

Directing Drivers' Attention to the Road: A Plan for Combating Distracted Driving

9th Annual Distracted Driving Summit
August 18, 2022
Norfolk, VA





» Directing Drivers' Attention

A State Highway Safety Office Roadmap for Combating Distracted Driving



Recommendations for SHSOs

The following recommendations are listed in the order they appear in this report and are discussed in detail. They are provided in this format to help states assess their current distracted driving laws, programs and practices.

Distracted Driving Laws

- ☐ Implement Graduated Driver Licensing (GDL) restrictions to limit the number of teen passengers a novice driver may transport.
- ☐ Educate legislators about the impact of distracted driving by providing data analysis that includes not only the number of crashes, injuries and fatalities, but also the associated costs, the demographics and roadway users most affected.
- ☐ Work with non-SHSO partners to implement distracted driving education programs, address funding issues and coordinate on legislative initiatives.
- ☐ Educate the public about distracted driving laws and the important role they play in reducing this risky behavior.
- ☐ Collaborate with survivor advocates to put a face on the distracted driving problem.

Data

- ☐ Collect state-level distracted driving data and tailor countermeasures to address specific state needs. Work with the Traffic Records Coordinating Committee (TRCC) to include the Model Minimum Uniform Crash Criteria (MMUCC) 5th edition distracted driving action and Source Attribute Values on the state crash report. Train law enforcement on the importance of collecting this data and provide officers with guidance on recording each attribute value.
- ☐ Expand distracted driving data analysis beyond crash and citation data and enforcement-related output measures to include items such as frequency, type and duration of distractions, which may be gathered by corporate partners.
- ☐ Conduct pre- and post-observational surveys to evaluate the impact of distracted driving programs and enforcement efforts, as well as to measure the magnitude of the problem.
- ☐ Conduct an observational survey, paired with a telephone attitudinal survey, to better understand who is more likely to drive distracted and driver attitudes about the behavior.

Education and Public Outreach

- ☐ Educate drivers about the correct use of ADAS and reinforce the need to stay focused on the road even when these technologies are in use.
- ☐ Teach and encourage youth – and all passengers – to effectively speak up in a nonconfrontational manner when a driver is distracted.
- ☐ Partner with insurers and other entities to offer incentive programs that reward drivers for safe driving behaviors.
- ☐ Educate employers about the costs and reasons employees drive distracted and help them institute and enforce employee policies.
- ☐ Conduct additional evaluation of distracted driving countermeasures to help SHSOs select more effective programs and initiatives that are most likely to result in behavioral and attitudinal changes.

<https://bit.ly/3dIGhdD>

Social Impact Model



	STEM EDUCATION	VEHICLE & ROAD SAFETY	COMMUNITY DEVELOPMENT	CLIMATE EQUITY
	<i>Advance Education in Science, Technology, Engineering and Mathematics (STEM)</i>	<i>Fuel Safer Practices in and around Vehicles</i>	<i>Improve Neighborhoods and Empower Residents</i>	<i>Equitable Access to a more Sustainable Future</i>
INDICATOR	# of students with multidisciplinary STEM skills for future careers	# reduction of vehicle-related injuries and deaths	# of individuals whose socioeconomic opportunity is improving	# of closed equity gaps related to climate change
SOCIAL OUTCOMES	Increase STEM literacy and equitable access to diverse STEM resources	Increase seat belt and restraint usage	Increase basic literacy, essential technical skills and living wage employment opportunities	Increase in number of people qualified for jobs critical to building a more sustainable future
	Increase presence, achievement and persistence of historically excluded communities in STEM fields	Decrease impaired and distracted driving	Increase access to necessities including food, housing, transportation and financial education	Increase in awareness and/or access to sustainable transportation solutions including EVs and charging infrastructure
	Increase in population of qualified teachers trained in STEM subjects	Increase in and awareness of safe road environments	Increase in innovative and collaborative community improvements	Increase in access to programs that mitigate the effects of climate change, assist with climate adaptation and/or community resilience
TARGET POPULATION	K-12 th grade and college students with an emphasis on women and minorities	All road users with an emphasis on children and teens	Individuals in underserved communities	Individuals in underserved communities with emphasis on BIPOC

