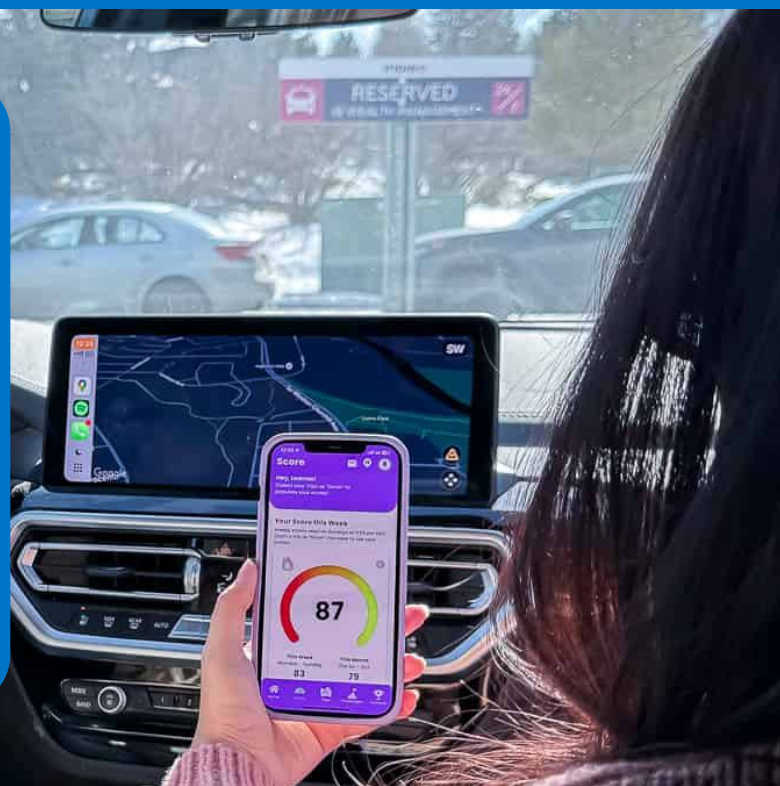




Mind on the Drive Campaign Report

A National Distracted Driving Awareness Month Initiative

April 1 – April 30, 2026



Executive Summary

The campaign was a successful 30-day pilot demonstrating a clear positive impact on driver behavior among high school participants. During the campaign period, participants were more likely to achieve high driving scores, indicating improved attention and overall safer driving performance. These results suggest that direct incentive-driven engagement can meaningfully enhance alertness and reduce distracted driving behaviors in the short term.

1 The pilot program attracted **155 participants across 11 registered high schools, achieving 56% of the participation target.** This suggests that interest and willingness to participate were strong even under a compressed recruitment period.

2 Drivers who participated in the campaign were **83% more likely to achieve a high focus score and 65% more likely to achieve high total score during the campaign compared to non-participants** in the same age group from Wisconsin. The results suggest that the uplift was driven by active campaign engagement and the presence of attainable, real-time rewards.

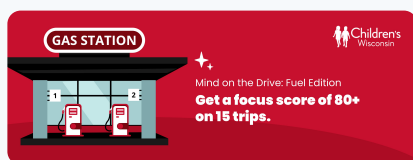
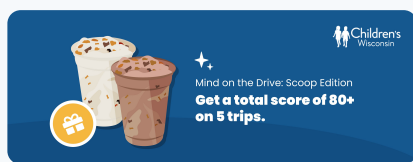
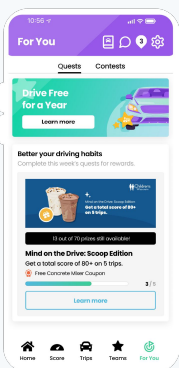
3 Campaign participants recorded slightly higher scores than similarly aged non-participants during and after the campaign, **the pattern suggests that active engagement may be more effective at influencing driving behavior than passive awareness alone.**

Campaign Background

Children's Wisconsin, in partnership with the Safe Roads Challenge (SRC), launched a 30-day pilot campaign to encourage more focused, less distracted driving through incentive-based engagement via the SRC app. The initiative targeted student and teen drivers across 11 high schools in Wisconsin during National Distracted Driving Awareness Month, aiming to improve alert driving behaviors through active participation and rewards.

Campaign Objectives

1. Encourage high participation among students from the 11 registered high schools in Wisconsin.
2. Encourage consistent use of the safe driving app, with a focus on improving total and focus driving scores, which correlate directly with reduced distracted driving.



About the Safe Roads Challenge App

Safe Roads Challenge is a free mobile app that encourages safe habits in new drivers through gamified features like leaderboards and performance scoring. Users earn points for trips with scores over 70, making safety rewarding.

