

# DON'T DRIVE LIKE THIS™

## Reduce

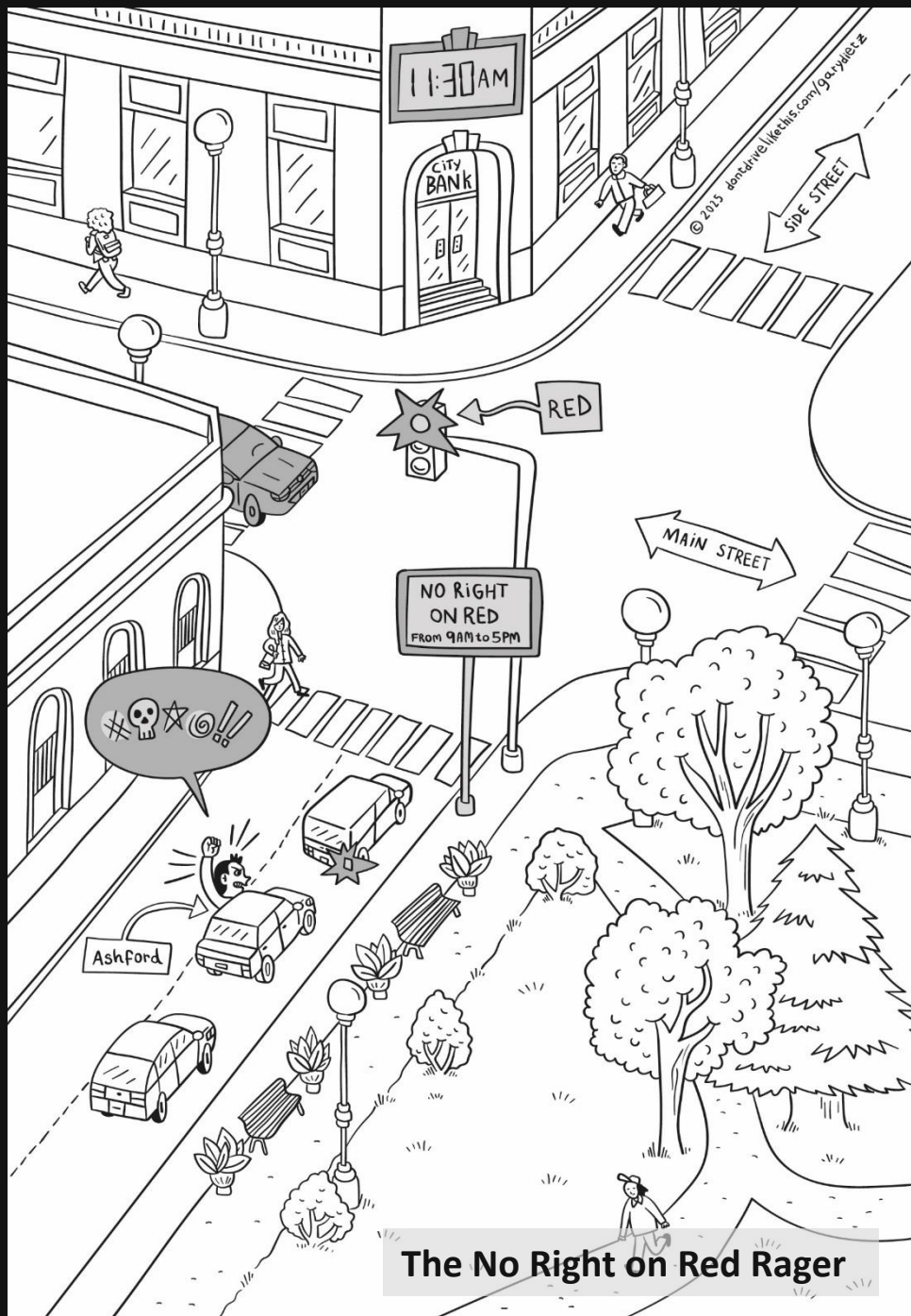
- Distracted driving
- Impaired driving
- Road rage

## Using

- Humor
- Illustration
- Discussion prompts
- Practical advice to identify and reduce aggression in yourself