RESULTS
TOTAL
IMPRESSIONS
3,359,653

TOTAL NUMBER OF
AIRINGS
586

TOTAL NUMBER OF
STATIONS AIRING
572

TOTAL NUMBER OF
INTERVIEWS
CONDUCTED
24

OBJECTIVE

To book a virtual satellite media tour and radio media tour in select markets, targeting news, talk and public affairs formats, regarding Distracted Driving Awareness Month with the Governors Highway Safety Association (GHSA) and General Motors (GM) as they work together to combat distracted driving and help all road users get to their destination safely

SPOKESPEOPLE

Pam Shadel Fischer, Senior Director of External Engagement, GHSA
Tricia Morrow, Global Vehicle Safety Strategy Manager, GM

HIGHLIGHTS

Airings nationally on Scripps-TV and COX Media Group

Airings on television stations in Los Angeles, St. Louis and Columbus, OH

Airings on statewide radio networks in Florida, Georgia, Indiana, North Carolina, Ohio, South Carolina, Texas, and Virginia

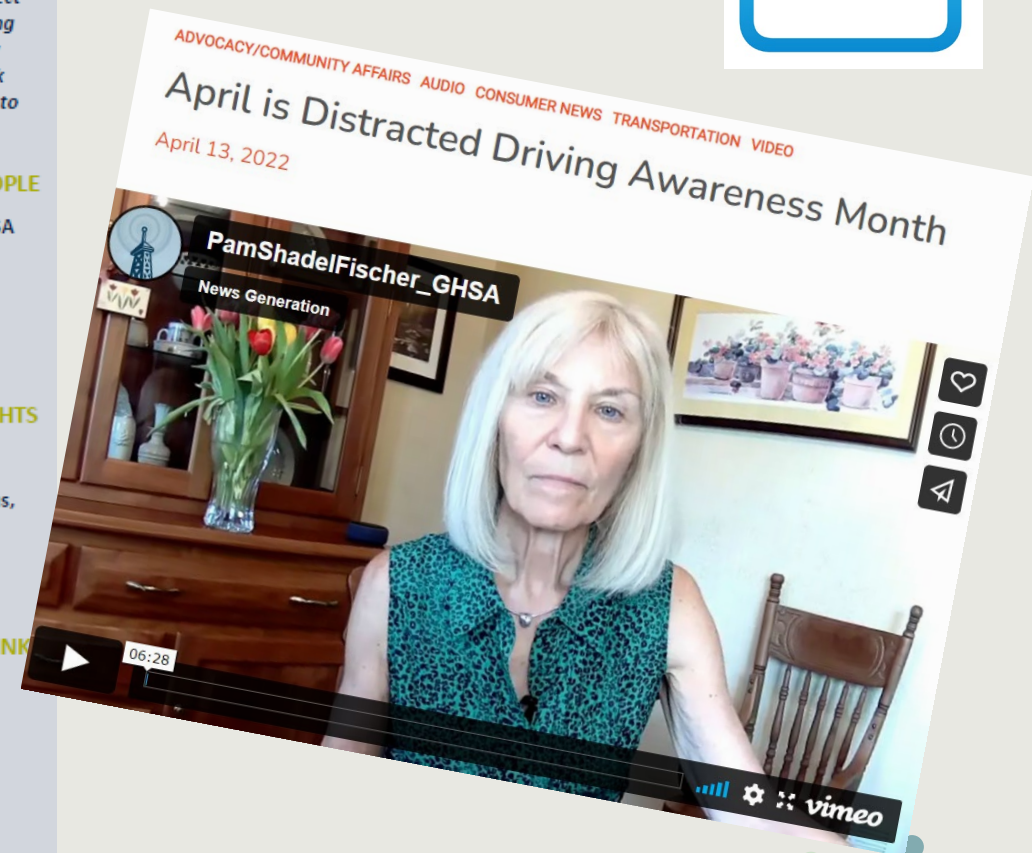
LINK

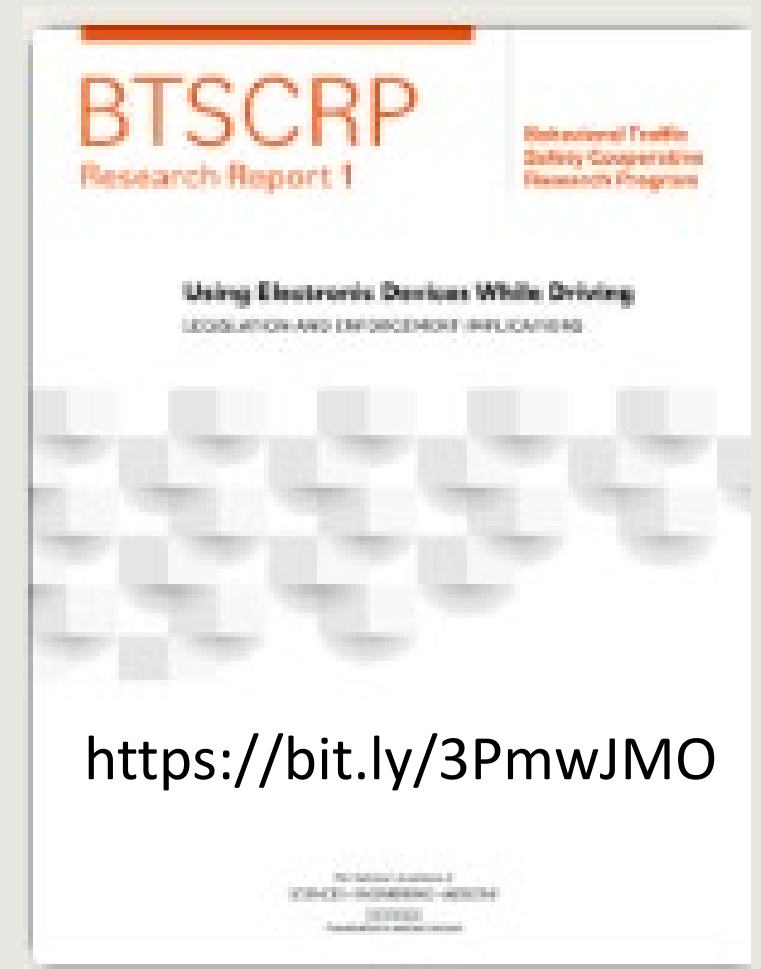
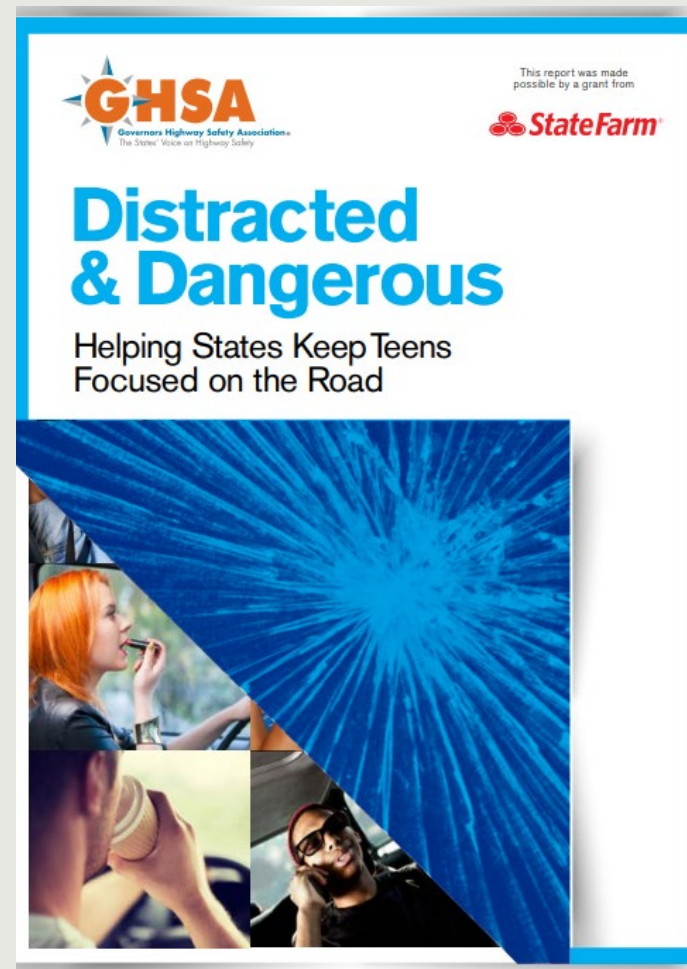
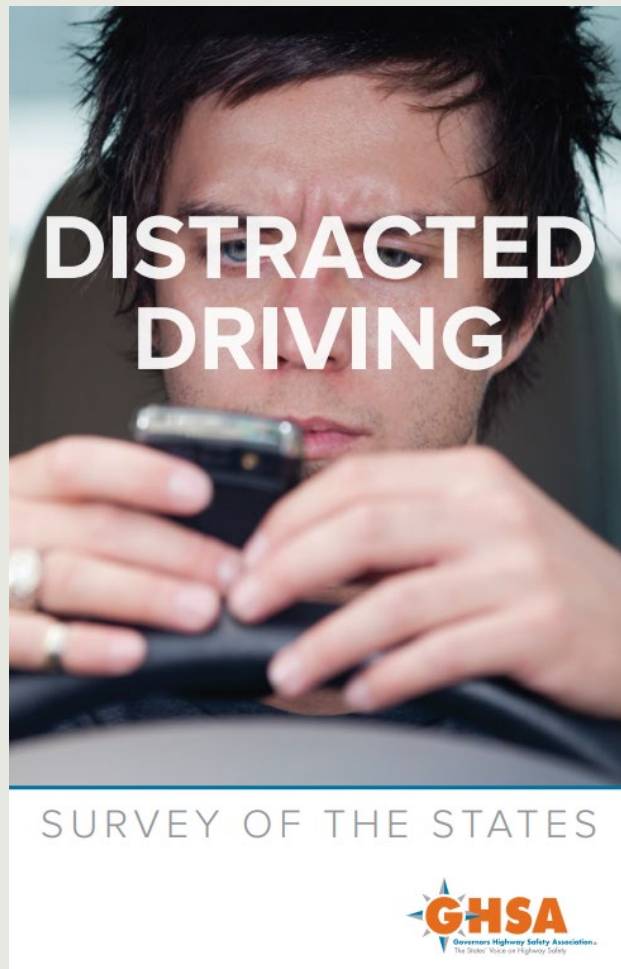


