Distracted Driving
Jennifer Smith
What is Distracted Driving?

Driving while engaged in any activity that could divert a person's attention away from the primary task of driving.

(SOURCE: Distraction.gov / NHTSA)
Types of Distracted Driving
There are three main types of distraction:

- Manual
- Visual
- Cognitive
Who is Driving Distracted?

Everyone

It’s become a worldwide epidemic
Texting in traffic: Adults worse than teens

Despite the risk, the problem of adults texting while driving is getting worse, according to a recent AT&T survey.

1 — From survey April 13-22, 2012, of 1,200 teens ages 15-19 who had either a driver’s license or learner’s permit and a mobile phone
82% of adults between the ages of 25 and 39 admitted to cell phone use behind the wheel

43% said they do so on a regular basis.

In contrast, 58% of teenagers said they used their phones while behind the wheel and 7% said they texted while driving.
Smartphone app usage time is increasing among every age group.
Results of Distracted Driving

Fatal Crashes Up

2015 - 35,092 fatalities
3,477 distracted driving

2016 - Est. 40,200 fatalities\textsuperscript{NSC}
*** Entire population of Midland, MI ***

2016 Was the Deadliest Year on American Roads in Nearly a Decade

A 14% increase in deaths since 2014, the biggest two-year jump in more than five decades.
Percentage of Distracted Drivers in Fatal Crashes by Age

- 15-19 yr olds: 17%
- 20-29 yr olds: 32%
- 30-39 yr olds: 17%
- 40-49 yr olds: 17%
- 50-59 yr olds: 22%
Results of Distracted Driving

Smartphone Addicts Behind the Wheel

Drive Car Insurance Rates Higher

Insurers increasingly blame distracted drivers as costs related to crashes outpace premium increases, Wall Street Journal

Since 2011, the average insurance premium has jumped 16% to $926.

Insurance companies say the sharp spike is partly caused by more drivers distracted on their smartphones and getting into accidents.

Allstate said in February there’s a “striking” correlation between the rise in smartphone use and crashes.
Prevalence of Distracted Driving

Zendrive 3-month analysis of 3-million anonymous drivers, who made 570-million trips and covered 5.6-billion miles found:

Motorists with smart phones use hand-held devices in 88 out of every 100 trips.

Zendrive estimates there are about 600 million trips involving distracted driving in the U.S. each day.

Cambridge Mobile Telematics

Data from a study involving several hundreds of thousands of drivers shows that phone distraction occurred during 52% of trips that resulted in a crash.

Other findings:
Almost one in four drivers were using a phone within a minute before a crash, which could include the moment the collision occurred.
We must socially stigmatize this behavior similar to campaigns against drunk driving or smoking.

Unacceptable, disgraceful, shameful behavior

Everyone is affected, there is no niche and the crashes have a ripple effect throughout the entire community - we all must work together to prevent these crashes.
The cost of distracted driving

Linda Doyle
Oklahoma City, OK
Driver on cell phone was a 20 yr old college student
Why Cell Phones are a Problem

- 100’s studies show risk (Harvard, Univ. of Utah) - decades worth

- Numerous studies confirm - **NO** safety benefit to hands-free (Cognitive Distraction Aspect)

- Compared impairment to a .08 BAC driver (reaction time) for **talking** on the cell phone (Univ of Utah, 2008)

- Addictive / Habitual Behavior
For many people, they say, using a smartphone may be less a decision than a habit—a move they make without initially thinking about what they are doing or why.
Are you addicted to your phone?

84% of people surveyed in a new TIME Mobility Poll said they couldn’t go a single day without their mobile device in hand.
### Growth in Wireless Device Use

<table>
<thead>
<tr>
<th>Millions of Subscribers</th>
<th>1995</th>
<th>2005</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>33.8</td>
<td>207.9</td>
<td>377.9</td>
<td>395.9</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>262.8</td>
<td>288.4</td>
<td>323.1</td>
<td>325.7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wireless Penetration</th>
<th>1995</th>
<th>2005</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>69%</td>
<td>117%</td>
<td>120.6%</td>
<td></td>
</tr>
</tbody>
</table>

Sources: CTIA & U.S. Census

There are 261.9 million smartphones = 80% US population
Data Traffic: Growing Exponentially

2016 mobile data use is **35 times** the volume of traffic in 2010.

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriber Connections</td>
<td>377.9M</td>
<td>395.9M</td>
</tr>
<tr>
<td>Smartphones</td>
<td>228.3M</td>
<td>261.9M</td>
</tr>
<tr>
<td>Tablets</td>
<td>41.0M</td>
<td>47.9M</td>
</tr>
<tr>
<td>Data Traffic</td>
<td>9.65T</td>
<td>13.72T</td>
</tr>
<tr>
<td>SMS Traffic</td>
<td>1.89T</td>
<td>1.66T</td>
</tr>
<tr>
<td>MMS Traffic</td>
<td>218.5B</td>
<td>277.9B</td>
</tr>
<tr>
<td>Wireless Penetration</td>
<td>115.7%</td>
<td>120.6%</td>
</tr>
</tbody>
</table>

Source: CTIA, Annual Wireless Industry Survey
What are we using our phones for?

Talk: 26%
Text: 20%
Social Networking: 16%
Visit websites: 14%
Email: 9%
Games: 8%
Other: 9%

Source: Experian Marketing Services
Smartphone activities people say they do while driving:

- Text 61%
- Email 33%
- Surf the net 28%
- Facebook 27%
- Selfie/photo 17%
- Twitter 14%
- Instagram 14%
- Shoot a video 12%
- Snapchat 11%
- Video chat 10%

* Research commissioned by AT&T and conducted by Braun Research.
Texting & Other Uses

• A driver is 8X more likely to get in a crash, making the texting driver more prone to crashing than even the drunk driver.

