There are 3 main types of distraction:

- **Manual**
  - Taking your hands off the wheel
- **Visual**
  - Taking your eyes off the road
- **Cognitive**
  - Taking your mind off the driving tasks

Distracted driving is described as any activity that could divert a person’s attention away from the primary task of driving. The fatality rate due to distracted driving of drivers ages 16-19 is 3 times higher than for drivers ages 20-69.

**PARTICIPATE TODAY!**

Your participation will help change attitudes about distracted driving and SAVE LIVES. The winners will be invited to attend the annual Highway Safety Summit in Boise ID, April 18-19, 2017 to accept their award. Idaho Transportation Department may use the winning entries to promote distracted driving awareness throughout Idaho.

**What to Submit**

- A CLEVER series of social media posts which can include short text messages, photos or memes, And/or

- A SHORT VIDEO (10-30 seconds long).

**Who can Submit:** Any individual or team of individuals currently enrolled in any high school in Idaho.

**When to Submit:** Submissions are due by October 24, 2016

For more information about the competition, including submission instructions, please visit us at: [www.uidaho.edu/itd-comp](http://www.uidaho.edu/itd-comp)

**Follow Us:** Ulcomp2016

<table>
<thead>
<tr>
<th>Place</th>
<th>Award</th>
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<tbody>
<tr>
<td>1st Place</td>
<td>$750</td>
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<tr>
<td>2nd place</td>
<td>$500</td>
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<tr>
<td>3rd place</td>
<td>$250</td>
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In addition to the cash award, first place winner(s) will also receive a scholarship offer from the University of Idaho College of Engineering.

This research project is funded in part by Idaho Transportation Department, the Federal Highway Administration, and the University of Idaho. Prize money and Scholarships are funded by the UI College of Engineering. One prize per winning entry. All entries must be accompanied by signed media release allowing the use of the materials by Idaho Transportation Department and/or University of Idaho. All entries under 18 years of age must have signed media release with parents’ consent.