



# What Will It Take To Reduce Distracted Driving And Save Lives?

Louisiana Property & Casualty Insurance Commission  
Baton Rouge, LA  
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Driving while engaged in any activity that could divert a person's attention away from the primary task of driving.

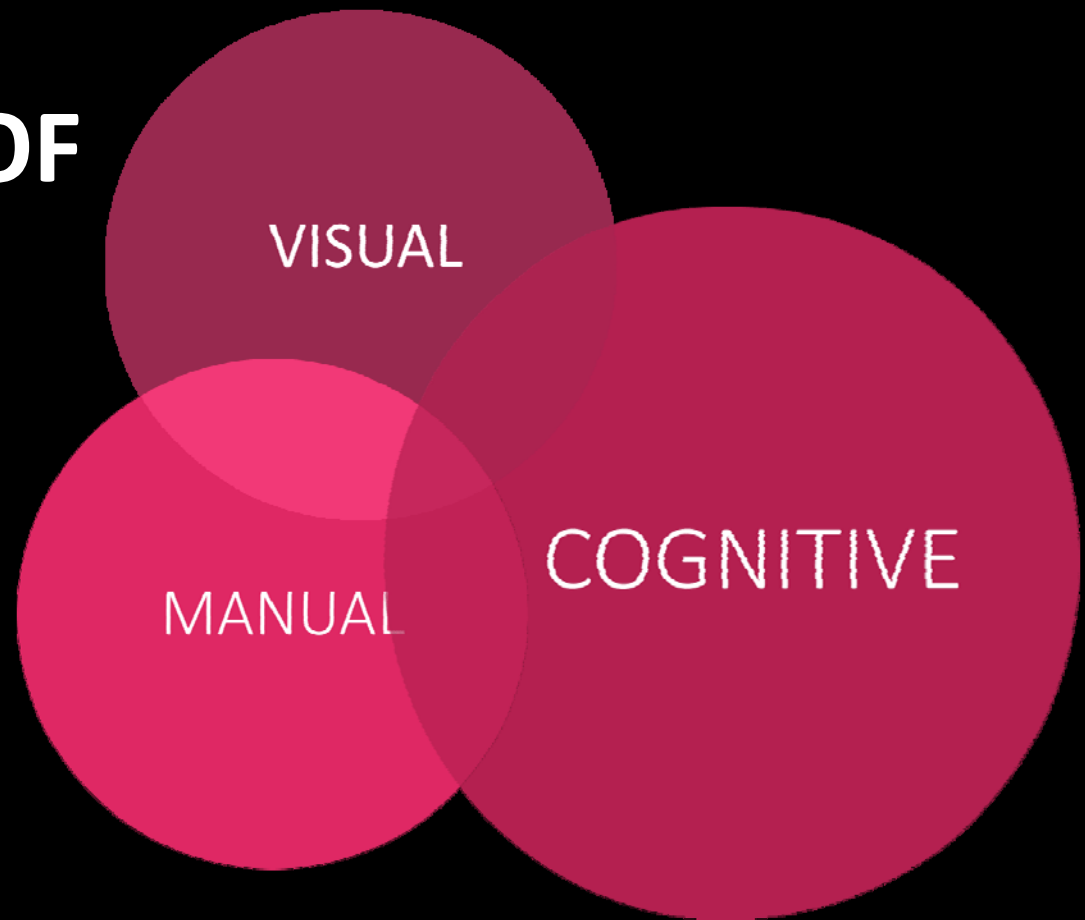
# What is Distracted Driving?

(SOURCE: [Distraction.gov](http://Distraction.gov) / NHTSA)

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**THERE ARE  
THREE TYPES OF  
DISTRACTION**

- Manual
- Visual
- Cognitive





Public Safety Announcement



**Quebec Bus Driver**

# DO WE ...

See others driving distracted and criticize them...

— *Yet drive distracted ourselves?*

Tell our children not to drive distracted...

— *Yet drive distracted with our children in the car?*

Encourage our employees to drive safely...

