



2017 President's Challenge

Lead by Example: Engaging Communities to Eliminate Preventable Deaths

THE NATIONAL SAFETY COUNCIL (NSC) PRESIDENT'S CHALLENGE IS AN EFFORT TO UNITE AND RALLY THE SAFE COMMUNITIES AMERICA NETWORK TO ELIMINATE PREVENTABLE DEATHS IN OUR LIFETIME BY COMBATING ONE OF THE BIGGEST THREATS TO OUR SAFETY—CAR CRASHES. THE CHALLENGE FOR 2017, ISSUED BY NSC PRESIDENT & CEO DEBORAH A.P. HERSMAN, ASKS INDIVIDUALS, COMMUNITY MEMBERS, AND LEADERS TO HELP PREVENT UNINTENTIONAL DEATHS ON OUR ROADWAYS BY PLEDGING TO BE AN ATTENTIVE DRIVER. JOIN THE NATIONAL SAFETY COUNCIL AND SAFE COMMUNITIES AMERICA BY MAKING A COMMITMENT TO SAFE DRIVING.

Technology allows us to make phone calls, dictate texts or emails, and update social media while driving—all actions that are proven to increase crash risk. Although many distractions exist while driving, cell phones are a top distraction because so many drivers use them for long periods of time each day.

Almost everyone has seen a driver distracted by a cell phone, but when you are the one distracted, you often don't realize that driver is you. Even when talking on a hands-free device, drivers can miss seeing up to half of what's around them because they are engaged in a cell phone conversation.¹ Studies also suggest that the impairments associated with cell phone use while driving may be as great as those commonly observed with alcohol intoxicated drivers.²

Furthermore, tens of thousands of people die on U.S. roads every year, and the fatality trend is going in the wrong direction. After a decade of record declines, traffic fatalities increased 6% over 2015 and 14% over 2014—the most dramatic two-year escalation in 53 years.³ The critical reason for 94% of crashes involves the driver, including driver error, fatigue, and **distraction**.⁴ Teens are even more at-risk, with distraction leading to 6 out of 10 crashes.⁵

Put safety first and Just Drive.

SOURCES:

1. National Safety Council. *Understanding the Distracted Brain: Why Driving While Using Hands-Free Cell Phones is Risky Behavior*. White Paper. Itasca, IL: 2012.
2. Strayer, D.L., F.A. Drews, & D.J. Crouch. "A Comparison of the Cell Phone Driver and the Drunk Driver." *Human Factors* 48.2 (2006): 381-391.
3. National Safety Council. *NSC Motor Vehicle Fatality Estimates*. Itasca, IL: 2017.
4. Singh, S. Critical reasons for crashes investigated in the National Motor Vehicle Crash Causation Survey. Traffic Safety Facts Crash•Stats. Report No. DOT HS 812 115. Washington, DC: National Highway Traffic Safety Administration, 2015.
5. Pickrell, T.M., Li, R., & KC, S. *Driver Electronic Device Use in 2015*. Traffic Safety Facts Research Note. Report No. DOT HS 812 326. Washington, DC: National Highway Traffic Safety Administration, 2016.
6. National Safety Council. *Injury Facts, 2017 Edition*. Itasca, IL: Author, 2017. Print.

DISTRACTED DRIVING IN THE UNITED STATES



Fatalities from crashes are increasing and are up 6% over 2015³



Drivers using either hands-free or hand-held cell phones are 4X as likely to crash¹



Total motor vehicle incidents cost \$385 billion in 2015⁶



Up to 7% of drivers⁵ (nearly 1 in 15) are distracted using a cell phone at any given moment.



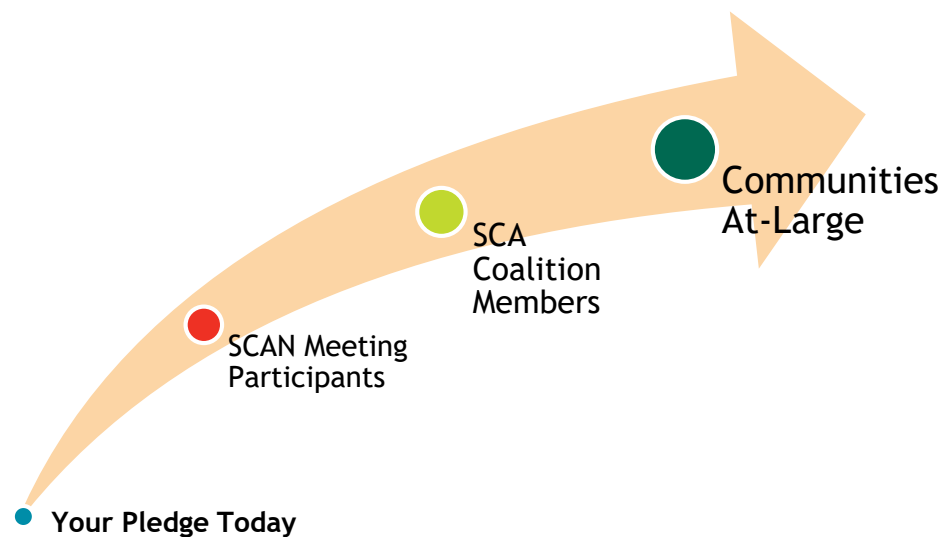
2017 President's Challenge



Using Pledges to Motivate People Against Distracted Driving

According to an NSC survey, 83% of drivers believe driving is a safety concern, but a startling number say they are comfortable texting either manually or through voice controls (47%). Pledging campaigns provide easy opportunities for individuals to commit to changing their behavior. The online distracted driving pledge is an easy way to bring attention to the issue and spark behavior change.

Raising awareness of distracted driving starts with us, the Safe Communities America Network. To be leaders we must lead by example and individually pledge to drive distraction-free. We must work together to eventually reach our communities at-large to also sign the pledge online at nsc.org/SCAPledge.



Our Challenge to the Safe Communities America Network

The Safe Communities can participate in the 2017 President's Challenge by taking action on one or more of the following:

- Sign the Attentive Driving Pledge. Change begins with you.
- Share your pledge with your coalition members and encourage them to sign the online pledge at nsc.org/SCAPledge.
- Share your pledge with your friends, family, coworkers, neighbors, social media networks, and encourage them to sign the online pledge.
- Post your pledge where others can see it, at work or in your home.
- You have the right to arrive safely. If you are riding with someone who is distracted, ask them to please focus on their driving.
- Engage your employer to adopt company cell phone policies. For resources on engaging leadership in workplace policy change, visit nsc.org/safedrivingkit.

The pledge period is August 2017 - July 2018. The community with the most online pledges will be recognized at the 2018 Safe Communities America Network Meeting.