Changing the Culture on Distracted Driving Workshop

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Distracted Driving

• In 2015, there were 3,477 people killed and an estimated additional 391,000 injured in crashes involving distracted drivers.*

• On average, it takes 7 years for a law to become part of the culture**

• In those 7 years, 24,339 lives will be lost and 2,737,000 people will be injured in distracted driving crashes.

• Distracted driving crashes are underreported+

• Driver distraction is responsible for more than 58% of teen crashes++

* NHTSA
** Cotton Poe
+ NCS
++ AAA Foundation
Normative Shifts – Lessons Learned from the Tobacco Campaign

• Recognition of tobacco use as an addiction and cause of cancer, along with concerns about the ill-effects of breathing secondhand smoke
• The advent of legal restrictions on smoking in public spaces
• Mass media counter-marketing campaigns
• Higher taxes on cigarettes

DEMAND REDUCING STRATEGIES

• Interventions that impact virtually all smokers repeatedly, such as higher taxes on tobacco products, comprehensive advertising bans, graphic pack warnings, mass media campaigns, and smoke-free policies*

*Cummings and Proctor, 2015
Normative Shifts – Lessons Learned from the Tobacco Campaign

• People taking responsibility for their own health
  • Not being affected by others’ tobacco use
• People insisting that laws are enforced
• People taking control of their own environment
• Smokers weighing the inconvenience of their habit with their quality of their life
• Smokers realizing the financial burden of continuing their habit
• Smokers realizing the overwhelming risk to their own health
Normative Shifts – Lessons Learned from the Drunk Driving Campaign

- Approach the problem from many different directions simultaneously
- Beefed-up surveillance and tougher penalties for drunk drivers
- Drunk drivers kill and injure enough innocent third parties to warrant legal intervention, and Americans generally agree that drunk drivers should be arrested and punished
- Higher taxes on alcohol
- Changes in the drinking age
- Responsible oversight by servers
- Educational campaigns
- Safer cars and highways
- Steps to deal with repeat offenders*

*Olsen and Gerstein, 1985
Normative Shifts – Lessons Learned from the Drunk Driving Campaign

• Increased perception that punishment will be sure, swift and severe
• People realizing that others’ behavior can have catastrophic effects on their own safety and health
  • They need government legislative help to protect themselves
• People demanding safety features to reduce risk
• People demanding safety in their own environments
Useful Lessons Learned for Distracted Driving

• Enforcement of laws
  • Laws that increase the perception of sure, swift and severe punishment
  • People demanding that laws be enforced

• Education
  • What are the laws
  • What is the risk

• Taking Control and Taking Responsibility
  • People refusing to compromise their own safety
  • People controlling their own environment
Community Needs Assessment

• Provides community leaders with-
  • a snapshot of local policy, systems, and environmental change strategies currently in place
• Helps to identify areas for improvement
• With this data, communities can map out a course for health improvement by creating strategies to make positive and sustainable changes in their communities*

• The main outcomes of a community needs assessment are in 3 main categories:
  • Policy Change, Systems Change, and Environmental Change

*CDC, 2013
#Refuse Campaign, Cape Coral High School
Community Action Plan

• List community assets that can be leveraged to make social change regarding distracted driving
  • For example:
    • Police chief support
    • Board of Education support
    • Use of local media
    • Local Champion
Community Action Plan

• List community liabilities that need to be addressed to make social change regarding distracted driving
  • For example:
    • Parental resistance
    • Police department apathy
    • Editorial reluctance
    • Widespread misunderstanding of the risk
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