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ELECTRONIC DEVICE DISTRACTION (EDD): TEST OF PEER TO PEER INTERVENTION COMBINED WITH SOCIAL MARKETING QUESTIONNAIRE

Statement to Be Read Before Interview Questions Are Asked

The objective of this interview is to develop knowledge about how effective peer to peer programs can be developed to combat electronic device distraction. To protect privacy, we are not recording any names. All we need from you is a general description such as: "BLET member, more than 10 years' experience." In addition, no quotations will be reported that might reveal anyone's identity. The interview will last about half an hour. Thanks for being willing to help us.

Interview Questions (Draft)

- 1- Do you see any activity in your workplace that indicates that the distracted driving peer to peer program is in operation?
 - If yes (**for interviewer**), probe on what those activities are.
- 2- Are you involved in any of the peer observation training and program delivery activities related to the distracted driving peer to peer project?
 - If yes (**for interviewer**), probe:
 - What has been your involvement?
 - How successful (or unsuccessful) have your activities been, and what would you do to improve the effectiveness?
- 3- Have you been observed, or received any feedback from anyone involved in the distracted driving peer to peer pilot?

- If yes (**for interviewer**), probe:
 - Was the feedback effective (why, why not)
 - What would you recommend to make the feedback more acceptable and/or more effective?

- 4- In your opinion, from what you have observed, has the program had any positive effects?
 - If yes (**for interviewer**), probe for details (e.g. distracted driving, inter-personal communication, general safety awareness.)

- 5- In your opinion, from what you have observed, has the program had any undesirable consequences?
 - If yes (**for interviewer**), probe for details.

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