

Distracted Driving Track as of March 4, 2022

Sunday, March 13, 2022

10:30 AM - 12:00 PM

Understanding the Science of Distracted Driving

Moderator/Speaker: Neil Chaudhary, PhD - Preusser Research Group, Inc.

Speaker: Pnina Gershon, Ph.D - Massachusetts Institute of Technology AgeLab

Speaker: Tom Dingus, PH.D., CHFP - Virginia Tech Transportation Institute

Not all distractions are equal. The amount of time drivers engage in a distracting behavior plays a role, but so does the overall riskiness of the behavior. Discussion will focus on the different types of distraction (cognitive, visual, manual) as it relates to prevalence and crash risk. Presenters will explain how and why research in this area has shaped distracted driving legislation that focuses on visual-manual distraction and whether new trends suggest a different focus is warranted.

Sunday, March 13, 2022

1:30 PM - 3:00 PM

A Comprehensive Approach to Changing the Culture of Distracted Driving

Moderator: Bryan K. Delaney - NTSB

Speaker: Kelly Browning, PhD - Impact Teen Drivers

Speaker: Shaun Kildare, PhD - Advocates for Highway & Auto Safety

Speaker: Nadji Kirby - Safe Kids Worldwide

Speaker: Melissa Valido - FL Teen Safe Driving Coalition

Ending distracted driving will ultimately require a change in the driving culture. Cultural change is not easy, however, and a multi-faceted approach is required. This means that all approaches, from community-based grassroots efforts to national coalitions, have a role to play in ending distracted driving. These various approaches differ in their effectiveness for different audiences, and using multiple approaches therefore helps to reach all stakeholders, including teens, parents, teen influencers, and experienced drivers alike. This panel will present information on these various approaches and how they can complement one another to change the driving culture to one that is distraction-free.

Sunday, March 13, 2022

4:00 PM - 5:00 PM

The National Distracted Driving Coalition Action Plan: Up Close and Personal

Moderator/Speaker: Nicholas Worrell - NTSB

Speaker: Aimee Cox, MPH, CPH - Insurance Institute for Highway Safety

Speaker: Tamra Johnson - American Property Casualty Insurance Association

Speaker: Charlie Klauer, PhD - VA Tech Transportation Institute

Meet the members of the National Distracted Driving Coalition. The coalition is comprised of leaders of multiple traffic safety organizations who have agreed to work together to devise a national action plan to address distracted driving through data, education, employer policies, legislation, and technologies.

Monday, March 14, 2022

9:00 AM - 10:30 AM

Your Data Show What? How to Leverage New Data Sources to Combat Distracted Driving

Moderator: Michelle May - OH DOT

Speaker: Mark Etzbach - Acusensus

Speaker: Ryan McMahon - Cambridge Mobile Telematics

Speaker: Aimee Cox, MPH, CPH - Insurance Institute for Highway Safety

Learn how to supplement crash data using observational surveys, telematics and driver surveys to build support for distracted driving initiatives. Take home ideas regarding how to use this information to educate, encourage action and build better state and local programs.

Monday, March 14, 2022

10:45 AM - 12:15 PM

Creating Better Distracting Driving Laws, A Law Enforcement Perspective

Moderator/Speaker: Jennifer Smith - StopDistractions.org

Speaker: Thomas Brengel - IL State Police

Speaker: Kevin McNichols - AZ State Troopers Association

Distracted driving laws have evolved, but how? Can the way laws are written make a difference regarding enforcement and prosecution. Experts will provide specific examples of vague language, problematic exemptions, the challenge of addressing new technologies, and how states can overcome these challenges to develop more effective laws.

Monday, March 14, 2022

2:15 PM - 3:45 PM

Distracted Driving 101: Incorporating Safe Driving in School Public Health Programs

Moderator: Kelly Browning, PhD - Impact Teen Drivers

Speaker: Rena Bryant, BN, RN, CPST-I - Doctors Medical Center; Safe Kids Stanislaus Coordinator

Speaker: Kristi L. Ladowski, MPH - Stony Brook Trauma Center/Stony Brook University Hospital

Speaker: Lisa Minjares-Kyle, MS, MCHES - TX A&M Transportation Institute

Speaker: Julie Novario, MPH - University Hospitals Rainbow Babies & Children's Hospital

Despite being in the top two causes of death for all age groups, traffic fatalities are under-addressed in most health education curricula. Distracted driving is a major cause of crashes that result in fatalities. A proactive approach to educating youth to make safe driving and riding choices is needed to reduce unintentional injuries and fatalities caused by distracted driving. Learn how to incorporate safe driving, access cost-free resources, and obtain funding to support your injury prevention efforts in your community.

Tuesday, March 15, 2022

9:00 AM - 10:30 AM

Distracted Driving Among Teens, Latest Data & Solutions

Moderator: Bryan K. Delaney - NTSB

Speaker: Steve Barrow - CA Coalition for Children's Safety & Health (CCCSH)

Speaker: Ryan Gellner - ND Association of Counties

Speaker: Maria Naeem - Wilton High School

Speaker: Valerie Schiro, M.Ed, MSW - Impact Teen Drivers

Need some pointers about outreach and education for teen drivers and passengers? Are you aware of current data and possible solutions to the distracted driving crisis? Are you tired of hearing about all the data and nothing about what to do with it? Learn positive community norming strategies, tools, programs, and resources and how to replicate best practices using these data and solutions in your own community. Evidence-based strategies that cover the four primary types of distraction, Graduated Driver Licensing laws, seat belts, and much more will be shared.

Tuesday, March 15, 2022

10:45 AM - 12:15 PM

Luke, I am Your Father, Don't Drive Distracted! Parental Influence on Teen Distracted Driving

Moderator: Kelly Browning, PhD - Impact Teen Drivers

Speaker: Michelle Johnson - Impact Teen Drivers

Speaker: Charlie Klauer, PhD - VA Tech Transportation Institute

Speaker: Violet Marrero - NJM Insurance Group

Parents are the number one influencer of teens' driving attitudes and behaviors. Teens of parents who engage in distracted driving are much more likely to participate in distracted driving themselves. Strategies and evidence-based resources for engaging, educating, and empowering parents with the knowledge and tools they need to keep their teens (and everyone else!) safe on the roads will be highlighted. Participants will be able to use evidence-based resources in their local community and learn how to connect with other community champions to reach parents.