

# Distracted Driving

## National Safety Council Policy & Strategies

GHSA

September 2, 2009



# January 12, 2009



National Safety Council

# NEWS

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**For Immediate Release**  
Jan. 12, 2009

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**National Safety Council Calls for  
Nationwide Ban on Cell Phone Use While Driving**  
*Bold Plan Seeks to Involve Law Makers, Businesses and Public*

Itasca, Ill. – The National Safety Council today is calling on motorists to stop using cell phones and messaging devices while driving, and is urging businesses to enact policies prohibiting it and governors and legislators in all 50 states and the District of Columbia to pass laws banning the behavior.



# **Adopting The NSC Policy: A Representative Process**

- Initiated by volunteers representing the transportation industry and highway safety.
- Recognizes **substantial, consistent and convincing evidence** from more than 50 peer-reviewed research studies.
- Active volunteers in 7 industry groups, representing a cross-section of the Council's 50,000 member workplaces, reviewed and voted on the proposal.
- Industry groups voted unanimously to adopt the policy, and ratified by the NSC Board.



# 1. The Scope of the Problem: Risk + Exposure



# What Do We Know?

- Teens are the highest-risk group.
- Texting is the highest-risk activity.
- Phone conversations likely contribute to the most crashes.



# Risks of Phone Conversations

- A meta-analysis of 23 studies (Horrey & Wickens) reported substantial negative effects of cell phone use on driving.
- A meta-analysis of 33 studies (Caird, et al.) found effects in reaction time, speed, headway and lateral lane position.
- Epidemiological studies define cell phone use while driving as a 4x risk.
- Brain scan imagery shows parietal activation associated with driving decreases by 37%.



# What Is The Exposure?

270 million cell phone subscribers

80% admit to phone use while driving

=

An estimated 100 million+ people are talking while driving -- at 4x increased risk



# Risk + Exposure

Millions Taking The Risk =  
Thousands Dying

## *2003 Harvard Study Estimate*

Cell phone use while driving contributes to 6% of crashes. This means each year...

- 636,000 crashes
- 330,000 injuries
- 12,000 serious injuries
- 2,600 deaths



# What Do We Know?

- Teens are the highest-risk group.
- Texting is the highest-risk activity.
- Phone conversations likely contribute to the most crashes.
- Hands-free is not safer than hand-held.



# Hands-free vs. Hand-held Research Conclusions

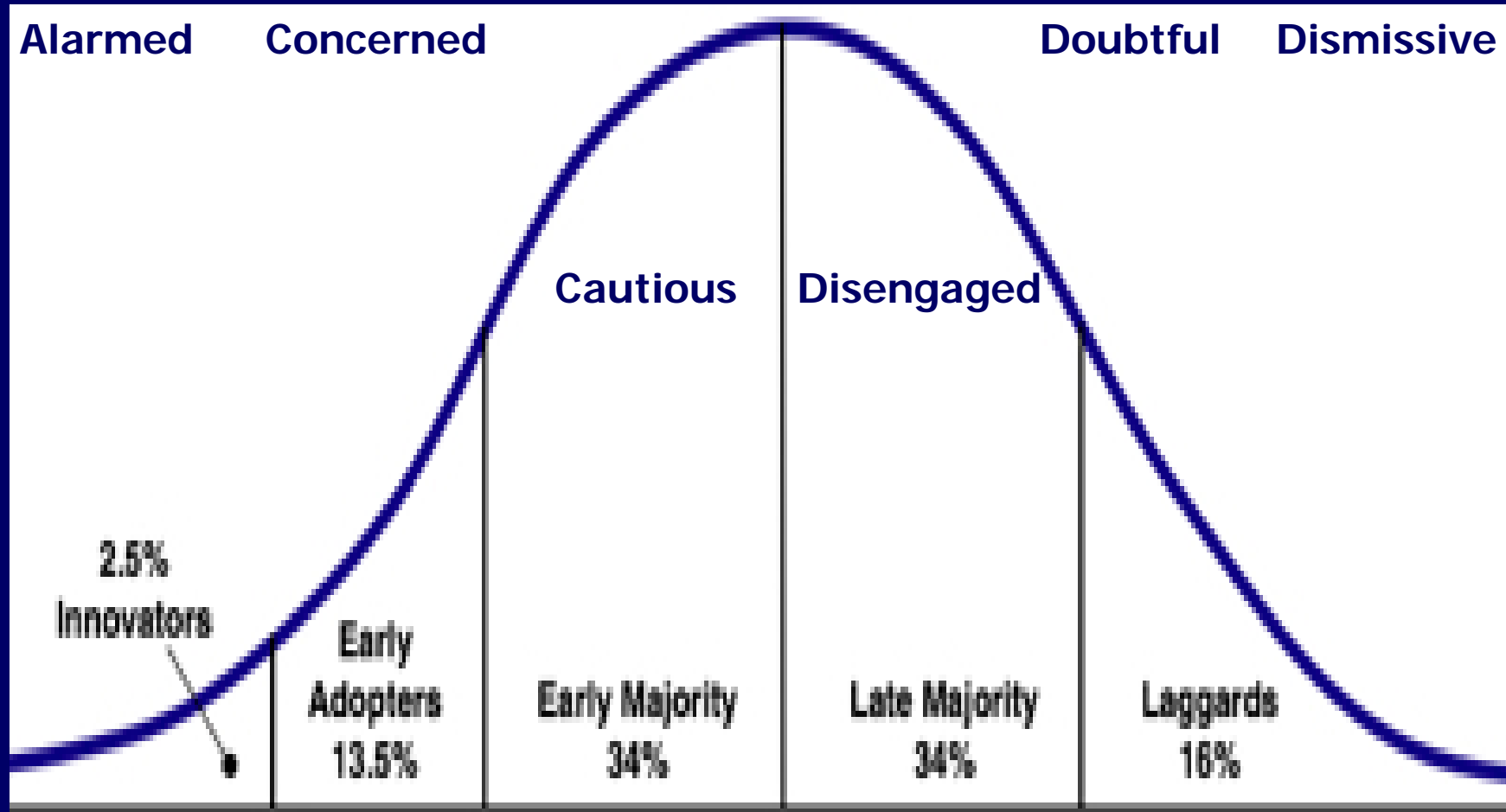
- A meta-analysis of 10 studies (Ishigami & Klein) show impaired driving performance for both hand-held and hands-free phones.
- A meta-analysis of 33 studies (Caird, et al.) found hands-free and hand-held had the same level of decrement in reaction time and each mode had decrements in headway, speed and lateral position.