*Don't Drive  
Like an Ash!™*

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[www.dontdrivelikethis.com](http://www.dontdrivelikethis.com)



**The No Right on Red Rager**

*Don't Drive Like This™* and *Don't Drive Like an Ash™* are and the Ashford and Ashley graphical flourishes are trademarks of **gd-insights, LLC**, New Hampshire, USA



## **ABOUT GARY DIETZ**

Experience in EdTech and training  
experience bringing educational  
offerings to universities and K-12

Author of well-received book and  
materials, speaker engagements  
for “Dads of Disability”

Extensive experience working with  
artists, creatives, and press

# BY THE NUMBERS

**31%**

According to AAA # of drivers distracted at a given time.

**500%**

Increase in reported cases of road rage over 10 years.

**114 and 362**

Number of road rage shooting deaths in '24; Number of road rage shooting injuries in '24.

**\$3000 and \$851**

Average cost of repairs following road rage. \$ per year for ins. w/reckless record.

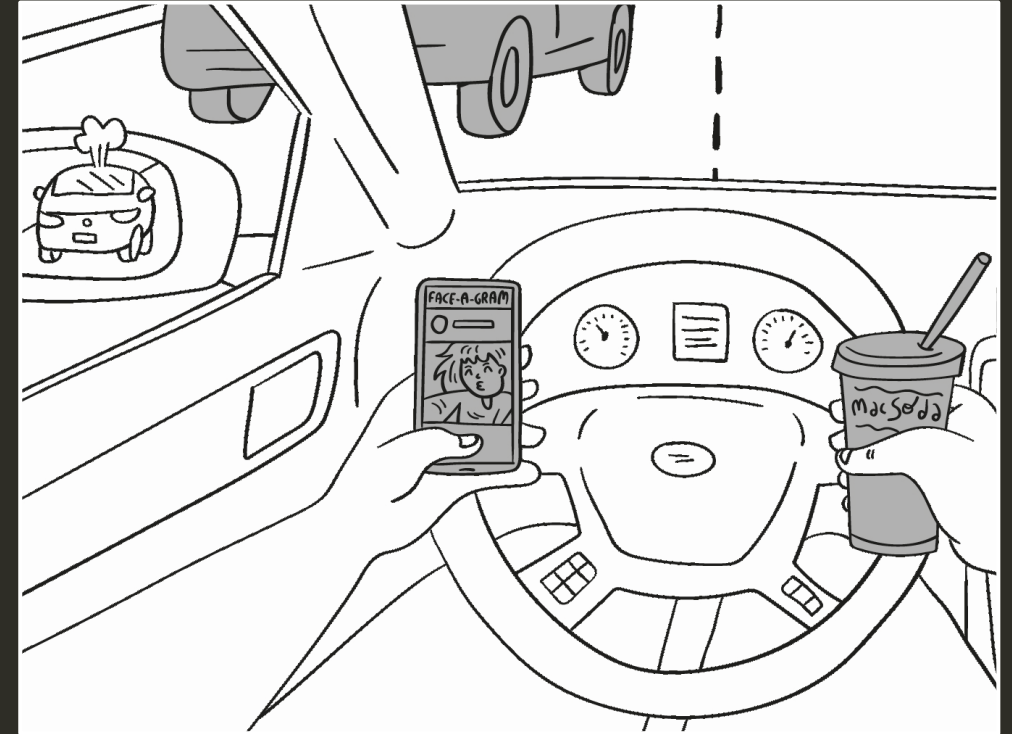
**46% and 36%**

Millennials (28 – 42) reported cursing at other drivers; Angry gesture %.

**6% escalated**

Percentage of road rage incidents that escalated into physical confrontations.