[Link to Tweet](#)



[Link to Story](#)





<https://bit.ly/3PmwJMO>



» Directing Drivers' Attention

A State Highway Safety Office Roadmap for Combating Distracted Driving



80% vs. 45%

Many drivers favor a law banning talking on a hand-held cell phone, but that support drops significantly when it comes to banning use of hands-free technology.

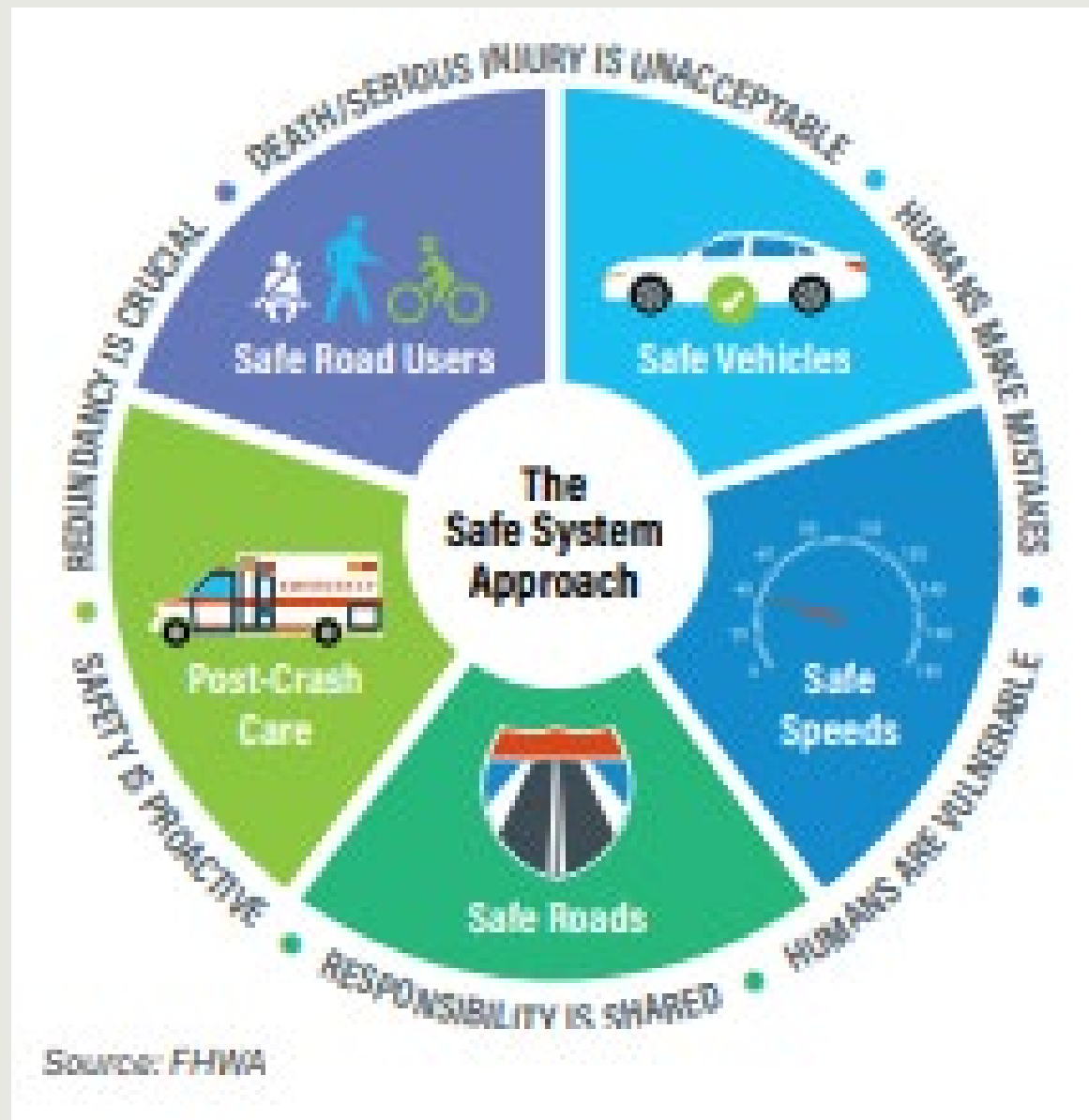


... some OEM systems imposed a lower cognitive workload, and it is possible to design interactions that are more intuitive and less complex to minimize the potential for distraction.

PROMISING PRACTICE ★

» Washington State Distracted Driving Workplace Toolkit

The WTSC conducted a survey of companies in 2019 that revealed that only 30% of respondents reported having a distracted driving policy at their workplace. The WTSC saw this as an opportunity to create a workplace toolkit for those with an ineffective policy or no policy at all. The toolkit helps businesses shape their organization's culture so that the policy, expectations and practice are aligned. It outlines four steps to improve employee safety: understand how distracted driving impacts the workplace, implement a policy, conduct training, and begin and sustain a dialogue with employees to promote a culture of safety that includes focused driving. Businesses can access the policy toolkit online at DriveFocusedatWork.com.



