

DISTRACTOPUS



Distractopus Core Messaging

Distractopus engages kids in an imaginative story and teaches them a number of important messages:

- It is a choice to both drive and ride safely.
- It is important that you commit to buckling up properly 100% of the time.
- Multitasking can lead to more mistakes and make completing a task take longer.
- Simple everyday behaviors, like eating a burger, listening to loud music, or using a cell phone, become dangerous when you choose to do them behind the wheel of a vehicle...anything that takes your eyes, ears, hands, or mind off driving is dangerous!
- There are four different types of distracted driving: visual, manual, cognitive, and auditory.
- Watch out for pedestrians.
- Speeding is reckless driving.
- Speak up if you see someone driving or riding unsafely.
- Parents are the number one role models for their children's driving/riding attitudes and behaviors.
- Driving laws are there to keep you safe, as are the people who enforce them.
- It is important you share this message with other people your age; you can help save lives!



This is Fry and her mom. They are the best multitaskers. What is a multitasker? A multitasker is someone who can do many things at the same time.

Since octopuses have eight arms, they can do different activities with each one. They can brush their teeth, read a book, and sweep the floor at the same time. They can even juggle, eat ice cream, and ride a bike all at once.





One day Fry is driving to a basketball game to meet her mom. She buckles up correctly and starts her engine. Then all of a sudden there is a glow in her car. Fry looks over and sees her phone lit up. She reaches over and picks up her phone.



Fry begins to play with the phone inside the car and then she begins to glow too.

“Yes, I can,” Fry replies back.

She stops at a drive-through to get fries and a milkshake. Then she keeps driving. With one tentacle she eats and with another she slurps. Still driving, she puts on lip gloss and checks her reflection to see how it looks.

Fry is having so much fun with her phone, food, and lip gloss that she does not put them down. Because she is not focused on the road, Fry has a lot of close calls—like almost running a stop sign. She is driving distracted, which makes the ride unsafe for her and everyone else around her.





Not far down the highway, Captain Power and Chipper the Chipmunk are helping a family get safely back on the road.

“Thank you for all your help, Chipper,” says Captain Power.

“Teamwork makes the dream work,” replies Chipper.



“Hey watch out!” yells a pedestrian as Fry speeds by Captain Power and Chipper the Chipmunk.

“Looks like we have a Distractopus on our hands,” says Chipper.



They see Fry going too fast and beginning to swerve. They race over to stop the car. Chipper turns on his siren and flashing lights so that Fry knows that she needs to pull over safely. Fry cannot hear the siren because the music is too loud, and she does not see the lights because she is looking at her phone. Captain Power uses his super strength to slow down the car.





Fry is so distracted by the objects that she does not notice the car is no longer moving.

“Wow! There are so many distractions going on at once. We need more power,” says Captain Power.

Some pedestrians see the incident and ask if everything is okay. It is the Passenger Pets, Copper and Spot, and the Fast Cats, Mack and Jack!



“We are trying to help this Distractopus get rid of the distractions,” says Chipper.

