

# DRIVERS' PERCEPTIONS OF IMPROVING OFFICIAL INFORMATION AND ROAD RULES FOR DISTRACTED DRIVING: ENHANCING CONTENT, DESIGN, AND DELIVERY



Through semi-structured interviews with **35 drivers** in Queensland, Australia, we identified key areas where distracted driving information and legislation could be enhanced

## Expanding Content

Drivers highlighted underrepresented distractions, such as smartwatches, infotainment systems, passenger interactions, and roadside billboards.



## Broader Legislation on Technological Devices

Participants emphasised the need for laws covering a wider range of devices beyond just hand-held mobile phones.

## More Engaging Content

Visual presentations and targeted messaging, especially for high-risk groups like young drivers were suggested as more effective communication strategies.



## Better Delivery Channels

Social media, short training sessions, and outdoor media were identified as the most effective ways to share distracted driving resources.

Addressing distracted driving requires **clearer**, more **comprehensive**, and more **engagingly** communicated rules and resources.