**2. Education is very important,  
but by itself,  
does not change everyone's behavior.**



# Adopting Ideas



# Education Strategy

- Increase understanding of the risks.
- Use emotion from personal stories.
- Partner with the wireless industry to reach parents and teens.
  - Parents as enforcers for teens.
  - Peer-to-peer viral strategies to reach teens.
- Develop social norming strategies to change the culture and make it socially unacceptable to use a cell phone while driving.



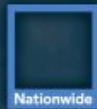
# 'DEATH BY CELL PHONE'

Watch their stories



Making our World Safer®

SPACE DONATED BY: **LAMAR**



**Nationwide®**  
On Your Side



Mother, Oklahoma



Son, Michigan

[deathbycellphone.org](http://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*



# Engaging Business To Lead On This Issue

- Broad outreach to NSC members, business leaders and public sector.
- Allowing employees to conduct business on cell phones while driving represents acceptance of a 4x increase in crash risk.
- Goal: 1 million employees covered by cell phone bans this year.
- Today: 469 NSC member companies with total bans.



**3. Strong Laws,  
Actively Enforced,  
Are Proven Effective  
in Changing Behaviors.**



# Typical Opposition To Cell Phone Bans

*“There isn’t enough data;  
the research is not conclusive.”*

*“We already have enough laws.”*

*“These laws are too difficult to enforce.”*



# What We Learned From Click it or Ticket

- Work with local and state law enforcement agencies to enhance enforcement models.
- Conduct research to measure how enforcement changes behavior, increases compliance, and reduces crashes, injuries and deaths.
- High visibility enforcement works.



# Legislative Strategy

- Support bans on teens and texting and support legislators who seek total bans.
- Leverage public opinion. Nationwide Insurance research reported this week:
  - 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.
- Support effectiveness research, ultimately to use in support of additional laws.



**4. Technology  
created this problem,  
and technology  
will likely be part of the  
ultimate solution.**



# Technology Strategy: Support Possible Solutions

**Aegis DriveAssist** -- Wireless network solution using GPS and WiFi.

**ZoomSafer** -- Downloadable application to handset.

In-car device wirelessly connects through Bluetooth.

A chip in phones similar to V chip.



# Join Us, Won't You?

Enact a policy.

Join state coalitions.

Support enforcement models.

Facilitate research on effectiveness.

Pilot and evaluate technologies.



**THANK YOU!**



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