— *Yet require their prompt responses to texts and e-mails, even when driving?*



LEGISLATION

ENFORCEMENT

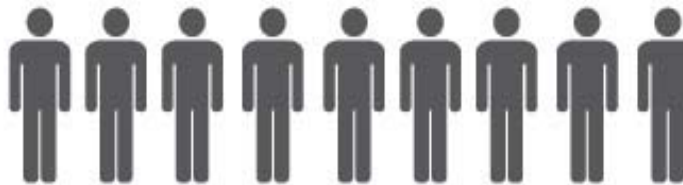
EDUCATION

TECHNOLOGY

# 88% OF US FEEL THREATENED WHEN OTHER DRIVERS USE CELL PHONES

Yet 67% of us continue to use our cell phones

88%



67%





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## WE KNOW IT'S RISKY, BUT WE STILL DRIVE DISTRACTED—WHY?

- “I am a good driver”
- “I drive more carefully when driving distracted”
- “I can multi-task”
- “I have to—I’m so busy”
- “Everyone does it”
- “Nothing bad will happen”
- “It’s just for a few seconds”

**A Game Of Chance** By Jamie Shin & Sarah Rosenshine

*Safe Driving Not Lucky Driving*

Just a Few Seconds



Casey Feldman, *1988 - 2009*





**I Drove Distracted**

**Your children?**



**Parents?**

**Someone who serves as an  
What is a Role Model?  
example whose behavior  
we tend to copy**





**EndDD.org PSA**



# Kassy Kerfoot

*April 24, 1991 -  
December 29, 2009*

*Meridian, ID*





**Ashley  
Johnson, 16**  
*January 10, 1994 -  
May 10, 2010*



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# MOTOR VEHICLE CRASHES ARE THE LEADING CAUSE OF DEATH FOR 16-21 YEAR OLDS

Majority of serious teen crashes are caused by

- Excessive speed
- Lack of scanning
- Driver distraction



The Children's Hospital  
of Philadelphia®

*Children's Hospital of Philadelphia CIRP,  
Teen Driver Source, April 2011*



**18-24 YEAR OLDS**  
**ARE LEAST LIKELY TO**  
**SPEAK UP WHEN DRIVEN**  
**DISTRACTED BY OTHERS**

*USDOT NHTSA*  
*April 2012*





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# WHO WANTS TO KEEP THEIR FRIENDS SAFE?

Who is willing to speak up when friends drive distracted—even if it might be a difficult conversation?

**Even though it's not illegal  
it's still dangerous**



**Bridgestone and Tosh Chambers, Harrisburg, PA.**

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# **SPEAKING UP FOR YOUR SAFETY AND THE SAFETY OF YOUR DRIVER**

## **“AVS” Framework of non-confrontational intervention**

- ✓ Acknowledge the dangerous behavior
- ✓ Voice your Feelings
- ✓ Solve the problem by offering a solution



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**ACKNOWLEDGE THE BEHAVIOR IN  
A FACTUAL NON-EMOTIONAL  
MANNER IF YOU CAN**

- “I see that you are having trouble staying in your lane while texting”
- “I see you are steering with your knees because your hands are full”

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# STATE YOUR **FEELINGS** USING “I” STATEMENTS

Avoid being accusatory (“your driving is ...”)

- “I am a little nervous when you text”
- “It scares me when the car goes over the center line”



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# **SOLVE** THE PROBLEM BY OFFERING A SOLUTION

