



THE
KIEFER
FOUNDATION



Just Drive
SIMULATOR

INTRODUCTION PACKET

The Just Drive Simulators, implemented on the Meta Quest 3 Virtual Reality headsets, provide an immersive, hands-on experience that educates drivers of all ages about the dangers of distracted driving in a safe and controlled environment, with the goal of changing behaviors, making roads safer and saving lives.

In this packet you will find the following:

- About The Kiefer Foundation
- Why Simulator
- Educational Deployment Overview
- Sample Curriculum + Videos

Just Drive,

The Kiefer Foundation

MISSION

On September 19, 2016, Mitchel Kiefer was tragically killed in a car crash caused by a distracted driver. The Kiefer Foundation was established to honor Mitchel's legacy. The mission of The Kiefer Foundation is to end distracted driving and all associated traffic deaths and injuries. Efforts from our three pillars will help support our mission.

AWARENESS

POLICY

TECHNOLOGY

ABOUT MITCHEL KIEFER

Mitchel was an amazing young man, wise beyond his years and a bit of an old soul. We often said that Mitchel lived more in his 18 years than most people live in their entire lifetime. He was an outstanding student and a member of the Detroit Catholic Central High School State championship hockey team in 2016. Mitchel was a goalie and had the typical personality of a hockey goalie – quiet, thoughtful and a little quirky. Mitchel was also an accomplished salesman, having set the sales record for Cutco during the summer of 2016, when he sold over \$52,000 worth of knives in a three-week period – the annual sales award at Cutco is now known as the Mitchel Kiefer Sales Award. Mitchel had a large group of friends

including his Catholic Central brothers, his family friends, his global friends from the International School of Luxembourg and his friends from Cutco – so many of which considered him their best friend.

Mitchel was in his first month at Michigan State University studying Neuroscience when we lost him – He had always been interested in the study of the mind – and I often wonder what he would be doing today. After his passing I found his dream book, which included a quote from him – “dream colossal – change someone's life, change the world” Mitchel always dreamt of changing the world. **It is our hope through the work of The Kiefer foundation that we are able to change the world in Mitchel's honor.**



Steve Kiefer

The Kiefer Foundation Chairman + Father

Imagine a world where every driver is fully engaged and focused on the road, and where families don't have to endure the heartbreak of losing loved ones to distracted driving crashes. Distracted driving is a growing epidemic, claiming thousands of lives each year and shattering countless families and communities. Whether it's texting behind the wheel, adjusting the radio, or simply daydreaming, the consequences can be devastating. We believe education and awareness are powerful tools in preventing these tragedies; and it's our collective responsibility to confront the dangers of distracted driving, ensuring safer roads and brighter futures.

That's why The Kiefer Foundation has developed a distracted driving simulator that provides an immersive, hands-on experience that educates drivers of all ages about the dangers of distractions on the road. Through realistic scenarios and interactive feedback, you will learn firsthand how quickly a moment of inattention can turn into a life-altering event.

It's time to pay attention — for ourselves, for our loved ones, and for all those who never made it home. But we can't do it alone. We need your support to bring this life-saving initiative to reality. When behind the wheel, put your phone down and #JustDrive.

How to use the Just Drive Simulator?

We had four schools participate in our Pilot Program. Our Pilot Schools choose to rollout the Just Drive Simulator in one of the following classes:

- PE
- Health
- Homeroom
- Enrichment

They then used the Sample Curriculum and Videos provided by The Kiefer Foundation (see pgs. 6-7) as a starting point for developing a lesson plan on Distracted Driving, which also incorporated the students using the Just Drive Simulator.

Our Pilot Schools found that having students work in small groups, or with at least 1 partner, yielded the most successful experience for students. This allowed the student(s) not in the virtual reality headset to be able to assist / guide the student inside the headset (simulator) through the experience, referencing the User Guide as needed.

Please Note: Once you receive your Just Drive Simulators, a User Guide will be available by scanning the QR Code provided on the box.

Exploring the Impact of Distracted Driving

Objective: Users will discuss the realities of distracted driving, exploring how everyday distractions can lead to significant consequences. The goal is to make the topic approachable, raise awareness, and encourage open conversation.

Duration: 30 minutes

1. Warm-Up: Initial Thoughts on Distractions (5 minutes)

- **Prompt:** "What are some distractions you experience on a daily basis? How do you think these could affect a driver?"
- **Goal:** Set a relaxed tone and encourage users to see the topic as relevant to their own lives.

2. Discussing the Impact of a Few Seconds (10 minutes)

- **Scenario Discussion:** Briefly describe a scenario where a driver glances at their phone for a few seconds.
- **Open-Ended Questions:**
 - "What do you think could happen in those few seconds of distraction?"
 - "Have you ever seen or experienced a 'close call' while someone was distracted? How did it feel?"
- **Goal:** Help users relate to the idea that small actions can have significant consequences and prompt them to reflect on personal experiences.

3. Reflecting on Responsibility and Prevention (10 minutes)

- **Discussion Prompt:**
 - "Why do you think people sometimes get distracted while driving, even if they know it's dangerous?"
 - "What are some simple steps we can take to avoid distractions when we're driving or riding with someone who's driving?"
- **Goal:** Encourage users to think about personal responsibility and practical actions they can take to stay safe.

4. Closing Reflection and Takeaway (5 minutes)

- **Prompt:** "What's one takeaway from today's discussion that you think could help you or someone you know stay safe on the road?"
- **Goal:** End on a reflective note, with each user considering one actionable change or awareness they can bring into their own life.

Below are a series of videos available on YouTube that highlight real life stories and impacts to raise awareness of distracted driving:

[Wait for it...this could save your life](#)

[What do you Consider Lethal?](#)

Impact Teen Drivers

[Sample Videos Showing Distraction in Teen Crashes](#)

AAA Foundation for Traffic Safety + LYTX

[NHTSA Distracted Driving](#)

[What police officers wish you knew about distracted driving](#)

[April is Distracted Driving Awareness Month](#)

National Safety Council