*The D<sup>3</sup>: The Distracted, Dangerous, Driver*

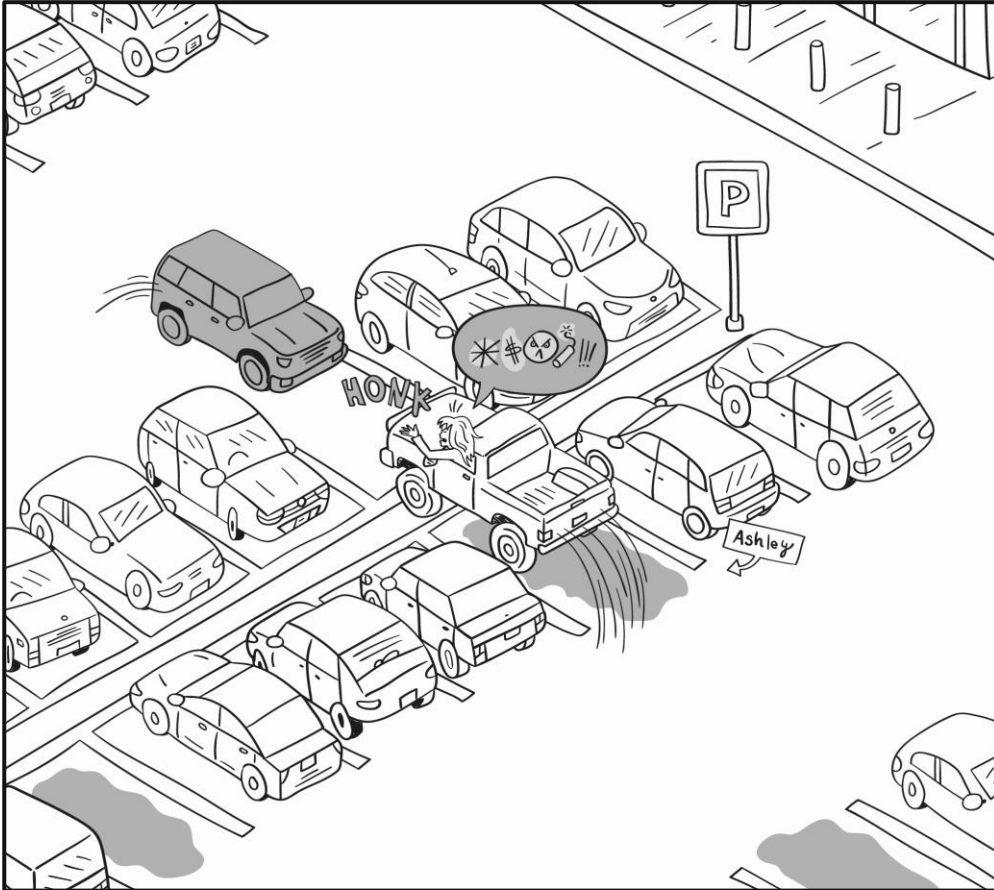


*Angry Ashford*

- Impaired driving arrests
- Distracted driving
- Wrong way driving
- Over 100mph citations

## OUR MESSAGE AND EDUCATIONAL CHALLENGE

# GET DRIVER ATTENTION & INCREASE MESSAGE RETENTION



*Parking Lot  
Pull through*

Ashley wants her truck to face out.  
Skipped open spots, and started to shout!  
A small car, other side,  
Pulled in fast, not too wide.  
Ash's rage out of control, no doubt.

**DON'T DRIVE  
LIKE THIS™**



**Our approach:**

**Dense visuals**

**Humor**

**Conversation prompts to:**

- Discuss in groups or think & write about.
- Light up multiple parts of the brain.
- Instructor, peer, parental supports

**Current messaging approaches are good,  
but are “expected” and need reinforcement to stick**

**Direct imperatives** (Don't drink and drive!)

**Emotional tugs** (Show a personal loss of a loved on)

**Financial implications** (Lawyer costs)

**Shock and awe in person and videos** (Gross pictures)

**Plays on words** (Think and Drive!)



# WHY THIS APPROACH

# 400%

**Learners absorb material significantly better with visuals** and cartoons compared to text alone. Studies have shown that visuals can improve learning by up to 400%.\*

Studies consistently show that **learners exposed to humorous material recall information better**, even weeks or months later, compared to non-humorous content.\*\*

