




Distracted Driving Overview

New Issues & Emerging Trends


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Distraction isn't new





or limited to drivers.



caused only by
electronic devices



Distraction
is a threat to my personal safety,
but I do it anyway.



Who is the problem?

- 16-18
- 19-24
- 25-39
- 40-59
- 60+



What's the answer?

A holistic approach that addresses all ages & all modes



Federal Approach

US DOT & NHTSA

- distraction.gov
- stoptextsstopwrecks.org
- underyourinfluence.org
- NOPUS
- Traffic Safety Facts/Teen Data
- Incentive Grants



STOP THE TEXTS

THE AVERAGE TEXT TAKES YOUR EYES OFF THE ROAD FOR NEARLY FIVE SECONDS. AT HIGHWAY SPEEDS, THAT'S ENOUGH TIME TO TRAVEL THE LENGTH OF A FOOTBALL FIELD.

STOP THE WRECKS

A TEXTING DRIVER IS 23 TIMES MORE LIKELY TO GET INTO A CRASH THAN A NON-TEXTING DRIVER.

- 82% OF DRIVERS IN TEXAS ADMIT THAT THEY SEND OR RECEIVE TEXTS WHILE DRIVING.
- 85% OF PEOPLE ASKED ABOUT CELL PHONE DRIVING AGREE THAT TEXTING IS DANGEROUS.
- 77% OF TEXAS ADULT DRIVERS BELIEVE THAT DRIVERS SHOULD NOT TEXT OR CHECK SOCIAL MEDIA WHILE DRIVING.

STOP THE TEXTS. STOP THE WRECKS. HOW WILL YOU STOP TEXTING AND DRIVING? FACEBOOK.COM/STOPTHETEXTS

Federal Approach
US DOT & NHTSA


- Blueprint for Ending Distracted Driving
- Voluntary guidelines encouraging auto companies to limited risk related to e-devices
- Research & demonstration projects

Federal Approach
April - National Distracted Driving Awareness Month

U DRIVE. U TEXT. U PAY.


State Approach

- Laws
- Data collection
- Enforcement
- Education & Apps
- Teens & parents
- Partnerships




Laws

- All driver texting bans = 44 states & DC
- Primary teen driver cell phone bans = 38 states & DC
- GDL passenger restrictions = 47 states & DC



Data Collection

- 46 states and D.C. collect distraction data on police crash reports
- 18 states report plans to begin collecting distraction data
- Data trends



Enforcement

- ND: Code for the Road/Training
- TN: Visual Cues/Semi
- NY: CITE
- MA: Roving, Stationary & Plain Clothes Patrols
- CA: DDACTS
- NJ: Decals/GDL for LE



Education



Apps

- KY: Text Limit
- ND: Online Mobile App Resource www.nddtssea.org/resources/distracted-driving/mobile-app/



Teens & Parents

- Impact Teen Drivers
- End Distracted Driving
- Distracted Driving Grant Project (WA)
- Live Life Slo Mo (CO)
- Share the Keys (NJ)



Partnerships

- Connecticut: SALT
- RI: It Can Wait
- GHSA & Ford Driving Skills for Life



Other National Initiatives

- Teen Driving Toolkit (NRSF)
- Moment of Silence (Safe Kids)
- Teen Distracted Driving Communications Guide (NOYS)
- Ride Like a Friend, Drive Like Your Care (CHOP)
- I Know Everything (FAAR)

Resources

- GHSA: *Distracted & Dangerous (2014)* & *Distracted Driving: Survey of States (2013)*
- IIHS *Status Report: Distracted Driving* (Vol. 49, No. 8, 2014)
- AAA Foundation for Traffic Safety: *2014 Traffic Safety Culture Index (2015)*
- Safe Kids: *Teens & Distraction (2014)*, *Teens on the Move (2013)*, *Walking Safely (2012)*



Thank you!

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