Share Responsibility with the Driver

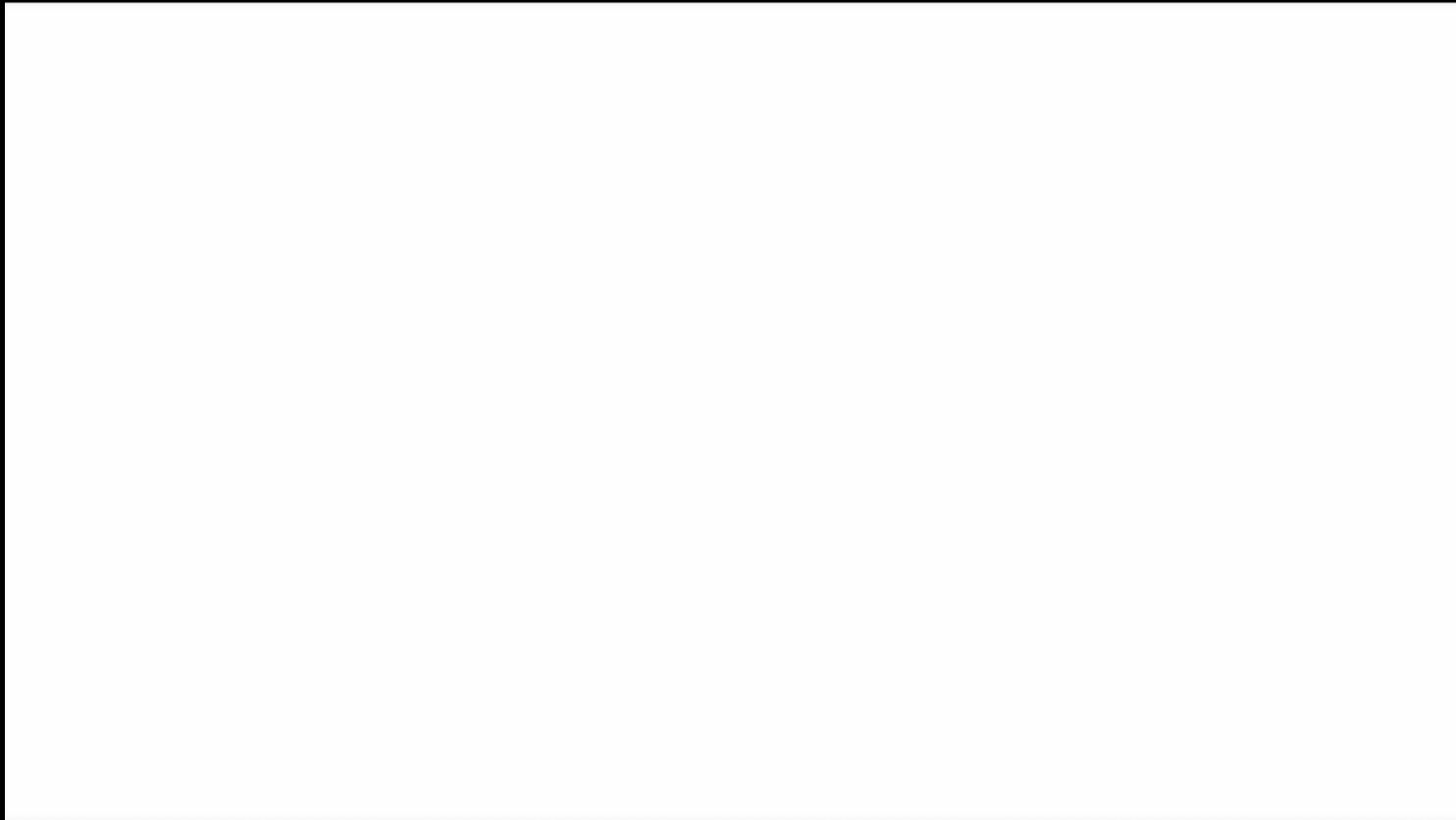
- “Let me send that text for you”
- “I can answer the phone”
- “We are not in a hurry-pull over so you can use your hands to eat”

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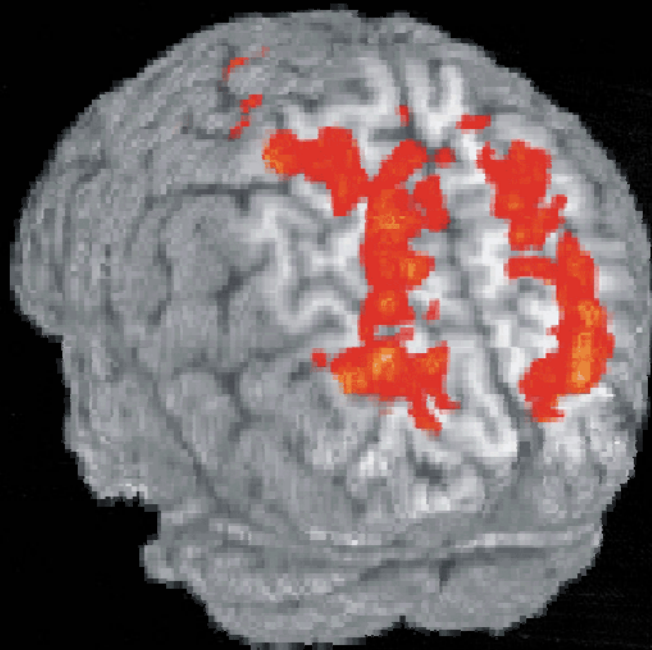
## What will you **choose** to do when your driver drives distracted?