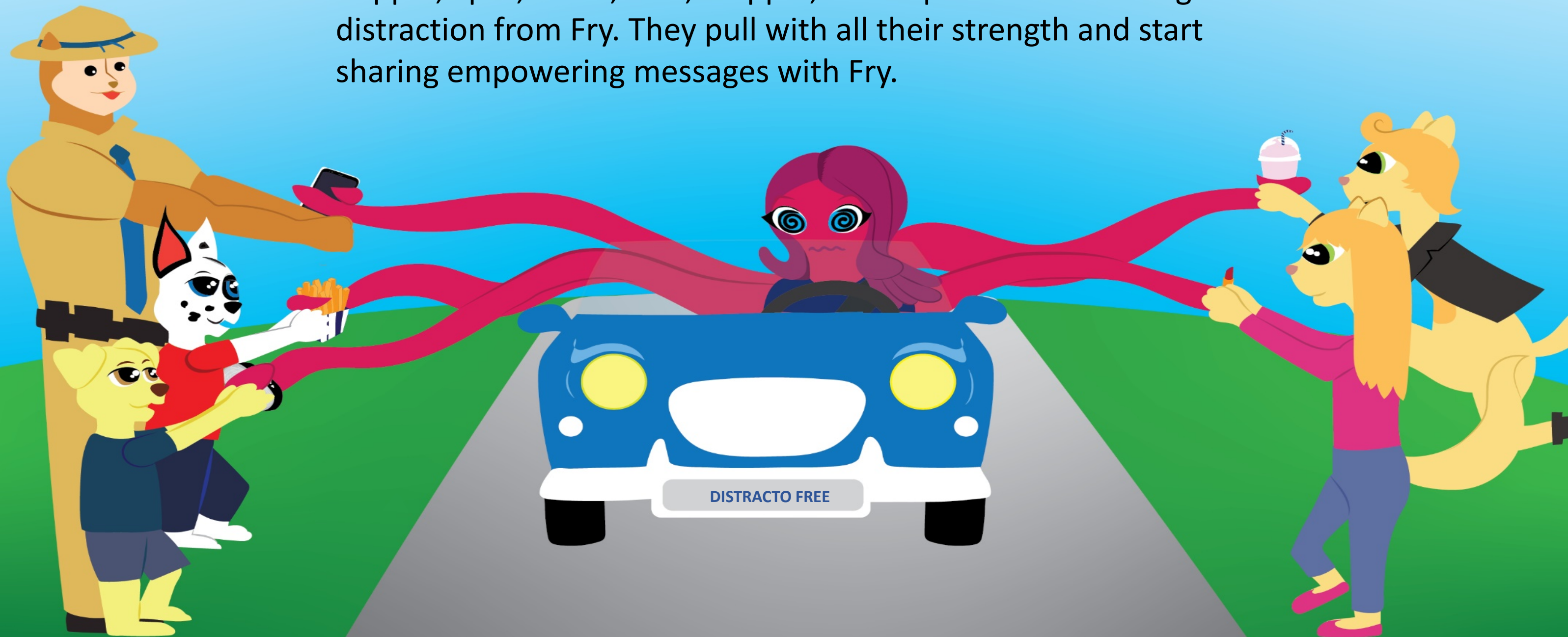
“What is a Distractopus?” asks Mack.

A Distractopus is someone who is distracted doing other things when they are supposed to be focused on one thing at a time.

“Can we help in any way?” they all ask.

“Of course you can! Let’s use our Passenger Powers to help this Distractopus safely get to the basketball game!” says Captain Power.

Copper, Spot, Mack, Jack, Chipper, and Captain Power each grab a distraction from Fry. They pull with all their strength and start sharing empowering messages with Fry.



“Buckle up! Make the safe choice! Speak up! Use your voice!”

All the objects fly out of Fry’s tentacles and the glow disappears.



“What happened?” asks Fry.

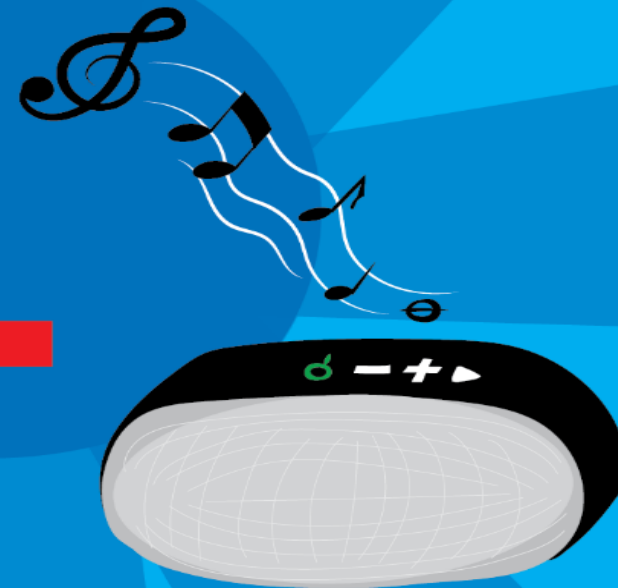
“Didn’t you see the lights and hear the sirens?” asks Chipper.

“No, I did not. I was on my way to the basketball game!” says Fry.

“Let’s review what happened!” exclaims Chipper.



“You were looking at your phone, so your eyes were off the road. You were eating your food and drinking your shake, so your hands were off the wheel. Your music was too loud, so you didn’t hear my sirens. When your focus is not on the road, it is unsafe,” says Chipper.





“It looked so simple when my mom did it. She is the best multitasker. I didn’t know it could be so dangerous when you multitask while driving,” Fry says.

“Next time someone is multitasking behind the wheel, make sure you speak up and let them know it is unsafe. Maybe next time YOU could save the day!” exclaims Captain Power.

“Thank you for saving me from being a Distractopus. I am going to choose to drive safely from now on!” Fry exclaims.

Fry enjoys the basketball game with her mom and her new safe-driving friends!





For more information or to
order the *Distractopus* book
and educational materials,
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