

# **Wake Up Call!**

## **Understanding Drowsy Driving and What States Can Do**

**Pam Fischer**  
**Pam Fischer Consulting**  
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# DRIVER FEEDBACK®

Drive Smarter.

Download the App



## Welcome to the State Farm® Teen Driver Safety Website

Motor vehicle crashes are the leading cause of death for teens. State Farm is committed to helping end these tragedies. We invite you to explore and use this comprehensive website, which is filled with free tools, tips, and resources designed to help teens and their parents throughout the learning-to-drive process.



### Did You Know?

More than 40% of teen driver crashes are caused by a lack of proper scanning?

[Learn More...](#)

In your opinion, which is the most risky?

- ☐ Talking to passengers in the vehicle
- ☐ Talking on the phone



### Learn. Plan. Practice. Log.

Road Trips is an online tool to help parents teach teens safe driving skills in four simple steps.

[Learn More...](#)

[Try it now](#)



### Build Scanning Skills

### TEEN DRIVER SAFETY LOGIN

Email

Password

[Why register?](#)

[Register](#)

[Forgot your password?](#)

☐ Remember me

[Login](#)

### FEATURED TOOLS



[Road Trips®](#)

[Try it now](#)



[Road Aware®](#)

[Try it now](#)

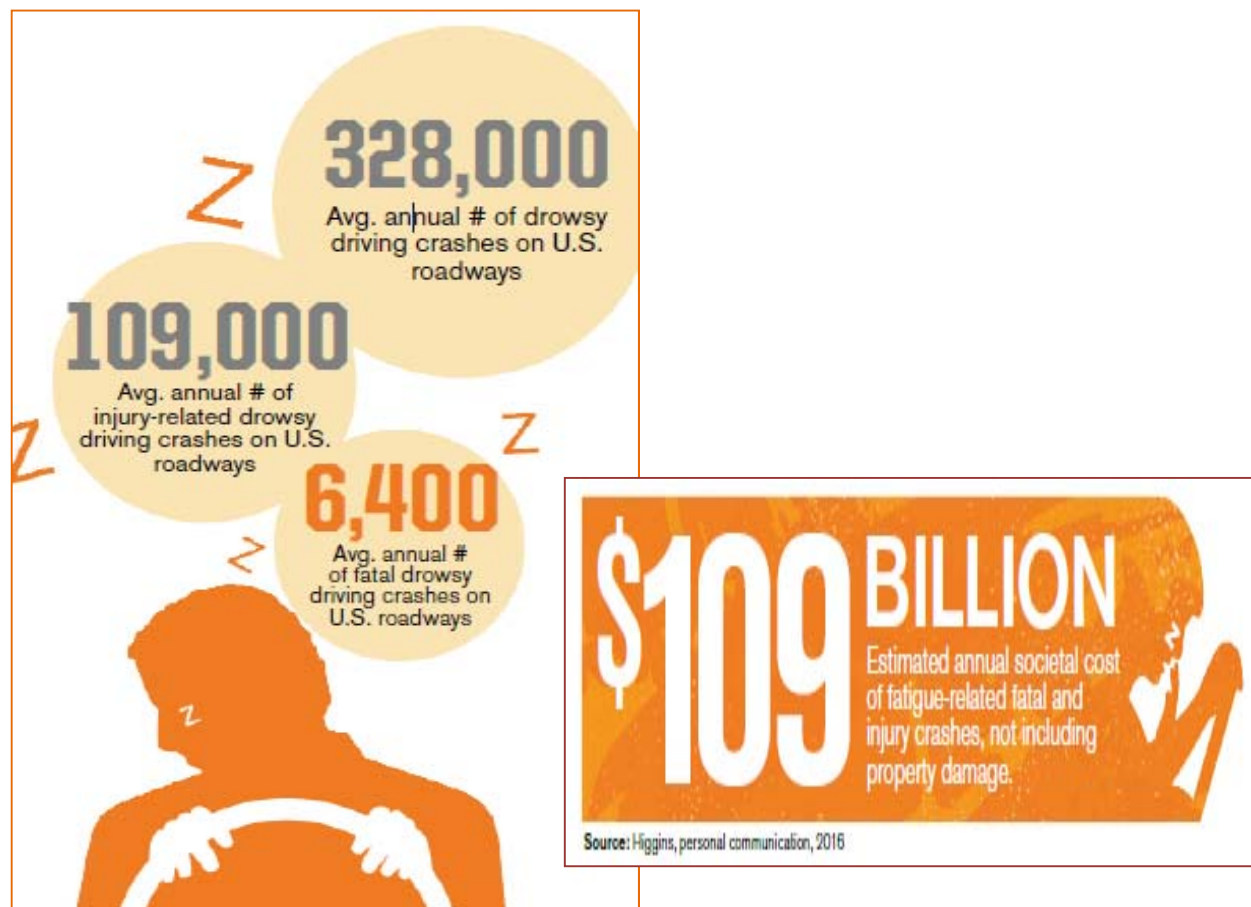


[Steer Clear® Safe Driver Discount Program](#)



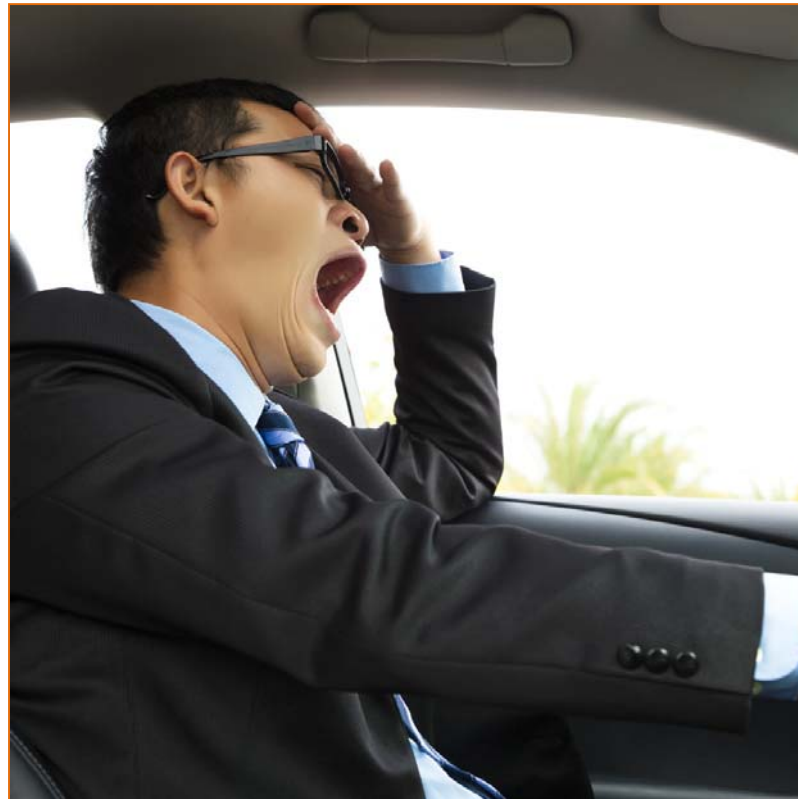
[Driver Feedback™](#)

