

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



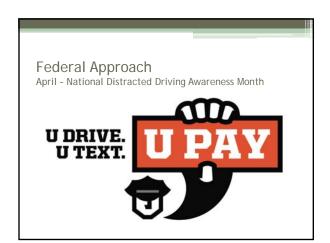




# Federal Approach US DOT & NHTSA

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





## 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









### 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





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)





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