



Insightful Findings: "One Simple Decision™" Proven Effective in Changing Behaviors

What They Are Saying

"This simulation brought to life the dangers of texting. I don't text while driving now. This definitely makes you see why you shouldn't be doing it."

- **Corey D, 11th Grade**
Kennebunk High School



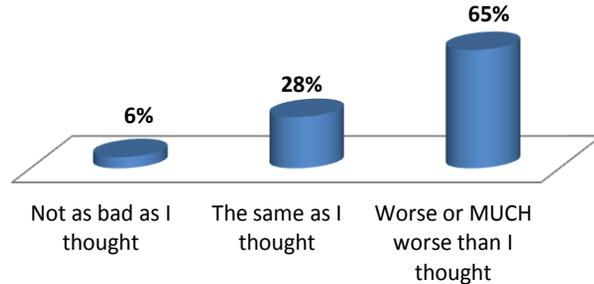
"As soon as I was done sending the message, I looked up and this lady was coming across the street. I didn't have enough time to stop."

- **Michael G, 12th Grade**
Tonawanda High School

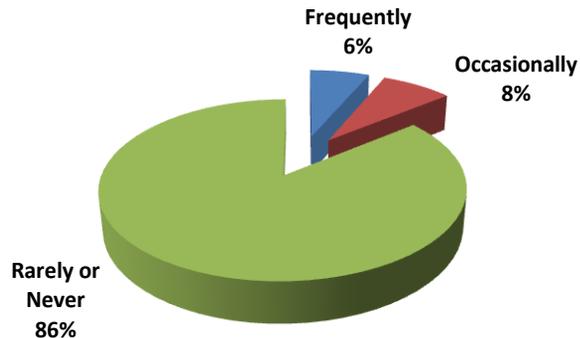
"I think it definitely has changed my mind. I think I'm going to keep my phone in my purse from now on (while driving)."

- **Sarah B, 11th Grade**
Marathon High School

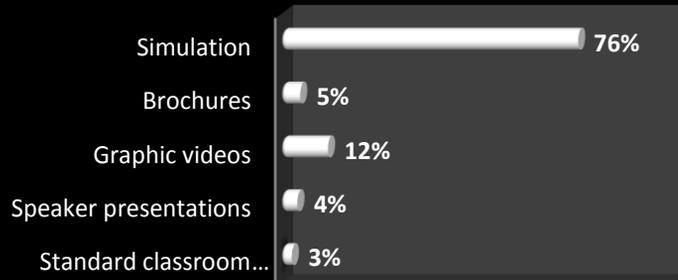
The consequences of driving distracted are _____.



How likely are you to drive distracted in the future?



Now that you have experienced "One Simple Decision™", what do you think is the most effective way of teaching driving related topics in the future?



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Source: Data represents sampling of 300+ students completing the "One Simple Decision™" post survey geographically distributed across U.S. between 1/10-10/11: ages 14-21 years, 57% female and 43% male and even distribution of both urban and rural drivers. Survey conducted by non VDI employees.



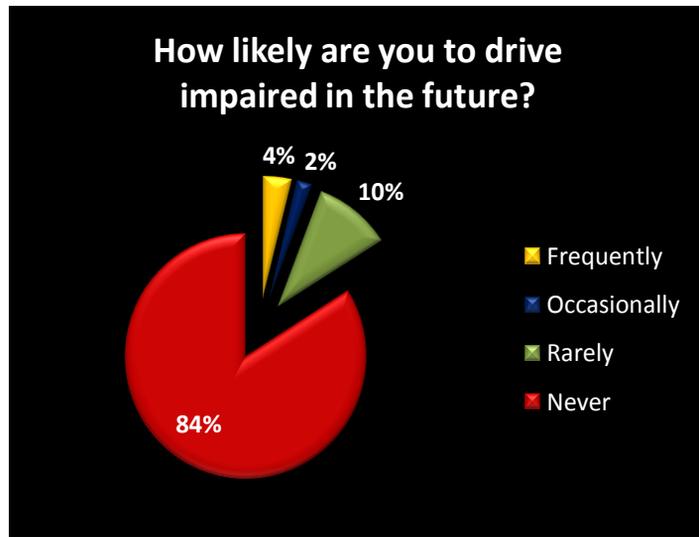
“One Simple Decision™” Works!

The Results Are In . . .

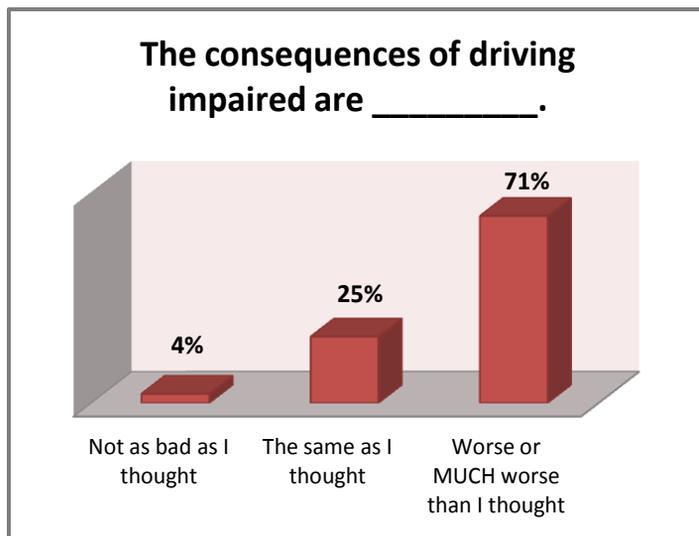


According to Dr Renee Slick, leading behavioral psychologist and founder of RRG Consulting, the power of One Simple Decision™ lies in its experiential learning.

Human behavior is based on attitudes and beliefs: If we believe certain things, then we act on those things.



"Drivers can't refute their own behavior, so if their behavior leads to undesirable outcomes, those consequences serve to modify future behavior," said Dr. Slick.



"I thought it was cool, it was a great program, and it was a good way to simulate how things go when you make bad decisions."

-Brock W, 10th Grade, Rossville High School