# Extent of the Problem



Source: Tefft/AAA Foundation  
for Traffic Safety

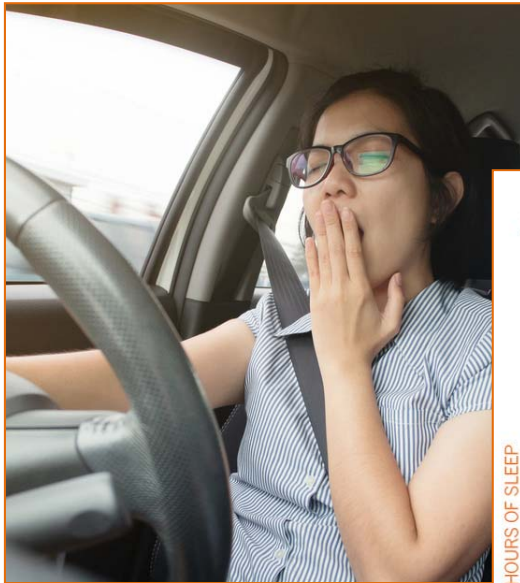
# A Nation of Drowsy Drivers



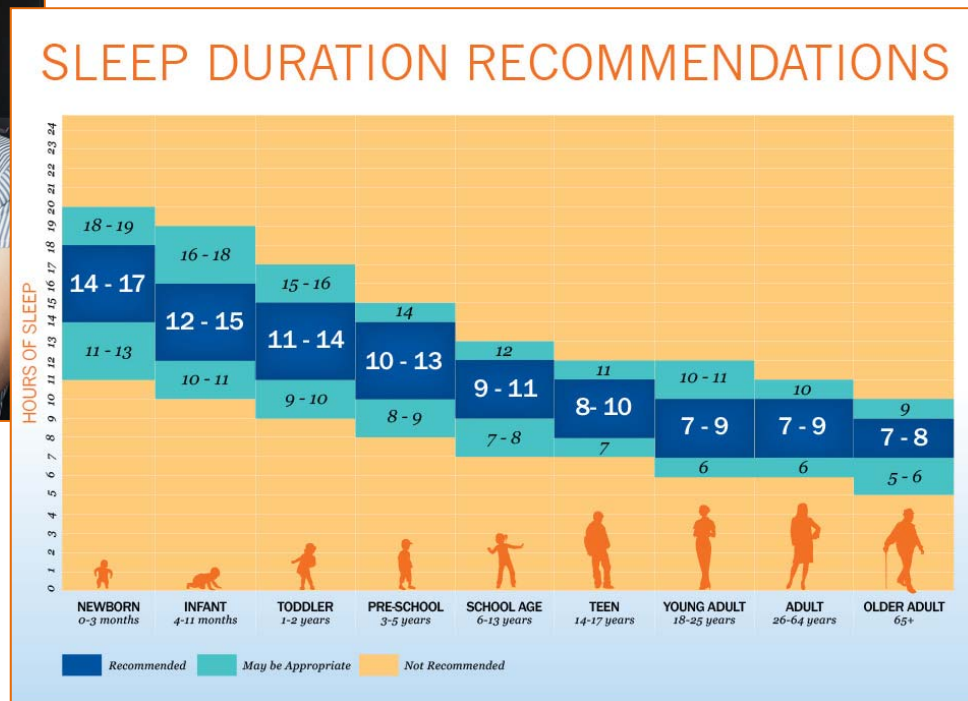
Sources: Arnold & Tefft/AAA  
Foundation for Traffic Safety



# Why So Tired?



Sources: Liu et al/CDC, National Sleep Foundation



# No One is Immune



Sources: AAP, Wheaton et al., Hartmann & Prichard, Czeisler et al., Rajaratnam et al., Barger et al., FMCSA, NAS, NIH, Holohan, Arbus et al./Hansotia as cited in NHTSA

