuss
- A funny limerick to help point out the pitfalls of the behavior in that section

Recognizing and addressing road rage in yourself, and dealing with it in others

- Sections sprinkled throughout to provide brief, actionable advice and understanding



Don't Drive Like an Ash™

Supplemental materials to reduce aggressive and distracted driving using humor, story-based visuals, and thought-provoking discussion prompts.

Ashford and Ashley teach us what NOT to do: Don't Drive Like an Ash!™

DON'T DRIVE LIKE THIS™

Sample 2-page "spread" from the paperback

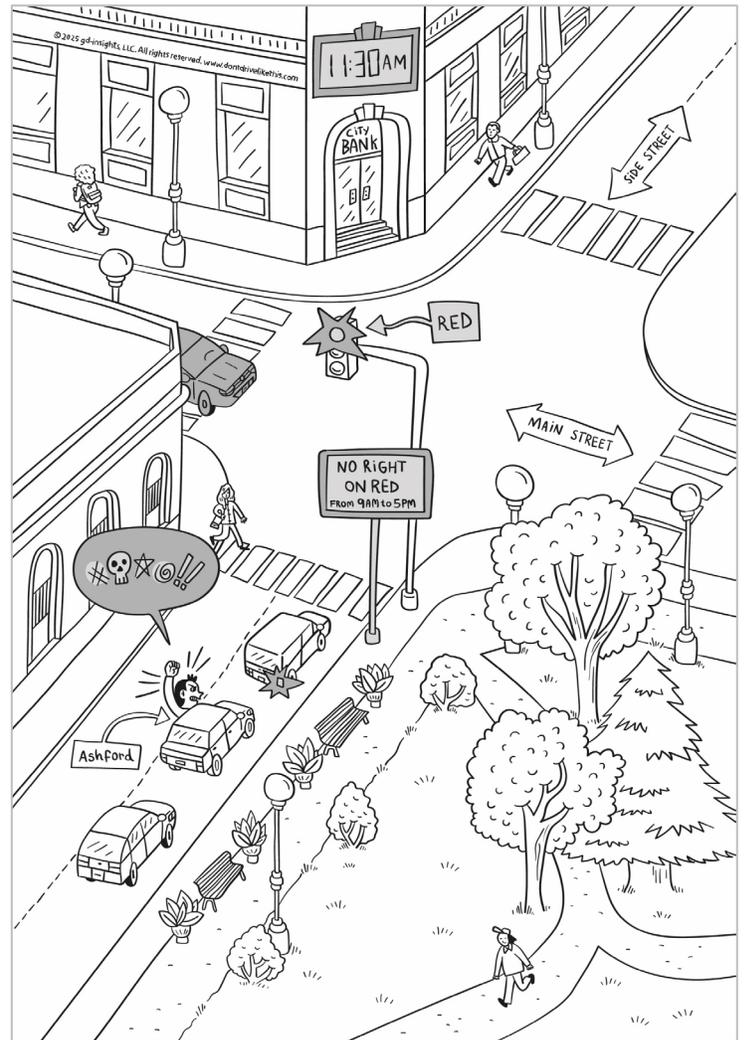
The No Right on Red Rager

*Red light! Properly stopped in my lane.
Behind me, Ash is acting insane.
"No right turn," I obeyed,
Ash's tantrum displayed,
for road safety is not in his vein.*

Ashford overlooks several things. Can you identify them? It's not the responsibility of other drivers to break the law or drive unsafely just because Ashford is unaware or ignores common-sense safety, traffic laws, posted signs, and screams at you. Even a traffic light and a decision on a right-turn-on-red deserve all drivers' full attention.

Things to think about, write about, or discuss

- What highlighted things do you see that make a right on red in these conditions unsafe or illegal?
- What other things are not highlighted or even visible in this illustration that could be a safety issue when turning right on red?
- What regulations would you be breaking if you responded to Ashford's anger and made a right turn on red this very moment? What could have happened from a safety perspective?
- Are you ever **required** to make a right turn on a red light? What can happen if it is legal and safe to make a right on red, but you choose not to?
- Do all jurisdictions have a legal right turn on red?
- Is it your responsibility to teach Ash a lesson in any way? Should you scream back? Use aggressive hand gestures? Wait an extra 10 seconds to turn when the light turns green? Exit your car at the red light to calmly explain the correct action to Ashford?
- If you've ever felt like Ashford does or acted like Ashford is acting now — c'mon, be honest — what are some things you could tell yourself or do in the moment to calm down?
- What are some strategies you can use beforehand to prepare for others' possible anger at a red light where you can't turn because it's unsafe or illegal, whether or not the rager understands the situation?



Humor, complex visuals, and conversation prompts add to your training mix

- Learners absorb material significantly up to 400% better with images compared to text alone.
- Learners exposed to humorous material recall information better compared to non-humorous content.
- Effective prompts can help learners verbalize their understanding, identify knowledge gaps, and solidify comprehension using peer support.

Purchase and license options

- **Individual paperbacks and posters** – Order online or in stores
- **Paperback books for order from us in bulk** for organizations such as driver's schools.
- **Posters, and other deliveries** (such as mugs, etc.) printed on demand by us.
- **Print-ready digital files for the paperback**, for organizations to print via an annual license.
- **Print-ready digital files** for posters and handouts