- ✓ When being driven by a distracted driver ask the driver to drive safer.
- ✓ As a passenger share the responsibility for arriving safely with my driver and offer help so my driver does not drive distracted.

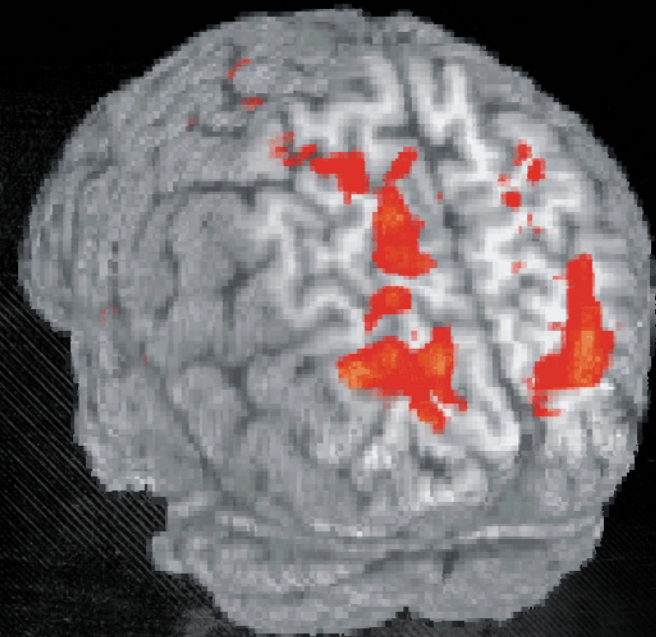




The Distracted Mind Toyota

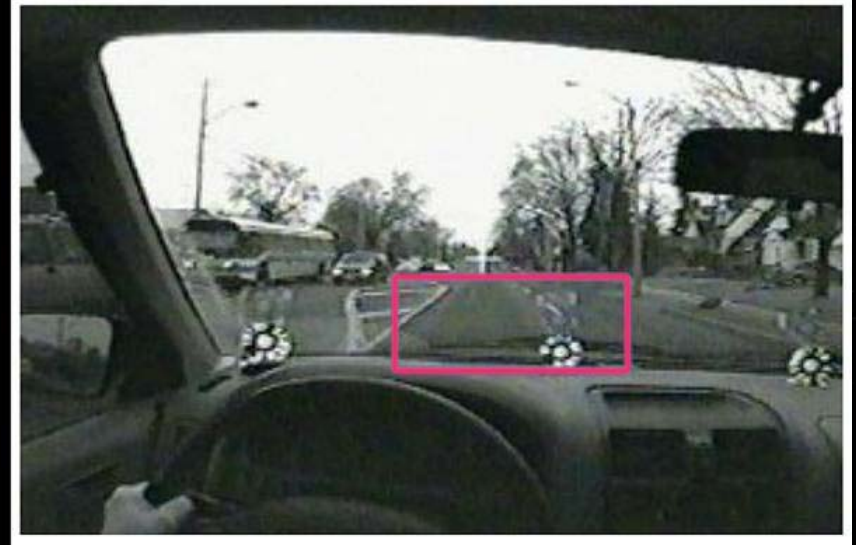
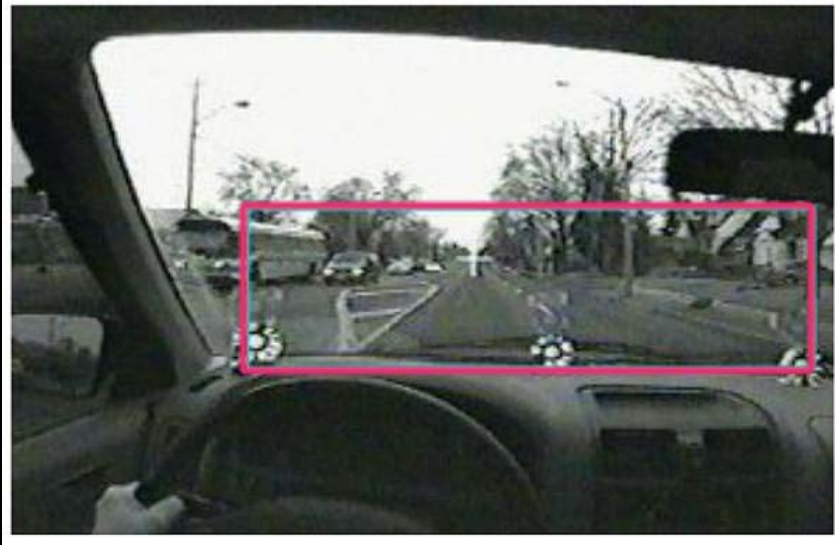


