



## Drive Now, Talk Later

The Coalition for Cellphone-Free Driving is holding a workshop designed to give employers and officials the tools and information they need to develop and implement a cellphone-free driving policy.

Thursday, April 17, 10:30 a.m.  
Sterling Crane Training Centre, 2440 – 76 Avenue

Media are invited to join the workshop at 10:30 a.m. sharp. Speakers will be available for interviews and there will be opportunities for photos/video.

This half-day workshop will focus on the dangers of wireless-device use while driving and the process of developing and implementing a cellphone-free driving policy. Workshop participants will learn strategies to address the barriers and challenges of putting such a policy into practice within their organizations. The Coalition has developed educational resources such as a Tool Kit for Creating a Cellphone-Free Driving Policy and “Fatal Distractions”—a 20-minute video on the dangers of driving while operating a cellphone.

**Workshop Attendees:** Workshop participants include employers, company owners, law enforcement, government and municipalities.

### Workshop Speakers:

- Dr. Louis Hugo Francescutti – Founder, Coalition for Cellphone-Free Driving
- Russ Brown – Director, Health Safety & Environment, Sterling Crane
- Tom Petras – Director, Environment Health & Safety, Finning Canada
- John Kageorge – Communications Manager, AMEC
- Liza Sunley – Liza Sunley Consulting
- Cate Burant-Fernuik – Coalition Project Coordinator/Communications

### For more information, please contact:

Dr. Louis Hugo Francescutti, 780-492-5775 or 780-932-7187

Cate Burant-Fernuik, 780-492-5775 or 780-975-4483

Coalition for Cellphone-Free Driving

School of Public Health, University of Alberta

[www.cellphonefreedriving.ca](http://www.cellphonefreedriving.ca)



**Office of Public Affairs**  
6<sup>th</sup> Floor General Services Building  
Edmonton, Alberta, Canada · T6G 2H1  
Tel: 780.492.2325 · Fax: 780.492.2997  
[public.affairs@ualberta.ca](mailto:public.affairs@ualberta.ca)