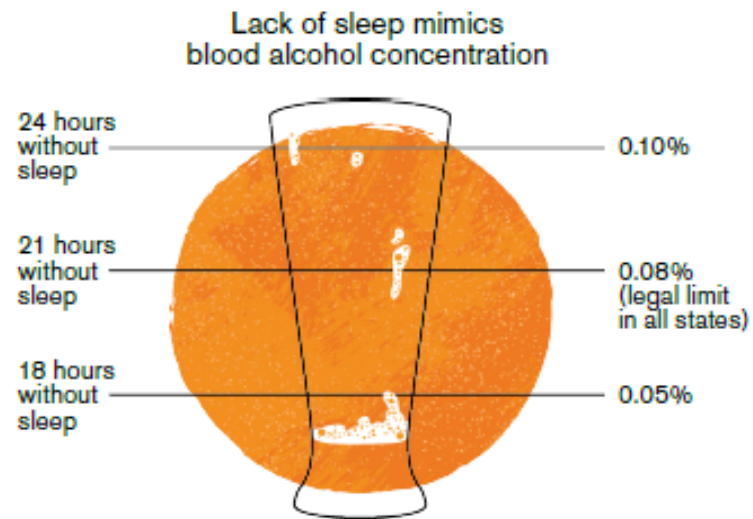


# Reframing the Issue



Sources: National Institutes of Health,  
Holohan/TODAY, Huffington Post,  
Peck, Che, Belvedere

# Drowsy = Impaired



Sources: Rosekind/NHTSA, Dawson & Reid/  
Arnedt et al.

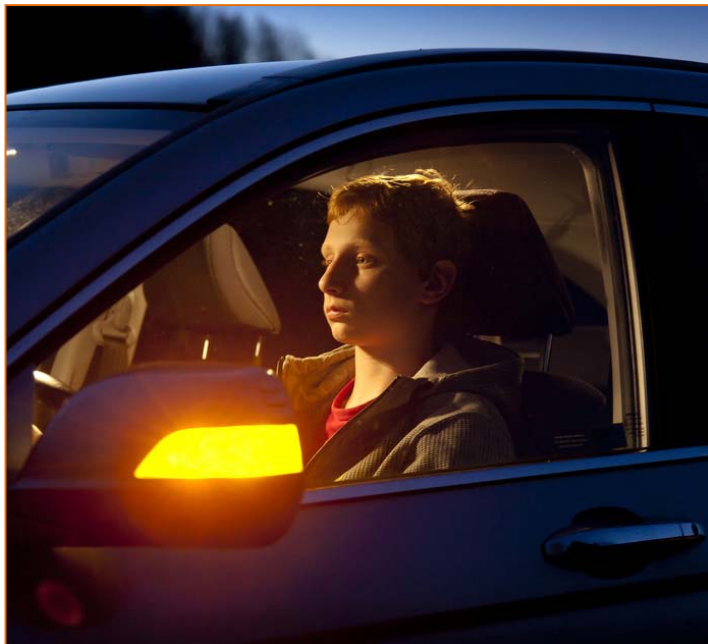


# Countermeasures

- Data Collection
- Laws
- Teen Driver Policies
- Driver Education & Licensing
- Workplace Policies
- Enforcement/Training
- Public Awareness & Education
- Engineering



# Teen Policies



Sources: McCartt et al., Rajaratnam et al., AAP, The Children's National Medical Center, Wheaton et al., Wahlstrom