**Driving Alone**



**Driving with  
Sentence Listening**

Marcel Just, Ph D. Carnegie Mellon University



Cognitive demands of cell phone use narrows our field of vision

Transport Canada



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# IF WE ARE **COGNITIVELY DISTRACTED** WILL A BLUE-TOOTH OR VOICE-TO-TEXT FEATURES BE SAFE?

- No safety benefit for hands-free versus hand held cell phone use

NSC White Paper March 2010 *"Understanding the distracted brain."*

- Voice-to-text technologies are no safer than manual texting.

Texas A&M Transportation Institute, April 2013.

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**STUDIES HAVE SHOWN THAT  
TALKING ON A CELL PHONE CREATES  
RISKS SIMILAR TO DRIVING WITH A  
.08 BLOOD ALCOHOL LEVEL**

- Driving with a blood alcohol level of .08 results in a 4x greater likelihood of being in a crash
- Driving while talking on a cell phone results in a 4x greater likelihood of being in a crash

Drews and Strayer (2003). Fatal distraction? Comparison of the cell-phone driver and drunk driver.

Producer Alex Emmons for the Minnesota Dept. of Public Safety 2011



Casey Feldman, 21



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# EACH OF US HAS THE POWER TO

- Choose to drive distraction free
- Change the way those we care about drive

SO DISTRACTION-FREE DRIVING IS  
SOCIALY *ACCEPTED* AND *EXPECTED*

IT STARTS WITH **YOU**—CHANGE  
THE WAY **YOU** DRIVE



Change the way others drive





**EndDD**  
End Distracted Driving

*Casey Anderson* 198  
The Casey Feldman Foundation

## Family Safe Driving Agreement

Simple Steps We Can Take For Safer Driving

### YES! I CAN.

- Drive without sending or receiving texts.
- Call/text before I start driving to let parents, friends and others know when I'll be driving.
- Pull over to a safe location to check texts or listen to voice mail.
- Deputize my passenger when I am driving to text or make calls for me.
- Turn my cell phone off or on vibrate before starting to drive.



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# WHAT COMBINATION OF **LEGISLATION & ENFORCEMENT** APPEARS TO WORK?

- ✓ Primary enforcement decreased fatalities while secondary enforcement did not
- ✓ States with texting laws and primary enforcement were shown to have 3% fewer fatalities than states without texting laws
- ✓ Primarily enforced texting laws reduced fatality reductions for younger individuals
- ✓ Texting laws most effective in reducing fatalities for younger individuals, while hand-held bans were most effective in reducing fatalities for adults

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## “ANNOUNCEMENT EFFECT”

**Duration of beneficial effects of legislation may be limited without sustained enforcement.**

- ✓ Fatal accidents are reduced by texting bans, specifically from 6.3% to 7.5%
- ✓ Reduction in fatalities greatest for the first month following the effective date of the texting ban, approximately 17%, and then decreased so that by the 4th month fatalities had returned to pre-texting ban levels



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# LEGISLATION RESULTS IN REDUCTION OF HAND-HELD CELL PHONE USE BUT MAY NOT RESULT IN CRASH REDUCTION

- ✓ Drivers in ban states reported higher rates of hands-free phone use and lower overall phone use compared with drivers in non-ban states
- ✓ Bans on all phone use by teen drivers have not been shown to reduce their phone use
- ✓ Effects of texting bans on rates of drivers' texting are unknown
- ✓ Unclear if bans are reducing crashes

McCartt, A.T., Kidd, D.G. and Teoh, E.R. "Driver Cell phone and Texting Bans in the United States: Evidence of Effectiveness." Engaged Driving Symposium, Annals of Advances in Automotive Medicine, March 31, 2014.