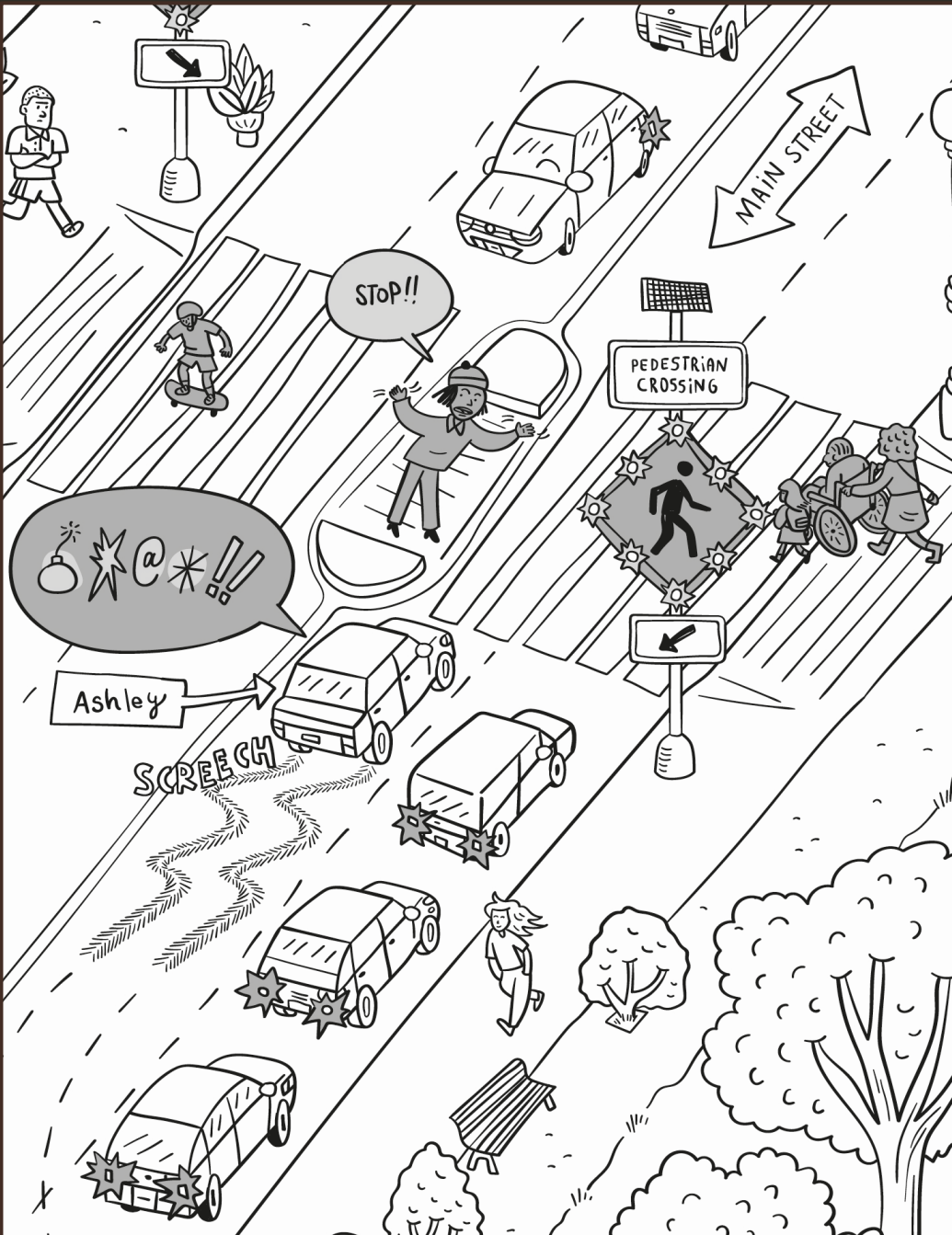
\*<https://www.shiftelearning.com/blog/bid/350326/studies-confirm-the-power-of-visuals-in-elearning>

\*\* <https://www.linkedin.com/pulse/laughing-learn-risks-rewards-humor-instruction-kevin-marler/>

# *Don't Drive Like an Ash!™*



Our pals Ashley and Ashford teach us what **NOT** to do on the road.