# Workplace Policies



Sources: NETS, Che, CDC

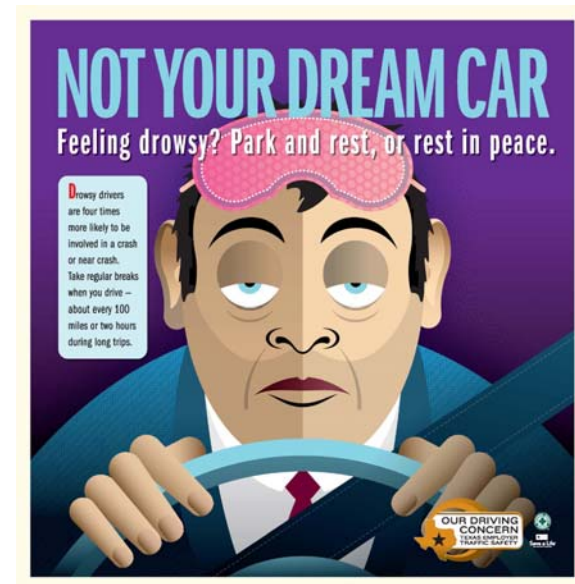
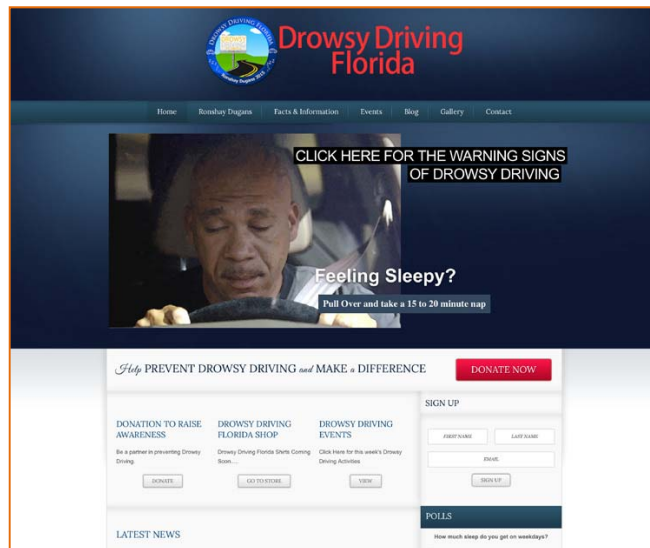
# Enforcement Challenges

Commander Mike Foster  
Highway Patrol Division, Arkansas State Police





# Public Awareness/Education



# State Best Practice



WINTER BLUES?  
DO NOT SNOOZE  
WHILE YOU CRUISE

GIVE IT A REST  
DON'T DRIVE DROWSY

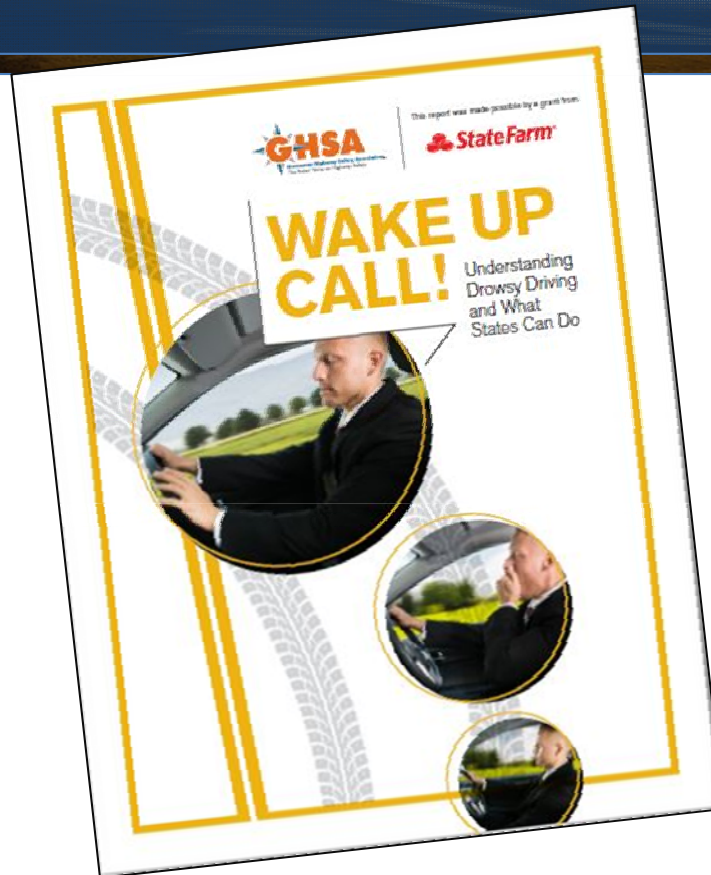
DROWSY?  
CRASH ON A COUCH  
NOT A ROAD



# Final Thoughts



# Questions?



<http://www.ghsa.org/html/publications/sfdrowsy.html>