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# CALIFORNIA'S **HAND-HELD BAN**

**Comparison of two years prior and two years post California's hand-held ban of July 2008 demonstrates reduction in fatalities and injuries**

- ✓ Overall declines in fatalities and injuries were, respectively, 22.1% and 12.7%
- ✓ For distracted driving only, the declines were 29.8% for fatalities and 22% for injuries

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# GHSA Distracted Driving: Survey of States 2013 - Summary

- ✓ Laws
- ✓ Executive level support – Strategic Highway Safety Plans – LA “yes”
- ✓ Perceived obstacles – *LA lack of funding for enforcement and media; data issues*
- ✓ Data collection efforts - # of elements MMUCC (16) – LA-6
- ✓ Plans to improve crash data and DD trends – LA “no” and “decreased”
- ✓ DD enforcement measures beyond uniforms – LA “no”



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# GHSA Distracted Driving:

## Survey of States 2013 – Summary Con't

- ✓ Public education efforts and messaging – *LA “yes” and “no”*
- ✓ Education efforts with parents – Driver’s Ed issues – *LA only info in manual*
- ✓ Help employers develop policies – *LA “no”*
- ✓ Research efforts with universities – *LA obs and attitudinal only*
- ✓ Works with state agencies and private organizations – *LA only LSU*
- ✓ Do policies exist for state and municipal employees – *LA “yes” but vague*



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# **GHSA Distracted Driving:**

## **Survey of States 2013 – Con't**

### **Applicable Laws**

- ✓ All driver texting ban
- ✓ *All driver texting ban and hand-held cell phone ban*

### **Distracted Driving (DD) – Executive Level Support**

- ✓ Presence in Strategic Highway Safety Plans – LA “yes” since 2008

### **Education and Training Efforts for Parents**

- ✓ *LA – Lack of funding for enforcement, media campaigns and data collection (self reported)*

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# **GHSA Distracted Driving:**

## **Survey of States 2013 – Con't**

### **State Data Collection Efforts - # Data Elements Collected (MMUCC-16)**

- ✓ External/Passengers/Stereo – audio equipment/GPS
- ✓ Communication devices – hand –held/hands-free/texting or e-mailing/web browsing
- ✓ Eating or drinking/tobacco/reading/grooming
- ✓ Computer games/vehicle controls/other
- ✓ *LA-6 Cell phone/other electronic/other inside vehicle/other outside vehicle/not distracted/unknown*

### **Crash Data Improvement Plans and DD Crash Trends**

- ✓ *LA – “no” and “decreased”*



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# **GHSA Distracted Driving:**

## **Survey of States 2013 – Con't**

### **DD Enforcement**

- ✓ Join NHTSA April DD Awareness Month/grants from NHTSA/citations/subpoena records/spotters/SUVs/other laws requiring attentiveness
- ✓ LA – *uniform patrol*

### **DD Public Education Efforts and Develop Campaigns w/ Messaging**

- ✓ LA – “yes” and “no”

### **Education and Training Efforts for Parents**

- ✓ Develop materials for parents and teens/require DD in Driver's Ed/info on DD in manual/question in license exam
- ✓ LA – “no” / “no” / “yes” / “no”



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# **GHSA Distracted Driving:**

## **Survey of States 2013 – Con't**

### **Work With Employers to Help Them Develop DD Policies**

- ✓ Provide sample company policies/conduct workshops for employers/work with NSC/adopt policies for governmental employees
- ✓ *LA – “no”*

### **Research Efforts With Colleges and Universities**

- ✓ Analysis of highway crash data
- ✓ Analysis of pre and post hand-held cell phone bans for crashes and cell use
- ✓ Attitudinal and behavior surveys
- ✓ *LA – Analysis of hand-held v. hands-free use while driving and observational and attitudinal surveys hand-held v. hands-free*

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# **GHSA Distracted Driving: Survey of States 2013 – Con't**

## **Working With Other State Agencies and Private Organizations**

- ✓ LA – “yes” LSU

## **Do DD Policies Exist for State, DOT or HSO Employees?**

- ✓ LA – “yes” but vague

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# New York State Texting Zone Signs





# New Jersey **GDL Decal Provision**

**NJ GDL Decal Provision associated with reduced crash rates for probationary drivers**

- ✓ 5% reduction overall
- ✓ 13-17% reduction for single car crashes



**Stay Informed. Educate Others.  
Do YOUR part to help  
End Distracted Driving.**

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“End Distracted Driving” &  
“The Casey Feldman Network”



@end\_dd