# DON'T DRIVE LIKE THIS™ THE APPROACH

## 1. Instructional Illustrations

Simple illustrations help students:

- **Clarifying abstract concepts**
- **Supporting memory retention**
- **Promoting thinking**

They actively **facilitate learning**

They **reduce extraneous cognitive load**, making it easier for students to focus on the point

They help students **form mental models** and store information in **long-term memory**

# DON'T DRIVE LIKE THIS™

## THE APPROACH

2. **Learners exposed to humorous material recall information better**, even weeks or months later, compared to non-humorous content.
3. **Well-crafted, open-ended questions** targeting higher-order cognitive domains (analysis, synthesis, evaluation) – **promote deeper thinking and critical engagement**. They support creativity, critical thinking, and confidence.

**Things to think about, write about, or discuss in a group**

- a) What gray highlighted things do you see that make a right on red in these conditions unsafe or illegal?
- b) What other things are not highlighted or even visible in this illustration that could be a safety issue for a right on red?
- c) What regulations would you be breaking if you responded to Ash's anger and made a right turn on red this very moment. What could have happened from a safety perspective?
- d) Are you ever required to make a right turn on red? What happens if it



Alliterative title

## The Lazy Left Losers

Limerick

Three stop signs in this traffic flow.  
Ashley's turn, danger clearly on show.  
Ash followed – much too soon!  
Driving fast, like a goon,  
and these cars nearly needed a tow!

Brief overview of illustration

Ashley and Ashford are aggressive and dangerous here. Ashley did not stop to make a proper left turn and cut across the oncoming lane on the side street. Ashford failed to take his proper turn at the three-way stop and followed Ashley directly, cutting off a car, who had to stop hard.

Discussion and writing prompts

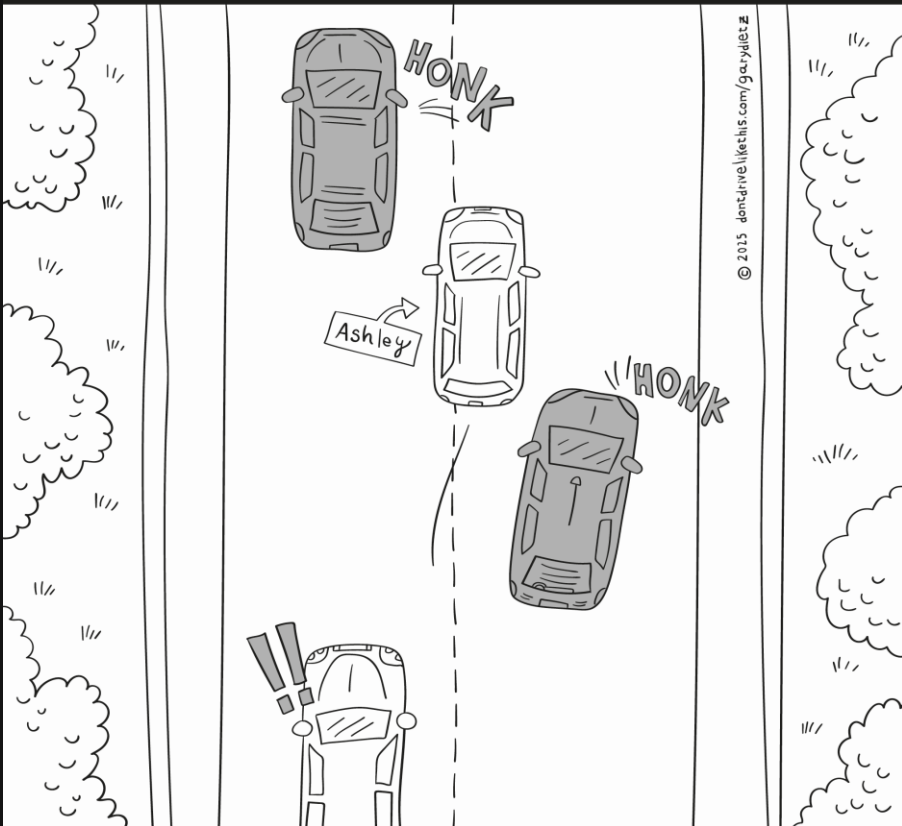
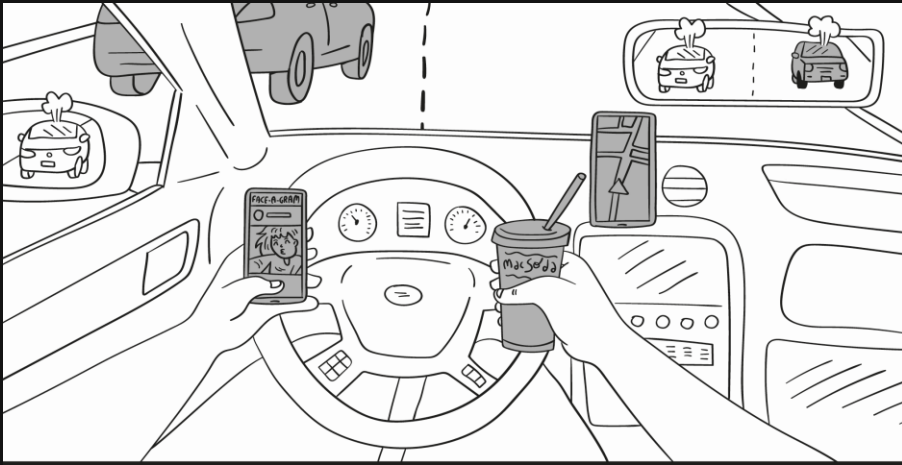
**Things to think about, write about, or discuss in a group**