• Not just texting anymore, includes Snapchat, Vine, Posting on social networks, taking pictures, etc.

• 80% of teens viewed app use while driving as “not distracting.” Liberty Mutual Research Institute for Safety
• The odds ratio of crashing while texting as high as 23X. (VTTI)
  • A driver travels an average length of a football field when sending a text message. (VTTI)
  • Similar to driving while blindfolded or on auto-pilot.
Researchers Find New Brain Rhythm Triggered by Text Messaging with Smartphones

Neurologist William Tatum at the Mayo Clinic published, Cortical processing during smartphone text messaging, in the journal *Epilepsy & Behavior*.

Tatum says, "There is now a biological reason why people shouldn't text and drive – texting can change brain waves."
Cognitive Distraction: What Is The Risk?

Drivers fail to see what’s around them even though they’re looking

Also called “inattention blindness” - “Look” but don’t “see”

You do not notice unexpected events, fail to see what is around you

Decision making ability inhibited by other processes
Multitasking: A Brain Drain

Multitasking is a myth

Human brains do not perform two tasks at same time

✓ Brain handles tasks sequentially
✓ Brain switches between one task and another
✓ Switching takes time
✓ Reaction time costs
Our Brains on Cell Phones

The parietal activation associated with driving decreases substantially (by 37%) with sentence listening.

Source: Carnegie Mellon University
Eye Scanning Area

Driver Not Using Phone

Driver Using Hands-Free Phone

Source: Transport Canada
Inattention Blindness

You are **not** even aware that you are **unaware**.

Source:
David Strayer, Univ. of Utah
Test Your Skills
What is being done? LAWS

★ Proven successful - strict enforcement with high visibility

Enforcement Works

Laws are evolving and modernizing as the technology changes.
Civil Liability

A Texas A&M student has been ordered to pay $21.825 million in damages following a deadly Texas wreck in November 2007.

Phone records indicated that he had sent and received 15 text messages and made seven calls in the 45 minutes prior to the fatal crash.

Criminal Punishments:

Prison time varying state to state from 1-20 years.
New Jersey Supreme Court ruled that if the sender of text messages knows that the recipient is driving and texting at the same time, a court may hold the sender responsible for distraction and hold him or her liable for the accident. Aug 2013

"We hold that the sender of a text message can potentially be liable if an accident is caused by texting, but only if the sender knew or had special reason to know that the recipient would view the text while driving and thus be distracted," the court said.
Corporate - Employer Liability

$21 million - Coca-cola employee was talking on a hands-free cell phone when she crashed into and seriously injured another driver. The company had a policy that allowed hands-free and there were no laws in the state against cell phone use and the jury still found the company negligent.

$21.6 million - A stay-at-home dad received the award for the violent wreck that killed his wife, after a jury found a driver negligent for either talking on her cell phone or some other distraction.

$20.9 million - Dykes Industries of Little Rock, Ark., lost a personal injury suit in which its employee was using a cell phone when the accident occurred.

$18 million - Holmes Transport, of Muscle Shoals, Ala., was ordered to pay the damages by a U.S. District Judge to Mark Tiburzi who was left unable to walk or talk after a crash caused by one of their drivers distracted by a cell phone.

$5.2 million - International Paper employee Vanessa McGrogan was using her company-supplied cell phone when she rear-ended a vehicle driven by Debra Ford.

$8.7 million - State of Illinois a police officer was speeding at more than 120 mph on an interstate freeway, talking on a cell phone to his girlfriend and using email before he lost control of his squad car and crossed over the median. The crash instantly killed two teenage sisters.
What if you were the distracted driver?
What can you do to be a more focused driver?

Lead by example Make an impact, it starts with you

Get off the phone - Take the pledge

Turn your ringer off or on silent when you get behind the wheel to avoid the temptation

Use an App to break your habit ->

Have a designated texter

Change your voicemail message
Retrain your brain with a new driving habit
Successful approach to changing habits

USE AN IF THEN APPROACH TO INSERT GOOD HABITS OVER BAD HABITS

IF A CUE OCCURS, THEN DO THIS INSTEAD

Notice your triggers are when you tend to engage in distracting behaviors and retrain yourself when you are triggered to react with a useful behavior instead.

Persistence is needed to retrain yourself to break the bad habit and form the good, new one.

Source: Joseph Bayer, Univ. of Michigan
What can you do?

Don’t call others when you know they are driving

If someone is driving tell them to call you back, end the call

Help your employer, city, or community enact a policy, hold an awareness campaign

Daily reminders and lifelong commitment
What can you do?

Lead by example, practice what you preach

Start educating early, the younger the better - the youngest will remind you the most!!

Make it a family affair, make it a commitment to someone and hold each other accountable

Spread the message, Influence others, Speak up
What are some things you can say to “Speak up” if you are in a car with a distracted driver?

Ask if you can text or talk for them or help them with it.

Ask them to pull over and stop somewhere safely or ask to be let out of the car if they continue the behavior while driving.

AT&T research shows 57% of people are more likely to stop driving distracted if a friend or passenger brings it up.
Catherine Cope  
Alaska

Heather Hurd  
Florida

Pierre St. Brice  
Georgia

JB Breen  
Illinois

11 lives lost Mar. 2010  
Kentucky

Nicole Salter  
Louisiana

Jamison & Katherine Pals and 3 children  
Nebraska

Morgan Lee Pena  
Pennsylvania

Brian Ralls  
Tennessee

The Berry Family  
Texas

Julie Davis  
Wisconsin

Talon Steadman  
West Virginia
How Many More Have to Die?

You **can** make a difference!

StopDistractions.org

CHANGING MINDS AND SAVING LIVES

StopDistractions.org