

Distracted Driving Solutions

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Highlights of the Research

1. Cognitive distraction is the principal risk that needs to be better understood by the public.
2. Texting is very high risk and teens are the highest-risk group.
3. Hands-free laws likely will not be effective in reducing risks or crashes, and could be counter-productive.
4. The most significant driver distraction that causes the most crashes is cell phone use.

Solutions Must Include Education, Parents, Policies, Laws & Enforcement

1. Public Education is necessary – particularly related to specific risks and cognitive distraction.
2. Education, by itself, does not change behavior.
3. Parents must address the highest-risk group – teens.
4. Leaders of organizations must reduce employee risks.
5. The public supports stronger laws.
6. Good laws and visible enforcement work in changing behavior.



Education Solutions

- Increase understanding of the research – risks, prevalence and crash involvement – particularly among key influencers.
 - Parents as educators and enforcers for teens.
 - Organizations & leaders to educate employees.
 - Peer-to-peer viral strategies to reach teens.
 - Wireless industry to reach customers and public.
 - Legislators to enact laws.
- Change the culture and make it socially unacceptable to use a cell phone while driving.
- Use emotion and personal stories.

'DEATH BY CELL PHONE'

Watch their stories



Mother, Oklahoma



Son, Michigan



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deathbycellphone.org



Example of Industry Messaging

Scientific research on the subject of wireless phone use and driving has been conducted worldwide for several years. According to the National Highway Traffic Safety Administration (NHTSA), the available research indicates that using a wireless phone while driving degrades a driver's performance, whether it is a hands-free or hand-held wireless phone.

For your well being and the well being of those around you, you should consider turning your phone off and allowing calls to go to voice mail while you are driving.

...Verizon Website



Organizations Are Taking Action

- **Safety Leadership:** Employers have an imperative to enact best practices in safety. Good safety = good business.
- **Risk Reduction:** Cell phone use while driving is 4x more likely to lead to a crash. Would employers allow other jobs to be done in ways that were 4x more likely to lead to injury?
- **Enacting Policies:** 500+ NSC Members have total bans, including public & private sector organizations of all sizes.





Cell Phone Policy Kit



www.distracteddriving.nsc.org



Encouraging Legislation

- The public supports stronger laws
 - 53% support total bans on cell phone use while driving.
 - 80% support bans on texting and emailing.
 - 82% say they would change their behavior if required by law.
- No evidence hands-free devices provide safety benefit.
- Texting bans are insufficient because they do not address the leading cause of distraction-related crashes – phone use, principally conversations.

Enforcement Works

- Some people believe cell phone laws cannot be enforced. Many also once believed seat belt laws could not be enforced.
- High-visibility enforcement has been the most significant factor increasing seat belt use from 61%-84% in 15 years.
- Work with local and state law enforcement agencies to build and enhance enforcement models.
- Conduct research to validate how enforcement changes behavior, increases compliance, and reduces crashes, injuries and deaths.



What Can You Do?

Educate the employees of your organization.

Enact a policy covering your employees.

If you are a parent, work with your teen.

Support legislation to enact bans
on cell phone use.

Support law enforcement and
development of best practices.