A study showed the app reduced risky driving incidents by 27%, improved skills for 95% of users, and boosted driving confidence for 84%.

Campaign Overview

All participants who downloaded the SRC app and entered their unique high school team join code gained access to exclusive in-app driving quests. When participants successfully completed a driving quest, they received instant rewards such as physical ice cream coupons and/or gas gift cards. Winners were required to present the notification email to school staff to claim their physical coupon and/or gift card.

Quest #1: Mind on the Drive: Scoop Edition

Mechanics: Participants are tasked to achieve a total driving score of 80 and above on 5 trips using the SRC app.

Prize: Free Culver's Concrete Mixer Ice Cream coupon (Prize Inventory: 70 per school)

Quest #2: Mind on the Drive: Fuel Edition

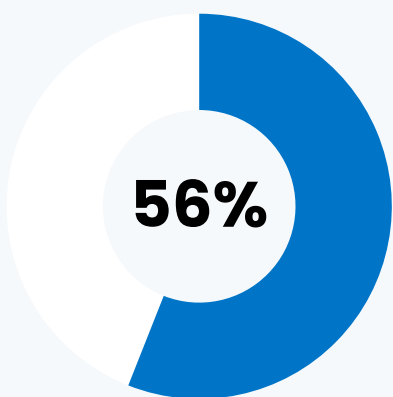
Mechanics: Participants are tasked to achieve a focus score of 80 and above on 15 trips using the SRC app.

Prize: Instantly win a \$25 Kwik Trip Gift Card (Inventory: 3 per school)

Campaign Insights

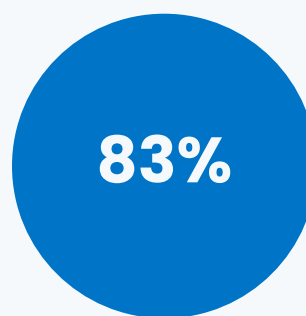
Following a comprehensive analysis, we compared data during and after the campaign, as well as between participating teen drivers and a matched group of non-participants of the same age range in Wisconsin.

Participation Reached 56% of Target Despite a Limited Recruitment Window

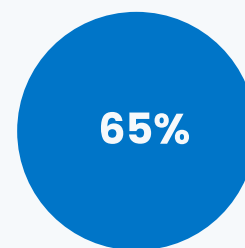


- The pilot program attracted 155 participants, achieving 56% of the 275-participant target despite a limited two-week promotion window. **This suggests that interest and willingness to participate were strong even under a compressed recruitment period.**
- The use of a digital one-pager that clearly communicated program expectations and enrollment steps may have reduced participation barriers and supported efficient recruitment.

Campaign Participants were More Likely to Achieve High Focus and Total Scores Driven by the Campaign



More Likely to Achieve
High Focus Score



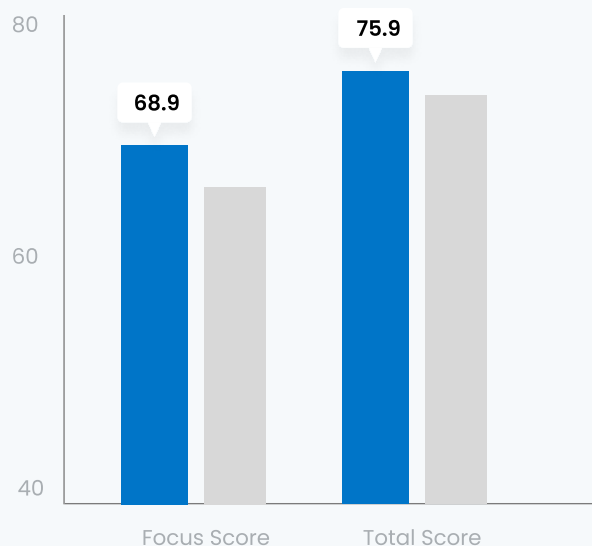
More Likely to Achieve
High Total Score

- Drivers who participated in the campaign were 83% more likely to achieve a high focus score and 65% more likely to achieve a high total score.
- The Focus Score measures driver attention during real-world driving situations by assessing how much focus is maintained on the road. Higher scores indicate more alert, attentive driving with fewer distractions.
- With no measurable change in scores for non-participants, **the results suggest that the uplift was driven by active campaign engagement and the presence of attainable, real-time rewards.**