<https://bit.ly/3w6F3t6>

The "Swiss Cheese Model" of redundancy creates layers of protection.

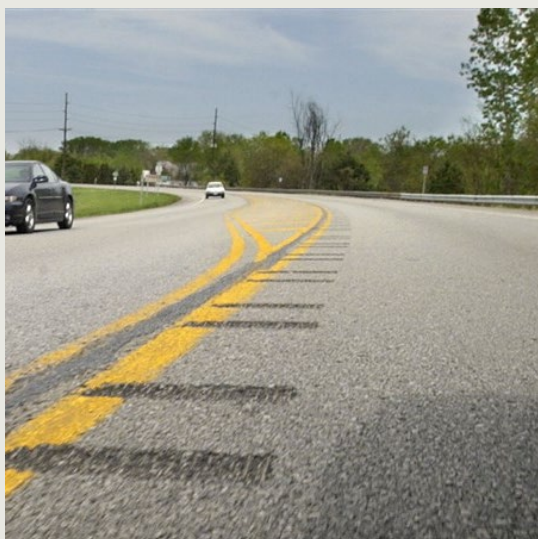


Death and serious injuries only happen when all layers fail.

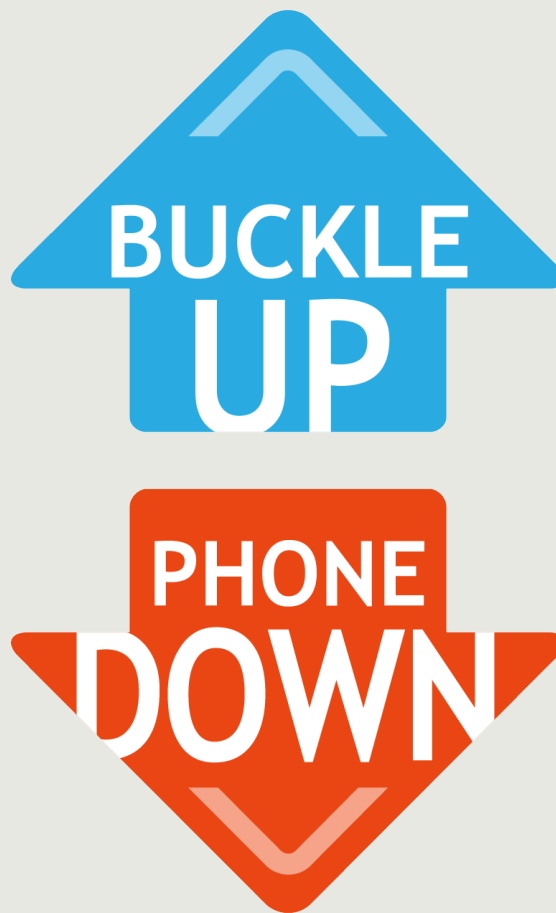


Source: Washington Traffic Safety Commission, 2021











<https://bit.ly/3A0MpPX>



» Directing Drivers' Attention

A State Highway Safety Office Roadmap for Combating Distracted Driving



KEY FACT



Source: 2014 Survey of State Highway Safety Officers

- » The majority of SHSOs feel that a poor traffic safety culture, weak distracted driving laws and difficulty enforcing laws are the top distracted driving challenges.

I'm Safe, It's Everyone Else!



364,652

2020

3,142

2019

3,119





STOP  **DISTRACTIONS.ORG**
CHANGING MINDS AND SAVING LIVES



Coming together is an accomplishment, staying together is progress and working together is success.

Henry Ford



Concerns, Questions, Thoughts



pfischer@ghsa.org

jsmith@stopdistractions.org



STOPDISTRACTIONS.ORG
CHANGING MINDS AND SAVING LIVES