- Where should Ashley have been looking to get a more accurate turn that would have avoided her entering the oncoming lane?
- How did Ashley's speed or impatience impact this scenario?
- The car driving northeast on the side street was driving slowly as it approached the stop sign, but the visibility of their car to Ashley was limited because of the buildings. What would have Ashley's responsibility been should the cars have collided in a fender bender?
- Suppose that the car driving southeast on main street had properly come to a complete stop and then started to "creep" slowly over his stop line as Ashley was almost out of the intersection. Did the "creep" have anything to do with Ashford cutting him off?
- How could pedestrians in this scenario have impacted how the drivers should have acted here, noting that there are no pedestrian crossing lights, merely painted pedestrian at two crossings.
- Suppose a large truck was to attempt a left turn in this situation and that it was physically impossible for the truck to complete the turn onto the side street and remain completely in the right lane
  - What are some things that the northbound car on the side street could do to safely enable the truck to turn?
  - What could the truck driver do to help the situation?
  - How could traffic on the west side of Main Street as well as the traffic on the east side of Main Street behind the large left-turning truck behave to keep this situation safe for all involved?

DON'T DRIVE  
LIKE THIS™

One of 43  
"Spreads"





*The D<sup>3</sup>: The Distracted, Dangerous, Driver*

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# DON'T DRIVE LIKE THIS™

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 Avoidance Technique: Safely Exiting Situation  
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 Root cause: Wild-West Road Justice  
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## DON'T DRIVE LIKE THIS™

### One of the Root Cause / Avoidance Technique Spreads

*Don't Drive Like This*



### **Avoidance Technique: Preparation and Planning**

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Before beginning a trip in your vehicle, no matter how brief, prepare yourself for success.

Give yourself extra time on your trip to prevent feeling rushed or stressed because of possible delays. Having a buffer of extra time can greatly lessen anxiety and frustration when you face unexpected traffic or road issues.

Make sure you're well-rested before driving. Drowsiness can cause impatience and aggression.

Take a few deep breaths after sitting in the vehicle and before starting it.

If something recently happened that causes stress or makes it hard to focus, consider waiting a while before driving. If you can't postpone the trip, take a few minutes to breathe deeply, reflect, and put your stressors "on hold" as best as you can.

There are many ways to prepare for a relaxed trip. Is prayer your thing? Meditation? A nice cup of herbal tea before heading into rush hour? A "mantra" repeated, telling yourself it will be a hard drive and that you commit to remaining calm?

What are some other ways to prepare and plan for a safe trip? What has worked for you? What new approaches could you try to see if they work just as well or better?

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**Together, let's create and cultivate  
the safest, calmest drivers.**