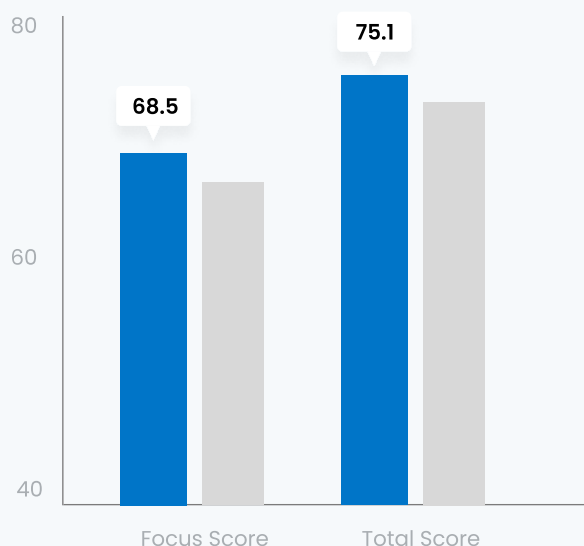
Campaign participants Maintained Slightly Higher Scores Than Non-Campaign Participants, Suggesting a Link to Active Participation Over Passive Awareness

■ Campaign Participants
■ Similarly Aged Non-Campaign Participants

During the Campaign



After the Campaign



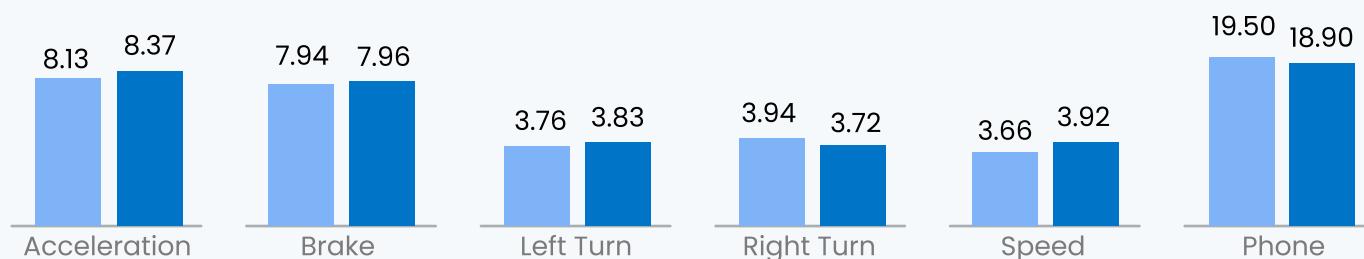
- While campaign participants recorded slightly higher scores than non-participants during and after the campaign, **the pattern suggests that active engagement may be more effective at influencing driving behavior than passive awareness alone.**
- Campaign participants who remained active across all nine weeks recorded slightly lower scores post-campaign. **This may suggest that while a 30-day motivation period can encourage short-term behavior change, it may not be sufficient to sustain new driving habits over the longer term.**
- That said, the SRC app offers ongoing challenges and rewards across the US to sustain engagement beyond campaign periods. Over time, new drivers may continue improving through continued app participation and driving experience, though progress may be slower without dedicated, region-specific incentives like those offered in Wisconsin only.

Campaign Participants Generally Experienced Slightly More Risk Events Per 100 Miles Post-Campaign

Engaged Participants

During Campaign (April)

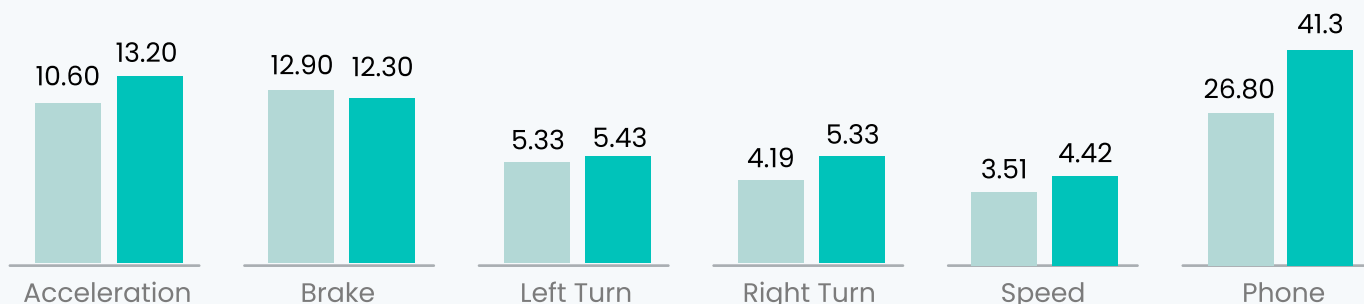
Post Campaign (May)



Non-Engaged Participants

During Campaign (April)

