Distracted Driving (as of March 10)

Understanding & Combatting the Biology Driving Our Urge to Text, Talk & Snap Behind the Wheel
Studies confirm that people know using a cell phone while driving is dangerous yet they do it anyway. Why the disconnect? Cell phones and their applications are designed to stimulate the pleasure centers of the brain, so drivers talk and text behind the wheel because the reward appears to outweigh the risk. What can we do about it? Learn how apps are designed to stimulate the brain from a Silicon Valley expert and how distracted driving programs and prevention tools must be designed to combat this problem so drivers are compelled to stow their phones.

Examining & Implementing Effective Evidence-Based Strategies to Reduce Distracted Driving
Many injury prevention programs are designed based on assumptions rather than proven behavior change theories or implemented with little evidence of effectiveness. The Injury Prevention Committee of the Texas Governor’s EMS & Trauma Advisory Council, conducted an extensive literature review of distracted driving prevention programs and ranked intervention strategies based on their effectiveness in preventing injuries and deaths caused by distracted driving. They’ll share what the learned to help you develop and implement a program that not only makes the best use of your resources, but truly works.

Mining Driver Survey Data to Influence Distracted Driving Legislation & Program Development
Using data to identify the dangers that plague our roadways and develop countermeasures to address them is not a new phenomenon. But collecting and mining new and relevant data, such as what’s now available via the 3rd edition of the National Survey on Distracted Driving Attitudes and Behaviors (NSDDAB), is essential for continued understanding and progress. Explore what the NSDDAB reveals about this complex problem and how to use the findings to help influence legislative efforts and contribute to program development.

Cutting Edge Distracted Driving Enforcement Efforts
Finding it difficult to enforce your state’s distracted driving laws? Come hear about the results of a National Highway Traffic Safety Administration (NHTSA) report on the successful enforcement strategies of texting laws in Connecticut and Massachusetts. Learn first-hand insights from officers in Illinois, Tennessee and Texas who are using effective enforcement strategies.

Mobilizing Your Community to Combat Distracted Driving
Education and awareness are at the front line in the fight against distracted driving. But it takes a village to spread the word and change a culture. Learn about successful local and statewide initiatives to combat distracted driving that mobilize community members to take action. You’ll be armed with strategies and ideas that you can replicate in your own state and/or community.

Tapping Into Teens to Prevent Distracted Driving
Learn how to tap into the power, energy and creativity of teens to prevent distracted driving. Teen leaders from some of the nation’s top youth organizations will share how they’re using research, education and advocacy to address this problem with their peers, parents, other adult influencers, and state and federal elected officials.

Pay Attention! Limiting In-Vehicle Distractions
Cell phones aren’t the only technology distracting drivers. In-vehicle infotainment systems that use audio/video interfaces, touchscreens, keypads and other devices to deliver entertainment and information are taking driver’s attention away from the road as well. Learn about a new infotainment rating system developed by tracking drivers’ visual scanning patterns moments before near-crashes and crashes. Delve into the findings of a study
that examines how age significantly affects how well a driver can manage the demands associated with using voice and visual-manual interfaces to make calls.

Promising Employee Programs to Reduce Distracted Driving (and other Road Safety Issues) On & Off the Job

Employers are a grossly underutilized partner in addressing traffic safety. Partnering with companies to adopt and enforce strong policies, provide educational programming and incentivize employees is an important strategy for changing driving behavior. Focusing on all employees – not just fleet drivers – and encouraging safety practices both on and off the job are essential for creating a culture of safety. An employee programs manager, an insurance industry representative and an employer, will share insights and best practices for partnering with businesses to help them develop a comprehensive initiative to address distracted driving and other traffic safety problems. Learn what tools are available to help a company start a traffic safety program, what distracted driving controls insurance companies expect business to put in place, and how to address the common excuses or challenges a company may have for not adopting traffic safety policies and procedures. The panelists will also discuss the consequences of distracted driving claims, what losses may not be covered by insurance, whether cell phone bans reduce productivity and many other employer-related issues.