



Join us for a fast-paced, informative and inspiring workshop that will give you:

All you need to know about implementing a cellphone-free driving policy

DATE: Thursday April 17, 2008

LOCATION: Sterling Crane Training Centre

TIME: 7:45 am – 1 pm

2440 – 76 Avenue

Edmonton, Alberta

Details about the Workshop

The Coalition for Cellphone-Free Driving is pleased to offer a hands-on workshop designed to provide individuals with the necessary tools and resources to develop and implement a cellphone-free driving policy within their organization.

The half-day interactive workshop will focus on:

- the dangers of wireless device use while driving
- the process of developing and initiating a cellphone-free driving policy
- strategies to address the barriers and challenges of implementing a cellphone-free driving policy within your organization.

Who Should Attend

Employers and company owners, risk managers, occupational health and safety personnel, interested employees and insurers; oil and gas, transportation and other industry representatives; law enforcement officers, lawyers, media representative and educators—and others with responsibilities relating to road safety.

Workshop Objectives

1. To assist participants in developing and implementing a cellphone-free driving policy. Each participant will receive a *Tool Kit for Creating a Cellphone-Free Driving Policy*.
2. To overcome the barriers faced when implementing a cellphone-free driving policy. You will hear from Coalition members on the challenges of having a cellphone-free driving policy in their organization and valuable lessons they have learned.
3. To provide practical strategies for avoiding cellphone-use while driving. Information will include best practices from a variety of industries.
4. To guide employers in creating a transportation safety culture within their organization. Emphasis will be placed on driver distraction and wireless device use.
5. To provide support, resources and networking opportunities. There will be question and answer sessions after each presentation.
6. To form new partnerships with others concerned to increase awareness of the dangers of using a cellphone while driving.

Workshop Speakers (confirmed)

- Dr. Louis Hugo Francescutti – Coalition Founder
- Russ Brown – Director, Health Safety & Environment, Sterling Crane
- Tom Petras – Director, Environment Health & Safety, Finning Canada
- Cate Burant-Fernuik – Coalition Project Coordinator/Communications

Overnight accommodation

The workshop will be held at the Sterling Crane Training Centre in Edmonton at 2440-76 Ave. Recommended accommodation is the Four Points Sheraton Hotel located at 7230 Argyll Rd. Participants are responsible for making their own reservations. To reserve a room, please call 780 465-7931 and mention the name of “Sterling Crane” to receive a reduced rate.

Fees and Registration

The half-day workshop fee of **\$175.00** covers registration, instructional materials, continental breakfast, coffee breaks and lunch.

To register, complete a printed registration form and return with payment to the address below. The registration form is posted online at www.cellphonefreedriving.ca. You may also register online at www.cellphonefreedriving.ca — with payment required within one week to secure the registration.

Your registration should be received **no later than April 4, 2008**.

Register early because registrations are limited to the first 24 applicants. If required, an additional workshop will be held in the afternoon on April 17, 2008.

For additional information, contact Cate Burant-Fernuik at 780 492-5775 or e-mail cate.burant-fernuik@ualberta.ca.

Send completed registration forms to:

Cate Burant-Fernuik, Project Coordinator/Communications
Coalition for Cellphone-Free Driving
School of Public Health
University of Alberta
13-103 Clinical Sciences Building
Edmonton, Alberta T6G 2G3

Workshop Agenda

- 7:45 Registration, continental breakfast and networking
- 8:00 Welcome and Introduction to Workshop – Russ Brown
- 8:15 “Fatal Distraction” video followed by questions – Dr Francescutti
- 9:15 Tool Kit to get you started – Cate Burant-Fernuik
- 10:00 Nutrition Break
- 10:15 Implementation strategies – Tom Petras
- 11:30 Concluding discussion and questions
- 11:50 Workshop evaluation
- 12:00 Workshop adjourns, lunch and networking

*Note: if required, an afternoon session will be scheduled, beginning with lunch at 12:00. The afternoon workshop would begin with the *Welcome and introduction* at 1:00 and would adjourn at 5 p.m.

Contributions by:

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WORKSHOP REGISTRATION FORM

All you need to know about implementing a cellphone-free driving policy

April 17, 2008 – Edmonton, Alberta
Sterling Crane Training Centre – 2440 - 76 Avenue
Time: 7:45 am – 1 pm

Name:

Title:

Organization:

Address:

City/Province/
Postal code:

Telephone:

Fax:

E-mail:

Registration fee: \$175.00 includes GST (*Deadline for registration is April 4, 2008.)

Please send completed registration form with payment addressed to **University of Alberta
Cellphone-Free Fund** and mail to:

Cate Burant-Fernuik, Project Coordinator/Communications
Coalition for Cellphone-Free Driving
School of Public Health
University of Alberta
13-103 Clinical Sciences Building
Edmonton, Alberta, Canada T6G 2G3

Phone: 780 492-5775

Email: cate.burant-fernuik@ualberta.ca