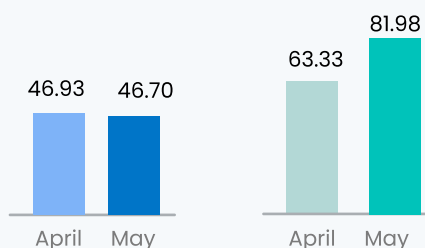
Post Campaign (May)



Engaged Participants Showed Significantly Lower Total Driving Risk Events Per 100 Miles vs. Non-Engaged Participants (During & Post Campaign)

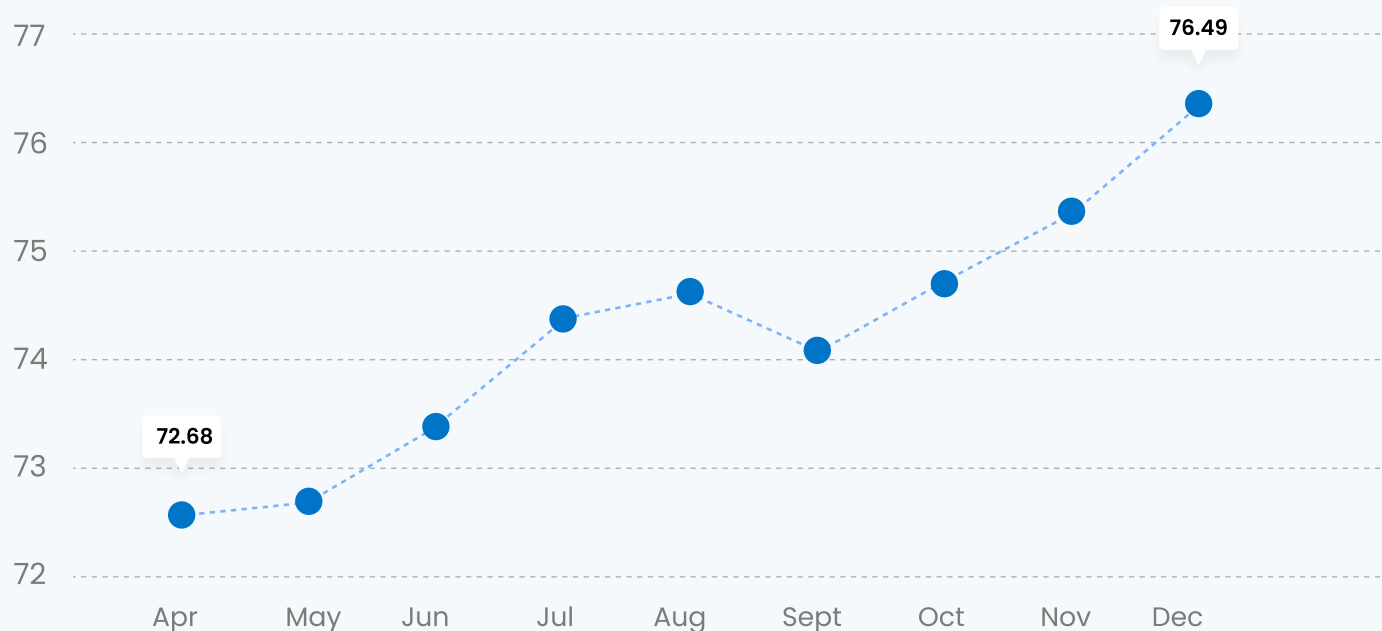
Engaged Participants

Non-Engaged Participants



- Additionally, while engaged participants showed a slight decrease in risk events post campaign, non-engaged participants experienced a marked increase. This suggests that consistent app engagement is associated with safer driving behavior.
- Overall, campaign participants experienced a slight increase in recorded events post-campaign compared to during the campaign period.
- These findings suggest that without continued incentives or accountability mechanisms, engagement in safe driving behaviors, particularly reduced phone use while driving, may decline before they become routine for teen drivers.
- **Sustained direct reinforcement may therefore be needed until there is clear evidence the behavior has become habitual to support long-term behavior change.**

Historical Upward Trend in Overall Driving Scores Among Wisconsin Youth Drivers (Ages 14–20) in 2025



- In 2025, Wisconsin youth drivers (ages 14–20) showed a sustained upward trend in overall driving performance, indicating gradual improvement in driving behavior over time.
- During this period, there were no Wisconsin-specific challenges or targeted reward structures for this cohort. However, the app continued to provide ongoing engagement opportunities and US-wide rewards that support the maintenance of safe driving habits.
- These results suggest that while general engagement may support incremental improvement, **a dedicated, region-specific incentive program could help better isolate behavior change and evaluate whether early improvements are sustained and strengthened over time.**
- Such a structure **may also accelerate progress in both driving scores and risk event reduction by providing more immediate, relevant, and attainable rewards for teen drivers.**