

THIS CHALLENGE BEGINS ON **NOVEMBER 23, 2021** & ENDS ON **MAY 1, 2022**

CLICK HERE TO BEGIN: [www.Distractology.com/program/NorfolkDATRC](http://www.Distractology.com/program/NorfolkDATRC)

## INSTRUCTIONS BELOW

Distractology: Brought to You by the Arbella Insurance Foundation

The Arbella Insurance Foundation's Distractology is proud to have been chosen to participate in the 2021-2022 Norfolk County TEAM RIVAL Challenge. Distractology is what we like to call the science of distracted driving. With Distractology, you'll get schooled on how to become a safer driver by learning to avoid and ignore distractions on the road.

Think you know everything about distracted driving? Take the Challenge and test your knowledge. You might know more than you think or you might learn something new. Either way, you win.

Completing the Team Rival Distractology Challenge

You can access the training on our website: [www.Distractology.com/program/NorfolkDATRC](http://www.Distractology.com/program/NorfolkDATRC)

Note: Students will have to type in this link into their internet address bar to access the Challenge.

You cannot access the Challenge from the Distractology homepage.

This link will be live starting November 23, 2021.

How it works

1. On the Challenge page enter your name and email, and choose your school from a drop-down menu.
2. Complete the online Challenge.
3. Receive your proof of participation.
4. Schools with 100 participants earn 10 points. The school with the most points in each bracket earns 25 points.
5. Each student who completes the Challenge and brings in their proof of participation will earn **1 hour of community service credit.**

The school who has the most students complete the Challenge will earn 25 points at the end of the Challenge!

More on Distractology

Distractology aims to create a new generation of safer drivers. To date, drivers who've completed Distractology are proven to be 19% less likely to have major/minor accidents and 25% less likely to get traffic violations.

\* Take a look at the facts, stats and driving tips below to learn more about the distracted driving epidemic and how to stay safe.

- At any given time, there are 660,000 distracted drivers on the road.  
Source: NOPUS
- A single text takes your eyes off the road for 5 seconds.  
Source: 2009, Virginia Tech Transportation Institution
- Distracted driving crashes kill more than 5,000 people a year.  
Source: NTSB
- A quarter of teens text every time they drive.  
Source: UMTRI
- Over 400,000 people are injured annually because of distracted driving.  
Source: Distraction.gov
- Using a phone while driving triples your risk of crashing.  
Source: Virginia Tech Transportation Institution
- Visual inattention contributes to 93% of rear-end crashes.  
Source: Virginia Tech Transportation Institution

\* These exciting results are based upon data obtained from Arbella Mutual Insurance Company's youthful operators who took the Distractology training when compared to those who did not from 2010 through 2014.